

Village of Lakemoor Comprehensive Plan Appendix B Public Engagement

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Introduction

The Village of Lakemoor was awarded a technical assistance grant to update their Comprehensive Plan from the Chicago Metropolitan Agency for Planning's (CMAP) Local Technical Assistance (LTA) program. A significant feature of CMAP's LTA program is the commitment to broad-based public involvement. The local planning projects that result from the program's competitive application process are strengthened by the engagement of residents, business owners, and other local stakeholders. In particular, the LTA program focuses on both reaching and involving individuals that are traditionally underrepresented in planning processes, including low-income persons, minorities, non-English speaking persons, and persons with disabilities. This appendix provides a summary of the steps taken to engage the Lakemoor community in the Comprehensive Planning process.

Developing a Public Engagement Strategy

The LTA program strives to formulate a public engagement approach that is tailored to each LTA community. 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 Village of Lakemoor, this PROUST document was supported by background research and initial conversations with the Village staff and other key stakeholders. The initial steps in developing the public engagement strategy for Lakemoor were: to find out what types of public participation had occurred in the Village prior to this project (see Figure 7 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 8 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 the community. Based on Village demographics, the team felt it was important to reach residents broadly and also local business owners. Outreach included but was not limited to: economic development organizations; local businesses; schools; and Village commissions and boards.

The Lakemoor's Comprehensive Plan was guided by a steering committee, composed of representatives from the Village Board of Trustees, Plan Commission, Zoning Board, Village Administration, Public Works Department, and Village Engineer. The Steering Committee advised

and confirmed the outreach strategy and worked as a sounding board to assist village and CMAP staff throughout the process.

How Public Input Helped to Shape this Plan

Developing and executing a PROUST helps to ensure that the plan itself serves as a guide that truly reflects the community's desires. There were many instances throughout the public engagement process where staff took into account residents' feedback and developed strategies to address these concerns.

Online communication was one of the most successful ways CMAP received public opinions and feedback. Economic development was consistently a central theme of discussions with residents. Residents envision existing commercial areas revitalized with a diverse set of retail and restaurants. They also recognize the retail potential of the Route 120 and U.S. 12 intersection. Residents are also cognizant that to support additional retail options, more households will need to move to the area. Given that economic development came up in almost every workshop discussion, it is a key consideration of the plan's recommendations

Another common theme heard from residents related to the plentiful open space and natural resources within and surrounding the community. Residents recognize the existing and potential environmental, recreational, and economic benefits of these assets. The plan makes a number of recommendations to both protect natural resources and expand recreational opportunities.

Additionally, residents mentioned a number of concerns with how they are able travel within the village. The lack of sidewalks and north-south road connections were consistently mentioned in online comments and public meetings. The plan responds to these concerns with a number of strategies to connect the different neighborhoods with each other and with commercial areas. Public opinions and feedback – discussed both online and at workshops-- shaped each section of the Plan and are reflected in the policies put forth.

Lessons Learned

Lakemoor has experienced significant population growth over the past 10 years and over half of village residents are between the ages of 20 and 49. Given village demographics, it was important for the planning process to bring both new residents and young residents into the planning conversation. To do this, Village staff and CMAP worked to disseminate information about public meetings. Village staff already had residents tuned into community resources like the Village website, newsletter, and online calendar of events; and consequently the project team utilized these resources throughout the planning process.

The MetroQuest web tool was also found to be a very effective tool for Lakemoor. This tool was developed to gather public feedback on the community for the plan. Online engagement afforded the Village and CMAP the opportunity to reach more people than just those who were able to attend the public meetings. All in all, there were over 150 unique visits to the MetroQuest website,

and 84 of those visitors left feedback. Residents who participated shared countless ideas as to how to improve the community for the future.

Perhaps due to the relatively young age of community residents, the project team found online engagement to be a successful way to reach village residents. Therefore, it is recommended that Lakemoor continue to use electronic and computer-based outreach methods for future planning processes.

Outreach

There were four primary means of communication throughout the plan development: posters and postcards, face-to-face outreach, online web-based communications, and email updates and reminders. Print and digital posters and postcards were developed for each meeting. Prior to meetings outreach staff placed flyers and posters at locations in and around the Village; including, community businesses, government offices, and recreational locations. The Village also sent emails to all residents informing them of the three meetings. In an effort to reach all businesses, over 17 community businesses were visited to inform them about the planning workshops. The following businesses allowed the project team to put up posters and leave postcards.

7-Eleven	Hill Top Elementary School	McHenry-Nuda Library
All State Insurance	La Familia Restaurant	McHenry Post Office
Anytime Fitness	Lakemoor Cleaners	McHenry School District 15
B.P.	Lakemoor State Bank	Rosatis Pizza
First United Pentecostal Church	Main Street Station Restaurant	Three Brothers Grill
Fratello's Hot Dogs	McHenry Middle School	

People receive news in a variety of ways; to broaden outreach efforts both traditional news media and online web-based media were contacted about this project. The project team sent media advisories and utilized social media to help promote and remind people of upcoming events. The Village dedicated a section on the Village's website for the Comprehensive Plan and the planning process. CMAP developed and maintained a project webpage (www.cmap.illinois.gov/lakemoor) where residents could find the latest information on the project Comprehensive Plan. Media advisories were sent to a number of local and regional online newspapers: Daily Herald, Northwest Herald, McHenry Star, Advertiser Network, Fifty & Better, Topix.net, Lake-County News Sun and Lake County Journal.

CMAP staff also targeted social media, posting the open house meeting information and flyers on a number of Facebook pages, including: The Meadows Apartment Homes, AVIS Web Design, Lakemoor Dental PC, Bk Boat n Sleds.com, Fans de La Familia, JTS Coatings and Cycles, Cassie's Creations, and Chef Antonio at Rosati's of Lakemoor. Twitter reminders were tweeted to McHenryCountyIL, GoMcD, IllinoisChannel and ClakePatch.

In an effort to keep participants informed of project updates, email addresses were captured at each public meeting. These email addresses were added to the Plan’s master database of contacts at the end of each meeting so that participants would continue to receive project updates. Before every meeting emails were sent to:

- BP Gasoline
- Buddy’s Pub
- COUNTRY®
- First United Pentecostal Church
- Fratello’s Hot Dogs
- Lake County Division of Transportation
- Lake County Public Works
- Lake County Storm Water Management Commission
- Lakemoor Farms Home Owners Association
- Lakemoor Police Station
- Le Vichyssois Restaurant
- McDonald’s
- McHenry Area Chamber of Commerce
- McHenry County Planning and Development
- McHenry County School Districts
- Munson Ski and Marine of Lakemoor
- Northern Moraine Wastewater Reclamation District
- Pines Homeowner Association
- Premier Commercial Reality
- River East Library
- Rockwell Home Owners Association
- Ruck Pate Architecture
- Stilling Woods Home Owners Association
- The Glen Home Owners Association
- Thorton’s
- Three Brothers Grill
- Village of Lakemoor’s e-mail list of residents and past attendees

Public Engagement and Results

The Comprehensive Planning process included interviews with key stakeholders, meetings with the Village Board, three public workshops, and an online public engagement tool called MetroQuest. Since the start of the formal Comprehensive Planning process in November of 2011, over 192 residents and stakeholders participated in the public process.

Table 1. Public Participation Numbers

Public Input Opportunity	Number Participants
Village Board meeting	8
Key Person Interviews	11

MetroQuest	84 (152 unique visits)
Sustainable Communities Building Blocks Workshop: <i>Linking Land Use and Water Quality Technical Assistance</i>	9
Meeting One: Kick-off meeting	30
Meeting Two: Visioning	20
Meeting Three: Open House	30
Total	192

Village Board Meeting

CMAP met with the Village Board on February 9, 2012 to introduce the Comprehensive Plan Project to the Trustees. The Village Board was asked to describe their vision of Lakemoor 20 years from now as well as what they consider to be the village’s greatest assets and challenges. The following table describes the vision, strengths, and challenges Board members noted at this meeting:

Table 2. Village Board responses (Feb. 9, 2012)

Vision	Strengths	Challenges
Create a downtown area where it would be convenient to do daily shopping. Residents wouldn’t have to go to McHenry or Fox Lake.	The greatest asset of the village, besides mosquitos, is Lily Lake and the Board would like to see more walking paths around it.	The greatest challenge is how the Route 53/120 project goes ahead and figuring out how Lakemoor could respond.
Responsibly develop Route 120/12 intersection, which is important since it is the last major intersection in the area that has not been developed.	The great asset is the amount of developable land remaining in the area.	The greatest challenge is to properly develop it and not waste an opportunity since it is a finite resource.
Develop a dynamic downtown with a sustainable, walkable center. The outskirts of town have commercial notes and they are linked to the downtown. Residential development would be higher density given that there are limitations to development within the village.	The greatest asset is the location of the village.	The greatest challenge is the infrastructure, specifically how to extend utilities to the east and west and how to develop a logical transportation system within the village.
Maintain a village that supports its residents and hasn’t lost its small town feel where people know one another.	The greatest asset of the village is its people.	The two greatest challenges are the lack of cohesion given the multiple counties, townships and school districts and the infrastructure and the village’s lack of control that limits the expansion of the town.

At this meeting, members of the public had comments and questions regarding outreach methods, support for consolidating foreclosed properties into neighborhood parks, and whether

annexations and creating simpler village boundary lines would be in the Comprehensive Plan. Staff invited these residents to participate at upcoming public workshops.

