



City of Lake Forest Route 60 Corridor Plan Commission December 11, 2019

Purpose of Update

- Conditions have changed since 2001 Plan
 - Conway Park
 - Amberley Woods
 - Stonebridge
 - Academy Woods
- Comprehensive Plans provide goals, policy direction and future land use map

Summary of Process

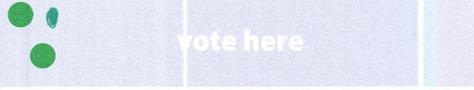
- 4 Working Group Meetings and Study Area Tour –
 - August 1, 15 and 27
 - November 7
- 2 Community Meetings
 - July 25 and September 12
- Interviews and focus group

COMMUNITY MEETING #1 – JULY 25, 2019

COMMUNITY CHARACTER

Instructions: The following themes and focus areas have been identified through engagement that has taken place to date. Help us identify TOP PRIORITIES by placing a sticker aside those actions you support MOST.

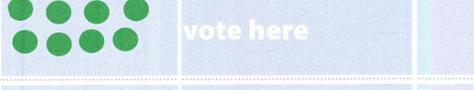
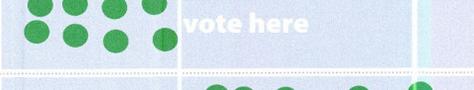
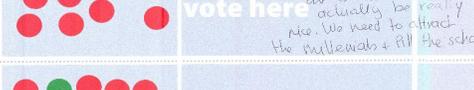
Have another idea? Awesome. Use the "Think Space Banners" to share new and additional input.

Project Theme	Sticker Area
 Maintain/enhance character of residential neighborhoods	 vote here
 Ensure high-quality design & new development	 vote here
 Create a central space for bikes and pedestrians and small gatherings	 vote here
 Encourage more access to nature	 vote here
 Attract young couples/families with housing choices	 vote here
 Provide housing options for seniors	 vote here
 Incorporate public art into corridors and streetscapes	 vote here
 Control development for high-quality design	 vote here

LAND USE + VITALITY

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Have another idea? Awesome. Use the "Think Space Banners" to share new and additional input.

Project Theme	Sticker Area
 Support and enhance Conway Park	 vote here
 Support local businesses	 vote here
 Attract and retain young professionals	 vote here
 Attract restaurants and cafes	 vote here
 Indoor family space with cafe / wifi for parents + grandparents	 vote here <i>out of green stickers but I think this would actually be really nice. We need to attract the millennials + fill the schools.</i>
 Hotel and conference facility	 vote here
 Focus on business attraction and growth	 vote here
 Attract convenience retail	 vote here
 Provide housing options	 vote here <i>also for young families they know a high school is important</i>

COMMUNITY MEETING #2 – SEPTEMBER 12

TRANSPORTATION - VEHICLES, PEDESTRIANS, BICYCLES

8. Plan for the separation of traffic related to office and commercial uses from adjacent residential neighborhoods.
9. Enhance mobility, through balanced land-use development, transportation improvements and increased transit options.

Strategies	Comments
8a. Encourage termination of Amberley Court with a cul-de-sac to prevent commercial cut-through traffic on residential streets, while respecting the preserved open space.	Great idea! It came is a dangerous intersection now! AND closure of S. Saunders Rd + incorporation of underutilized Abbvie pkgs to create larger South/WF property. could also EXPERT!
8b. Provide for secondary emergency access as determined to be appropriate for residential neighborhoods, Lake Forest Academy and Conway Park.	Important
9a. Plan for roadway, intersection and signal improvements that balance the benefits of interconnected streets without increasing cut-through traffic in residential areas.	The last proposal for WF put an access drive up against Amberley Courts - not a good idea
9b. Update parking requirements to encourage use of alternative modes of transportation and use of sustainable practices.	Same Really? in the suburbs?
9c. Support efforts to expand transit options from bus shuttles to improved train service including schedule changes, bus shelters and bus pull off areas.	Yes, Sure No NO TO BUS SERVICE FROM CONWAY FARMS TO DOWNTOWN L.F.



ENTRANCE GATEWAY (a-e)

