

Village of Huntley, Illinois
Downtown Revitalization Plan
adopted September 23, 2010



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Introduction

What is a Downtown?

A downtown is typically the symbolic “heart” of a community, although not always located within its geographic center. Often, downtowns are the historic center of commerce for a community, developed more intensely on smaller lots and comprised of a mixture of uses, rich in commerce and cultural identity.

Successful downtowns are vibrant, active, pedestrian-oriented places that contain a significant amount of activity, integrated land uses and strong street level connectivity. They are oftentimes viewed as a cultural icon and function as the commercial core of a city or town.

A key characteristic that differentiates downtowns from new shopping centers and business parks is the fact that they have many property owners and a large number of stakeholders. A successful downtown depends on cooperation between property owners, tenants and their users, to meet the public’s desires, transportation, service and marketing needs.

History of Huntley, Illinois

The Village of Huntley, originally called Huntley Grove, is one of two communities in McHenry County named for its founder. Thomas Stillwell Huntley founded the Village in 1851. He came to the area a few years prior to farm land north of the existing downtown, but also owned land along the railroad where he constructed a railroad station. The first train arrived in Huntley on September 5, 1851; and, that same year, T.S. Huntley platted land around the railroad station, designating various lots for the town square, town cemetery and three churches. T.S. Huntley was a member of the Congregational Church, a farmer, world traveler, and the owner of the Village’s first general store.

The Village remained true to its agricultural heritage for several years, and gradually became a shipping center for milk, butter and eggs. Consequently, businesses began to emerge as a surplus of farm products was produced. A stable population of approximately 500 people supported the Village’s numerous general stores, blacksmith shops, wagon maker, seamstresses, a furniture store combined with a funeral parlor and a pharmacy.

Manufacturing arrived in the town in the late 1930’s, when the William Fencil Company relocated from Chicago to the Catty property on the south side of the Downtown. The Fencil Company was permitted to manufacture detonation caps for World War II weapons; and, after the war, the Union Special Machine Company, H. D. Catty, and the Dean Milk Company arrived in Huntley.

The Village maintained its rural character until the 1980s when rapid growth and the development of Sun City caused the population to grow from 2,453 in 1990 to 5,730 in 2000, and 23,229 in 2008.

Background Information

The Village’s regional location and convenient access to I-90 (via IL Route 47) has contributed to a period of substantial expansion and economic development over the past decade; however, as growth occurs, the Village continues to strive to maintain its small town character and charm.

Much of the Village’s small town character and charm is represented within the Downtown. Downtown Huntley and the Jim Dhamer Square have been the symbolic center of the community since its incorporation in 1872. In an effort to maintain, enhance and build upon these community assets, the Village is undergoing a planning process to create a Downtown Revitalization Plan.

The Downtown Revitalization Plan will be an elaboration and a more detailed analysis of the Village’s Downtown Subarea Plan, from the Comprehensive Plan adopted in April of 2002. The Plan includes an economic analysis and creates a general development strategy for the Downtown.

