

## Appendix A: Public Engagement and Community Outreach for the Carpentersville Old Town Action Plan

### Developing a Public Engagement Strategy

A significant feature of CMAP's Local Technical Assistance (LTA) program is the commitment to broad-based public involvement. The local planning projects that result from the program's competitive application process are each strengthened by the engagement of residents, business owners, and other community members from each municipality or study area. In particular, the LTA program focuses on both reaching and involving those groups and populations that are traditionally underrepresented in planning processes, including low-income persons, minorities, non-English speaking persons, and persons with disabilities.

It is therefore essential to formulate an approach to public engagement that is tailored to each LTA community. In this way, both CMAP and municipal staff can set outreach goals for the project, and keep track of the effectiveness of various strategies to determine what is replicable for future public engagement. This approach is captured in a document called a "project outreach strategy" (PROUST), which describes outreach goals and activities as they align with the steps of the project scope. The PROUST is a malleable document that can and should be updated throughout the project, according to which methods are effective and which target groups require further outreach efforts.

For the Carpentersville Old Town Action Plan, this PROUST document was supported by background research and initial conversations with the Village staff and other key stakeholders. The first steps to developing the public engagement strategy for Carpentersville were: to find out what types of public participation had occurred in the Village prior to this project (see Figure 10 for a relevant worksheet); to learn more about the demographics of the community; and to begin building a comprehensive list of the key stakeholders to involve in the planning process (see Figure 11 for a relevant worksheet).

From this background research, the initial direction of the PROUST was devised, establishing an overarching goal that the project's public outreach would draw from a wide variety of people with different understandings of and preferences about the future of Old Town. Having learned from the public engagement efforts of the Carpentersville Comprehensive Plan, CMAP set out to engage residents in a similar fashion, by providing project materials in both English and Spanish. Outreach included but was not limited to: youth; membership organizations; local businesses; and faith-based institutions.

Each LTA project also has a steering committee that serves as a review body at each step of the project. In the case of Carpentersville's Old Town Plan, the Village's Planning and Zoning Commission served as the steering committee.

## Overall Lessons Learned

One of the primary challenges staff faced in engaging residents throughout this project was the Village's lack of a downtown – which CMAP hoped to address through the development of an action plan for Old Town. This conundrum was central in refining our public engagement efforts. Without a downtown, or central community gathering place, how does one reach residents to engage them in the planning process?

CMAP turned to a web-based tool, hoping that by providing an opportunity for online engagement, staff would reach a great number of stakeholders for this project. This tool, called MetroQuest, was used in addition to traditional public meetings. The site was live for a period of three months. During this time, anytime we spoke to residents, we encouraged them to go to the site to leave specific details on how they would make Old Town a thriving center of the Village.

Also important to this project was the knowledge that Carpentersville has a substantial Latino population. CMAP assigned a dedicated Spanish speaking outreach staff to this project to ensure we reached the Spanish-speaking population. Staff worked through local churches, visited local Latino-owned business and restaurants in nearby strip malls.

In reflecting on the work we did, there are a few things we learned. First, you can never engage people too early in the process. CMAP staff reached out to numerous local churches, schools, business owners, and membership organizations, to see if they would help us reach residents. However, given the short time frame for the plan development, we were not able to establish as strong relationships as we would have liked. That being said, throughout this six-month process, over 350 residents were engaged in developing this plan for Old Town (see Table 1). MetroQuest was a particularly effective tool in reaching the community. A total of 160 participants gave us detailed feedback online, which is greater than five times the number of participants who came to the visioning workshop.

**Table 1: Carpentersville Participation from November 3, 2011 - February 7, 2012**

Meeting	Number of Participants
Key person interviews	5
Public Visioning Workshop November 3, 2011	30
Professional Planners' Charrette November 16, 2011	56
MetroQuest Phase 1 (Live: October 17, 2011 – January 29, 2012)	86

MetroQuest Phase 2 (Live: January 30, 2012 – February 6, 2012)	74
Open House February 7, 2012	100
Total	351

## Outreach Methods

To reach community residents staff utilized flyers, posters, traditional print media, and new media (Facebook, Twitter, websites) to attempt to reach residents. Prior to the public kick-off meeting and the open house outreach staff went out and placed flyers and posters in places around the Village. Staff also reached out to community based organizations in an attempt to develop relationships to ensure participation in this process. There were three primary means of communication:

**Posters and Postcards.** Print and PDF posters and postcards were developed for the kick-off meeting and the open house. Staff went out to the community and dropped off posters and postcards at various community businesses, government offices, and recreational locations.

**Face-to-Face Outreach.** Perhaps the best way to engage local stakeholders is to talk to people one on one. Engaging with community leaders and organizations who might be able to help spread the word about opportunities for public input. Through the project steering committee, staff learned of key community leaders who we engaged with throughout the course of this project.

**Media and Web Communication.** People receive news in a variety of ways these days. In an effort to broaden outreach efforts both traditional news media were sent media advisories and staff utilized social media to help promote and remind people of upcoming events.

Table 2 details who we reached out to about this project and what method of communication was used.

**Table 2: Carpentersville Outreach Efforts**

Outreach Method	Outreach Details
Posters and Postcards	<ul style="list-style-type: none"> <li>• Otto Engineering (2 E Main St/10 W Main St)</li> <li>• Main Street Bicycles (39 E Main Street)</li> <li>• Dundee Press Inc. (56 E Main St)</li> <li>• Bakes Guitars (52 E Main St)</li> <li>• Egor’s Tobacco and Gift Shop (2 N Wisconsin)</li> <li>• American Hair Lines (12 N Wisconsin Street)</li> <li>• Quilt Master (1 S Wisconsin Street )</li> <li>• Village Hall (1200 L.W. Besinger Drive)</li> <li>• Dundee Township Park District (665 Barrington Ave)</li> </ul>

	<ul style="list-style-type: none"> <li>• Dundee Public Library (555 Barrington Avenue)</li> <li>• St. Monica Parish (90 Kennedy Drive)</li> <li>• Bible Baptist Church (1701 Papoose Road)</li> <li>• Village Fresh Market Grocery (350 Lake Marian Rd)</li> </ul>
Face-to-face outreach efforts	<ul style="list-style-type: none"> <li>• Officer Cram, Neighborhood Watch Groups</li> <li>• Rotary Club</li> <li>• Called all churches in Carpentersville <ul style="list-style-type: none"> <li>○ St. Monica and Bible Baptist took flyers</li> <li>○ Faith Lutheran: announcement after service</li> </ul> </li> <li>• VFW (301 Lake Marian Road)</li> <li>• Carpentersville Middle School (100 Cleveland Ave)</li> <li>• Dundee Historical Society</li> <li>• Northern Illinois Chamber of Commerce</li> <li>• State Representatives and Senators</li> <li>• School District 300</li> </ul>
Media and Web Communication	<ul style="list-style-type: none"> <li>• Village of Carpentersville website</li> <li>• CMAP LTA webpage (<a href="http://www.cmap.illinois.gov/Carpentersville">www.cmap.illinois.gov/Carpentersville</a>)</li> <li>• Various Facebook pages <ul style="list-style-type: none"> <li>○ Chamber</li> <li>○ Crown H.S.</li> <li>○ Rotary Club</li> </ul> </li> <li>• Media Advisory sent to <ul style="list-style-type: none"> <li>○ Triblocal</li> <li>○ Topix</li> <li>○ Daily Herald</li> <li>○ Courier News</li> </ul> </li> </ul>

**Public Meetings and Results**

A number of meetings were held to gather input for this project. All of the meetings focused on hearing from stakeholders about their vision for Old Town. Each provided a face-to-face opportunity for CMAP to learn from residents about the needs and ideas for Old Town. The following is a list of the meetings and activities conducted for this project.

- Village Board of Trustees meeting
- Planning and Zoning Commission meeting
- Business Development Commission meeting
- Stakeholder interviews
- Public visioning workshop
- Professional planners charrette
- MetroQuest
- Open house

### **Board of Trustees and Planning and Zoning Commission Meetings**

The public engagement phase began by reaching out to the Board of Trustees and Planning and Zoning Commissioners to understand what they believed should be part of the Old Town plan. At our meeting with them, trustees and commissioners participated in a brainstorming exercise to understand what they would like to see in Old Town. Suggestions focused on adding businesses and offices that would enliven the area during both day and night as well as weekday and weekend. The types of businesses included a canoe or kayak rental, a microbrewery, a small community theatre, condominiums, fitness center, non-chain or small-chain businesses, and space for artisans.

