

Preliminary notes from meeting with hotel representatives

April 6, 2016

Corridor Beautification

- Create an identity for the area and establish this area as “Arlington Heights Hotel District”
- Better management of road construction projects (current and future)
- Enhance corridor to alleviate safety concerns and make it more pedestrian friendly
- Beautify intersection of Algonquin and AH Road
- Clean up AH Road between I-90 and Downtown (trash blows onto properties, including Mitsuwa).
- Omit ugly LED lights around businesses storefront windows. Creates a bad image.
- Create an identity for the area and establish this area as “Arlington Heights Hotel District”
- Encourage tasteful architectural lighting on private businesses (e.g. Holiday Inn Express)
- Add parkway tree uplighting.

Mobility

- More pedestrian crosswalk opportunities (The width of AH Road and Algonquin Road inhibit walking. Many hotel guests don't have their own vehicles).
- Uniquely-designed themed crosswalks promoting the destinations (Mitsuwa; Guitar Center; etc.)
- Look for potential locations for running paths/trail

Signage

- Install “Welcome to Arlington Heights” on I-90 bridge (just as Elk Grove Village has)
- Add “Hotel District” banners in order to promote the area. Bright colorful banners along the corridor with lighting.
- Incorporate an electronic/digital community event gateway sign (can promote Metropolis; Arlington Park; various events; etc.)
- The hotel representatives were against individual electronic/digital signs for each hotel.
- Create a wayfinding signage program with signage directing people to the Downtown.

Economic Development

- Recruit fast casual dining options
- Try to get restaurant or unique shop to take place of former Cash 4 Gold
- Recruit large gym for the area (Millenials don't want to use the workout rooms; want to socialize)
- Large, hardbound visitor guide for millennials (what to do in AH – very visual)
- Work to create shuttle opportunities b/w Downtown and Southtown hotels (Schaumburg offers free shuttle to/from Woodfield Mall)