5. Establish the Route 60 Corridor as the west gateway to the City of Lake Forest.

Strategies	Comments
a. Consider elements that create a sense of place, a sense of arrival at or near the intersection of Route 60, Field Drive and Saunders Road.	This is silly, it already is the gateway to Lake Forest from the west. THERE IS NO SENSE OF ARRIVAL - JUST A WIDE GO - NEED A CLASSY INTRO. TO LAKE FOREST
b. Consider entrance elements of an appropriate scale recognizing the width and speed of Route 60.	This already is notoriously wide on so upgrades - except for roundabout on Everest for other cars' lane flow.
c. Consider entrance elements that are in keeping with the character and quality of Lake Forest in an effort to more fully integrate the Route 60 Corridor into the larger community. Recall some of the most treasured and recognized features of the City at the gateway entrance. Avoid out of scale or contrived features.	Not a fan of entrance "requirements" yes - no entrance and use of cheap looking materials on blimp "WELCOME TO LAKE FOREST" WELCOME TO L.F. IN RT 60 MEDIUM Do not look at roundabouts/loading docks/trash bins of stores
d. Consider design features as part of any new development at the west entrance to Lake Forest including one or more of the following: architectural elements, signage, open space, ponds, preservation of trees, landscaping and other appropriate features. Recognize the importance of first impressions for those entering Lake Forest.	Put in the required retention, drainage pond at corporate park / Amway that was never done. All along Rte 60, remove invasive species. Stress use of flowering trees (spring) + fall color as "entry" elements that provide welcome feel (do done w/ median timers for Gott Yermay).
e. Maintain established setbacks except in opportunity areas where commercial uses are identified as preferred uses and development is proposed consistent with established development parameters, significantly reduce setbacks for commercial developments that include desired land uses and offer public amenities such as active or passive open space.	No, keep setbacks as wide as possible → agreed lottery, median, setbacks as trash in Retail needs reduced setbacks from a lead of 45' strip - agree



INTERVIEWS AND FOCUS GROUPS

INTERVIEWS: Aldermen, Mayor, Former Elected Officials, Residents, Property Owners, Businesses

STAFF: Senior Staff from Manager's Office, Police, Fire, Public Works

FOCUS GROUPS: Conway Park Businesses, Retail Brokers and Developers, Residential Brokers and Developers

#1: Set a standard of excellence that defines a major entryway into Lake Forest.

“Western gateway”

“Don’t want it to look overly commercial”

“Something of beauty”

“Upscale residential community”

“Class A / World Class Office Park”

“Setback was very intentional”



#2: Ensure quality, well-designed development and amenities

“Quality of [design of] American Club or Market Square”

“Modern look”

“Need amenities to keep Conway Park competitive”

“Upscale”

“Attract young couples and families”



#3: Preserve and enhance a network of open spaces and setbacks that serve residents, users and the natural and aesthetic environments.

“Open space feel”

“Preserve forest and open lands
entrance to Lake Forest”

“Create tree canopy with oaks
along center and sides of Route 60”

“Need signage/wayfinding”

“Prioritize environmental
sustainability + green space while
still developing commercial and
retail areas”



#4: Identify opportunities for restaurants, cafes and retail businesses that provide local options in a distinctive, high-quality experience.

“Would like high-end restaurant”

“Farm to table restaurant”

“No local place for residents and workers to go during the day or after work”

“Need place for coffee”

“I go to Vernon Hills because there is nowhere to go”

“Retail needs to be visible to Route 60 – setback needs to be flexible to attract the right product”



#5: Ensure that Conway Park remains a globally competitive location for top-tier companies.

“We like the location and feel” –
Conway Park business:

“We are looking forward to the
hotel”

“Need more conference /
meeting space”

“Need to continually keep the
Park up-to-date”

Would like restaurants – from
sandwich place to high-end



#6: Promote culture, recreation and sports-related uses to serve all of Lake Forest.

“Need a performing arts space”

“Home for Lake Forest Symphony”

“Take advantage of the families that go to soccer and sports tournaments”

“Theater/cultural center”

Opportunity to combine use with business needs for conference space?



#7: Provide a range of housing types that meet the quality and character of Lake Forest while expanding housing options.

“Attract Millennials and younger families who grew up in Lake Forest”

“High-end rental – Kelmscott Park and The Atworth”

“Need the right types of housing for the market” to support Conway Park



#8: Improve the pedestrian and bicycle experience through a well-designed network that connects to regional paths and provides opportunities to enjoy the open spaces in the Corridor.

“Connect bikeway from I 94 to Lake Forest Academy”

“Create connections to Middlefork Savanna Forest Preserve, Townline Park, West Lake Forest High School Campus”

“Create experiences for pedestrians and bicyclists to interact with open space”



#9: Reduce congestion through managing development, identifying transportation improvements and providing transit options.

“Safe crossings for bike and pedestrians”