Trustees and commissioners also noted a number of issues that they would like to see addressed in the plan. They immediately recognized that the existing traffic congestion and traffic patterns limit how people move and interact within the Old Town area. They acknowledged that the riverfront is currently underutilized and the aesthetics of the riverbank and shoreline are poor. Several members also raised concerns about parking availability and the lack of evening activities in the area.

Overall, there was a desire for the Old Town plan to capitalize upon existing community assets. They expressed the potential for redevelopment of specific parcels was discussed along with the rehabilitation of the apartment buildings on Lincoln Avenue. There was interest in promoting alternative forms of travel as a way to alleviate peak hour traffic congestion on Main Street. And they envisioned developing a riverwalk along both sides of the Fox River with shoreline beautification which included the possibility of extending the bike trail across the Fox River to connect to Raceway Woods.

### **Business Development Commission Meeting**

The Village's Business Development Commission reinforced many of the same issues and opportunities that came up in the discussions with the Board of Trustees and the Planning and Zoning Commission. The commissioners also recognized the existing traffic congestion and traffic pattern as barriers for how people move around Old Town. Several members raised concerns about parking availability while others reflected that there are a lot of surface parking lots along the riverfront. The commissioners acknowledged that the riverfront is currently underutilized, the shoreline needs to be restored and that views of the river need to be opened up.

Commissioners envisioned the addition of a traffic signal along Main Street and a second bridge over the Fox River (the Longmeadow Parkway or another bridge) to improve traffic flow. They also expressed that the addition of public transit would be a good way to reduce traffic and the need for parking. Commissioners recommended the redevelopment of the surface parking lots along the Fox River for retail, office and/or residential uses. In terms of the types of businesses coming into Old Town, they discussed a variety of businesses from light manufacturing and office space to destination restaurants and river-focused businesses like fishing supply and boat rental retail. Government offices and museums were mentioned as well as a food market and other service-based businesses that nearby residents could use for their daily activities.

## Stakeholder Interviews

In order to gain further insight into the issues and opportunities, CMAP staff conducted interviews with several key stakeholders throughout the community. These individuals represented a wide variety of interests and perspectives, and ranged from institutional leaders to business owners to community leaders. While the discussions were confidential, the information provided by the key stakeholders contributed to the plan for Old Town. Approximately 5 stakeholders were interviewed confidentially. Most of these were property owners or business owners in Old Town. Overall, stakeholders shared a passion for Old Town and wanted to see the area improved, however, concerns were shared about potential improvements. Most concerns focused upon what size and scale of developments could occur, whom would pay for future improvements, the need for current (and expanded) parking spaces, and the desire for the village to work with businesses.

## Public Visioning Workshop

A public visioning workshop was held to hear from residents and stakeholders and create a vision for the Old Town area that will be used as a basis for the plan. The workshop was held on November 3, 2011 at Carpentersville Middle School with a total of 30 residents and community stakeholders in attendance. The goal was to hear from residents about their vision for the future of Old Town.

The workshop began with a presentation of existing conditions in Old Town. Participants were then divided into small groups to work with aerial maps of Old Town and discuss how they wanted the area to look in the next 10-15 years. Each group reviewed what type of new uses, businesses, or employment opportunities should come into the area, and how new business might support or improve the existing uses. Participants also discussed ways to improve traffic flow and access to the river (see Table 3 for a complete list of discussion questions).

At the end of the small group discussions, each group reported what the top two “big ideas” were for the area, revealing that many of the groups discussed similar ideas. CMAP staff created a room-wide list of each group’s top priorities then used keypad polling devices (an anonymous electronic voting system) to ask participants to prioritize all the “big ideas” mentioned (see Table 4 for all the “big ideas”). The top two “big ideas” based on voting results were to; utilize the riverfront with recreational activities and access to clean riverbanks; and provide entertainment and/or public river access at the current site of M&M Aggregate.

**Table 3: Public Visioning Meeting Discussion Questions**

Topic	Questions
Housing	<ol style="list-style-type: none"><li>1. Do you want more housing added in Old Town?</li><li>2. If so, what type of housing would you like to see, and where?</li><li>3. What would you like to see done to improve/support the residential neighborhoods in and adjacent to Old Town?</li></ol>
Commercial/	<ol style="list-style-type: none"><li>1. What would you like to see done to improve/support existing businesses?</li></ol>

Office/Industrial	<ol style="list-style-type: none"> <li>2. What types of businesses would you like to see added? Where would you like to see them locate?</li> <li>3. What use would you like to see developed on vacant or underutilized properties?</li> </ol>
Transportation	<ol style="list-style-type: none"> <li>1. How would you address traffic issues along Main Street through Old Town?</li> <li>2. Would you like to see improvements made to existing surface parking areas?</li> <li>3. What roads would you like to see improved, and what types of improvements?</li> <li>4. Would you like to have more sidewalks in Old Town? If so, where would you like to see sidewalks?</li> </ol>
Parks and Open Space	<ol style="list-style-type: none"> <li>1. Would you like to see more parks in Old Town? If so, where?</li> <li>2. How would you improve public access to the Fox River?</li> <li>3. Should Triangle Park remain in its current configuration? Should new amenities be added into the park?</li> </ol>
Community Services	<ol style="list-style-type: none"> <li>1. Would you like to see new community services/facilities in Old Town?</li> <li>2. What infrastructure improvements would you like to see made? Where?</li> </ol>
Image and Identity	<ol style="list-style-type: none"> <li>1. What unique elements of Old Town would you like to help define its image?</li> <li>2. How would you strengthen the image and identity of Old Town?</li> <li>3. Are there any other ways to support the image and identity of Old Town?</li> </ol>

Table 4: Big Ideas Keypad Polling Results

Big Ideas	Responses
Utilize riverfront with recreational activities and access to clean riverbanks	28%
Entertainment and/or public river access at the current site of M&M Aggregate	21%
Rezone M&M Aggregate property to commercial instead of manufacturing	17%
Make Main Street east of Washington a pedestrian-only street and redevelop with destination retail	14%
Create a riverwalk with park areas	11%
Improve access to Carpenter Park	3%
Improve pedestrian realm from Dundee	3%
Alleviate traffic congestion with a roundabout on Main Street and Washington	0%
Separation of automobiles from pedestrians	0%
<b>Totals</b>	<b>100%</b>

**Table 5: Workshop Participant Age**

<b>How old are you?</b>	<b>Responses</b>
Under 25 years old	0%
25 to 40 years old	14.29%
41 to 60 years old	42.86%
61 to 75 years old	35.71%
76 years or better	7.14%
<b>Totals</b>	<b>100%</b>

**Table 6: Workshop Participant Race**

<b>What is your race? (multiple choice)</b>	<b>Responses</b>
African American	0%
American Indian	0%
Asian American	0%
Hispanic	0%
Pacific Islander	0%
White	89.66%
Other	3.45%
Prefer not to answer	6.90%
<b>Totals</b>	<b>100%</b>

**Table 7: Workshop Participant Community Role**

<b>How are you affiliated with the Village? (multiple choice)</b>	<b>Responses</b>
Plan Commissioner	6.90%
Resident	31.03%
Business Owner	17.24%
Employed in Carpentersville	17.24%
Both live and work in Carpentersville	13.79%
Student	3.45%
Retired	0%
Other	10.34%
<b>Totals</b>	<b>100%</b>

**Professional Planner Charrette**

A charrette with planning and architecture professionals from the region was held to provide additional input and innovative ideas for the Old Town Plan. The charrette was hosted on November 16th at Carpentersville Middle School from 8 am to 2 pm. The goal of the professional planner charrette was to have a series of experts take a look at the community with a new lens and attempt to incorporate the public’s vision for Old Town into potential solutions.

Approximately 50 professionals from a variety of specialties and interests participated in the workshop. This charrette was coordinated with CMAP’s Land Use Committee (<http://www.cmap.illinois.gov/land->



[use](#)), in place of one of the committee’s regularly scheduled meetings. In addition, CMAP garnered participation from members of the Illinois chapter of the American Planning Association (ILAPA), and graduate planning and architecture students from the University of Illinois at Chicago (UIC) and the Illinois Institute of Technology (IIT). Opportunities for professional planners to participate were also advertised in CMAP’s Weekly Email Update. Participating professionals included planners, architects, historians, housing professionals, economic development professionals, transportation engineers, Village staff including elected and appointed officials, and others. Representatives from Kane County, Pace, and the Regional Transportation Authority (RTA) also participated.