Regional Context

Key Corridors

-  Interstate 90
-  Illinois Route 47
-  Randall Road

Downtowns in the Region

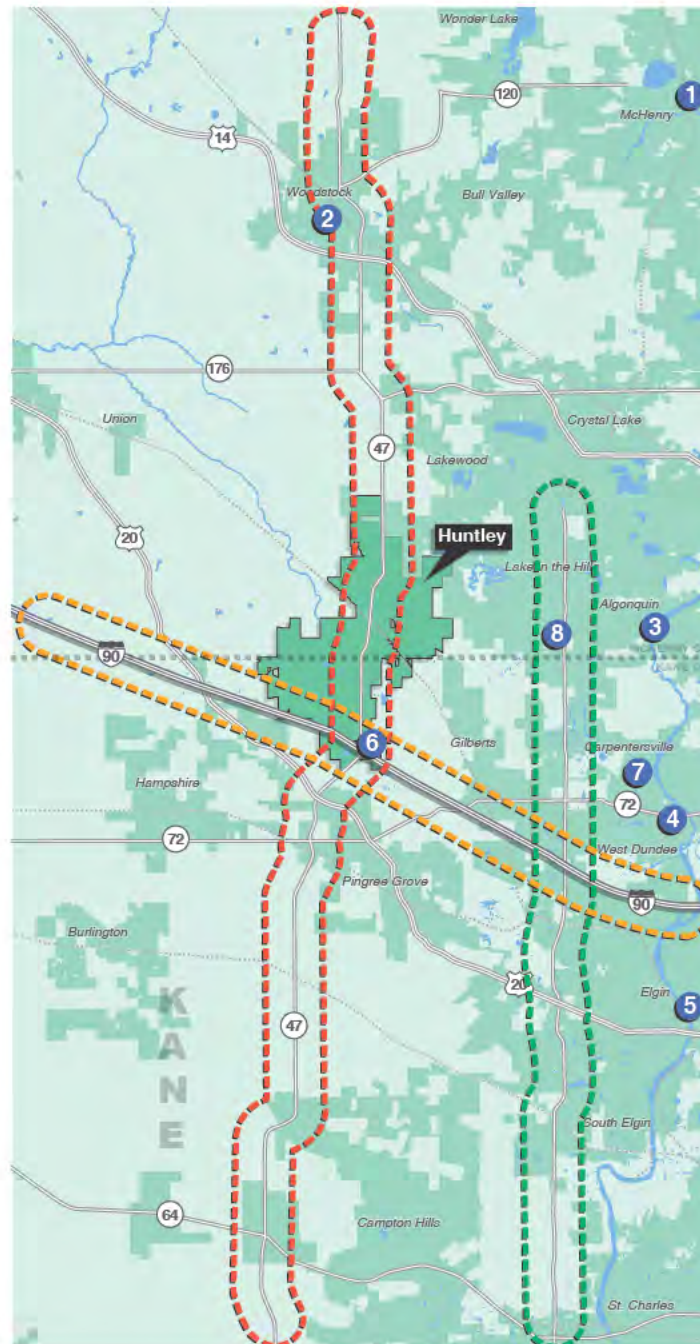
-  1 McHenry
-  2 Woodstock
-  3 Algonquin
-  4 West Dundee
-  5 Elgin

Regional Shopping Centers

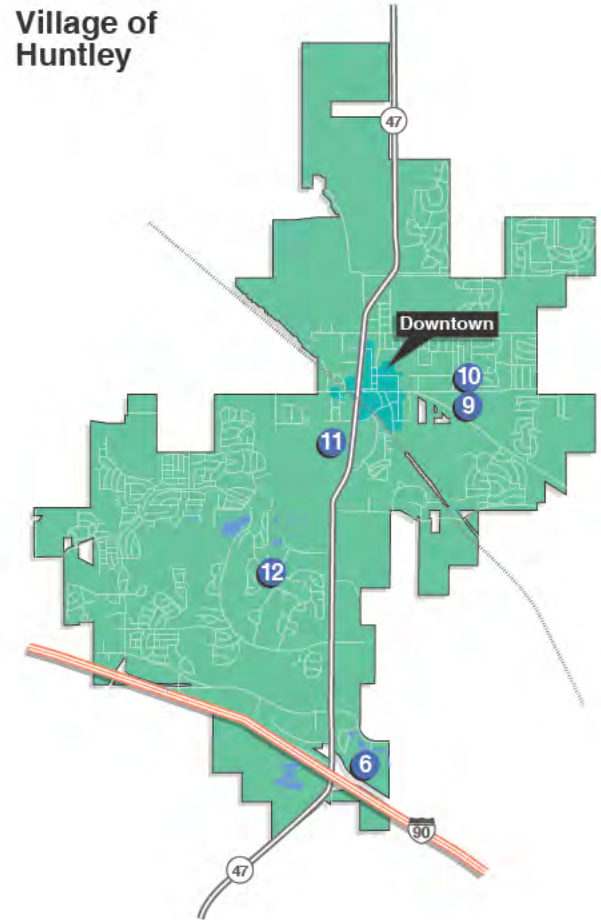
-  6 Huntley Prime Outlets
-  7 Springhill Mall
-  8 Algonquin Commons