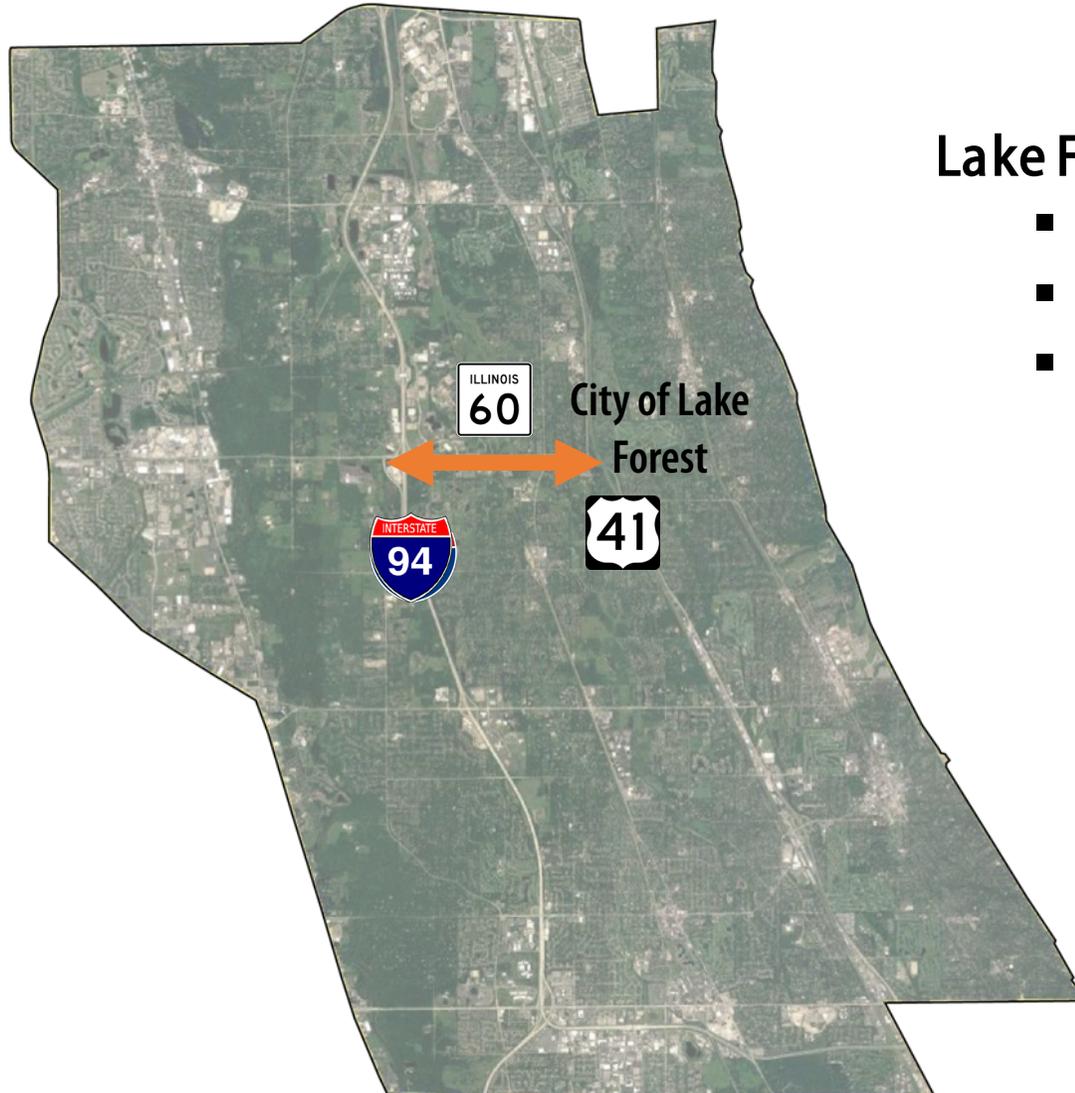
“Shuttle service to Metra stations [to Conway Park] has been successful”

“Create safe bike connection from Lake Forest Academy to Townline Park to Settlers Square to bike path along 41”

“[Need] alternative emergency access north of Route 60”



General Characteristics: City of Lake Forest and Market Area



Lake Forest (2018):

- 19,089 residents
- 6,816 households
- 7,552 housing units

Market Area (2018):