The charrette began with a tour of the Old Town area, giving participants a taste of the history and present state of the area. After the tour, the team received a presentation on the existing conditions, and an overview of the “big ideas” that came out of the public visioning event. Attendees were then divided up to focus on a specific issue in Old Town and create a detailed plan. The topic areas were land use, transportation, parks and environment, urban design and streetscape, housing, and economic development.

After working in smaller groups to create their unique vision of Old Town, each group presented their key ideas and recommendations to the larger group. The larger group then voted on their favorite ideas from each of the focused topic areas. The following ideas were recognized as the priority:

- Make Main Street work for all forms of transportation.
- Improve Washington & Main intersection, 4-way stop or traffic signal.
- Convert Main Street to two-way east of Washington.
- Establish redevelopment zone on M&M, Public Works, and ComEd sites, include housing.
- Connect workforce housing to transit and walkable destinations.
- Focus on recreational-related business development (river & trail.)
- Redevelop M&M site with restaurant, retail, and riverwalk.
- Enhance all connections to forest preserves.
- Relocate Village Hall back to Old Town, on Public Works site.
- Incorporate urban design principles into zoning.
- Fill in gaps around Triangle Park.
- Create Greenway that follows Carpenter Creek from the M&M site to Carpenter Park.
- Change zoning along Main Street to allow for home-based commercial businesses

### **Carpentersville MetroQuest**

In addition to all of the face-to-face meetings and workshops CMAP utilized an online public engagement tool called MetroQuest. As part of the Local Technical Assistance (LTA) program, CMAP contracted with MetroQuest to utilize this software for public engagement activities on many of the LTA projects. The CMAP project team, with input from the Village, worked to develop a project-specific version of MetroQuest to meet the public engagement needs of the Old Town Plan.

The purpose of using this tool was twofold. First, employing an online tool gave this project potential to engage more stakeholders than traditional meetings, as MetroQuest was available to the broader public for a period of three months. Second, although the participants who came to the first visioning workshop were very engaged in the process, we still had only spoken to a very small subset of residents. Utilizing an online tool allowed this project to reach an even greater audience with smaller staff effort.

### *Outreach and Results*

The first phase of the MetroQuest site was live from October 17<sup>th</sup>, 2011 through January 29<sup>th</sup>, 2012. During this time the site had 175 page-views and 86 visitors left detailed feedback on the interactive map. Armed with this information, CMAP set out to include many of the common issues, themes, and ideas expressed through this tool and at the prior workshops into the existing conditions report.

After collecting initial priorities and suggestions from residents, CMAP developed a series of four alternative scenarios for Old Town. A “scenario” is a combination of strategies that could potentially create the type of Old Town residents said they wanted. No scenario was perfect; our hope was that by utilizing this tool staff could better understand which strategies were most and least liked. The scenarios are described briefly below:

**Scenario A: Improve Today’s Old Town.** Using a light touch, this concept plan adds more commercial and residential uses and improves river access in the Old Town area.

**Scenario B: Focusing on Main Street.** Given Main Street’s role as the sole connector between the east and west sides of the Fox River, this concept plan reinforces Main Street as the central corridor of Old Town.

**Scenario C: The Riverfront as a Focus.** One of Old Town’s greatest assets is the Fox River and this concept plan focuses on connecting people to the riverfront.

**Scenario D: Open Space and Recreation.** With a focus on providing more open space and recreational opportunities, this concept plan dramatically increases the amount of riverfront access.

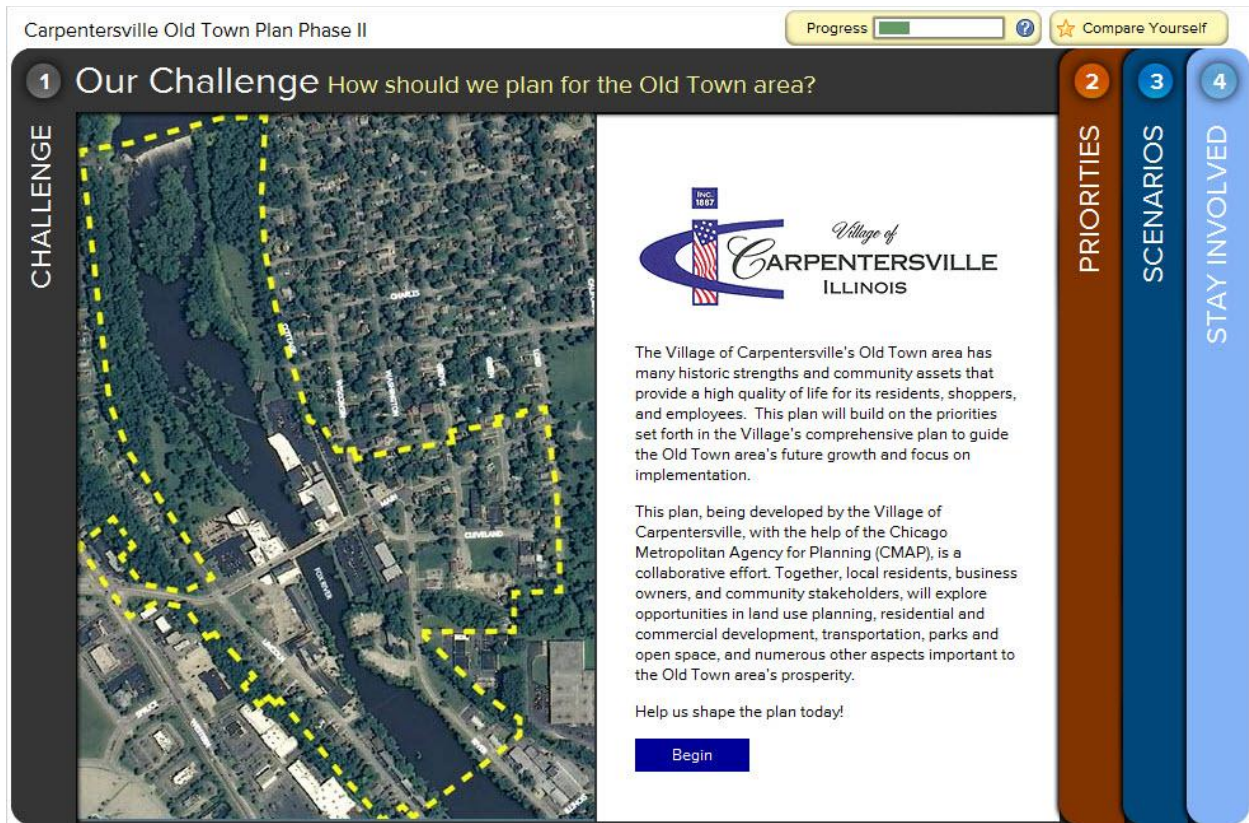
Staff then input these scenarios into MetroQuest for phase two of the online tool. The second phase of the MetroQuest site was live from January 30<sup>th</sup>, 2012 through February 6<sup>th</sup>, 2012. During this time, the site received 100 page-views and 74 visitors left detailed feedback.

Staff did a number of things to direct residents to the Carpentersville MetroQuest site: emails, postcards, staff went to schools, churches, and businesses with an iPad to encourage people to give feedback right then and there. Users of the site were able to rank the priorities, suggest additional priorities, add general comments about each priority, scenario, and suggest new strategies for consideration. The following images and descriptions illustrate the user experience in greater detail.