Key Community Assets

-  9 Huntley Village Hall
-  10 Huntley Public Library
-  11 Diecke Park
-  12 Del Webb Sun City



Village of Huntley



Reasons for Establishing a Downtown Plan

- Establish a vision for the future of the Downtown.
- Coordinate public and private improvement efforts.
- Provide guidance to property owners and developers.
- Promote downtown investment and development.

Reasons to Pursue the Downtown Plan Now

The Downtown Plan will offer many exciting opportunities that will reinforce the Downtown as the community's gathering place – the cultural, commercial, and civic “heart” of the Village. Current concerns and limitations the Downtown is facing have generated the need for the Downtown Revitalization Plan, as well as the need to create a more positive and meaningful relationship between the Village's core and the surrounding area.

Creation of a more positive and meaningful relationship requires the transformation of present day Downtown Huntley from its current state to a true destination. The proceeding sections highlight why the Downtown Plan should be pursued now and the current concerns and limitations that exist within the Downtown.

Why Now?

- The Downtown Plan will address critical issues and respond to threats in a comprehensive and proactive manner.
- The Huntley community is feeling positive about the Downtown – 61% of residents surveyed believe that in five years the Downtown will be a better place, and 85% of people believe that the Downtown represents a special place in the Village.
- A healthy downtown will benefit all residents in the Village and promote a sense of community and strengthen civic pride in the Village of Huntley.
- The Village is at a unique point in its development after having undergone a period of substantial growth. The current, national market slow down provides an opportunity for the Village to focus on planning and improving the Downtown to maintain and strengthen its role as the symbolic center of the community and prevent it from becoming secondary to new growth areas.
- A shared vision of a mixed-use downtown is beginning to emerge in the community – 74% of people surveyed indicated that mixed-use development is the most desirable land use should redevelopment occur in the Downtown.
- Recent developments with Amtrak present an opportunity for a future station in the Downtown.

Current Concerns and Limitations in Downtown Huntley

- The distinguished character of the Downtown is being challenged by new, outlying suburban developments and other downtowns with a more attractive mix of uses in place. To respond to changing lifestyles and ensure that the Downtown remains the symbolic center of the community, an inventive plan must be put into place.
- Accessibility to, and mobility within, the Downtown is currently impaired by inadequate vehicular and pedestrian transportation facilities and infrastructure.
- The nearby IL 47 Corridor threatens Downtown and provides more convenient shopping and services to potential patrons of Downtown. The Downtown has the potential to become obsolete and forgotten, and buildings become deteriorated and beyond repair.
- Downtown's authenticity and unique character provide an atmosphere sought by consumers but nearly impossible to re-create along a busy roadway, however Downtown must leverage this competitive advantage.
- The Downtown's unique buildings are threatened by age and deterioration.
- The Downtown is currently restricted by an undesirable mix of uses; specifically, there are few pedestrian-generating uses located within the Downtown Core, and few commercial retail establishments.
- The Downtown is currently constrained by its small size.

The Decline of America's "Main Streets"

Before World War II, downtown "Main Streets" were the primary business districts of a community and the central hub of all activity. Buildings in these downtowns typically accommodated a mix of uses with ground floor retail shops, and offices or residential units on upper floors. The presence of civic uses such as libraries, post offices and local government offices contributed to the steady flow of people in the Downtown, and downtown streets functioned as gathering places for people to meet friends.

Since World War II, downtowns and the "Main Street" concept have undergone significant change due to the establishment of the interstate highway system and suburbanization. Improved transportation routes and accessibility to private automobiles enabled people to travel longer distances to work or shop. New businesses began locating in outlying areas and downtown businesses relocated to regional malls or commercial strip centers, causing downtown activity and property values to decline. Abandoned buildings and desolate streets remained in downtown areas, reinforcing the public's perception that there was no value left on "Main Street."