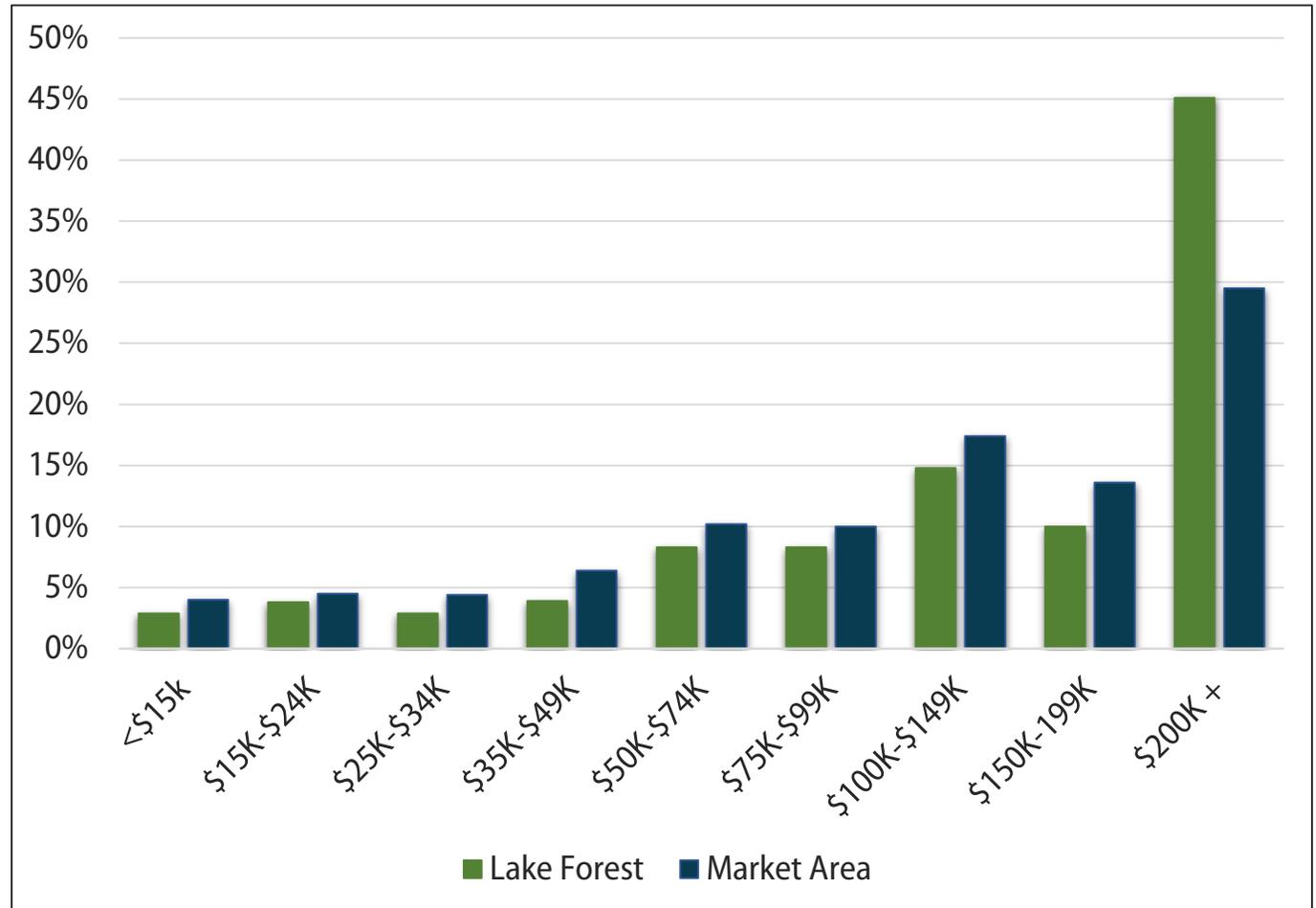
- 147,172 residents
- 55,661 households
- 59,481 housing units

The Market Area is bounded by:

- 137 on the North
- Butterfield Rd. and Milwaukee Ave. on the West
- Dundee Road on the South
- Lake Michigan on the East