### *MetroQuest Site Experience*

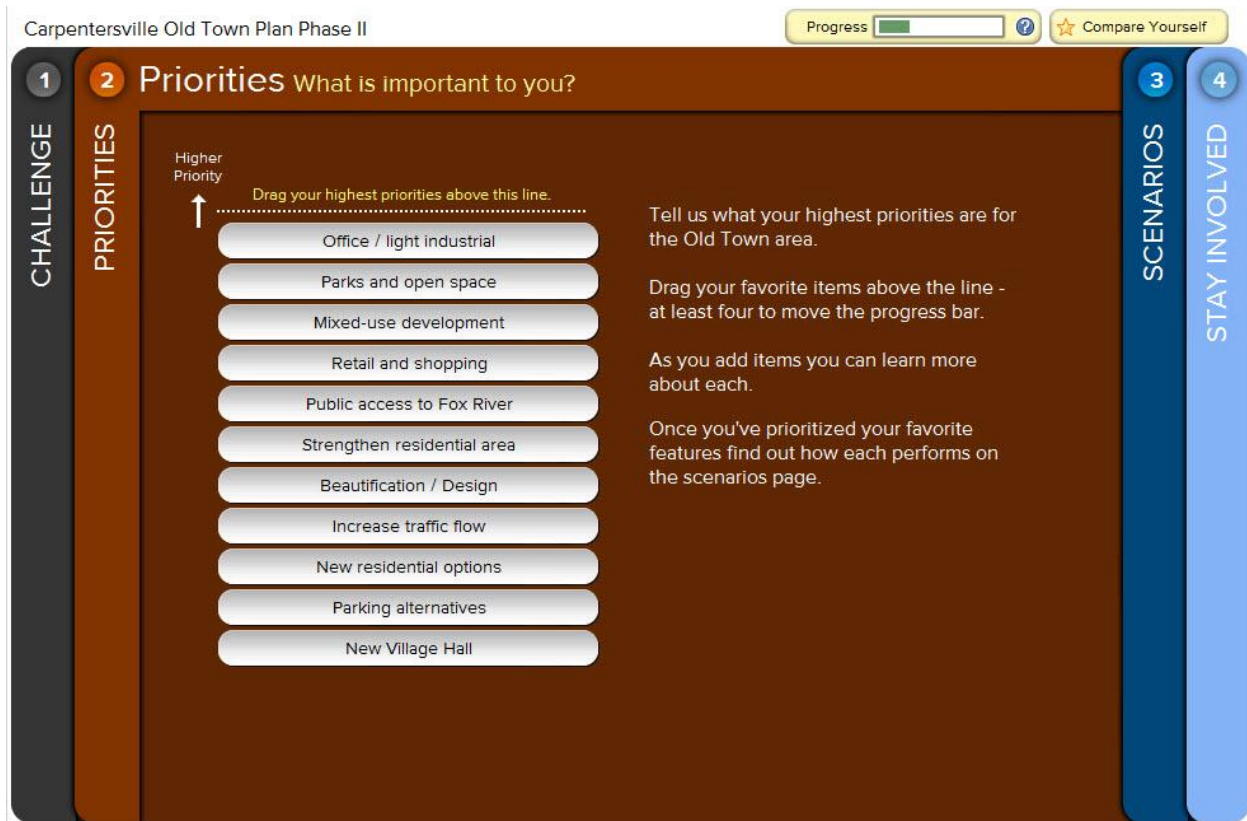
Upon visiting MetroQuest, the user was given a brief overview of the project. This first screen, Our Challenge, sets the stage. It described the purpose of the plan and who will help to shape it.

Figure 1: Our Challenge Screen



The second screen, Priorities, included a list of priorities for ranking. These priorities came directly from the Village's Comprehensive Plan. The user was asked to rank at least four priorities that were important to him or her by pulling them above the yellow line with the computer's mouse.

Figure 2: Priorities Screen



Each priority had a brief description available to help residents better understand each issue. Based on the first round of public feedback, CMAP added a priority issue area to the initial ten priorities, bringing the list of priorities for Old Town to eleven. The priorities were as follows:

**Beautification and Design:** Preserve the historic character of the Old Town area to increase its image and identity

**Increase Traffic Flow:** As one of only a few Fox River bridges in the area, vehicular and pedestrian/bicycle traffic flow should be improved.

**Mixed-use Development:** Create new developments with commercial space on the ground floor and office or residential above to create a vibrant “Old Town” area.

**New Residential Options:** Add new housing to provide additional living options and to support local businesses

**New Village Hall:** A centrally located Village Hall would help to bring more focus to the Old Town area as the “heart” of the community.

**Office and Light Industrial:** Create more locations for employment within the community to attract a “daytime” population

Parking Alternatives: Rearrange and/or replace surface parking, potentially with a parking structure, to create new development opportunities

Parks and Open Space: Preserve and add new public parks, open spaces

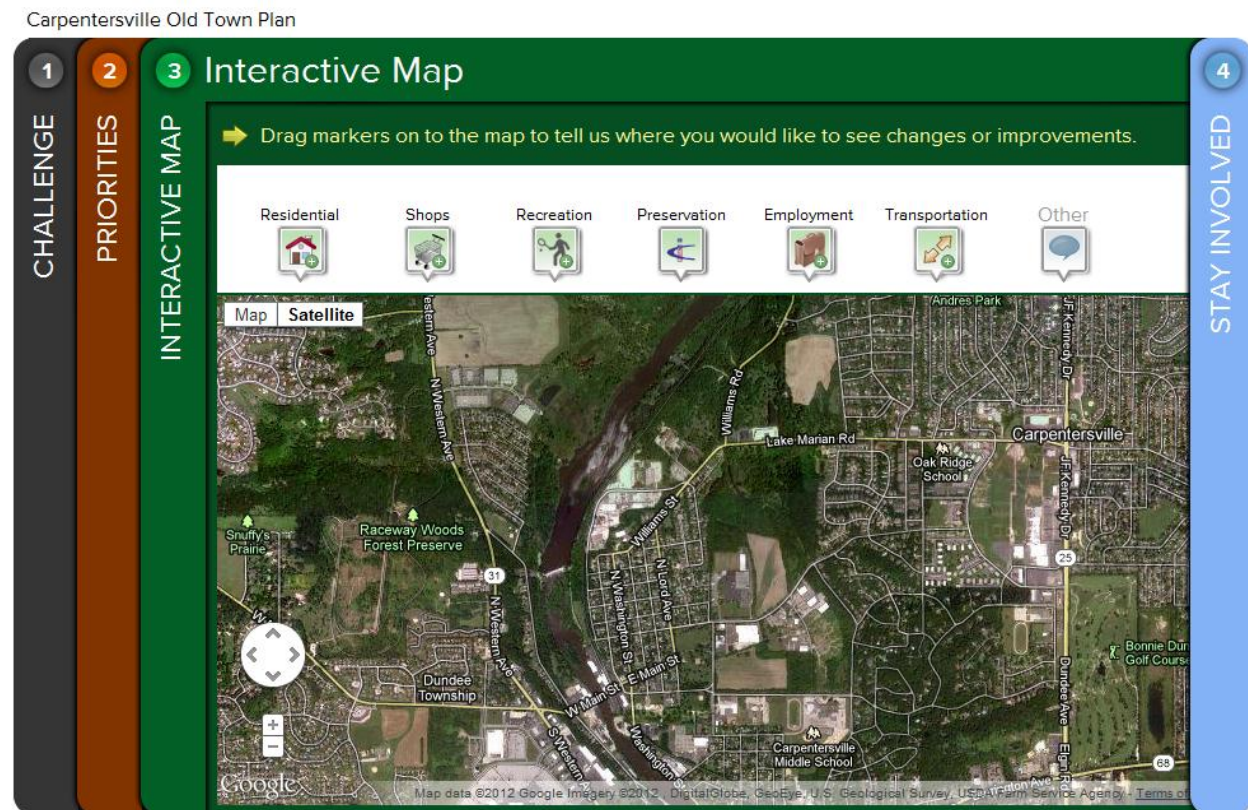
Public Access to Fox River: Improved public access to the Fox River would increase the river's presence, protect the environment, and attract visitors

Retail and Shopping: Add local retail and shopping opportunities to serve the daytime crowd and potentially attract new visitors on evenings and weekends

Strengthen residential area: Support existing residential neighborhoods while new development occurs.

Once completed, during phase one, the user could then move on to screen three, Interactive Map. This screen allowed users to place markers on a map of the community. Each marker had a variety of options from which to choose.