Key Person Interviews

In order to gain further insight into the issues and opportunities that exist in Lakemoor, CMAP staff conducted interviews with 11 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 are confidential, the information provided by the key stakeholders contributed to the plan.

Meeting One: Kick-off meeting

On January 19, 2012, the first public workshop of the Comprehensive Planning process was held at the Village of Lakemoor Public Works Facility from 7:00 p.m. to 8:30 p.m. This meeting was intended to introduce the project to the community and to gather input about the issues and priorities to be addressed in the Comprehensive Plan. Several activities were conducted to gather input:

- **Identification of issues** – Participants discussed and listed the most important issues they would like to be addressed in the Comprehensive Plan, which were then categorized for a later keypad polling exercise. Participants also wrote down their top two priority issues they would like addressed in the plan.
- **Mapping exercise** – Participants had a chance to locate the community’s strengths and challenges on maps of Lakemoor by placing dots to mark the location of places they would like to see improved in the Village or surrounding area.
- **Keypad polling** – Participants responded to survey questions through keypad polling to identify: 1) who was in the room (age, gender, etc.), 2) their travel behavior, and 3) the issues they feel are most important to address on a variety of topics, as summarized below. Participants also voted on the challenges that they considered were the highest priority for the Comprehensive Planning process through keypad polling.

Over 30 participants provided input to the list of issues and concerns they would like to see addressed in the Comprehensive Plan. These strengths and challenges were then prioritized by participants using keypad polling.

Table 3. Top Strengths and Challenges Identified by Lakemoor Residents, 2012

Strengths	Challenges
Small town character	Access to Lily Lake is limited/unusable
Potential to develop along scenic lakes and former quarries	Lack of access to state parks and nature preserves
Large amount of undeveloped land that could be developed with homes and businesses	Maintaining the character of the village
Natural amenities	Not ready for future growth
Open government	Limited water, sewer, and road

	infrastructure
Location	Lack of signalized intersections
Residents	Lack of restaurants, diverse retail businesses, grocery
Annual Fireworks Display	Inability to walk to a center with community services
Potential to develop at the intersection of Route 120 and US 12.	Lack of revenue generating uses

Keypad Polling Results

The charts that follow show the results of the keypad polling during the meeting. Approximately 30 residents attended the meeting. The majority of attendees were male (72 percent), Caucasian (85 percent), and between the ages of 50 and 69 (42 percent). Not every attendee answered every question.

What is your gender? (multiple choice)	Responses	
Female	7	28%
Male	18	72%
Totals	25	100%

What is your race / ethnicity? (multiple choice)	Responses	
African American / Black	1	4%
Asian	0	0%
Caucasian / White	22	85%
Hispanic / Latino	1	4%
Native American / Alaska Native	0	0%
Native Hawaiian / Pacific Islander	0	0%
Multi-racial	0	0%
Other	1	4%
Decline to answer	1	4%
Totals	26	100%

What is your age? (multiple choice)	Responses	
Under 20	0	0%
20 - 29	1	4%
30 - 39	7	27%
40 - 49	4	15%
50 - 59	11	42%
60 - 69	3	12%
70 or better	0	0%

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Totals 26 100%

Are you a... (multiple choice)	Responses	
Resident of Lakemoor	14	54%
Resident of a nearby unincorporated area	2	8%
Resident of another community	10	38%
Totals	26	100%

How far away do you work or go to school? (multiple choice)	Responses	
Within the Village of Lakemoor	1	4%
Outside of Lakemoor but within 5 miles	5	19%
Within 15 miles of Lakemoor	7	26%
More than 15 miles of Lakemoor	13	48%
I don't work or attend school	1	4%
Totals	27	100%

How do you get to work or school? (multiple choice)	Responses	
Walk	0	0%
Bike	0	0%
Drive	26	100%
Carpool	0	0%
Pace Bus	0	0%
Metra	0	0%
Multiple modes	0	0%
Totals	26	100%

Where do you usually shop for daily needs? (multiple choice)	Responses	
In Lakemoor	0	0%
Within 5 miles of home	10	38%
Within 15 miles of home	11	42%
More than 15 miles from home	5	19%
Totals	26	100%

Priority Issues

Participants were asked to vote on the top two issues that were most important to them in the categories of land use and zoning, transportation and infrastructure, economic development, and natural resources.

Land Use and Zoning

Of the land use and zoning categories, maintaining character and preparing for growth topped the list at 22 percent, followed by lack of identity at 19 percent, then splintered between schools at 15 percent. Creating a destination, property maintenance, and finishing subdivisions scored in the single digits.

Land Use and Zoning (multiple choice)	Responses	
Maintaining character	6	22%
Create destination	2	7%
Property maintenance	2	7%
Finishing subdivisions	2	7%
Preparing for growth	6	22%
Lack of identity	5	19%
Splintered between schools	4	15%
Totals	27	100%

Transportation and Infrastructure

In this category, expanding infrastructure topped the list of important issues for participants at 42 percent, followed by coordination of infrastructure with neighboring towns, need for signals at intersections and limited street network, all under 20 percent. Difficulty to travel without a car was another issue of importance, coming in around 10 percent.

Transportation and Infrastructure (multiple choice)	Responses	
Expand Infrastructure	22	42%
Limited Street Network	6	12%
Difficult without Car	5	10%
Coord. of Infra. w/ neighbor	10	19%
Need signal intersections	9	17%
Totals	52	100%

Economic Development

The top issues of importance to participants were economic development along intersection of Route 120 and Route 12 at 25 percent and the need for more restaurants and shops at 20 percent. The next highest scoring issues were a walkable downtown at 18 percent, and revenue generating uses at 14 percent. The coordination of retail, creation of jobs, repurpose of businesses, and variety based on location all came under 10 percent.

Economic Development (multiple choice)	Responses	
Intersection of 120 and 12	13	25%

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Need more restaurants/shops	10	20%
Walkable center	9	18%
Coordinated Retail	4	8%
More Jobs	2	4%
Economic Crisis	0	0%
Revenue generating uses	7	14%
Repurpose businesses	3	6%
Variety based on location	3	6%
Totals	51	100%

Natural Resources

The development of the North Quarry was most commonly voted as the most important issue, at 38 percent, followed by access to Lily Lake at 34 percent, and access to preserves at 29 percent.

Natural Resources (multiple choice)	Responses	
Access to Lily Lake	19	34%
Develop quarry	21	38%
Access to preserves	16	29%
Totals	56	100%

Meeting Two: Visioning Workshop

On April 19, 2012, the second public meeting for the Village of Lakemoor Comprehensive Plan was held at the Village of Lakemoor Public Works Facility. The purposes of the workshop were to inform the public of the work done to date on the Existing Conditions Report and gather input on a set of eight draft “Village Principles,” or key themes that should be addressed in the Comprehensive Plan. The Village Principles will guide the development of the recommendations and policies set forth in the Comprehensive Plan. Several activities were conducted at this workshop to gather input:

- **Presentation of Existing Conditions Report & Village Principles.** CMAP staff presented key findings of the Existing Conditions Report and as well as the draft Village principles and policies. The principles are foundational statements that will be the basis of the plan’s policies and strategies. They were created based on the current Comprehensive Plan, interviews with stakeholders, results of the first public meeting, findings of the existing conditions report, and discussions with the steering committee. The goal of the second public meeting was to get feedback on the principles and policies in order to craft them to fit the community’s vision.
- **Keypad polling.** Participants responded to survey questions through keypad polling to identify their initial opinions on the Village Principles. The participants were led through the eight principles and corresponding policies and asked to provide their level of agreement on the principles and whether they liked specific policies via key pad polling.

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- **Idea stations** – During this open house-style activity, participants were encouraged to further elaborate on the opinions expressed during keypad polling. Participants were divided into three groups and rotated around three stations to answer several questions.

The following is the feedback received on the Village principles and policies presented.

A. OPEN SPACE and NATURAL RESOURCES: PRINCIPLE A network of interconnected open space, woodlands, water resources, and other natural resources are important elements of Lakemoor that provide multiple benefits to residents.

	Responses	Percent
Strongly Agree	4	22.22%
Agree	11	61.11%
Neutral	2	11.11%
Disagree	0	0%
Strongly Disagree	1	5.56%
Totals	18	100%

A. OPEN SPACE and NATURAL RESOURCES: POLICIES

	Responses	Percent
PICK THE ONES YOU DON'T LIKE		
Future development and redevelopment should protect natural resources.	2	9.52%
Natural resources should be managed and restored to support ecosystem health.	4	19.05%
Public parks, facilities, trails, and recreational opportunities should be accessible to the public and part of a comprehensive open space network.	0	0%
Rain water should be managed to improve water quality, recharge groundwater sources, protect property from damage, and integrated into the design of the community.	2	9.52%
I like all of the policies.	13	61.90%
Totals	21	100%

B. ECONOMIC DEVELOPMENT: PRINCIPLE The provision of goods, services, employment opportunities, and amenities within Lakemoor are important to the community's economic future and should capitalize on the area's natural assets.

