

REALIZING THE PLAN

HIGH PRIORITY PROJECTS

Master plans do not implement themselves. Plans become real when the public and private sector implement individual projects in a coordinated fashion to achieve a larger vision. While most urban projects are interrelated and overlapping, the consultant team has tried to isolate each project to offer a concise guide on how to achieve the desired outcome. These pages outline that specific physical and policy projects to implement the plan, with an emphasis on the role of the Village of Hoffman Estates.

The Master Plan projects have been organized into three escalating levels of effort that the Village of Hoffman Estates can undertake to maximize the plan's value to the community.

The projects in a given category are described in detail in the pages to follow.

STEP 1

REGULATE

What plans, rules, and policies can the Village adopt to guide private development?

STEP 2

FACILITATE

What projects or investments can the Village undertake to accelerate and/or improve the quality of private development?

STEP 3

PARTICIPATE

How can the Village reallocate or redirect its municipal assets and investments to enable the highest quality development and highest return on investment?

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STEP 1 : REGULATE

Government alone has the authority to plan and regulate the development of public and private lands. While this level of effort is called regulate it also addresses the staff time and communication necessary to make the people it affects familiar with it.

1.1 FORMALLY ADOPT THIS PLAN

The most important step in implementing a plan is to have it formally adopted by the appropriate municipal entities. This plan will require approval by:

- Planning and Zoning Commission
- Village Board

In addition to adopting the plan as official policy it is important to adopt this Master Plan as an addendum to the Village's Comprehensive Plan. This means that the land uses recommended in this document will commence to govern development activities in the study area.

Whenever a consensus plan exists, property owners considering redevelopment that aligns with that plan, realize cost savings from lower entitlement expenses and faster approval. This is an incentive with high value to investors and low additional cost to the community.

1.2 COMMIT STAFF TIME TO ADVANCE THE MASTER PLAN

Commit staff time and resources at a moderate level to advancing the plan. Their focus may include promoting the plan, overseeing consultants, establishing capital budgets for the projects listed herein, the consolidation and relocation of public facilities, and strategic land acquisition.

1.3 DISTRIBUTE AND PUBLICIZE THE MASTER PLAN

It is important that adopted plans be broadly understood by the constituencies that they affect. Master plans need to be publicized. To achieve this goal, the Village should:

- Add the report to the Village's website, giving it the exposure it needs to drum up interest and built excitement for the community.
- Distribute the Master Plan digitally to landowners in the study area. Showing landowners the potential for the site will start the conversation to implementation.
- Promote the plan on social media and at trade shows when seeking private investors.

1.4 COMMUNICATE FREQUENTLY WITH PROPERTY OWNERS

Much of the property in the study area is held in portfolios with holdings throughout the Chicago region and sometimes the whole country or internationally. Continuing Hoffman Estates excellent property owner communication programs will encourage those owners to consider study area investments that otherwise might not compete as well for limited funds.

1.5 ENFORCE REGULATIONS

Research associated with this project revealed some poorly maintained buildings and properties. New investment is encouraged, when applying Hoffman Estates' high appearance and maintenance standards make it a better investment to redevelop than correct violations.

STEP 1 : REGULATE

1.6 BE PATIENT AND FLEXIBLE

The pandemic has created great market uncertainty. This plan provides the flexibility to respond to that uncertainty by stressing the need to control the form of development rather than specifying uses. Over time, as the post pandemic economy grows, a market responsive mix of study area uses will be revealed. With much of the study area already developed and a strong partner for the Bell Woks property, property owners are achieving a return on their investment that allows for patience to maximized future return on investment from redevelopment. An important component to deciding on future development will be the recovery of Pace's bus rapid transit.

*Any code amendments that upzone property (allow additional development intensity) need to be adopted in parallel with a framework for creating common amenities such as Poplar Creek. See 2.6 on page 67.

1.7 PREPARE AND ADOPT A FORM-BASED CODE*

Once the plan is formally adopted there will be a misalignment between the adopted land use map and the zoning rules that govern development. Such misalignments cause confusion and slow down or deter development activity. Both to minimize disruption and to improve the quality of development, the Village should allocate funds to engage a professional consulting firm to prepare:

- a form-based zoning overlay or
- a form-based code.

Form-based zoning is a thirty-year old approach to zoning that emphasizes the form of development over the land uses and relies on visual diagrams more than text to regulate development activity.

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STEP 2: FACILITATE

The next level of effort for the Village to implement this plan is to facilitate. The goal of this step is to speed up and improve the quality of development. Because this plan governs dozens of individual land and building owners the focus should be on projects that individual landowners lack the ability to do for themselves such as infrastructure, finance, and placemaking. The Village is proactive in this regard, having a number of coordination projects in the pipeline.