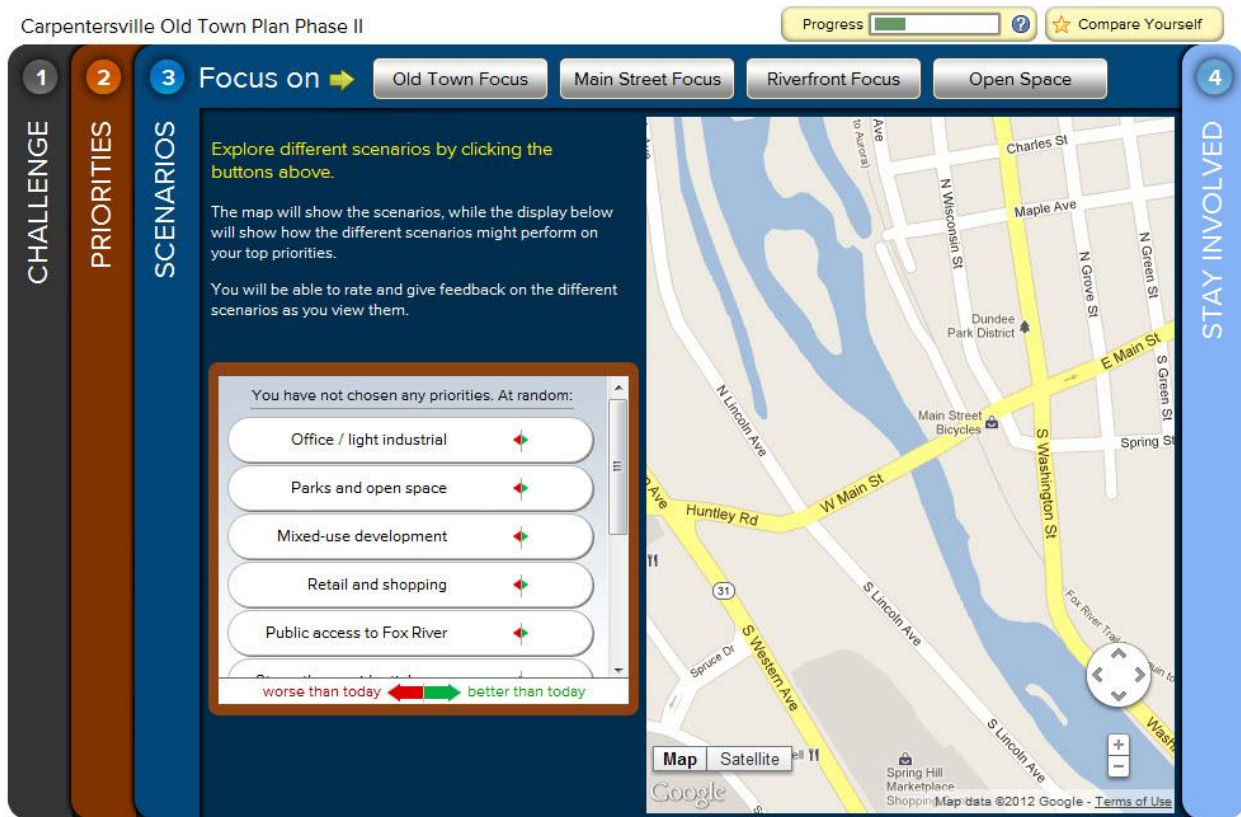
Figure 3: Interactive Map Screen



During phase two, screen three was no longer an interactive map. Screen three became Scenarios (see Figure 4). This screen allowed users to review the aforementioned alternative scenarios for the future of Old Town. Online visitors could prioritize different goals for the area and then rate which of the four preliminary concepts best represented their vision for Old Town. Visitors to the site also had a chance to

comment on specific components that they liked or did not like in each of the four preliminary scenarios.

Figure 4: Scenarios Screen



Old Town Focus: Using a light touch, this concept plan adds more commercial and residential uses and improves river access in the Old Town area.

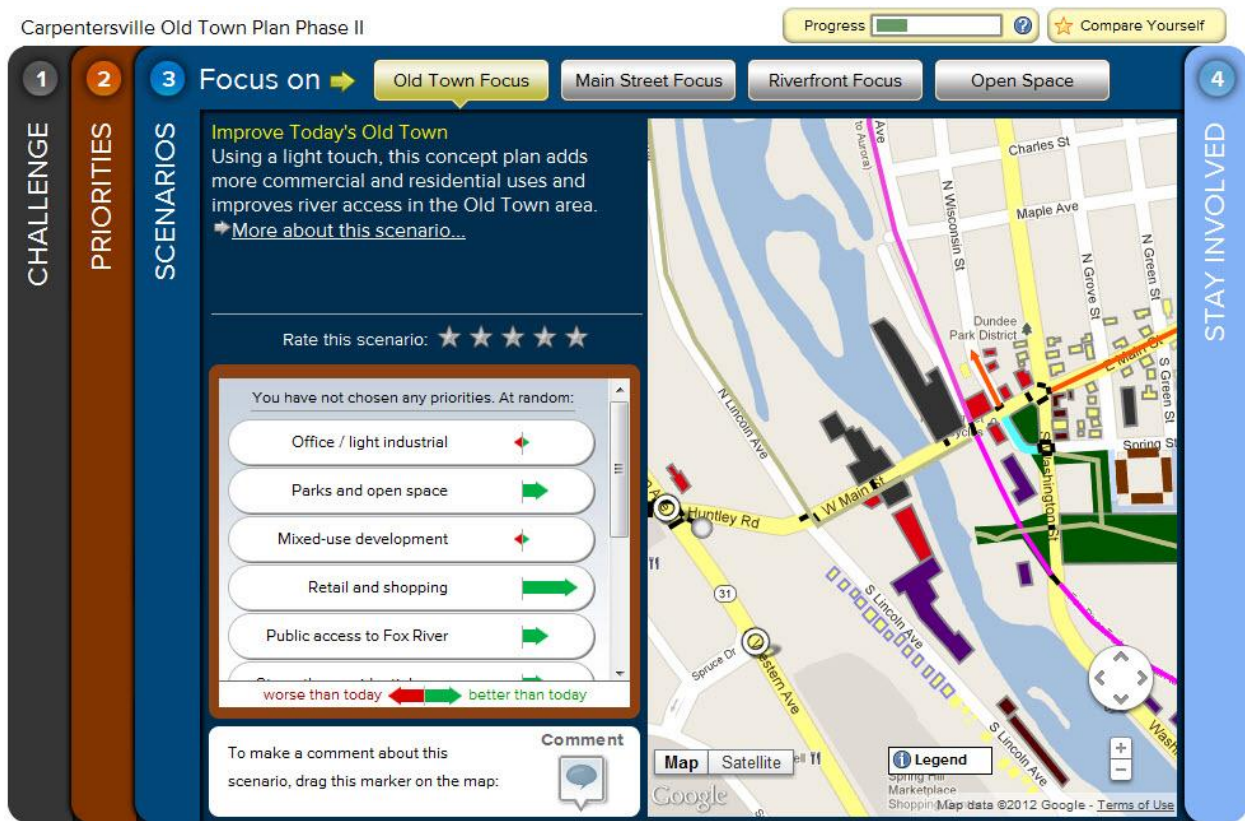
Main Street Focus: This concept plan reinforces Main Street as the central corridor of Old Town. Focusing mostly on infill, new commercial and mixed-use buildings are added to currently underutilized locations.

Riverfront Focus: One of Old Town's greatest assets is the Fox River; this concept plan focuses on connecting people to the riverfront.

Open Space Focus: With a focus on providing more open space and recreational opportunities, this concept plan dramatically increases the amount of riverfront access.