	Responses	Percent
Strongly Agree	7	41.18%
Agree	8	47.06%
Neutral	0	0%
Disagree	1	5.88%
Strongly Disagree	1	5.88%
Totals	17	100%

B. ECONOMIC DEVELOPMENT: POLICIES

	Responses	Percent
PICK THE ONES YOU DON'T LIKE		
Lakemoor should have a town center that provides a mix of uses, services, goods, and amenities needed and desired by the community.	1	3.57%

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New office, retail, and industrial uses should be clean, safe, and of high quality construction and design, and the landscaping and appearance of these land uses should be well maintained.	2	7.14%
New office, retail, and industrial development should be consistent with the semi-rural look and feel of the community.	6	21.43%
Redevelopment of outdated or underutilized commercial areas is an effective way to strengthen the tax base and provide goods and services.	2	7.14%
Commercial development should be focused, compact, and convenient rather than spread out along transportation corridors.	6	21.43%
Lakemoor should bring more employment opportunities to the area.	0	0%
Lakemoor's lakes, wetlands, and open spaces are key ingredients to the community's identity and should be utilized responsibly as a regional destination for economic development purposes.	4	14.29%
I like all of the policies.	7	25%
Totals	28	100%

C. HOMES & NEIGHBORHOODS: PRINCIPLE Lakemoor residents and businesses benefit from homes and neighborhoods that offer a high quality of life and allow residents to remain in the Village through all phases of life.

	Responses	Percent
Strongly Agree	7	38.89%
Agree	7	38.89%
Neutral	1	5.56%
Disagree	0	0%
Strongly Disagree	3	16.67%
Totals	18	100%

C. HOMES & NEIGHBORHOODS: POLICIES

	Responses	Percent
PICK THE ONES YOU DON'T LIKE		
New housing should include a diversity of type, size, style, and price to provide for the needs of current and future residents with different housing requirements, including seniors.	2	7.69%
New housing should be of high quality construction and design and the landscaping and appearance of residential areas should be well maintained.	4	15.38%
Neighborhoods should maintain the natural, scenic, rural, and open character and assets of the community.	3	11.54%
New housing proposals should consider the impact of new development on water and wastewater supplies and capacity.	4	15.38%
Civic, educational, and commercial activities should be embedded in neighborhoods to reinforce community identity.	7	26.92%
I like all of the policies.	6	23.08%
Totals	26	100%

D. TRANSPORTATION: PRINCIPLE Lakemoor residents should be able to drive, walk, or bike safely and conveniently throughout the Village for daily needs and activities.

	Responses	Percent
Strongly Agree	12	70.59%
Agree	3	17.65%
Neutral	2	11.76%
Disagree	0	0%
Strongly Disagree	0	0%
Totals	17	100%

D. TRANSPORTATION: POLICIES

	Reponses	Percent
PICK THE ONES YOU DON'T LIKE		
A broad range of accessible transportation options should be planned to safely and efficiently move people and goods through Lakemoor while protecting rural and scenic character.	3	11.54%
Lakemoor’s transportation system should maximize transportation choice, allowing residents to travel within the community in a safe and efficient matter regardless of whether they are walking, biking, or driving.	2	7.69%
Lakemoor should connect existing road networks where appropriate to encourage walking and biking and to reduce the number and length of automobile trips.	3	11.54%
The transportation system should be designed to attract and sustain economic activity and provide public space for resident interaction, particularly along central corridors like Route 120.	4	15.38%
New development should strengthen the transportation network and give physical definition to streets and public spaces.	2	7.69%
I like all of the policies.	1	46.15%
Totals	2	100%

E. COMMUNITY SERVICES, FACILITIES, & INFRASTRUCTURE: PRINCIPLE The sustainable provision of community services, facilities, and infrastructure in Lakemoor is essential to the community’s long-term future and should be community-driven.

	Responses	Percent
Strongly Agree	10	55.56%
Agree	5	27.78%
Neutral	3	16.67%
Disagree	0	0%
Strongly Disagree	0	0%
Totals	18	100%

E. COMMUNITY SERVICES, FACILITIES, & INFRASTRUCTURE: POLICIES

	Responses	Percent
PICK THE ONES YOU DON'T LIKE		
Lakemoor should work individually and in partnership with service providers to ensure high quality services, facilities, infrastructure, and amenities that effectively and efficiently serve the needs of the residents and businesses in a fiscally responsible manner.	1	4.17%
Require fiscal impact analyses for new developments and require developers to fund infrastructure improvements and public services to prevent financial burden on existing residents.	2	8.33%
Manage land use change and investments to ensure capacities for sewer, water and private utilities are sufficient and of high quality for existing and future residents.	1	4.17%
Wastewater treatment and management should protect public health, conserve water and energy, and protect the quality of the community’s surface and groundwater resources.	4	16.67%
Encourage the integration of sustainable practices and strategies into new and existing development, such as alternative energy, water management, and dark skies.	5	20.83%
I like all of the policies.	11	45.83%
Totals	24	100%

F. COORDINATED DEVELOPMENT: PRINCIPLE Promote community-driven change through proactive policies and standards to achieve the community vision and principles.

	Responses	Percent
Strongly Agree	9	50%
Agree	5	27.78%
Neutral	4	22.22%
Disagree	0	0%
Strongly Disagree	0	0%
Totals	18	100%

F. COORDINATED DEVELOPMENT: POLICIES

	Responses	Percent
PICK THE ONES YOU DON'T LIKE		
Land use and development decisions should reflect the needs of the community, be compatible with environmental conditions, and compliment neighboring uses.	1	5.56%
Land use and development decisions should promote quality of life improvements for residents while protecting the fiscal stability of Lakemoor.	1	5.56%
Village actions and development decisions should follow a logical and practical sequence to ensure continuous improvement to Lakemoor and to provide essential village services to all.	1	5.56%
Protect existing property values through building standards and development design that ensures high quality growth.	1	5.56%
I like all of the policies.	14	77.78
Totals	18	100%

G. COMMUNITY CHARACTER & IDENTITY: PRINCIPLE Foster civic identity, community pride, and sense of place built on the qualities of a comfortable, safe, and family-oriented community that values its natural and cultural assets.

	Responses	Percent
Strongly Agree	7	43.75%
Agree	8	50%
Neutral	0	0%
Disagree	1	6.25%
Strongly Disagree	0	0%
Totals	16	100%

G. COMMUNITY CHARACTER & IDENTITY: POLICIES

	Responses	Percent
PICK THE ONES YOU DON'T LIKE		
Develop a consistent and cohesive village identity, character, and sense of place.	2	9.09%
Future development, land use changes, and transportation improvements should preserve scenic views and vistas, cultural resources, natural assets, farms and agricultural character, open space, and recreational opportunities.	2	9.09%
Architectural design, scale, materials, and details of new development should be high quality and evoke the 'small town' look and feel of the community.	4	18.18%
I like all of the policies.	14	63.64%
Totals	22	100%

H. FOOD & FARMING: PRINCIPLE High quality agricultural land is irreplaceable and should be preserved, protected, and sustainably managed to support food and crop production, livestock, equestrian uses, and other agricultural products, as well as to preserve the rural character of Lakemoor.

	Responses	Percent
Strongly Agree	4	23.53%
Agree	7	41.18%
Neutral	4	23.53%
Disagree	1	5.88%
Strongly Disagree	1	5.88%
Totals	17	100%

H. FOOD & FARMING: POLICIES

	Responses	Percent
PICK THE ONES YOU DON'T LIKE		
Future development, land use change, and transportation improvement decisions should consider the preservation of farmland and agricultural uses in order to protect open space, encourage the production of food and other agricultural products, preserve scenic and rural character, and support the local agricultural economy.	4	16.67%
Sustainable agricultural practices will help to preserve and protect the resources and values of the community.	3	12.50%
The production, distribution, sale, and consumption of locally produced food, fiber, and other agricultural products should be pursued.	3	12.50%
Promote opportunities for community gardens.	2	8.33%
I like all of the policies.	12	50%
Totals	24	100%

Meeting Results

The following summarizes the results of the keypad polling and table discussion for each draft Village Principle. In total there were 20 people who attended the meeting and provided input.

a. Open Space, Natural Resources, and Agriculture

- i. Which areas should be protected due to the presence of natural resources?
 1. Parks and open spaces
 2. All lakes in Lakemoor
 3. Quarry
- ii. If you were creating an open space network, where would you put it?
 1. Improve connections between the parks/open spaces
 2. Improve connections between residential areas and parks
 3. Improve connections to neighboring communities- forest preserve/open spaces/ trails- Moraine Hills
 4. Work with existing green space, natural environment and resources
- iii. How and where would you improve access to existing natural areas, parks, etc.?
 1. Collaboration between Lilymoor and Lakemoor to improve walking/biking access
 2. Sidewalk improvement along residential and commercial.
 3. Connect neighborhoods to parks.
- iv. If you were to preserve agricultural land for local food production, where would you do it?
 1. Remaining agricultural land is going to be developed (northeast corner)
 2. Possible location for community gardens: parks and drive-in range.
 3. Preserve land for economic viability
 4. Difficult to operate a farm in this community due to urbanization.
- v. Where should the Village invest in park, recreation, and / or trail improvements first? Morrison Park? Peterson Park?
 1. Morrison Park- drop off area at Lily Lake Parkway and Lakeshore drive.
 2. Create a bike path along Darrell Road to Heritage Park.

b. Land Use – Residential, Commercial, and Industrial

- i. Where would you locate a town center that includes retail uses as well as the Village Hall and Police Station?
 1. Possible TC east side of the north quarry
 2. Possible TC and community center at/near location of current Village Hall
 3. Possible VH in bank building on 120 at Lakeview Drive
 4. Possible TC along Darrel between Sunset and Morningside
- ii. What other locations make sense for locating commercial and retail uses, and what would be located there, e.g., a grocery store?
 1. Intersection of 120 and Chapel Hill Road