2.1 ALLOCATE ADDITIONAL STAFF TIME TO THE MASTER PLAN

Commit enhanced staff time and resources to advancing the plan. Beyond the level of support in 1.2 above this work includes grant writing and administration, consultant management, and enhanced face-to-face engagement with land and building owners as needed to coordinate the Master Plan.

2.2 ENGAGE A PLACEMAKING BRAND STRATEGIST

Successful districts are known for their distinct features that help them stand out from other places and compete in the marketplace. The branding for many districts—Wrigleyville and the Naperville Riverwalk for example—emerge with

little effort. That is not true here. At approximately 950 acres, the area does not have a cohesive district identity, and establishing one would be challenging given the range of uses present, the fluidity of future developments, and the lack of a downtown.

A branding strategy offers a framework for competitively positioning the study area as a TOD with a distinct character and identity. The scope of this master planning study did not include branding this redevelopment. Nonetheless, during the charrette some initial branding ideas were generated. This report recommends using the existing water tower as a structural canvas to build the brand around. The location of the water tower is ideal for two reasons. Firstly, the water tower is iconic and visible from the busy I-90, thus advertising Hoffman Estates to thousands of drivers. Secondly, it will be the predominant area Pace bus riders are greeted with when emerging from the south under-pass.

This report also suggests outsourcing the branding strategy and that the brand roll-out should coincide with having momentum to share. A strong brand strategy and its timely rollout will enable Hoffman Estates to achieve the full potential of this plan faster.



Figure 59: Intersection of Barrington Road & I-90

STEP 2: FACILITATE

2.3 DESIGN & BUDGET FOR A COMPLETE STREET NETWORK

This Master Plan identifies the lack of rewarding pedestrian networks, biking facilities, and accessibility to the Pace Barrington Road station as among the biggest barriers to transforming the study area into a pedestrian friendly TOD. This recommendation applies to the entire study area except Hassell Road, which is addressed in detail on page 69.

Where called for in the plan on pages 30-31, the Village should ensure biking provisions are provided. Particular focus should be placed on providing strong links to the Pace Barrington Road station, Forest Preserves, and integrating existing/proposed bike paths to a wider network. Sidewalks should be continuous and with as few curb-cuts as possible. Consider complete street sections that address stormwater storage and filtration.

This task has a three-step implementation strategy:

- Direct engineering staff to conceptually engineer the proposed improvements.
- Establish preliminary budgets for each segment.
- Work to identify funding for each segment.

2.4 SEEK CMAP FUNDS TO DEVELOP A DISTRICT-WIDE STORMWATER STRATEGY

Metropolitan Water Reclamation District (MWRD) requires redevelopment projects to accommodate stormwater on-site. There are two high-level stormwater management strategies to consider in order to meet the requirements of MWRD, Watershed Management Ordinance (WMO), and Stormwater Infrastructure Requirements: centralized and decentralized solutions. The most appropriate solution for each development depends on a number of factors; however, the most important factor to consider is the real estate development and investment strategy in terms of whether it is phased or fully built-out at once. This plan has studied a few district and clustered strategies to meet this standard. Pages 57-59 provide details on the best stormwater strategy. The Village can apply to CMAP for funds to study district-wide stormwater strategies.

Require Stormwater Best Management Practices

It is possible to achieve part of the required stormwater detention storage within features distributed throughout the study area. This will reduce the size of centralized detention basins and optimize the buildable area. Local stormwater management infrastructure could be in a form of surface detention basins, green infrastructure (bioswales, rain gardens, vegetated swales, permeable pavers etc.), or underground detention tanks.

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STEP 2: FACILITATE

The Conventional Approach: Parcel by Parcel Stormwater Basins

In this scenario, where each parcel is developed individually, each parcel can provide its own stormwater management infrastructure to meet MWRD WMO requirements. In any case, this would be a decentralized stormwater detention, and each owner/investor must apply for MWRD WMO permit separately and construct its own stormwater detention infrastructure to meet the ordinance. No maintenance agreements between the owners are required as each owner maintains its own facility. Although more detailed calculations are required to confirm this, there is a high possibility that when each parcel is considered individually for permitting, less stormwater detention is required overall when looking at the entire development combined.

2.5 SUPPORT/REQUIRE STORMWATER UNDER PARKING LOTS

Private sector developments are increasingly meeting their MWRD stormwater requirements by providing underground detention tanks under parking lots. While this option is more expensive than surface stormwater basins, it increases the buildable areas of parcels. The Village should consider the possibility of stormwater storage under parking lots where appropriate. If the Village encounters resistance, consider providing partial funding from TIF funds.