In many communities, business merchants and property owners tried to counteract this decline by creating the "shopping mall." The shopping mall was believed to be a modern version of a downtown- traditional building fronts covered with aluminum slipcovers and excessive signage to attract attention.

These efforts did not address the fundamental problem that people did not see "Main Street" as a shopping destination any more, nor did people realize how important the downtown was in their community's heritage. The decline of "Main Street" only worsened during the economic boom in the 1990s, when the issue of "sprawl" arose. (Sprawl is defined as uncontrolled growth and monotonous architecture that reflects neither a sense of place nor a sense of community.)

Downtown Huntley, like many downtowns, has suffered from a period of decline as new residential and commercial developments were built in outlying areas and downtown activity was displaced. As the quality of life in the Downtown depreciated, the need for a new development approach became necessary.

Unlike many other communities facing similar downtown issues, Huntley has recognized the need to develop a Downtown Plan to revive the heart of the community and historic commercial core. This Downtown Revitalization Plan represents an intuitive plan, led by community leaders and residents, that responds to the factors that threaten the role and value of the Village's Downtown.

For additional information on the decline of "Main Street," please visit The National Trust for Historic Preservation's website at: <http://www.preservationnation.org>.

Purpose of the Downtown Revitalization Plan

The Downtown Revitalization Plan will provide an opportunity for the Downtown Huntley to reinvent and reestablish itself as a dynamic place and a link to the Village's historic past. The Plan will become the official, adopted policy guide for future development and design improvements within Downtown Huntley. In doing so the Downtown Revitalization Plan will generate ideas, create excitement and chart a course for reinvestment Downtown. It sets forth goals, analyzes existing conditions and trends, and illustrates a vision for the physical, social and economic characteristics of the Downtown for the long-range future.

The Plan will help preserve and enhance important community assets, coordinate new growth and development, and establish a strong community identity and sense of place.

Priorities of the Plan

- Maintain the Downtown's authenticity by preserving its greatest assets.
- Reinforce Downtown as the "heart" of Huntley.
- Improve the economic strength of Downtown and advance the Downtown's competitive position in the region through improved access and mobility.
- Promote public and private investment into Downtown Huntley.
- Provide development scenarios for key sites in Downtown, illustrating the market potential and physical constraints of Downtown.

Ensuring Success

The future of the Downtown can be even brighter than its past if there is a high level of commitment to the Plan from Village officials, residents and business owners. The level of commitment these stakeholders exhibit is critical in promoting the goals and policies which will benefit the Downtown in the long term. There is no room for complacency or relying on the Downtown's past for a successful future. Village officials and Downtown property owners must make strong and innovative decisions to ensure the continued vitality of the Downtown.

The Plan must consider connectivity and compatibility with adjacent areas such as the IL 47 Corridor. For the purposes of planning, the Downtown is defined as a specific area within the Village. While the Plan focuses attention within these boundaries, it is important to consider connectivity and compatibility with adjacent areas along key traffic corridors to enhance the relationship between the Downtown and its regional context.



The Planning Process

To bring Huntley's Downtown Revitalization Plan to fruition, a multi-step planning process that is community driven has been created and executed. The planning process established community consensus ensuring the Plan reflected the desires of the community to help build support and foster a sense of stewardship for the Plan. The seven steps identified as part of the Plan's work program include:

- Project Initiation;
- Community Outreach;
- Inventory of Existing Conditions and Assets;
- Visioning, Goals, Objectives and Actions;
- Preliminary Downtown Framework Plans;
- Implementation Strategies; and
- Final Downtown Huntley Revitalization Plan.

A Revitalization Plan Steering Committee (RPSC) was established to work with the Consultant Team throughout the course of the study. The Steering Committee consisted of Village staff, elected and appointed officials, Downtown property owners and business persons, and residents from surrounding neighborhoods. In addition, key person interviews and workshops were undertaken early in the process to elicit local ideas and perceptions about issues and potentials.