2. Along 120 from The Pines to Rt 12
3. Do a TIF study from Lily Lake to Darrel Road for Mixed Use Commercial
- iii. What do you think should be done with the quarries when they are both closed?
 1. South quarry should be recreation / park, e.g., Independence Grove, possibly with facilities; SCUBA classes there currently; services and utilities would be difficult; want it to be VOL not IDNR
 2. N quarry could be large lot residential development
- iv. Are there areas that should be considered for redevelopment?
 1. Commercial uses along 120 from Lakeview Drive to Lily Lake Road
 2. South industrial area should be updated / improved, used as office, or possibly redeveloped as residential
- v. Are additional residential (e.g., single family, senior, or multifamily housing) and industrial areas needed and where?
 1. Phase 3 of the Rockwell development is planned for the vacant land east of the north quarry extraction site
 2. On ag land along 120 across from the Pines
 3. Industrial on land between Fox Lake Road, Allegheny Way, Concrete Drive, and 120; also on L shaped parcel south of 120 and east of Fisher Road.
 4. Senior housing needed; at one time was planned for parcel next to the Drive In Theater.
- vi. Other
 1. The “peninsula” could be a park and a public beach; there is sewer there
 2. There is a narrow easement along the west side of Lily Lake owned by a single owner.
 3. Vacant land N of 120, N of The Pines is wetland and not developable
 4. Possible Office use on ag parcel just west of Rockwell
 5. VOL wants to set boundary agreements with McHenry

c. Transportation, Infrastructure, Facilities, and Services

- i. Does the Village need additional or extended local roads and where should they be?
 1. Extend Darrell Road with sidewalks north to Sullivan Lake Road
 2. Connect King’s Way to the newly extended Darrell Road.
 3. Extend Lily Lake Road north from Route 120 to Lincoln Road. (mixed reception)
 4. Connect Providence Dr and Majestic Drive to the newly extended Lily Lake Road and to the subdivision west of the Lily Lake Drain
 5. Connect Palamino Dr to Route 120 near Kent Road.
 6. Create a road north to the industrial area at the intersection of Volo Village Road and Route 120 – so one wouldn’t go on Fox Lake Road
 7. Connect Ellis Drive in Volo across Route 120 (with signal) and extend to Fisher Road

8. Extend two roads in Lakemoor Pines with future development to Fisher Road: Schlessor Drive and Pine View Blvd. Also connect the extended Schlessor to Sullivan Lake Blvd.
 9. Extend Fisher Road south to connect with Highwood Road [NB: through the Black Crown Marsh]
 10. Build a road through south quarry site, connecting Ravine Ave with Vale Street.
- ii. Are there locations that are particularly bad for auto, pedestrian, or bicycle accidents?
 1. Intersections with Route 120: Sullivan Lake Road, Darrell, U.S. 12
 - a. U.S.12 and Route 120 intersection – hard to see median at night.
 2. Intersections with Cuhlman is bad, there is no stop when you are going east on Bay Road, but the other two sides do require a stop.
 3. People trying to cross Route 120 at Willow to get to Morrison Park
 4. Need new signals at:
 - a. Molidor and U.S. 12
 - b. Volo Village Road and Route 120
 - c. Sullivan Lake Blvd and Route 120
 - d. Willow and Route 120
 - e. Cuhlman Road and Bay Road
 - f. Cuhlman Road and Lincoln.
 - iii. Where would you like to see pedestrian crossings?
 1. Connection on Sullivan Lake Road to the Volo Bog
 2. Route 120 and Willow
 3. Crosswalks at Darrell
 4. Need sidewalks at:
 - a. Route 120 from Darrell to Willow
 - b. Darrell south to Wegner
 - c. Four Seasons Blvd from Blossom Blvd to Sullivan Lake Road
 - d. Sullivan Lake Road from Four Seasons Blvd to Molidor in Volo.
 5. Need ped connections at:
 - a. between Pond View, Darrell, and Wegner
 - b. Between the Glen and Lakemoor Farms – Wagon Trail to Game Trail
 - c. Between Lakemoor Farms and the Ports – Innetowne Road to Drydock Road.
 - iv. How would you address the presence of Route 120 running through town?
 1. Take it back to two lanes
 2. Sidewalk
 - v. What services or facilities do you wish were more centrally located?
 1. Conversation about where is the central point, the middle point between residential areas.
 2. Basic necessities without having to leave town: Grocery store, restaurants

3. Village Hall and police station should be central, keep spot and combine together.
 - a. Three potential locations: current location, east of Lakemoor pines on Route 120 and within the north quarry near Lily Lake Road.
4. Plan for elementary school location for future, keep centrally located.
5. Village hall, police station, community center at Morrison Park.
- vi. What should be done to improve community identity, cohesion, and sense of place?
 1. Develop along Lily Lake
 2. School location – bring community together
 3. Buy up Lily Lake.
 4. Maintain the views of Lily Lake while on Route 120.
 5. Senior living center
 6. Village Hall as a community center
 7. Town Center

MetroQuest Web Tool

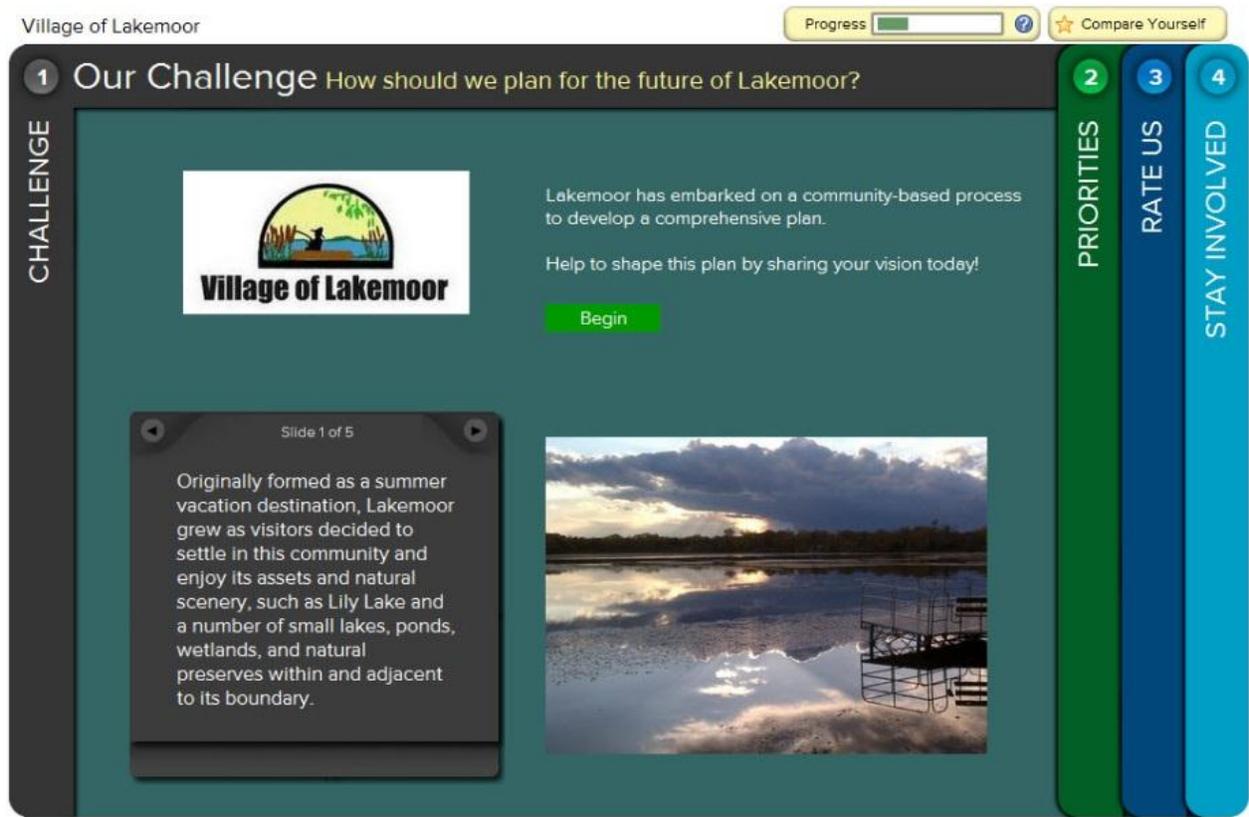
In addition to the public workshops, the project team utilized MetroQuest to reach residents who were unable to attend the public workshop. As part of the Local Technical Assistance (LTA) program, CMAP contracted with MetroQuest to utilize this software for public engagement activities on many of the LTA projects. The project team worked to develop a project-specific version of MetroQuest to meet the public engagement needs of Lakemoor’s Comprehensive Plan.

The purpose of using this tool was twofold. First, employing an online tool gave this project potential to engage more stakeholders than traditional face-to-face meetings, as MetroQuest was available to the broader public from April 19, 2012 to June 19, 2012. Second, it was critical to understand which features were most and least important to local stakeholders. Armed with this information, CMAP set out to include many of the common issues, themes, and ideas expressed at prior workshops into MetroQuest for the second phase of public engagement.

Lakemoor’s MetroQuest Site Experience

Upon visiting MetroQuest the user was taken through a series of background information about the Village. This first screen, Our Challenge, sets the stage (see Figure 1). Stating that Lakemoor has embarked on a community-based process to develop a Comprehensive Plan, the introductory screen is meant to compel the user to think about the vision for Lakemoor.

