Application form:
RTA Community Planning Program and
CMAP Local Technical Assistance Program

DEADLINE: Noon on Thursday, June 29, 2017

This application form is online at www.rtachicago.org/applications. You may submit the form by email to applications@rtachicago.org. Upon receipt of application, you will receive an e-mail verifying that your application has been received.

1. Name of Applicant
Village of Lincolnshire, Illinois

2. Main Contact for Application

Name: Tonya Zozulya
Title: Economic Development Coordinator
Phone number: 847.913.2313
Email: tzozulya@lincolnshireil.gov

3. Type of Applicant (please check any that apply)

___ Local government

___ Multijurisdictional group*

Please list the members of the group (including government and nongovernmental organizations):

__________________________

__________________________

__________________________

___ Nongovernmental organization*

Name of local government partner(s):

__________________________

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*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information.
Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.

4. Project Type (please check any that apply)

Please check all statements below that describe characteristics of your project.

__X__ My project involves preparation of a plan.
____ My project involves updating an already existing plan.
____ My project helps to implement a past plan.
____ My project links land use, transportation, and housing.
____ My project has direct relevance to public transit and supports the use of the existing transit system.
____ My project is not directly related to transportation or land use, but implements GO TO 2040 in other ways.

5. Local Match Requirement (please initial to indicate you are aware of the local match requirements)

I am aware that a local match will be required for most projects, and understand that if my project is selected it is up to the project applicant to contribute a local match. (See the program guide for further details on local match requirements.)

__X__ Yes, I understand that applicants will be required to contribute a local match.

6. Project Location

Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan.

Lincolnshire’s project location is an approximately two-mile stretch of Milwaukee Avenue (US 45/IL Rte 21), as shown in the attached map. The Corridor proper is under the jurisdiction of the Illinois Department of Transportation (IDOT), with adjacent properties within the Village of Lincolnshire’s corporate limits. The study boundary spans an area south of Aptakisic Road, north to Jamestown Lane. The area incorporates 600-acres of commercial, residential, office and mixed uses. This corridor serves as a regional living, shopping, dining, office, and entertainment destination. It is also the main arterial connection between Lincolnshire’s residential and commercial/industrial uses as well as the neighbouring communities of Buffalo Grove, Vernon Hills, Lake Forest, Deerfield, Bannockburn and Riverwoods. Traffic counts for the proposed planning study area range from 24,800 to 34,400 vehicles daily, according to IDOT data.

7. Project Description

Please tell us what you would like to do in your community, and what assistance is needed. If you have more than one idea, please submit a separate application for each project. Please be specific, but also brief (less than two pages per project idea)—we simply want to have a basic understanding of what you want to do. For plan updates please tell us how you will be building upon (or replacing) the previous work. Program staff will follow-up with you if we need any additional information to fully understand your proposed project.

The Lincolnshire Milwaukee Avenue Corridor developed rapidly in the 1990s and was successful in pockets. Many areas developed fully and are in current use, while other areas have been undeveloped for various reasons for over fifteen years. This area has never been studied in a comprehensive and
unified fashion. The Village Board identified the need for a cohesive vision/plan for the Corridor after several failed private development plans, high vacancies at certain commercial and office developments, as well as concerns about insufficient pedestrian connections, streetscape and other corridor character-defining elements.

The Village’s goal is to develop an overall Milwaukee Avenue Corridor Planning document, including two related sub-area plans for the “Downtown” node, north of Illinois Route 22, and the southern “Aptakisic Road” node (see attached map). Lincolnshire wishes to build on the Corridor’s strong visibility, mix of land uses, and opportunities for development/redevelopment, as well as enhanced pedestrian and vehicular connectivity. Future land uses and transportation planning, infrastructure, aesthetics, wayfinding, and creating a sense of “place” are Village priorities to make this Corridor and surrounding areas serve as a regional destination for businesses, their employees, and residents. The Corridor and surrounding areas provide employment to over 20,000 corporate employees. The Lincolnshire Village Board’s priorities for this project are to partner with CMAP and ensure the project is implemented with extensive support and engagement by community and Village Board. Additionally, the Village’s Advisory Boards will be critical to success through their engagement, soliciting feedback and plan participation. The Village envisions a study focusing on the following elements which are to be confirmed and adjusted accordingly based on grant parameters:

- Infrastructure needs
- Inter-connectivity (pedestrian connections and transportation)
- Recommended land uses/tenant types
- Possible zoning and sign code changes
- Financing mechanisms for desired improvements
- Site/building orientation, design and scale
- Streetscape
- Lighting
- Green space & landscaping
- Special signage/wayfinding
- “Sense of place” elements
- Marketing/promotion

Based on staff’s review of the current GO TO 2040 Plan and the developing ON TO 2050 Plan, many of the above focus areas align with the following GO TO 2040 recommendations:

- Achieve Greater Livability through Land Use and Housing: Land use decisions at the local level have wide implications on the built environment. Lincolnshire’s desire to continue investing in quality infrastructure and a mixture of uses on the Milwaukee Corridor with a sustainable and diverse range of housing options will promote better living and working conditions, as well as opportunities for walking and biking.