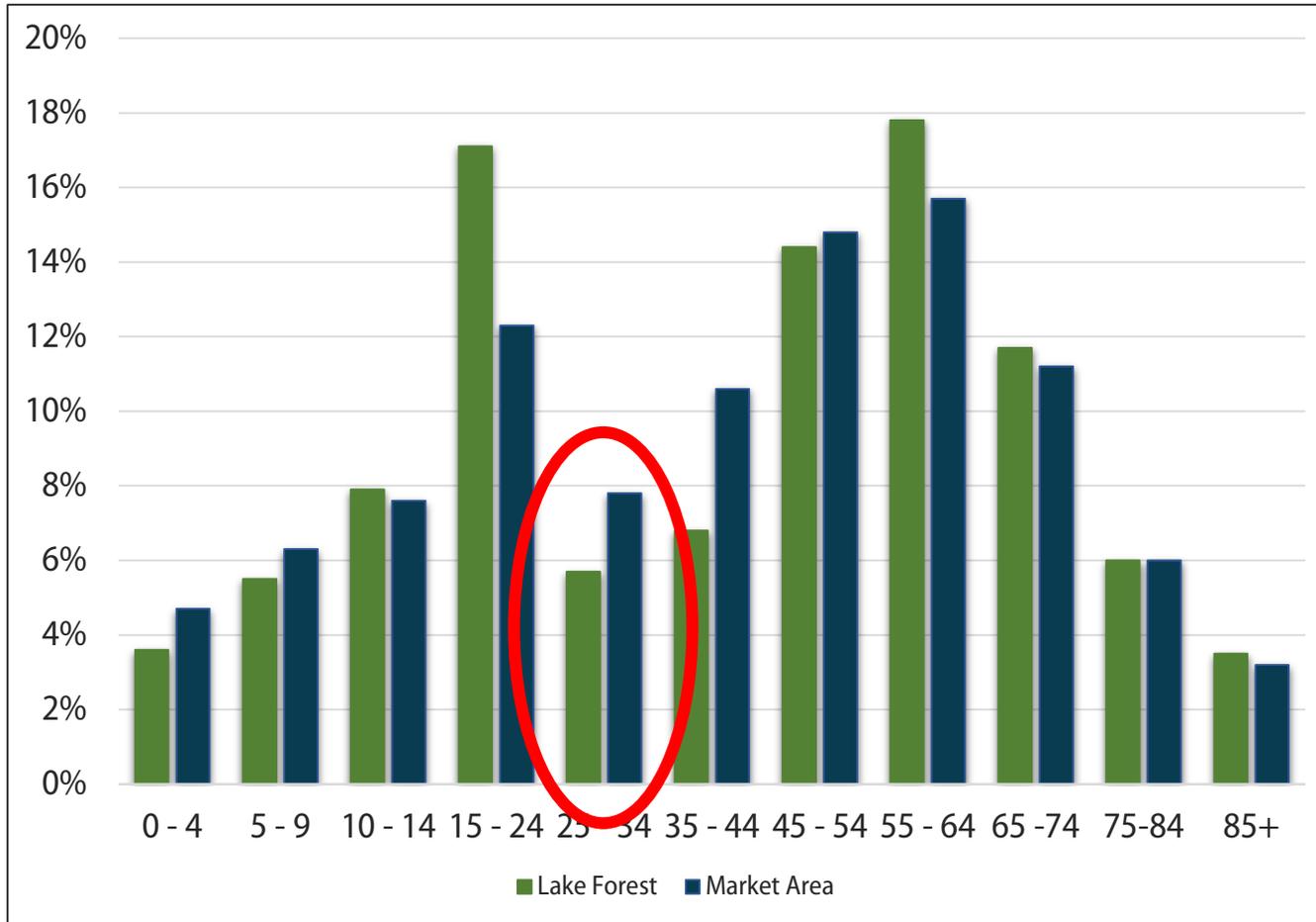
HOUSEHOLD INCOME LEVELS 2018

- Lake Forest has a \$172,252 Median Household Income
- Compared to an overall Market Area, \$125,562
- Lake Forest has a much larger share of over \$200k income than the Market Area



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018

POPULATION BY AGE



- Highest age groups are 15-24, 45-54, and 55-64
- A significant absence exists among adults within 25-34 and 35-44

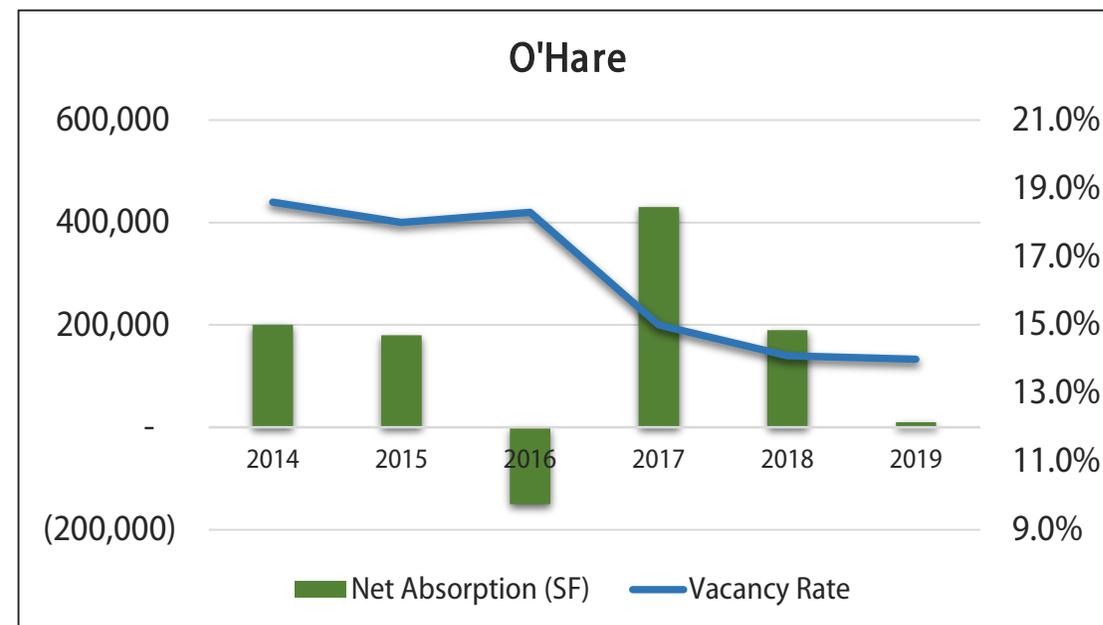
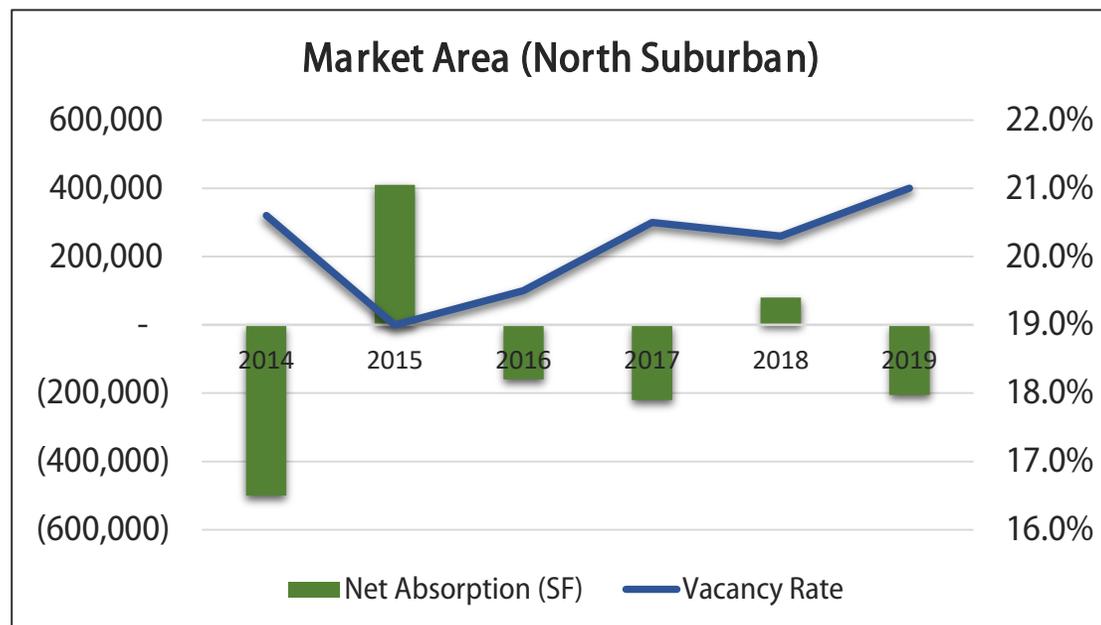
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018