Organization of the Report

The Downtown Revitalization Plan summarizes the entire planning process and presents recommended policies and guidelines for promoting high quality development/ redevelopment and reinvestment in the Downtown. The Plan is divided into 7 sections and contains 3 appendixes:

Downtown Revitalization Plan

- **Introduction**
- **Section Two:** Downtown Framework Plan
- **Section Three:** Vision, Goals & Objectives
- **Section Four:** Land Use & Development Plans
- **Section Five:** Plans for the Downtown's Periphery
- **Section Six:** Design & Development Guidelines
- **Section Seven:** Implementation

Appendixes

- **Appendix A:** Community Outreach Summary
- **Appendix B:** Existing Conditions Analysis
- **Appendix C:** Market Analysis

Section 2

Downtown Framework Plan



Village of Huntley **Downtown Revitalization Plan**

Three Downtown alternatives were presented to the Huntley community for consideration prior to creating the Downtown Vision. Each alternative presented a different framework or vision for the future of the Downtown. The alternatives considered included the following:

- Preservation Alternative
- Extensive Redevelopment Alternative
- Hybrid Alternative

Preservation Alternative

The Preservation Alternative proposes that the majority of the changes in the Downtown be the result of significant public investment rather than private investment. This alternative strives to maintain the status quo of the Downtown by focusing on the preservation of existing structures combined with extensive infrastructure and streetscaping improvements. This alternative identifies the future of the Downtown to be similar in character to its current conditions with enhancements occurring mainly in the public realm. Significant changes will include the creation of a more inviting, attractive pedestrian atmosphere, and more efficient pedestrian and vehicular circulation. Adaptive reuse and facade improvements are envisioned to occur as well.

Extensive Redevelopment Alternative

Throughout the Downtown visioning process, many participants indicated a desire to create a new image for Downtown Huntley through extensive redevelopment in the area. This alternative presents an innovative approach to revitalizing the Downtown by creating a clean slate around the existing Village Square. Property consolidation, relocation incentives, land use conversions and reconfiguration of existing infrastructure will have a dramatic impact on the Downtown and create a regional destination in the heart of the Village.

For this alternative to be successful, a significant population infusion would need to occur in the area. The community will need to become unified in their vision for the Downtown and focus on progressive, visionary projects to initiate and/or fuel this infusion.

Hybrid Alternative

The Hybrid alternative presents an approach that implements elements from both the Preservation and Extensive Redevelopment alternatives. These alternatives identify two extreme revitalization scenarios (one that is extremely conservative and one that is very progressive), while the hybrid approach recognizes a more moderate option that utilizes both public and private investment.

The Hybrid alternative identifies key sites for redevelopment along with key areas to preserve in the Downtown. The result will be a revived image for Downtown Huntley that continues to connect visitors to the Downtown's historic past.