- Expand and Improve Parks and Open Space: Green and open spaces contribute to public enjoyment and break up the monotony of buildings and parking lots. Integrating open spaces into residential and commercial developments is of utmost importance. Two pocket parks will be built along and adjacent to the Corridor for public use which will be connected to existing and planned bike/pedestrian paths and open spaces.

- Increase Commitment to Public Transit: Preserving and enhancing public transit options and providing for different modes of transportation to connect residents, employees and visitors to
jobs, services, and recreational opportunities is key. The Village is committed to working with Pace, private transportation providers, and local businesses to enhance transportation options on and near the Corridor.

The focus areas of the proposed corridor study also closely relate to the ON TO 2050 Plan’s Alternate Futures of walkable communities, innovative transportation, constrained resources, transformed economy as well as the emerging priorities of walking/biking and reinvestment/infill:

- **Walkable Communities**: The Milwaukee Avenue Corridor is highly dependent on vehicles of all kinds for industry, office and commercial uses that exist on this Corridor. But how will this change in the future? Walkable mixed use in this Corridor will be paramount to work-life balance, as well as private sector business incubation centers, existing businesses, and those looking to move into vacant spaces.

- **Innovative Transportation**: Planning for changes to transportation will dynamically alter the use patterns of this Corridor’s infrastructure. Several high-tech companies across multiple industries exist in the corridor or nearby business parks currently. How will they connect to their employees, their suppliers, their retailers, and each other? The need for regional planning assistance in this area is another reason the Village is applying for CMAP Assistance.

- **Constrained Resources**: As Federal and State funds continue to diminish, so too has Lincolnshire’s revenue. The expected increased burden on Lincolnshire’s finances has forced the Village Board to make difficult choices about services. This Corridor is viewed as critical to the ability of the Village to provide services and resources to the entire Village. Planning for this corridor’s success to face future changes is a priority for the Village, requiring a regional approach while supporting the Corridor locally.

- **Transformed Economy**: Lincolnshire does not simply want to turn around the fortunes of the Milwaukee Avenue Corridor. The desire is to plan for the future viability, flexibility, and continued success of the Corridor in a transformed economy. Resilience of this corridor is of paramount importance. We are already hearing from employers along this corridor regarding securing properly trained employees for their respective businesses, a trend the Village expects will continue. Lincolnshire is interested in finding effective ways to address this concern near-term and to ensure the “boom-and-bust” cycle of this Corridor is minimized or eliminated.

The Village has set aside funds for this study to provide Lincolnshire’s match for the requested CMAP assistance. Lincolnshire’s Community & Economic Development Department staffing levels have reduced in the last few years, with one position responsible for the Village’s planning and economic development activities. In addition, starting in 2016 the Village lost several significant revenue generators resulting in a 34% reduction in sales tax revenues and necessitating spending adjustments.

8. **Previous Plan Implementation Efforts**

Please describe actions you have taken to implement previous plans in your community – whether your efforts were successful or not – to achieve infrastructure improvements, development investment, policy changes, advocacy, volunteer involvement, or other actions. If you do not have experience implementing previous planning work, please describe what you will do to make sure that your plan is implemented. Illustrating a commitment to implement plan recommendations is very important to both agencies as we consider new planning projects.
Lincolnshire has a strong track record of plan implementation. Several recent examples include the ongoing implementation of Lincolnshire’s 2012 Comprehensive Plan and Economic Development Strategic Plan as well as previous implementation and close-out of the 1989-2012 Tax Increment Financing (TIF) Redevelopment Plan, and the creation and implementation of the 2009 Lincolnshire Corridor and Entry Plan prepared by Wolff Landscape Architecture. The Village’s implementation efforts of these plans are summarized below:

**Comprehensive Plan:** The Village developed a Comprehensive Plan update in 2012 in collaboration with the Village Board and the Zoning Board. It builds on previous comprehensive plans to shape the future of Lincolnshire in a responsible and sustainable manner. We have adhered to the plan’s vision, goals and land use recommendations on an ongoing basis. The plan has a section devoted to implementation. It is regularly consulted during reviews of development proposals and zoning/land use decisions. Based on Comprehensive Plan recommendations, staff has updated Zoning and Sign Codes and developed design guidelines for the Village’s downtown area, with additional updates planned in the near future.