CITY OF LAKE FOREST RETAIL GAPS

	Lake Forest Retail Gap	Market Area Retail Gap
Total Retail Trade	\$301 Million	-\$1.9 Billion
Total Food & Drink	\$35 Million	-\$7.5 Million

Examples of Lake Forest Retail Gaps	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Surplus)	Number of Businesses
Motor Vehicle & Parts Dealers	\$127 Million	\$43 Million	\$84 Million	2
General Merchandise Stores	\$107 Million	\$8 Million	\$99 Million	3
Grocery Stores	\$86 Million	\$68 Million	\$17 Million	3
Food Services & Drinking Places	\$72 Million	\$37 Million	\$35 Million	38

OFFICE ABSORPTION RATE AND VACANCY

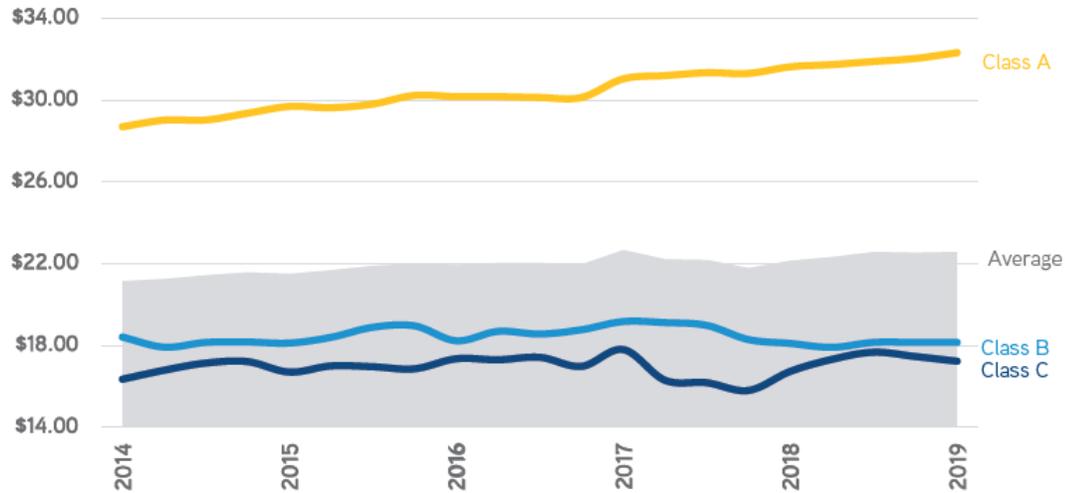


- Market Area (North): “Company consolidation transpired vacancy and absorption rate for Class A and B type properties”

- O’Hare: - “Class A properties have remained in high demand for the O’Hare region over the last 3 years”
- “Market continues to remain competitive and projected to increase rental rates for Class A properties”