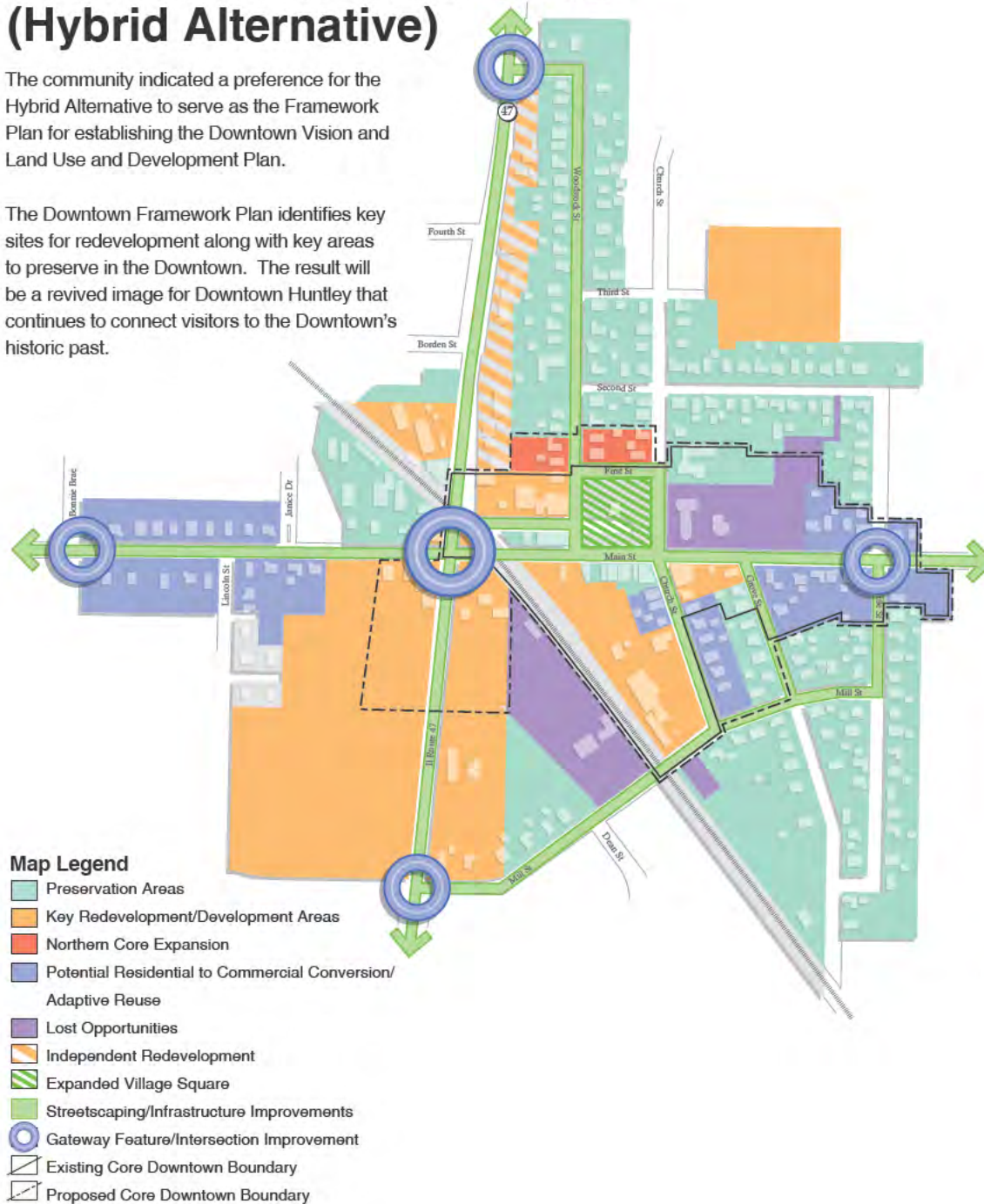
Downtown Framework

A framework plan provides guidance and functions as an outline for subsequent planning efforts. After consideration of the three alternatives presented, the community indicated a desire for the Hybrid Alternative to function as the Downtown Framework Plan for establishing the Downtown Vision and Land Use and Development Plan. The Framework Plan acknowledges that the Downtown's established character is largely defined by existing conditions. The future of Downtown Huntley will utilize and expand on these existing conditions to create a dynamic community destination achieved through a combination of preservation, expansion and redevelopment.

Downtown Framework Plan (Hybrid Alternative)

The community indicated a preference for the Hybrid Alternative to serve as the Framework Plan for establishing the Downtown Vision and Land Use and Development Plan.