**Economic Development Strategic Plan “Building Economic Success”:** The five-year plan was prepared in 2013 with significant stakeholder input to position Lincolnshire for long-term economic development prosperity building on the community’s strengths, anticipating threats, and overcoming challenges. The plan incorporates 11 goals and 40 action steps, as well as a built-in implementation matrix to track implementation progress. The plan is updated and adjusted annually to respond to changing priorities and market conditions. To date, the Village has implemented or begun work on 34 action steps, demonstrating commitment to plan implementation. Staff plans a major review of the plan later this year to provide a new and updated plan through 2021.

**TIF Redevelopment Plan:** The successful implementation of the plan over the 23-year period spurred a number of public-private partnerships, resulting in over $50 million in private investment and $10 million in public investments within the TIF area which includes a portion of the Milwaukee Avenue Corridor and adjacent areas.

**Corridor & Entry Plan:** Per the plan’s recommendations, the Village installed planted medians on Half Day Road as well as roundabout landscaping at Riverwoods and Everett Roads. Additionally, two pocket parks are slated for installation (one adjacent to a new 85-townhome subdivision on Milwaukee Avenue and one within the Lincolnshire Marketplace commercial development in the downtown area adjacent to the Village Green condominiums).

**9. Additional Strategic Partnerships**
Please list any additional partners you may want to include in this planning project. Please specify if you have made contact with them in advance of submitting this application.

This funding application has received unanimous support from the Lincolnshire Village Board at its June 26, 2017 meeting (see attached letter of support). Additionally, we have discussed our planning efforts with the Village of Buffalo Grove who controls the portion of the Corridor south of Lincolnshire’s southern boundary, as well as Pace Suburban Bus Service with a transit line along the Corridor. Both expressed their support (see attached Pace letter of support). Staff has also reached out to private
sector partners who own and/or manage properties within the Milwaukee Avenue Corridor and interact with other businesses and residents along or in the vicinity of the Corridor. We obtained the attached letters of support from Van Vlissingen & Company, the largest owner/manager of Lincolnshire’s Corporate Center properties; the Marriott Lincolnshire Resort occupying 80 acres housing a hotel, a live theater, a golf course and other uses; and ECD Company, the owner and landlord of retail, office and entertainment uses within the CityPark Shopping Center. Each of these properties is located along the Milwaukee Avenue Corridor. The Village believes our goals for the Milwaukee Avenue study align with the current priorities of the CMAP-authored *GO TO 2040* Plan and emerging priorities of the *ON TO 2050 Plan*. 
June 27, 2017

Mr. Anthony Manno, Senior Planner
Chicago Metropolitan Agency for Planning
233 S. Wacker Dr., #800
Chicago, IL 60606

Dear Mr. Manno:

This is to express the Lincolnshire Village Board’s unanimous support for the Village’s Local Technical Assistance application for the Milwaukee Avenue Corridor study. The Board is excited about launching a comprehensive planning process for the Corridor, building on the success of both public and private efforts in the Corridor to strengthen Milwaukee Avenue and surrounding areas as a place to work, live, shop, create and conduct business in our fast changing economy. Lincolnshire has participated in CMAP’s ON TO 2050 planning and is interested in aligning Milwaukee Avenue’s future in Lincolnshire with the priorities of both GO TO 2040 and ON TO 2050 plans.

The Village Board is aware of the local funding match requirement, and has sufficient resources to meet our obligations towards this important planning effort.

Please feel free to contact me with any questions or for additional information at 847-404-4245 or at mayorbrandt@lincolnshireil.gov.

Sincerely,

[Signature]
Elizabeth J. Brandt
Village of Lincolnshire Mayor
June 23, 2017

Mr. Bradly J. Burke, Village Manager  
Village of Lincolnshire  
1 Olde Half Day Rd.  
Lincolnshire, IL 60069

Re: Lincolnshire CMAP Grant Application for Milwaukee Avenue Corridor Study

Dear Mr. Burke:

On behalf of Pace Suburban Bus, we are in support of the Village of Lincolnshire’s CMAP Local Technical Assistance Program application for the Milwaukee Avenue Corridor Study. Pace anticipates this project will provide the technical assistance needed to develop improvement plans supporting transit service within this corridor.