Figure 1. "Our Challenge" Screen of MetroQuest Website



There were four slides of background information about Lakemoor that would scroll on this front page. The information for each slide came directly from an existing conditions report that was done as part of the planning process

Slide 1:

Originally formed as a summer vacation destination, Lakemoor grew as visitors decided to settle in this community and enjoy its assets and natural scenery, such as Lily Lake and a number of small lakes, ponds, wetlands, and natural preserves within and adjacent to its boundary.

Slide 2:

Lakemoor has seen a dramatic increase in its population in the last 15 years. The village remains a small community of 6,017 residents yet is facing the changing needs and desires of this expanded population.

Slide 3:

This Comprehensive Plan will help guide future decisions for the Village's growth and development.

It will help to ensure that today's decisions contribute to the long-term goals and vision of the entire community.

Slide 4:

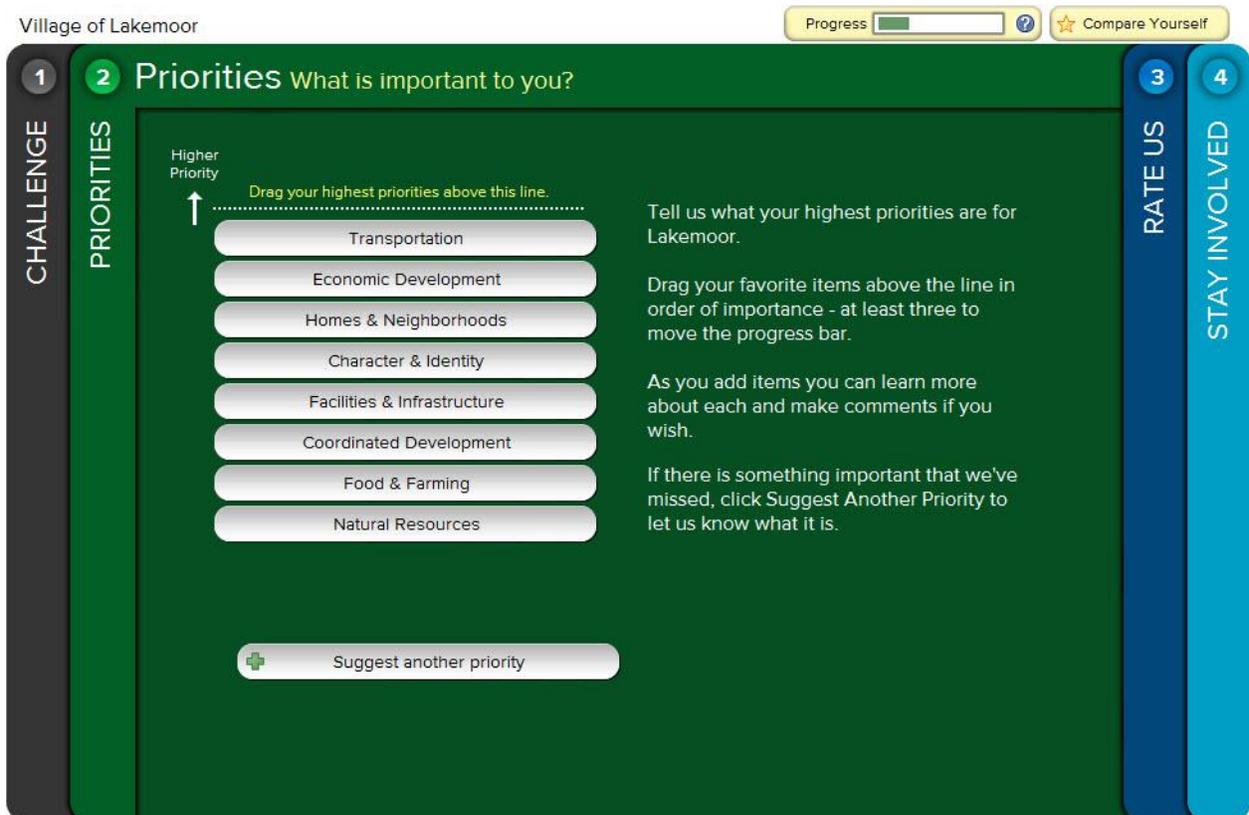
This planning process is exploring opportunities in economic and commercial development, natural resources, transportation, and many other aspects of planning that are vital to the Village's long-term prosperity.

Slide 5: Help us ensure that Lakemoor continues to be a great place to live for future generations.

Click on the Priorities tab to the right to get started.

The second screen, Set Priorities, included the aforementioned list of topics for prioritization (see Figure 2). These priorities came directly from input received at public workshops, and consequently became some of the chapters for the Comprehensive Plan. The user was asked to drag his or her favorite items above the line in order of importance.

Figure 2. "Priorities" Screen of MetroQuest Website



Each priority was described using a draft principle that was developed based on findings from the key person interviews, the existing conditions report, conversations with the steering committee, the kick-off meeting and visioning workshop.

Open Space and Natural Resources

A network of interconnected open space, woodlands, water resources, and other natural resources are important elements of Lakemoor that provide multiple benefits to residents.

Economic Development

The provision of goods, services, employment opportunities and amenities within Lakemoor are important to the community's economic future and should capitalize on the area's natural assets.

Homes and Neighborhoods

Lakemoor residents and businesses benefit from homes and neighborhoods that offer a high quality of life and allow residents to remain in the Village through all phases of life.

Transportation

Lakemoor residents should be able to drive, walk, or bike safely and conveniently throughout the Village for daily needs and activities.

Community Services, Facilities, and Infrastructure

The sustainable provision of community services, facilities, and infrastructure in Lakemoor is essential to the community's long-term future and should be community-driven.

Land Use Change

Promote community-driven change through proactive policies and standards to achieve the community vision and principles.

Community Character and Identity

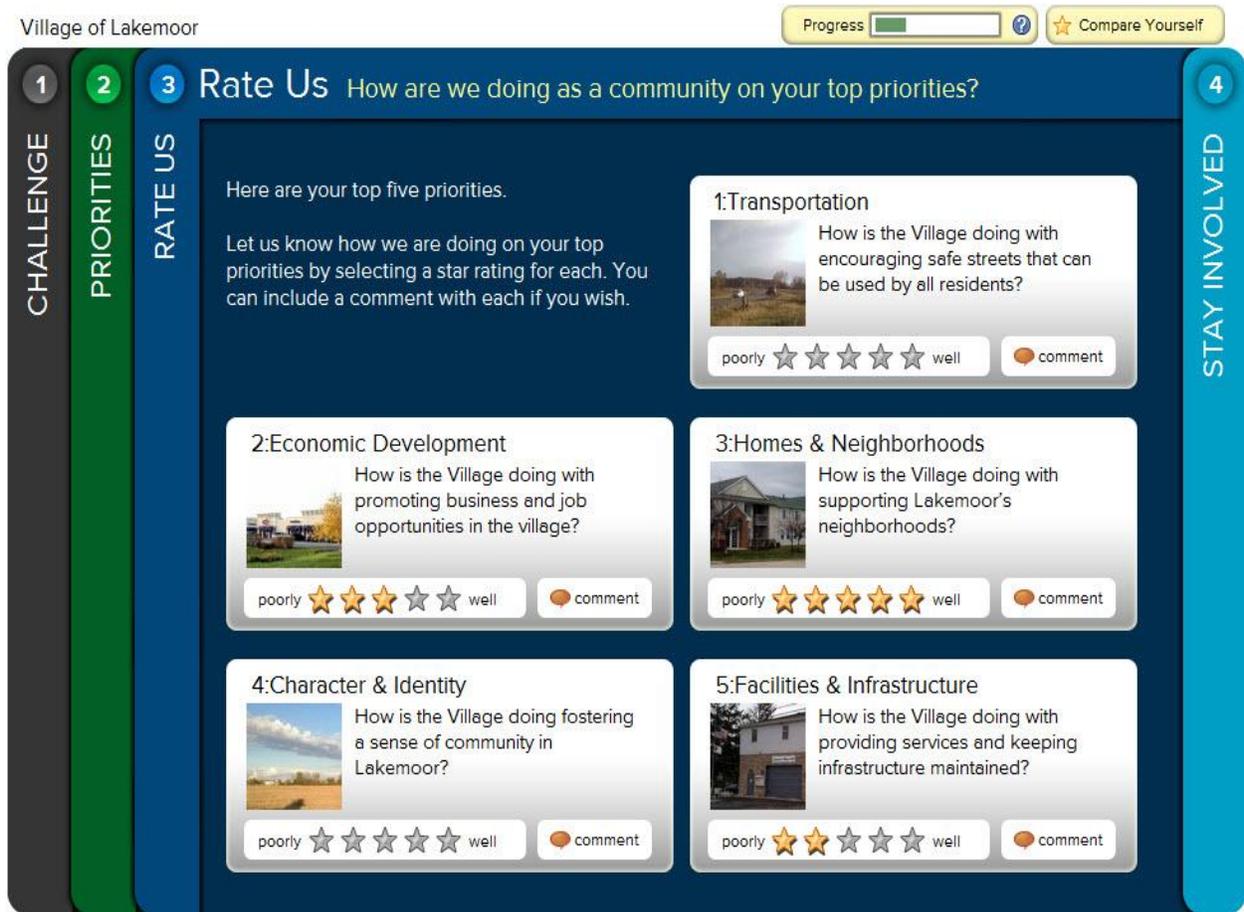
Foster civic identity, community pride, and sense of place built on the qualities of a comfortable, safe, and family-oriented community that values its natural and cultural assets.