OFFICE MARKET FORECAST

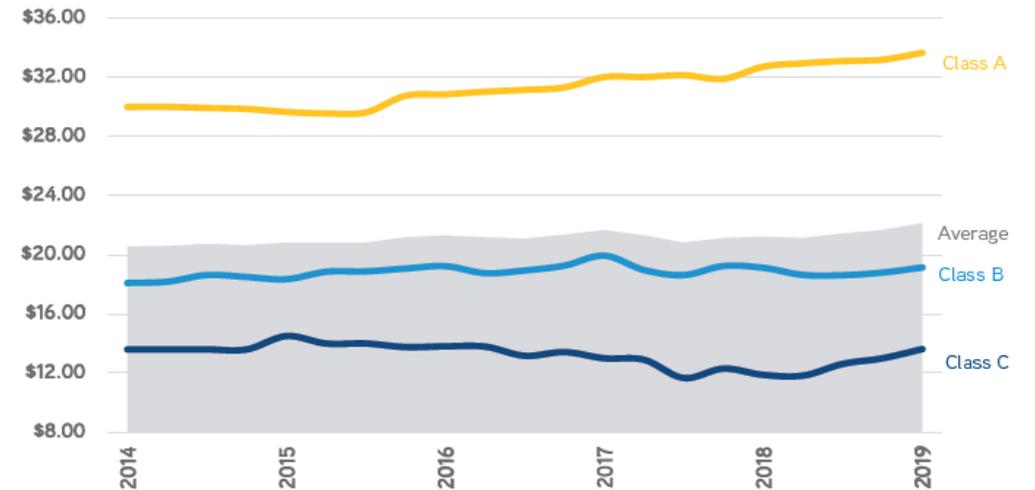
Market Area (North) Gross Rental Rates



Market Area (North) Forecast:

- Quality Class A space will come at a premium
- High quality true Class A assets will see a decrease in vacancy
- Increased opportunity for large users as large blocks grow
- Investment sale activity will continue to be active