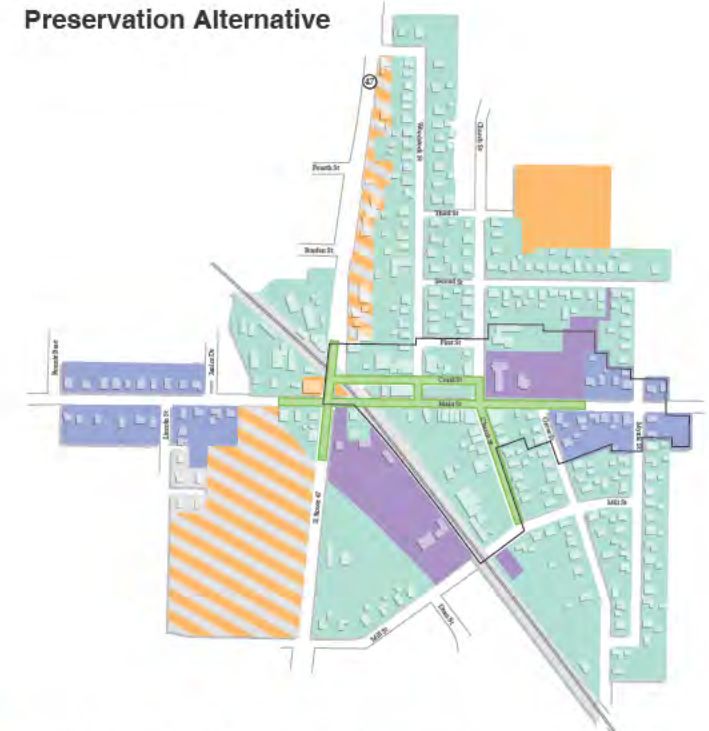
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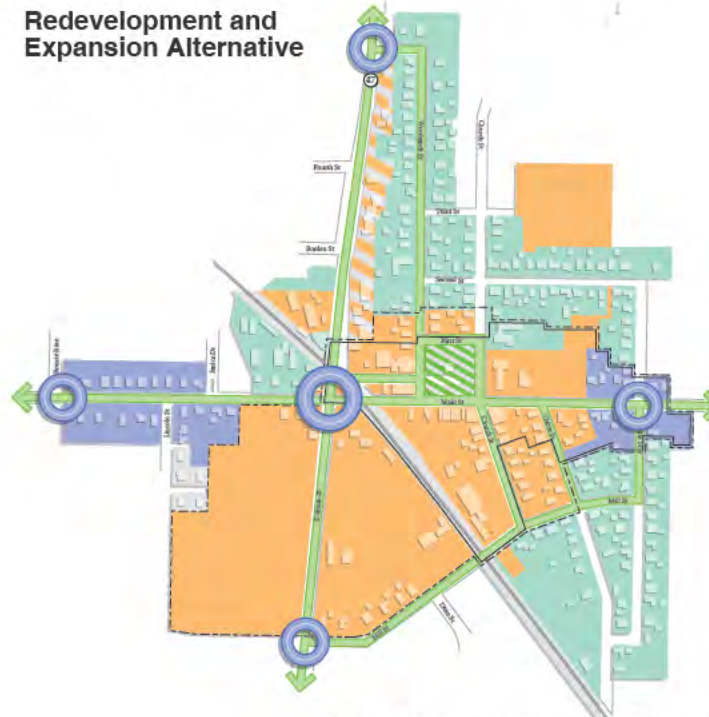
Map Legend

- Preservation Areas
- Key Redevelopment/Development Areas
- Northern Core Expansion
- Potential Residential to Commercial Conversion/Adaptive Reuse
- Lost Opportunities
- Independent Redevelopment
- Expanded Village Square
- Streetscaping/Infrastructure Improvements
- Gateway Feature/Intersection Improvement
- Existing Core Downtown Boundary
- Proposed Core Downtown Boundary

Preservation Alternative



Redevelopment and Expansion Alternative



Section 3

Vision, Goals & Objectives



Village of Huntley **Downtown Revitalization Plan**

The Downtown Vision represents the community's desires and aspirations for the creation of a vibrant destination in the heart of Huntley. The Vision takes a comprehensive approach in identifying the influences and interface of an active urban core, and the potential to expand the Downtown into its periphery. Key issues and opportunities are addressed based on input provided at community visioning workshops, investigations undertaken by the consultant, and case studies of other successful downtown districts. The Downtown Vision establishes a set of core values that will help guide the Village and property owners in revitalizing Downtown.