Food and Farming

High quality agricultural land is irreplaceable and should be preserved, protected, and sustainably managed to support food and crop production, livestock, equestrian uses, and other agricultural products, as well as to preserve the rural character of Lakemoor.

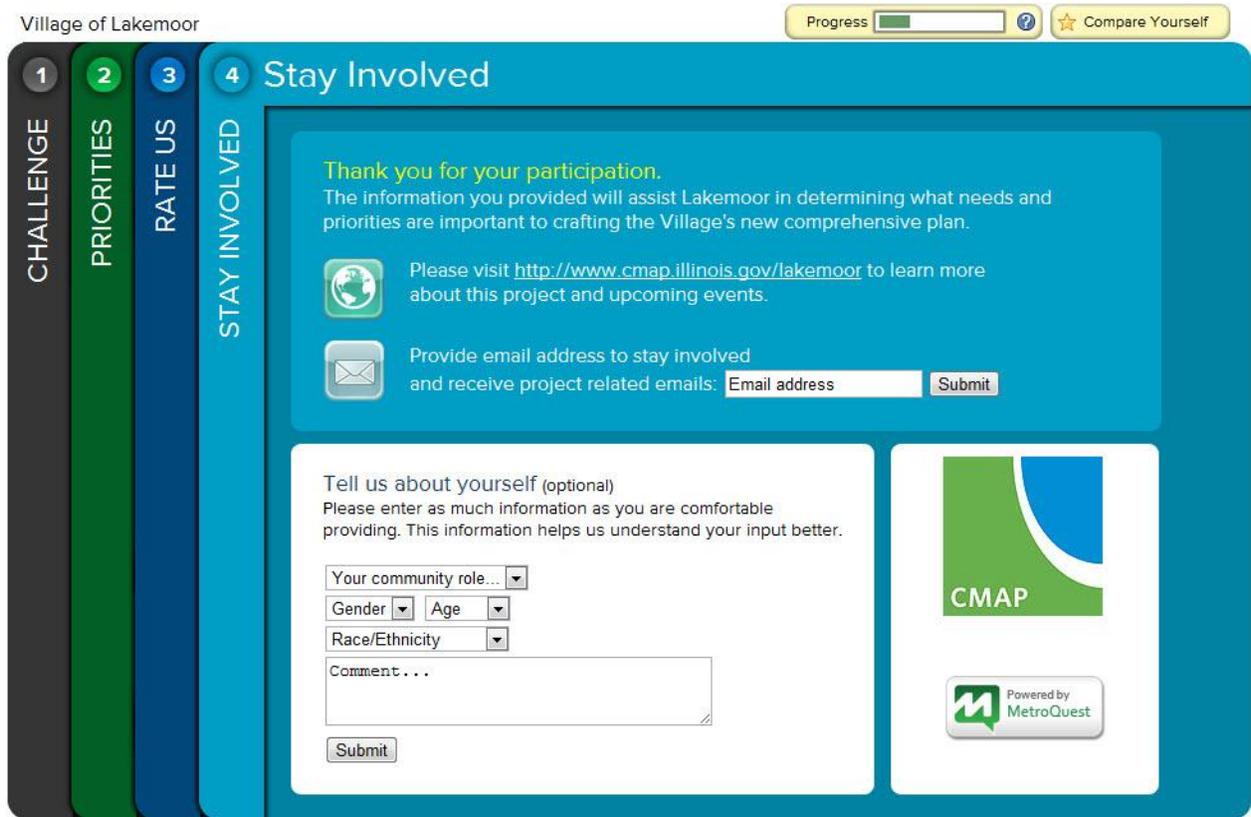
Once completed, the user could then move on to screen three, Rate Us (see Figure 3). The screen showed the user's top five priorities and asked him or her to rate how well the Village was doing on the top priorities by selecting a star rating for each. The user was also able to comment on each rating.

Figure 3. Rate Us



Once users had given their feedback, the final screen, Stay Involved, gave users additional project information and links to Lakemoor and CMAP's project information pages (see Figure 4). The Stay 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 added to distribution lists for future project updates.

Figure 4. Stay Involved



MetroQuest Outreach and Results

Residents were first asked to identify which principles were of highest importance to them. Economic development was of the highest concern of residents, see Table 4.

Table 4. Rank of Priorities for Lakemoor

Overall Rank	Priorities
1	Economic Development
2	Homes & Neighborhoods
3	Facilities & Infrastructure
4	Character & Identity
5	Natural Resources
6	Coordinated Development
7	Food & Farming
8	Transportation

Next, participants were then asked how the Village was performing on those key priorities. There were two methods of feedback. The first was a simple rating system asking how the Village is doing in a given area. The rating system was scored from one to five stars, with 5 indicating that the Village was doing well in that area. Almost all participants gave a rating to at least one or more of their top priorities. Table 5 shows the average performance range for each of the priorities. Natural resources received the highest score of 3.05 and economic development received the lowest score of 2.24.

Table 5. Performance Ratings for Priorities in Lakemoor

Priorities	Average Ratings of Performance
Natural Resources	3.05
Homes & Neighborhoods	2.77
Food & Farming	2.76
Character & Identity	2.75
Transportation	2.64
Facilities & Infrastructure	2.51
Coordinated Development	2.42
Economic development	2.24

The second method of feedback was a direct comment form associated with a given priority. Thirty-four visitors left detailed comments on specific areas. The full comments are provided below. Some comments cut across multiple topics. The thrust of the comments shows that the website commenters share similar concerns with what others have mentioned at the public meetings. However, there were some interesting new items or trends of note:

- The need for sidewalks was mentioned repeatedly.
- The current and relatively new location of the police station is a concern.
- Cleaning up/filling the vacant commercial buildings was mentioned repeatedly.
- Limiting strip mall development and preserving the rural character of the town was mentioned.
- Creating a downtown with restaurants and amenities such as sidewalks, streetlights and street trees.
- Requests for street trees in neighborhoods.
- Improving coordination with homeowner’s associations as well as also working to improve the older neighborhood areas.
- Support for enforcement of home and business maintenance requirements.
- Desire to make the central area more like Long Grove.
- Support for local food production and farmer’s markets.

Open-ended Comments from MetroQuest

Transportation

1. Not very good. Requiring developers to install contiguous sidewalks is the first priority in keeping children from playing, walking to school...etc. in the street. Also, once the sidewalks are completed they should require all joggers to use the sidewalk for their own safety, and

the safety of others. This can be done today because the sidewalk requirement was not implemented soon enough.

2. I would like to see speed bumps placed on certain streets in Lakemoor. Namely: Tia Juana Dr. The traffic on this street rarely follows the posted speed limit of 20 mph.
3. We need to have a traffic light across 120, connecting the older subdivisions and Lily Lake. This will aid in the usage and access to Lily Lake and its amenities.
4. More sidewalks and streetlights would be amazing. We are in a neighborhood that is not linked to the downtown area by any walking trails/sidewalks and are forced to walk down the street (120) at times. I would love a safer way to walk downtown with my family so we can eat/shop.
5. Add a bike trail to access businesses, etc.
6. More sidewalks, more streetlights, more sidewalks, more streetlights PLEASE.
7. Please add more sidewalks/walking trails/streetlights so we can access downtown Lakemoor. It would be nice to be able to walk to the parade/fest/stores etc. and not have to walk in the street. Please try to obtain a pace bus to transfer to long lake train station maybe? Would be excellent to have a commuter ride there and back.
8. Please monitor speeders in our neighborhoods. We live in pines of Lakemoor and have residents speeding down streets and even pulling around stopped school busses - it's extremely scary.
9. MORE sidewalks.
10. Need a path connecting the neighborhoods, and a crosswalk at Rt. 120 and Darrell

Facilities

1. Poorly. We need a real city facility to house and maintain the cities vehicles and a separate facility to house and conduct the cities business. Residents should not have to climb a long flight of stairs to conduct their activities with the city.
2. Our own Fire Department and EMS service.
3. A respectable Village Hall is in dire need. Lakemoor continues to be the laughing stock of McHenry County.
4. I still do not understand why we moved the Police all the way out towards Rt.12 and not keep it in the Village for responding.
5. I would like to see routine maintenance done on all areas of public infrastructure
6. I only assume that the location of the new police station was chosen because of low rent or similar situation to have the police station off the beaten path. I thought keeping the police station more visible is a better deterrent for crime.
7. The response time from Fox Lake Fire District is unsafe. It needs to be Lakemoor's.
8. Lakemoor deserves a decent village hall. The will help in our perception as a "real" competitor in market for commercial developments.
9. We need a village hall that can help the village be taken seriously. Not a renefiate garage.
10. We are in desperate need of a new village hall. The new police station is a step in the right direction, but its location does not make much sense.