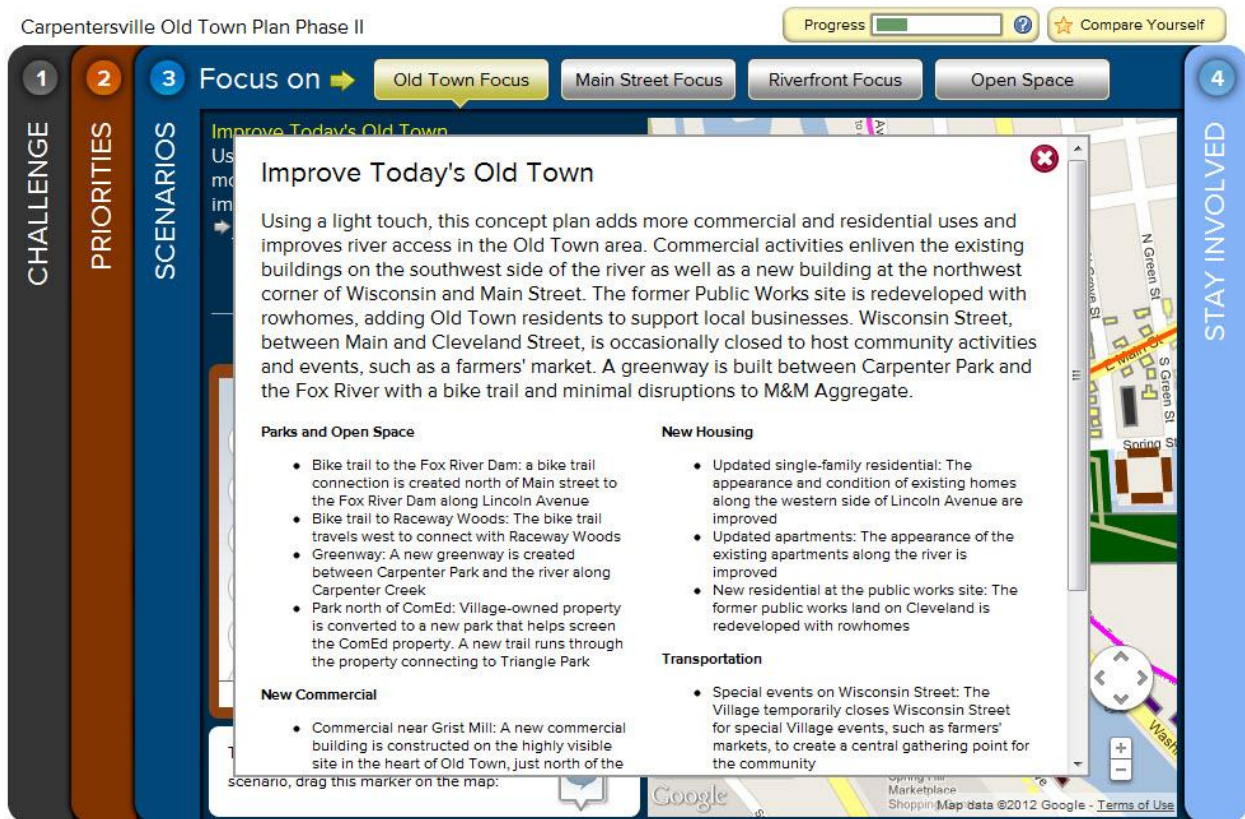
In addition to simply describing the scenario in greater detail, each scenario had a different impact on the each of the 11 priorities. The priorities, seen in the brown bordered box pictured in Figure 4, allowed users to see how each scenario performed on the priorities that were most important to them, see Figure 5.

Figure 5: Old Town Focus Scenario Screen



In addition to being able to see how alternative scenarios impacted various priorities, could also read more about each scenario to better understand what features were included (see Figure 6).

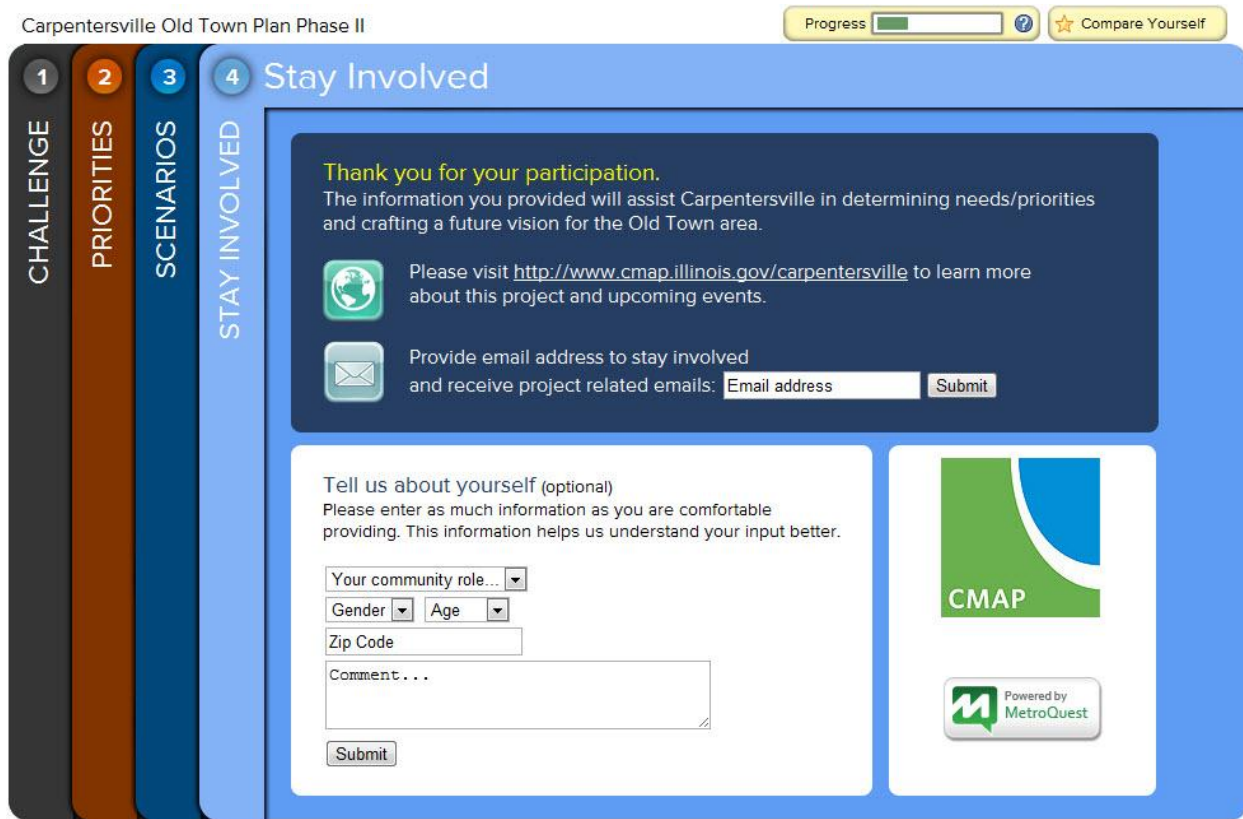
Figure 6: Additional Scenario Details Screen



Once users had given their feedback, the final screen (see Figure 8), Get Involved, gave users additional project information and links to CMAP's project information page. The Get Involved page also asked users for their name, email address, gender, and age. None of the demographic information was mandatory. However, participants who left contact information were contacted about the final public open house and will be added to distribution lists for future project updates.



Figure 7: Get Involved Screen



Tables 8 and 9 show the results of the online activities. Visitors ranked retail and shopping, mixed-use development and beautification and design as the top three priorities for Old Town. Scenario C: *The Riverfront as the Focus* received the best score of the four scenarios. The comments on the specific components of each alternative scenario helped to shape the combination of strategies that were ultimately included in the preferred plan.

Table 8: Rank order of priorities in Old Town.

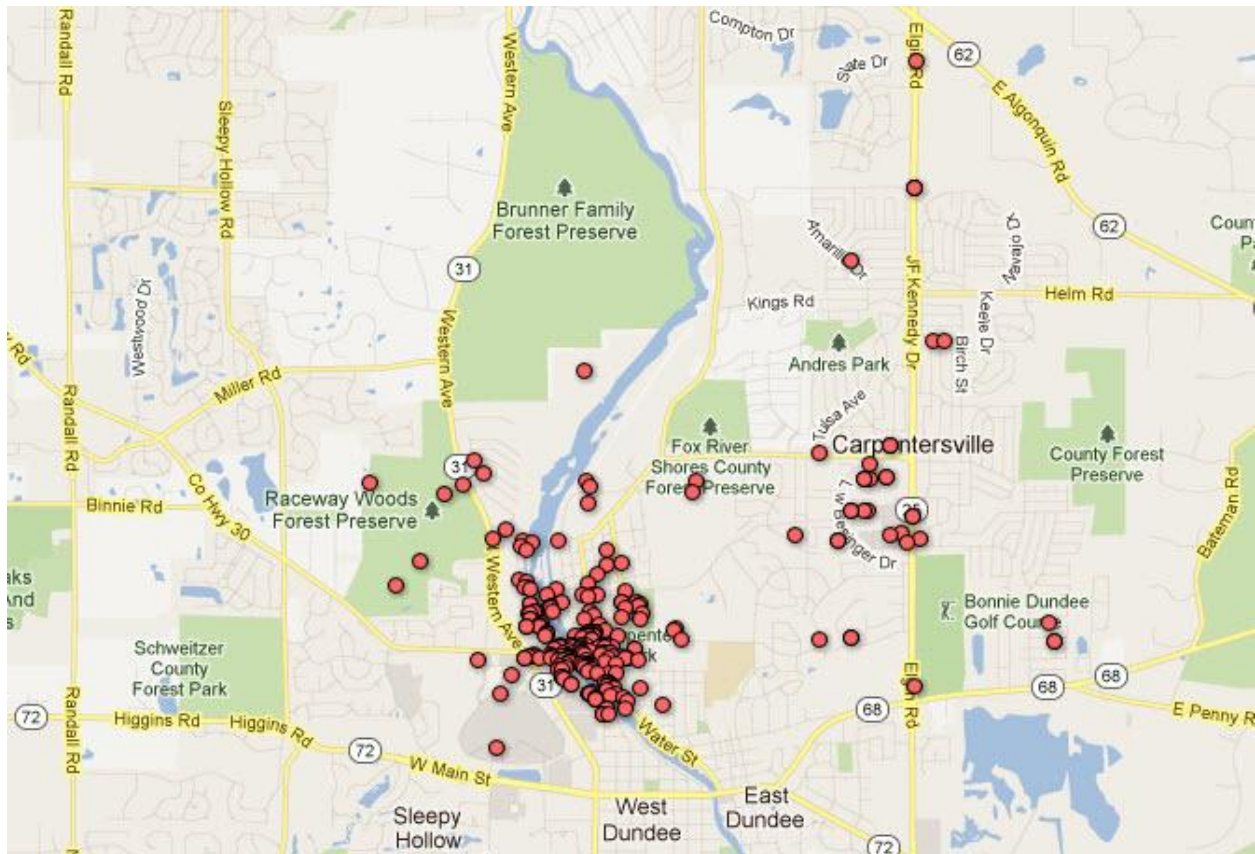
Rank	Priority
1	Retail and shopping
2	Mixed-use development
3	Beautification / design
4	Parks and open space
5	Public access to Fox River
6	Strengthen residential area
7	Parking alternatives
8	New residential options
9	Increase traffic flow
10	Office / light industrial
11	New Village Hall