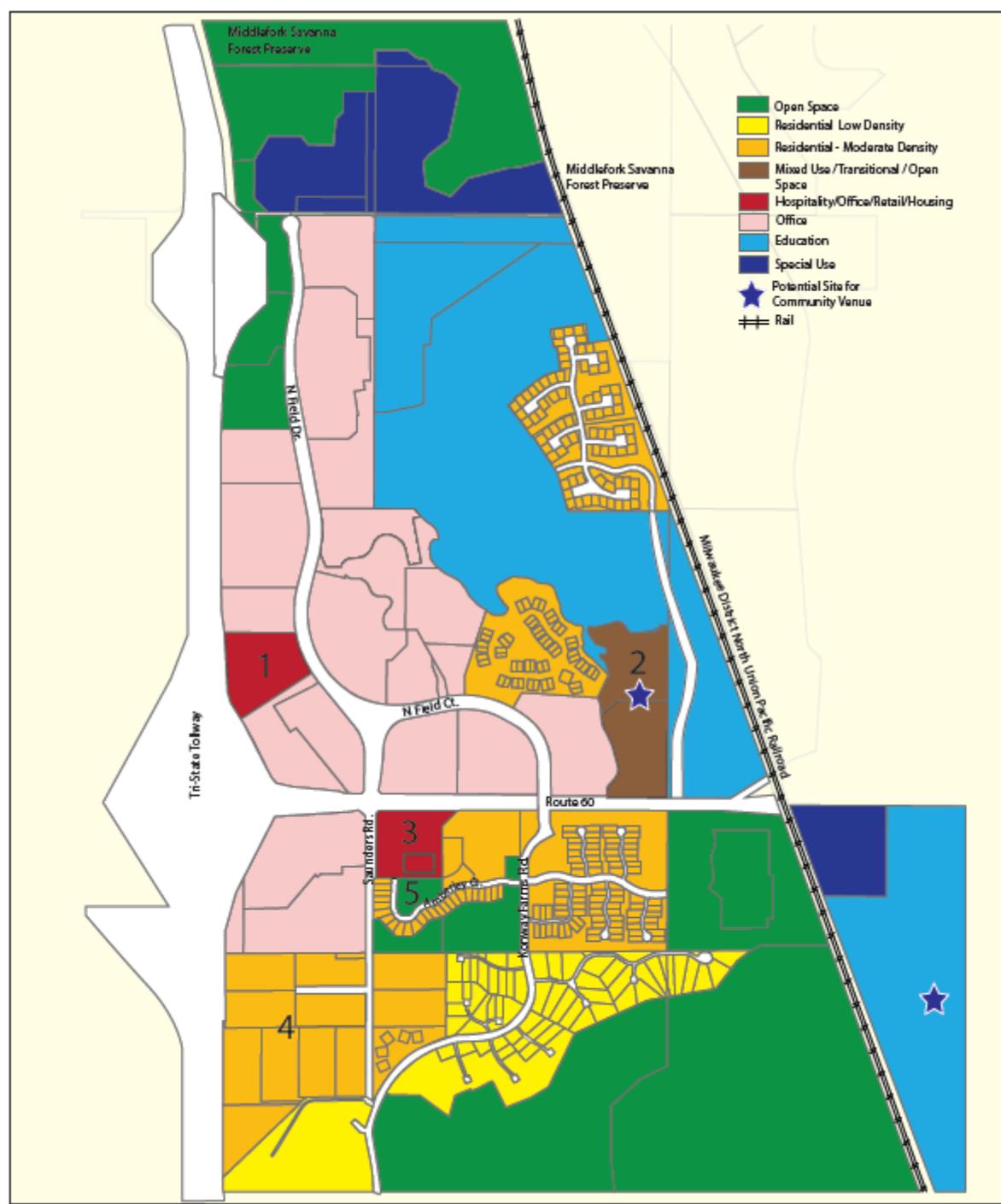
O'Hare Market Gross Rental Rates



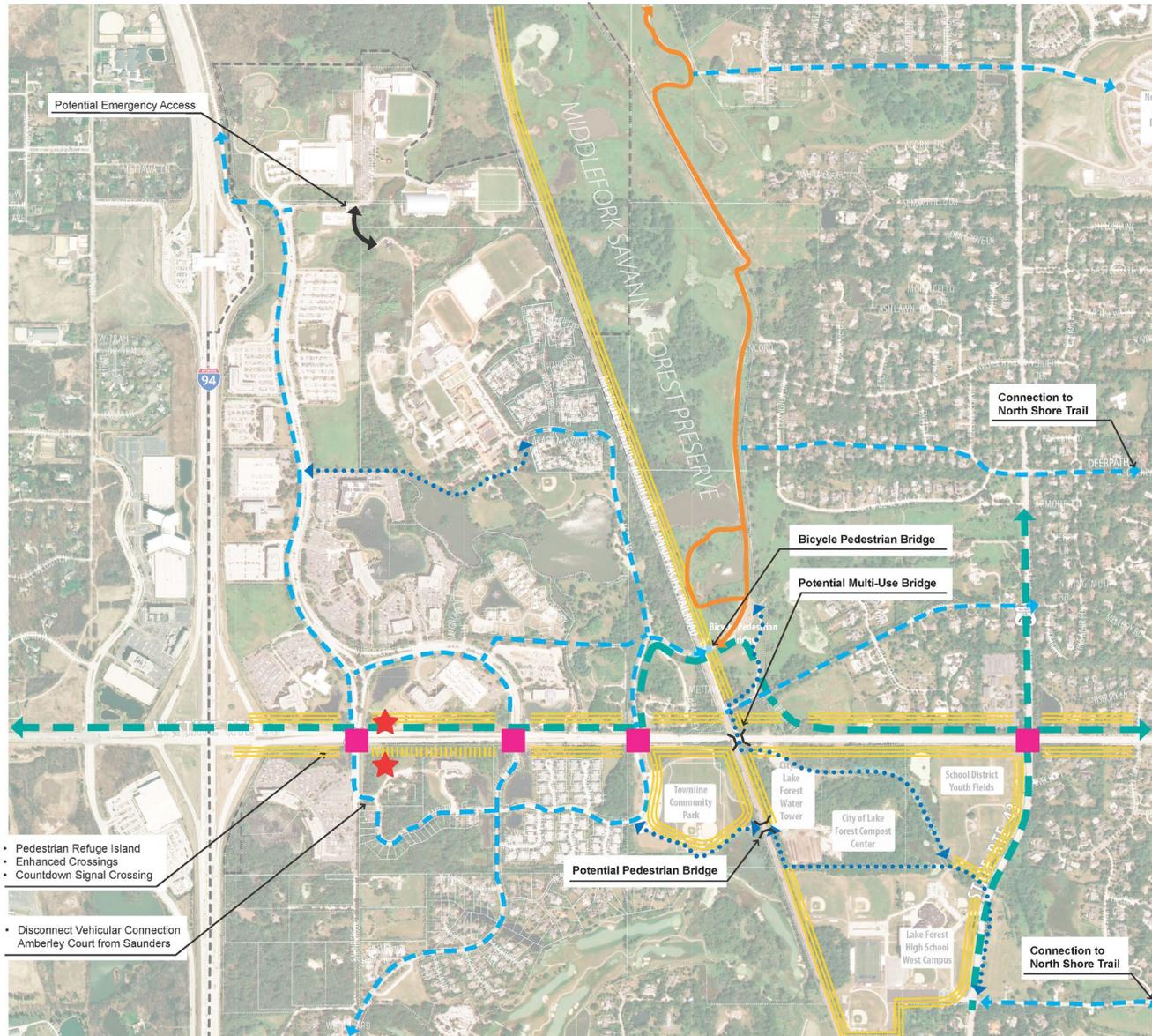
O'Hare Forecast:

- "True Class A rental rates have reached an all-time high and will continue as market tightens
- Growing tenant interest will give way to increased activity
- Class A and B buildings with large blocks over 50,000 SF will become increasingly limited

Route 60 Entrance Corner Land Use



BIKE AND TRAIL PLAN



GREENWAY PLAN

- Vehicular
- Pedestrian/Bike

SCREENING AND OPEN SPACE CORRIDORS, PARKS

TRANSPORTATION

- Access Points
- Cul-De-Sacs
- Green Space

LEGEND

- ★ Corridor Identity Gateway Feature
- Proposed Multi-Use Trail
- - - Sidewalk
- Potential Trail Connection
- Pedestrian and Bicycle Crossing Improvement
- Existing Middlefork Trail
- ==== Current Open Space Setback
- ||||| Special Setback Condition

This Diagram shows Public Roads, Transition Areas between Land Use, Meandering Setback and Trails