Or

DEVELOP CENTRALIZED STORMWATER FACILITIES

In a full build-out scenario, where the

entire study area is developed in a single phase – which could even happen in a span of 5-10 years – the most cost-effective strategy is to designate one or two parcels as centralized stormwater detention basins. This saves budget on earthwork and piping infrastructure and provides the highest level of flood protection for the entire development. As owners and investors start developing the parcels, the stormwater detention storage provided in the centralized basin can be sold to them through StormStore™, Cook County's stormwater credit trading program, which is part of MWRD WMO.

2.6 AMENITIZE POPLAR CREEK

Poplar Creek is currently an underutilized asset for the Village of Hoffman Estates. This report recommends the waterway be developed into a creek side trail, providing visitors and residents with an outdoor amenity. In addition, construction of pedestrian bridges over the creek will provide immediate access to the Pace Barrington Road station for the residents of Barrington Lakes Apartments, reducing their journey by ½ a mile.

To implement this project the Village should:

- Plan a linear park and exercise facility (ideally in partnership with the Park District)
- Economic Development staff to meet with abutting property owners to explore parcel by parcel opportunities, for redevelopment and creek-edge easements.
- Seek funding for a more detailed study of the creek side trail and storm drainage.

STEP 2: FACILITATE

2.7 USE ART TO ENLIVEN THE WALK TO AND FROM THE PACE STATION

When exiting the Pace Barrington Road station, travelers pass through a long, concrete tube. With this first impression of Hoffman Estates, the Village could enhance the experience through community art projects.

This project should be implemented by the Arts Commission and Transit Improvement Task Force. In addition:

- Commission local artists to prepare experiential artworks.
- Seek funding to support the project.

This project can initially install tactical artwork and encourage DIY projects; the permanent replacement should coincide with the branding strategy.

2.8 CONSIDER FUNDING MUTUALLY BENEFICIAL PUBLIC PRIVATE PARTNERSHIPS

Improvements such as sidewalks, trails, and bicycle amenities, benefit both property owners and the community. They are ideal opportunities for joint funding or private property owner contributions of easements and parking. Tax Increment Financing often funds implementation partnerships by reinvesting new district property tax revenue into local improvements. Major residential development may require a Tax Increment Financing partnership to add amenities that benefit the whole community.

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STEP 3: PARTICIPATE

Some of the land uses in the Southeast Quadrant are at odds with focus on creating a walkable district. In implementing many TOD master plans, the municipality will participate by acquiring private land, relocating public facilities to increase developable land, and/or participating in land swaps to enable the relocation of incompatible land uses.

3.1 ASSESS FACILITY CONSOLIDATION/RELOCATION

The Southeast Quadrant plays a crucial role in creating a walkable district with access to the Pace bus station. This report recommends considering relocating and consolidating Village facilities to accommodate higher and better uses.

Those facilities include:

- Vehicle Maintenance Facility (2405 Pembroke Ave.)
- Public Works Center (2305 Pembroke Ave.)

Implementing this project has three steps:

- Assess condition of existing facility
- Identify location for consolidation/relocation.
- Prepare budget and critical path in support of relocation.

3.2 FACILITATE LAND SWAP WITH SELF STORAGE FACILITY

The Village should consider a land swap to free up other centrally-located parcels. This report recommends a lands swap with the U-HAUL property, one possible scenario for this is detailed on pages 70-71.

3.3 HASSELL ROAD EAST - COMPLETE STREET PROJECT

An initiative to improve Hassell Road east of Barrington Road was underway independent of and prior to this study. This stretch of Hassel Road is in bad need of right-of-way improvements to make it a complete street with an enhanced pedestrian experience (see ITEP Grant application exhibit in Appendix E). The consultant team helped prepare exhibits in support of an IDOT grant. Should the grant be funded the Village should implement the project as envisioned.

3.4 HASSELL ROAD WEST - COMPLETE STREET PROJECT

Hassell Road, west of Barrington Road, was identified in this report as an area of concern. This private block-long street lacks sidewalks and a bike path. In keeping with complete street policy and creating a walkable district, this report recommends the Village work with the adjacent landowners to make improvements as detailed page 35, project 8, including transferring jurisdiction to the Village. Consider complete street sections that address stormwater storage and filtration.

This task has a multi-step implementation strategy:

- Meet with landowners to gain support.
- Coordinate with private ownership to design engineering plans.
- Acquire excess property from the Illinois Toll Highway Authority to accommodate parking replacement.
- Allocate/seek funding to perform the work.