11. Tearing down the old police station was a good idea as it gives a pretty view of the lake. I think the village does a good job maintaining the infrastructure. How about adding larger more vibrant flower beds throughout the community?
12. It's time to get a village hall done, if it means a little higher tax rate so be it! Not well. We have enough money for a down payment on a village hall/police department. Let's get going already!
13. We have to look like a forward thinking community if people are going to invest in our community.
14. I am happy we got rid of the eyesore in front of the lake which housed the police department. Now if we could find a different location for the Village Hall.
15. New police station out of the way. Do taxpayers know what they got for their money? Perhaps an open house?
16. Village hall grounds don't look nice and inside smells like years of cigarette smoke. Otherwise don't get much info in this area of what's getting done

Economic Development

1. I would love to see this area build up with places we can shop and go to restraints nearby instead of giving other communities the business.
2. I think that the Village is supporting some business and not others equally ... such as Trackside grill. Excellent food and service yet public officials are not supporting him.
3. I would love to see some more restaurants on route 120.
4. Please create a cozy downtown area that we can enjoy.
5. Sadly, there is not much to promote here. The most we see pushed is at the small 4th of July parade.
6. With taxes so high...it would be nice to see a cozy downtown area like Long Grove and high end stores and restaurants like Deer Park. Currently we have very high taxes and almost NO amenities
7. Please make this town great...the taxes here are way too high for a place in the middle of nowhere - no train, hospital, schools, community center, shopping, restaurant variety etc.
8. Is there any way to make money from Lily Lake? Is there any way to make a beach? How deep or clean is the lake? Lily Lake would be a nice revenue provider with a beach. Is there anywhere in the village for a public pool with waterslide. This can also produce income for the village through pool passes, concessions, etc. All economic ideas must be carried out as a small business. No waste, hard work and no corruption
9. Lakemoor needs businesses to generate tax dollars so the burden does not fall upon homeowners solely to run the town.
10. I like the area. I am originally from northwest Chicago. I am 41 with my wife and 21 year old son. Rather than see Lakemoor taxes go up each year on my tax bill I would like to see economic development to produce tax revenue dollars so the burden is not just on the residents through real estate taxes. I would like to be involved and will attend a meeting in Lakemoor.
11. I hope the Village will limit strip malls. There are too many buildings in the Village that are in poor condition. They are an eye sore.

12. Should be promoting the Village as the gateway to the chain o lakes, making it a destination stop with unique shops and dining, as well as well-known specialty retail, such as Trader Joes.
13. More business needed along 120, other than the Thornton's there is not much retail in town.
14. We need to aggressively pursue partners in developing commercial opportunities; such as a replacement for the Streets of Lakemoor initiative.
15. We need to develop route 120.
16. Simply put, Lakemoor needs to have a more diverse retail and commercial base. There are currently very few commercial developments in the Village.
17. As I drive through the village, I see old abandoned dilapidated homes or businesses that pose to be an eyesore to the thriving businesses around them
18. I see abandoned businesses that are in disrepair next to businesses that are thriving. This is a dis service to those businesses. I know it may cost money, but tear down the buildings that are abandoned. Create some green space or parks in the areas that once were home to a business. When you have numerous building on a busy road that is abandoned, it can leave a sour taste in one's mouth. And how about holding businesses accountable for the upkeep of their buildings? 120 is a highly traveled road. Seeing businesses that aren't maintained or look run down is an eyesore to the community and those who live in it.
19. I would like to see retail development that caters to and is convenient to families. No more gun shops, smoke shops, tattoo parlors and adult novelty shops PLEASE!
20. Not much business here, perhaps fixing downtown area up would make us more appealing to new large companies.
21. Please attract more restaurants and stores into our town to help lower our taxes and boost our town's image.
22. Please create a high end down town area, nice sidewalks, streetlights, tree lined streets, matching store front awnings etc. There is not a lot here currently to attract anyone to visit.
23. Please make this a town worth staying in.
24. This will help make Lakemoor a destination for non-residents.
25. Zero "downtown" development makes it hard to enjoy the space outside my subdivision
26. I don't want a bunch of strip malls. What we have along the 120 corridor isn't keep up both building and grounds. I like it more rural.
27. Get more shopping closer
28. Going through Lakemoor can look sad with the businesses going out of business or seeing vacant buildings.
29. I think there are too many vacant buildings to gain a positive outlook on the future of businesses in Lakemoor
30. Thornton's is a great addition but some of the other businesses are going away. There are a lot of vacant buildings where businesses used to be. It looks sad.
31. I believe as a village we should look in to monolithic concrete domes for use as the village hall/police station. This will ensure services remain in a major disaster.

Coordinated Development

1. There is not an equal representation from all the area neighborhoods. Some are totally neglected and others get all the attention such as Lakemoor Farms.
2. I feel a ton of improvements have been made with the change in board members over the years
3. This is the first time in 5 years that I've been asked for input on community development.
4. Would be nice to see more town newsletters in mail form for the residents who do not go online.
5. This one has to be left as a "TBD," at least until some significant development resumes within the village limits. Not much has happened in the last few years.
6. Since stopping the mailing of the newsletters, communication is lacking. Have to find out things "word of mouth".
7. I like the website and e ticket features...please find new mosquito company though.
8. I hope that any plans and changes are communicated thoroughly to the community.

Homes & Neighborhoods

1. A simple enforcement of village ordinances would go a long way in approving the look of our town.
2. Again, some neighborhoods like Lakemoor Farms get all the attention, but others are neglected.
3. I have emailed the village about the old Kirk Homes construction trailer that is deteriorating in my subdivision and I was ignored. It is dangerous and makes the area look run-down and trashy
4. I love living in Lakemoor but would like some things done with the old builder's trailer near my home. Please see the comments I made previously. I had sent a more detailed to the village a few weeks ago.
5. To make neighborhoods, and the town as a whole, more enticing it would be great to see more and more tree additions. One thing that is nice about more mature areas is the large grand trees they have lining the streets. It would be nice for Arbor Day/ Earth Day/ etc. to work alongside local schools, Boy Scouts; Girl Scouts etc. to plant tree's annually so that we can gradually make progress at a lower expense. Added bonus is it's a great way for the community to come together.
6. I love living in Lakemoor and the relationships we have built with our neighbors. The only reason I am considering moving is the size of the house we purchased and the school district.
7. I think the homes in the newer subdivisions are average with average to below average craftsmanship and quality of material. Lakemoor is average; nothing sets it above average except an awesome fireworks show. Lily Lake does not demand big dollars to live on. It is a fisherman's lake and that's it.
8. I think if you walked the streets in the old town on the north side you would see several problems in the neighborhood. { F.Y.I. squads are easy to see and hide from }
9. Seems there is not much policing in the old neighborhood. I.E.-theft, junk cars, small armies living in one house, etc.

10. I've lived on Santa Barbara since 1994 and watched it go from a really nice block to live on, to a rundown place that I don't care to live anymore. Not so much the village's fault, as it is the type of people that have moved in.
11. Stay with single family housing/homes.
12. As a townhouse owner in Rockwell Place, I am frustrated by a lack of information from the village on the public infrastructure in the neighborhood. Once the builder went bankrupt, nothing has happened to finish our roads.
13. Need improvement. Not enough contact from village hall to the associations in town. We are active, but hear nothing from village hall and no attendance from anyone to our meetings.
14. I am pleased that Lakemoor has taken steps to make our community a more appealing place to live. I will feel more confident once I start seeing a change.
15. Please add more trees along our roads. currently there are small trees in the new neighborhoods....would be nice to see them added to route 120, Darrell etc. all the way through and give the town a more "finished" appeal.
16. The newer developments are nice and the homeowners association seems to try to maintain up keep and making improvements. The Glen townhome neighbor needs completion.
17. Clean up houses in Sexton neighborhood, some are VERY run down.
18. The new construction homes are nice but where does that leave the older neighborhoods?
19. There seems to be a lot of abandoned homes and homes for sale in poor condition. Brings down the neighborhood.

Character & Identity

1. Most people have never heard of Lakemoor, how can we get ourselves on the map per say?
2. Would definitely love to see a more "long grove" look downtown and more "deer park" amenities to really make us the diamond in the rough.
3. There are a few things that help with this (i.e. Lakemoor Days), but I think Lakemoor has to overcome the stigma that was built saying that this is a poor, dirty area.
4. While older buildings often provide character, some of the buildings in Lakemoor have gone unused and are an eye sore. You only drive through Lakemoor for a brief time and some of the places along 120 are not visually appealing.
5. I appreciate the efforts of the village to host events with limited resources. Between Lakemoor Fest, the Easter Egg Hunt and sports teams, they are doing a nice job to try to bring us together.
6. Need growth that brings amenities but still retains the rural feel of our town. Our police and government should not try to emulate the larger bureaucracies elsewhere in Chicago.
Thanks.
7. I like the community atmosphere but, again, would like to get rid of the "trashy" retail.
8. Some of the developments do not look very high quality with tacky signs. Outdated subdivision signs, store front signs. Would also be nice if the streets had light up street signs like some of the larger towns. It's very dark out here at night so they would be helpful and look more high end and attractive.

9. The 4th of July parade and Lakemoor fest are great attractions, sadly the locations are hard to get to...PLEASE add sidewalks down 120, darrell etc and line our streets with trees.
10. I would love to see zoning laws enforced. Like lawn mowing, commercial vehicles in driveways, junk lying around. Nobody does anything, ever.

Natural Resources

1. Even protecting these areas. Is there EVER a change of a railway extension coming out to our neck of the woods?
2. We need to continue to protect our natural resources. While I urge economic development within our borders, I do not at the cost of our environment. We have a beautiful community, largely due to our preserves.
3. Great job. No comments here.
4. We need quality development that does not wreck the environment (like the asphalt plant)
5. Please boost Morrison park.
6. If Lake Sullivan is not dredged soon it will become Bog Sullivan. I have heard they tried to at one time because it was a shooting range, and the lead in the lake would be dug up and would hurt the lake and habitat. They have dredged Grass Lake on the chain, with no problems, it was shallow and used as a gun club for years. If you want to keep healthy fish, turtles, and others in the lake, let's dredge, and use the material for improving our land.
7. I think the trail around Lily Lake needs to be maintained and possibly extended. The lake is a beautiful place for recreation but traveling the path is not the greatest.
8. The woodlands are very nice but some parts are not kept too well and people utilize the areas without notifying proper authorities of using parks for parties.
9. Benches along the neighborhood, maybe garbage and/or dog pickup/bags stations.