**Table 9: Scores of the four preliminary concepts**

Scenarios	Score*
Preliminary Concept C: The Riverfront as the Focus	3.9
Preliminary Concept B: Focusing on Main Street	3.3
Preliminary Concept A: Improve Today's Old Town	3.3
Preliminary Concept D: Open Space and Recreation	2.8

\*Using a 1 to 5 scale with 5 being the best score.

**Figure 8: Phase 1 MetroQuest Comment Locations**



**Table 10: General comments users left during phase 1 of MetroQuest**

Beautification and Design Standards	this should be top priority since it controls the outcome and quality of all other activities in the future
Beautification and Design Standards	Add the same streetlight that have been put on main st. to the rest old town
General	Born In Carpentersville along with extended families since the mid 50's. Still here and try to help influence Our Direction!
General	Born In Carpentersville along with extended families since the mid 50's. Still here and try

to help influence Our Direction!

General	Comment...I currently serve on the Planning and zoning commission and have been a resident of C'ville for 55 years.
General	Comment...My name is Scott Marquardt, Village Engineer for Village of Carpentersville. Work conflict prevented me from attending the planning charrette. I have six years experience here, and would like to meet with the planners to provide additional input about redevelopment and improvements in the Old Town area
General	I also serve on the Carpentersville park commission
General	I'd love to see the effort put into the old town area, as is put into it by Otto. Lazy village workers constantly patching potholes on top of potholes isn't improvement - it's a waste of tax dollars. The intersection at the bottom of the main street hill in the fall of 2011 was a joke. Pay the difference to have professionals do the work - it'll cost less in the long run. In my personal home - if I can't do the work right myself, I pay a professional. DO THE SAME WITH MY TAX DOLLARS, PLEASE.
General	My husband and I recently purchased a home in Old Town Carpentersville. We have fallen in love with the area, and only hope its special qualities are preserved.
General	The whole Area needs a pick me up as it that like Otto is nearing there end of construction, what Otto has started making the area look good, the housing and any new business should follow suit
General	very unique and effective survey.
General	Would like to see further beautification of the North Lincoln Ave. neighborhood.
Improve Traffic Flow	Add another bridge across fox river not a tollway bridge like boltz's road. why do we pay and southern part gets a free one!!
Mixed-use Development	Old Town offers a unique historical environment. Commercial uses should be limited to those that would be a destination conducive to creating a village center.
New Residential Options	Multi story condos would offer a high end housing option with the physical amenity of the Fox River. More people, more likelihood of additional commercial.
Parks and Open Space	what about horse trails? equestrians would like to have more trails to ride on in the area
Parks and Open Space	Any new parks and open space should focus on the river area and not on the general Old Town area.
Parks and Open Space	do not put parking lot along maple ave. this location you we be taking out trees. Put it on carpenter blvd.
Public Access to Fox River	Continue the efforts that West Dundee has started. Link up to the forest preserves north

of Otto.

Public Access to Fox River public access to the fox river would be great if you run a boat along it .River needs to be cleaned of trees and other junk that has been throwing in it.

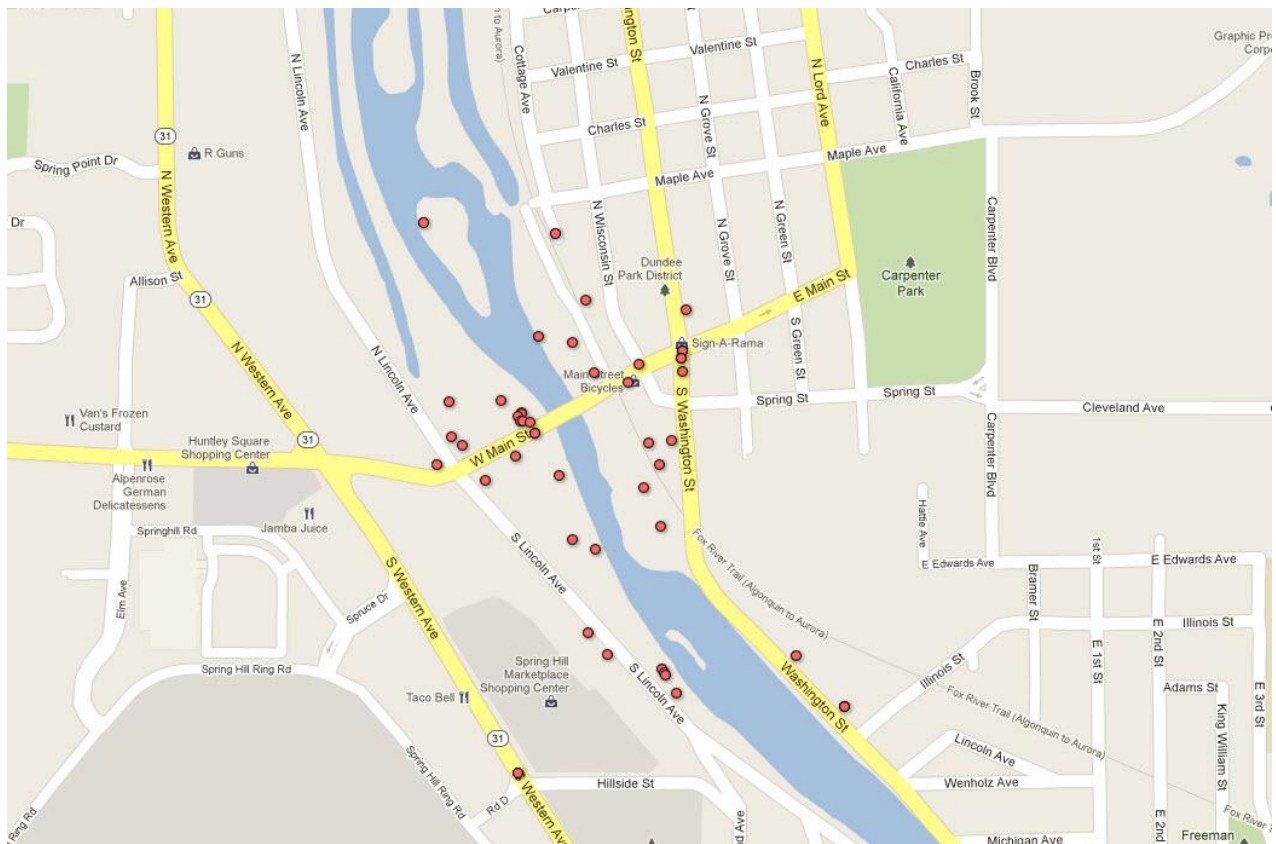
Restaurants and Coffee Shops Create a downtown feel and social center of the village!