Pace Route 272 serves the Milwaukee Avenue Corridor operating between Golf Mill Shopping Center in Niles and Hawthorn Mall in Vernon Hills. Milwaukee Avenue north of Golf Mill is also a future Pulse Rapid Transit Corridor. Pulse will provide enhanced express bus service to commuters using the latest technology and streamlined route design. The Pulse regional network will include 24-line arterial bus rapid transit corridors to enhance mobility and suburb-to-suburb transportation options.

This corridor study supports transit by creating a more livable, accessible, sustainable and greatly enhanced overall quality of life for residents. Improvements such as new or improved pedestrian connections, pedestrian street crossings, transit supportive land use, streetscape, transit access and developing a ‘sense of place’ at bus stops support high quality transit service creates economic development, environmental and quality of life benefits.

Pace looks forward to working with the village on this project to improve the Milwaukee Avenue corridor.

Please feel free to contact me at 847-228-4249 if you have any questions.

Sincerely,  

Lorraine Snorden 
Deputy Executive Director 
Strategic Services
June 21, 2017

Mr. Bradley Burke, Village Manager
Village of Lincolnshire
One Olde Half Day Rd.
Lincolnshire, IL 60069

Dear Brad:

I am pleased to submit this letter on behalf of Van Vlissingen & Co. to support Lincolnshire’s application for CMAP assistance to develop a plan for the Milwaukee Avenue Corridor.

Van Vlissingen & Co. has been the largest property owner and manager of the Lincolnshire Corporate Center since the 1970’s, overseeing millions of square feet of office and industrial properties adjacent to Milwaukee Avenue that house a wide range of companies such as Aon Hewitt, Zebra Technologies and Hydrafice.

We believe the proposed study would assist the regional business community, positioning it for future growth so it continues to provide required commercial, residential and transportation/recreational amenities for local corporations, employees and residents on and off Milwaukee Avenue.

If you have any questions or require additional information, please feel free to contact me at 847.634.2300 or at crl@vvco.com.

Sincerely,

Charles R. Lamphere
President & CEO
Van Vlissingen & Co.
June 22, 2017

Mr. Bradly Burke  
Village Manager  
Village of Lincolnshire  
1 Olde Half Day Rd.  
Lincolnshire, IL 60069

Dear Brad:  

I am pleased to provide this letter of support on behalf of the Marriott Lincolnshire Resort for the contemplated Milwaukee Avenue Corridor study and Lincolnshire’s partnership with the Chicago Metropolitan Agency for Planning.  

Marriott is a unique 80-acre property in the Village with strong business and community ties, offering a hotel, a golf course, a live theater and abundance of amenities for our guests. We are in the process of implementing $25 million worth of improvements on our property. Milwaukee Avenue serves as the gateway into the resort and links our property with nearby employers, restaurants, and businesses.  

We feel that the development and implementation of a Corridor plan would produce specific recommendations on how to enhance existing pedestrian connections; spur development and redevelopment of vacant and underutilized properties, and enhance the corridor character which would increase the desirability and competitiveness of the Resort and other businesses that contribute to Lincolnshire’s regional economy.  

Please do not hesitate to contact me with any questions at 847.634.5900.  

Sincerely,  

[Signature]  
Eric J. Bates  
General Manager  
Lincolnshire Marriott Resort

10 Marriott Drive, Lincolnshire Illinois 60069
June 28, 2017

Mr. Bradly Burke, Village Manager  
Village of Lincolnshire  
1 Olde Half Day Rd.  
Lincolnshire, IL 60069

Dear Brad:

I am writing on behalf of ECD Company to express support for the Village of Lincolnshire’s application for the Chicago Metropolitan Agency for Planning assistance to undertake a study of the Milwaukee Avenue Corridor.

ECD has called Lincolnshire home for over 20 years. ECD developed the CityPark of Lincolnshire Center at the intersection of Milwaukee Avenue and Aptakisic Road in the late 1990’s and has been located in the Village since that time. We are in the process of developing a 302-unit luxury apartment complex called 444 Social near CityPark’s Regal Cinemas. The development is geared toward a diverse group of residents and it will further support and re-energize the Milwaukee Avenue Corridor. We have watched Lincolnshire grow and develop and understand the importance of thoughtful planning and implementation.

Provided the Village of Lincolnshire, following a planning process of aligning with the goals of the impacted property owners, a comprehensive plan for the Corridor might have far-reaching positive impacts on CityPark and the Village as a whole and will make the area even more viable and desirable.

Please do not hesitate to contact me with any questions at 847-325-9300 or at scott@ecdco.com.

Sincerely,

Scott D. Greenberg  
President  
ECD Company