Food & Farming

1. I think there is enough housing in Lakemoor right now. Demand for housing in this area is not on an uptrend. I think empty land should be used to produce food. Maybe a public garden for all residents. It is a great idea to get people together and learn, have fun and be productive.
2. Activities like Lakemoor fest, park events, parades, garage sale weekend all help promote community.
3. I am in favor of keeping Lakemoor a more rural area. The Rt. 120 corridor does not look very inviting. The businesses do not keep up their properties.
4. I would like to see a regular farmers and or crafters market in town during the warmer months.
5. I like Kreuger's but the selection isn't as good as some other farmer's markets that other McHenry county neighborhoods do. I think we need to move up with the times.

Others Comments

1. Get the mapping of The Meadows corrected so that an emergency call for fire or paramedics will not be hindered searching a faulty database of misnamed addresses.
2. Making quality education a priority by holding local school districts accountable.

3. It seems the new police chief is just out to make money off the residents instead of serving and protecting, my family has already been issued 3 tickets in the past few months for things we have been doing for the past 9 years we lived here.
4. Please hire a new mosquito spray company. Our current company only passed through ONCE last year. If they are paid seasonally vs. per application we are getting ripped off. Our previous town where we lived sprayed every WEEK in the summer.
5. Police harassment is rampant, the red light camera tickets for cars STOPPING COMPLETELY just over the white line at 120 and 12. This town has become greedy and has decided to simply extort money from its citizens. We are moving out of here next month and I'm sure many will follow suit.
6. I think it needs to be more clear what services the village is providing for the residents in exchange for the purchase of a village sticker.

Sustainable Communities Building Blocks Workshop: Linking Land Use and Water Quality Technical Assistance

In addition to the work on Lakemoor's Comprehensive Plan, CMAP applied to the U.S. Environmental Protection Agency (U.S. EPA) Office of Sustainable Communities for a complementary technical assistance grant through the U.S. EPA's Building Blocks program.¹ The purpose was to explore a series of strategies and approaches that Lakemoor may implement to better link their land use strategies with local and regional water quality goals. In preparation, Village and CMAP staff met with U.S. EPA representatives to review the existing water-related issues in Lakemoor as well as the current regulatory framework. A workshop was held on July 19, 2012 with representatives from the Village of Lakemoor, Lake and McHenry County, and Northern Moraine Wastewater Reclamation District. The workshop agenda was organized by the U.S. EPA's *Water Quality Scorecard: Incorporating Green Infrastructure Practices at the Municipal, Neighborhood, and Site Scale*², a publication that offers policy options for protecting and improving water quality across difference scales of land use and across multiple municipal departments. The agenda of the meeting was broken up into five topic areas: preserving natural resources, promoting compact development and infill, designing complete streets, encouraging efficient parking, and implementing green infrastructure on site. U.S. EPA representatives gave a brief presentation about a given topic and then the workshop participants discussed the applicability of different approaches in Lakemoor. At the end of the day-long workshop, the U.S. EPA representatives summarized the key strategies that participants had endorsed during the course of the day. Later that evening, the group presented the results of the workshop at the Lakemoor Village Board meeting. Members of the public were in attendance and one spoke in favor of the conclusions drawn during the day.

In August, the U.S. EPA representatives summarized the results in a memo to Todd Weihofen, Village President. The findings of the memo were discussed with the Steering Committee. Many of the strategies identified during the workshop had also been discussed during key person

¹ <http://www.epa.gov/dced/buildingblocks-2011-rfli.htm#t10>

² http://www.epa.gov/smartgrowth/water_scorecard.htm

interviews, public meetings, and online and this lent further support for their incorporation into the recommendations of the Comprehensive Plan.

Meeting Three: Open House

On November 13, 2012, a public open house to present the draft of the Village of Lakemoor Comprehensive Plan was held at the Village of Lakemoor Police Station with approximately 30 people in attendance. No formal presentation was given; rather, community members were invited to stop by at any point during the open house to review the posters summarizing the main components of the plan and use comment forms to explain what they liked and didn't like about the plan. The plan figures and illustrations were organized on ten large maps, each representing a chapter of the Plan. Several full copies of the draft Plan were also available for attendees to review in more detail. Representatives from the Village, as well as CMAP staff, were on hand to answer questions.

In general, meeting attendees were satisfied with the draft Comprehensive Plan. There were 25 individual comment items from eight individuals. Most of the comments were supportive in nature and called for details that were already in the plan but couldn't be summarized in the poster boards. As has been the case throughout the planning process, there was great support for additional residential, commercial, industrial uses, addressing water and sewer needs, and improving how people travel in Lakemoor. Many meeting attendees also mentioned the importance of proper drainage in old neighborhoods and enhancing trails and other recreational amenities. The walkable, mixed-use town center received many enthusiastic responses, with a couple of participants expressing some apprehension as to how the vision will be achieved. Many of the comments received during the open house had already been integrated in some form or fashion into the Comprehensive Plan narrative. The steering committee reviewed each comment and made a number of changes to add clarity or content to the Comprehensive Plan.

Comments from Open House

1. Everything looks wonderful. Thank you for all your hard work!
2. Proper drainage in old neighborhoods
3. No beach front? Public pool?
4. Residential growth -- encourage home, townhome, and condominium planning construction (home ownership) and only minimal apartment rental. Pride of ownership keeps residential areas neat and in repair. Better tax base
5. Pace bus transportation extended down 120 to 12.
6. Police station can be separate from village hall.
7. Support for sequencing growth
8. Support for school district boundary committee, especially as community grows.
9. Use of water supply, wastewater, and storm water is a High Priority.
10. Need new industry (tax base, jobs)

11. Will there be a camping area for non-residents. Any state or federal funds or grants available for open space, natural resource development?
12. Thank you for giving us a glimpse of the proposed plan.
13. Town Center plans -- this is our favorite! Like the pedestrian crosswalk.
14. Chapel Hill and IL 120 intersection use conflicts with map 5 commercial node
15. Connect commercial from 120/Darrell thru Pineview Dr.
16. provide north/south US 12 and East/west IL 120 Pace or other mass transit service
17. Would like to see a safer pedestrian strategy to connect the Pines of Lakemoor subdivision to Moraine Hills and the proposed town center.
18. Downtown area with village hall and police station is a great idea
19. Like idea of working with different school districts
20. Need to address water and sewer at 120/12 ASAP.
21. Need to work on getting some of this implemented.
22. Better communication needed with residents.
23. Town Center idea is a good one but be careful with buildings on street and parking behind buildings.
24. More bike trails and public transportation

Figure 5. Stakeholder Analysis Form



Chicago Metropolitan
Agency for Planning

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Community Stakeholder Analysis Form

This form is to be used at the beginning of the public outreach strategy development process to identify key community stakeholders.

Community:

Project:

Identify stakeholders (individual or group)	Directly affected?	Position or what issues are most important?	Potential steering committee member?	Candidate for direct outreach (ex. membership org.)?	Notes about resources	Contact information

Figure 6. Public Participation Questionnaire

	Chicago Metropolitan Agency for Planning	233 South Wacker Drive Suite 800 Chicago, Illinois 60606 312 454 0400 www.cmap.illinois.gov
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Public Participation Questionnaire

The following questions will assist the Chicago Metropolitan Agency for Planning (CMAP) in understanding community dynamics and past public engagement efforts. This information will be used to develop a customized public participation strategy for this project. Ideally this form will be completed during a discussion with local staff to ensure staff has a complete understanding of each answer.

Community: _____

Address: _____

Primary contact (including title): _____

Email: _____

Phone: _____

Website: _____

General Questions

1. What are some examples of community participation that have occurred to date and relate to this project (and how was such feedback incorporated into your planning activities)?
2. Please describe a typical public meeting in your community. Have there been any successful approaches or challenges to engaging community residents?
3. Please describe your priority audience and any specific goals when presenting community plans.
4. What tools do you currently use to engage your community (ex. paper survey, online survey)?
5. Are there any "hot button" topics that tend to galvanize residents and get people to events in your community?
6. Please describe your typical methods for advertising community meetings (ex. newsletters, water bill notices, library bulletin board, social media).
7. Do you have a media contact for press releases
8. Will we want to distribute materials in languages other than English?
9. Is your community tech-savvy and computer-literate?
10. Should we post event information on your municipal website; if so who is the IT contact person?

Logistics

1. Please list three ideal community locations for public meetings:
 - a.
 - b.
 - c.
2. What are the A/V capabilities of these venues?
 - a. Computer
 - b. Projector
 - c. Screen or blank walls to project onto
3. When are the preferred days and times of day to hold a public meeting in your community?
 - a. Weekday evening (circle) – M T W Th F
 - b. Weekend (circle) – Sat / Sun
 - c. Time
 - Morning (9 a.m. – 11 a.m.)
 - Mid-day (11 a.m. – 1 p.m.)
 - Afternoon (1 p.m. – 5 p.m.)
 - Evening (6 p.m. – 9 p.m.)
 - Other (please specify)
4. Are there any scheduled community events in the coming months that we should know about to coordinate public participation efforts?