Strengthen Residential Area Strong mixed use redevelopment, new river condos and improved access to the river will inherently strengthen the surrounding Old Town area.

Strengthen Residential Area Transformation of all apartment buildings on Lincoln needs to be addressed. Ideally open space would be best.

Suggest Another Priority CREATE MORE RECREATIONAL OPPORTUNITIES

Figure 9: Phase 2 MetroQuest Comment Locations



**Table 11: General comments users left during phase 2 of MetroQuest**

General	As a new resident in Old Town, my family purchased our property because we fell in love with OLD Town. Don't try to make it a "new" old town, turning it into a fake "looks old" cookie-cutter area. Could a poll be taken of Old Town residents? I'd be interested to see what others who live here actually want. In all the "desire" to bring more people to this area, let's not screw things up for those who have to live in the middle of it. Who actually wants the increased traffic and people? Make sure it's what your residents want, please.
General	My biggest fear is that the development will increase traffic flow on Huntley road across the river. With 72 and 68 already significantly backed up, Huntley Rd. is one of the few ways to cross the river with less traffic. I have to cross the river every day and do not want my commute to be increased by additional traffic. If we are going to update old town, additional bridges need to be built across the river to improve traffic flow.
General	nice website
General	The properties where all the apartments on Lincoln should be turned into river walk/park.
General	This is great. More should be put out to village employees on a continual basis. I was unaware of the progress and amount of work that has already been done. As a long time resident/employee this is very exciting to see.
General	Mixed use would benefit the residents. Also if there was more beautification there would more people that would want to go.
General	More for families and place
General	Comment...There needs to be more opportunities for people to be able to open a business. If nit looks nicer people will want to go.
General	Comment...I've lived here for 5 years and didn't know where it was or why it looks so empty
General	Comment...I've lived here for 13 years if this happens it would be nice. I just do want it to cost me money.
General	Comment...We need more jobs more Latino businesses
General	Comment... My family and I are all in favor of improving this neighborhood. It is a lovely area and an asset to the entire community
General	Need to clean up all the residential violations in old town which isn't being done or the people don't care because there only getting warning letters for property violations
General	We have lived and run a business in Old Town for over 25yrs and would welcome any improvement, especially on the river. Robert Roudebush
Map Comment	Comment...would love to see the bike path connect to Raceway Woods. It would be great to have a way to get bikes to/from the west side of town without having to put them in a car
Map Comment	I believe putting a signal at the intersection of Washington and Main would seriously detract from the historic aspect of Old Town. Traffic at this intersection could be vastly improved without the use of a signal - it simply seems no effort has gone into it so far.
Map Comment	Putting a parking structure at Wisconsin and Main is not a good idea. Streets in this area cannot be expanded to handle more traffic, so why would we want to encourage more people to drive here? Parking is easily accessible just south in the Dundee area for those wishing to bike or walk the trail.
Map Comment	Again, the idea of "increased parking demands" baffles me. Why are we attempting to bring more vehicles to already overloaded residential streets?
Map Comment	As long as the additional riverfront access stays south of Main, it makes sense. Messing with the forested area east of the river north of Main would make me very disappointed.

Map Comment	Please do not put a traffic signal at Washington and Main! The intersection is plenty wide enough to improve traffic flow without a signal - turning lanes and better markings would help immensely.
Map Comment	I like the extension of the trail
Map Comment	The current bridge cannot support the increased traffic flow.
Map Comment	This needs to be a stop light.
Map Comment	No rowhomes, everything south of spring street and west of the fire station public park
Map Comment	No rowhomes, everything south of spring street and west of the fire station public park Add a stop light at washington and main
Map Comment	no new industrial space.
Map Comment	These apartments should be removed and replaced with green space/river walk
Map Comment	This could be really interesting.
Map Comment	Businesses at the corner might bring too much congestion to the area.
Map Comment	Please remove the apartments and make them into green space.
Map Comment	This low area floods.
Map Comment	Might want to check out if certain houses can be removed...some are historical.
Map Comment	This is a nice use of multi-family homes.
Map Comment	Some of the homes on the west side of Lincoln are not worth improving, i.e., the duplexes. Maybe there could be a select mix of single family and town homes.
Map Comment	What a great space. This might be a good place for bikers to grab a bite to eat and picnic during the warm months.
Map Comment	This would be great to have a sandwich/ice cream shop like Van's.
Map Comment	LOVE IT!!!
Map Comment	No new village hall!
Map Comment	No new village hall!!!!!!!!!!
Map Comment	This would benefit business owners who want to open up a business and help families
Map Comment	This would help people want to go and know it's a place to go.
Map Comment	more jobs are needed in the area
Map Comment	If it looks nicer people will want to go.
Map Comment	As long as new business can open here this will be great. Need to have businesses that Mexican people can go to
Map Comment	This looks nice...can this be done. How much will it cost?
Map Comment	This would be nice for the kids to play soccer and families to go
Map Comment	We need more jobs in the area. If this happens it will be good
Map Comment	This would be nice for families.
Map Comment	We need jobs lots of people are out of work
Map Comment	There's lots of places kids can play we need something to bring money to families
Map Comment	Need a variety of businesses but it would be nice for a family to have a place to go too
Map Comment	I really like the idea to relocate the village hall. the new parks and extension of the bike trail with better access to the river front is lovely
Map Comment	Comment...More parks are a wonderful idea.
Map Comment	Clean up the violations in old town the top priority

## Public Open House

On February 7, Carpentersville hosted an open house at Village Hall in order to solicit feedback on four preliminary concept plans. The preliminary concept plans organized the feedback received to date around four themes: Improving Today's Old Town; Focusing on Main Street; The Riverfront as the Focus;

Open Space and Recreation. Over 100 people reviewed the plans and gave verbal or written comments. Overall, there was strong support for a greenway connection between Carpenter Park and the Fox River, as well as support for connecting the Fox River Trail to Raceway Woods. It was clear that many of the participants are eager to improve public access to the river in Old Town for both passive and active recreational purposes. Many supported the removal of surface parking lots along the river as a key way to improve the views of the river.

Open house attendees also expressed a desire to reduce traffic volumes on Washington Street and showed support for dispersing traffic more evenly in the area. The construction of a second bridge in Carpentersville was seen as the ultimate way to solve the traffic problems currently experienced in Old Town. Pedestrian enhancements at key intersections were also thoroughly discussed as many attendees could recount harrowing experiences simply trying to cross the street.

Most participants supported more limited plans for additional residential development in Old Town, citing concerns that the community needs to fill the current housing vacancies first. Small commercial uses, like coffee shops, delis, restaurants, and offices were discussed.

### **Public Outreach Information Gathering Templates**

The following worksheet templates were used by CMAP outreach staff at the beginning of every LTA project, both to become better acquainted with the community and to ascertain what methods of public engagement will be most effective for the given project. The details gathered with this worksheet, along with additional research about the demographics and background of the community, form the basis of the PROUST strategy document.





**What are the “hot button” topics that tend to galvanize the public and get people to events in your community?**

**Please describe your typical methods for advertising a community/public meeting:**

**Who is your media contact, and will we want to distribute in languages other than English?**

**Do the constituents in your community tend to be tech-savvy and computer-literate?**

**Should we post event information on your municipal website, and if so who is the IT contact person?**

**Please list three ideal community locations for public meetings:**

1)

2)

3)

**What are the AV capabilities – projector(s), screen(s) or blank walls, local access TV broadcasting?**

**When are the preferred days and times of day to hold a public meeting in your community?**

**Are there other community events scheduled in the coming months when we could partner?**

**When are the Planning Commission and Zoning Board meeting dates (or are they accurate on your website)?**

Figure 11: Stakeholder Analysis Worksheet

<b>STAKEHOLDER ANALYSIS</b>							
Identify potential stakeholder (individual or group)	Position regarding this plan (supportive, dissenting, etc.)	Potential Steering Committee member?	Candidate for other outreach?	Notes about resources	Contact person(s) & information		
	_____	<input type="checkbox"/>	_____				
	_____	<input type="checkbox"/>	_____				
	_____	<input type="checkbox"/>	_____				
	_____	<input type="checkbox"/>	_____				
	_____	<input type="checkbox"/>	_____				
	_____	<input type="checkbox"/>	_____				
	_____	<input type="checkbox"/>	_____				

Adapted from the University of Wisconsin - Center for Land Use Education's *Public Participation Plan*, 2004

**Appendix B: Existing Conditions Report**

## Appendix C: Previous Engineering Studies