Creating a Downtown Vision can help achieve the following:

- Establish a unique character for the Downtown;
- Inspire developers, business owners, entrepreneurs and property owners;
- Promote downtown investment and development/redevelopment;
- Provide guidance to property owners and developers;
- Support economic development opportunities;
- Develop support to preserve important cultural amenities;
- Promote an enhanced pedestrian experience; and,
- Create a strategy and timeframe for the Downtown to expand.

The Downtown Vision focuses on the enhancement of existing conditions and the redevelopment of key sites within the Core Downtown and surrounding subareas. The Vision identifies conceptual land uses and types of development that could be suitable in the Downtown based on information known today. It seeks to encourage investment in the area and provide incentives for property redevelopment and private parcel assemblage.

The Vision Statement provides important direction for the goals and objectives of the Downtown Plan and plan recommendations and policies. It is intended to provide a brief, overall “snapshot” of Downtown Huntley in the future, while incorporating ideas and themes expressed by residents, business owners and Village officials.

Vision Statement

The Vision Statement on the following page is written as a retrospective that chronicles all that has occurred since the Village adopted the Downtown Revitalization Plan in 2010. It chronicles the accomplishments, achievements, and successes in the Downtown that were envisioned throughout the planning process.

In 2030...

There have been great accomplishments in Downtown Huntley due to the visionary actions of forward thinking government, business and residential leaders. The Downtown has been reinforced as the “heart” of the Village and its authenticity has been maintained and enhanced by appropriate development, redevelopment and investment. The Village continues to be proud of its heritage and continues to support activities that communicate these assets.

Revitalization in the Downtown has been incremental but continues to gain momentum as new development and enhancement projects occur. Since the adoption of the Downtown Revitalization Plan, numerous positive transformations have evolved; however, revitalization continues to transpire and will continue to do so well into the future.

Businesses of all types are now present and thriving in Downtown Huntley. New retail, restaurant, and entertainment uses have clustered around the Village Square. The concentration of commercial uses in this location has created a pedestrian-oriented shopping and entertainment destination unique from IL 47. Visitors arriving by automobile are able to park along the streets or in designated Village lots and experience the walkable shopping area in the Village.

The Village continues to expand Downtown as a vibrant, mixed-use area that complements the Village’s historic past. By working with property owners, business owners and others, the Village is successfully promoting new infill development and redevelopment of key sites within the Downtown. New boutiques, shops and restaurants will begin attracting visitors from the surrounding areas; and, new

offices, services and multi-family residential units will occupy the upper stories of buildings to provide a consistent customer base for Downtown businesses.

The Downtown consists of new development blended seamlessly with older buildings that hold local significance and contribute to the Downtown’s character. In all instances, adaptive reuse has been prioritized over teardown redevelopment; however, only buildings determined to be in good condition and contributing to the Downtown’s charm have been adaptively reused; others have been rebuilt taking architectural cues from the past and present. The Village has worked closely with incompatible businesses in the Downtown to improve the appearance of their properties; and, in some cases, the Village has worked with business owners to relocate to a more appropriate site within the Village’s municipal boundaries. New development has been tastefully designed to maintain the quaint, historic character of the Downtown.

The Downtown has an active pedestrian realm that surrounds the Village Square. Wide sidewalks provide ample space for people to linger and window shop, and public gathering places connect Downtown visitors with one another. Pedestrian amenities are complemented by an inviting streetscape, outdoor dining, and numerous festivals and downtown events that occur throughout the year.

Public and private investments have occurred simultaneously within the Downtown, improving the appearance of both the public and private realm. A unified streetscape program comprised of street trees, benches, sculptures, pedestrian-scaled lighting and signage has enhanced public areas, while design and development guidelines have played an important part in enhancing private properties. The relationship

between the Core Downtown and the IL 47 Corridor has been enhanced through better circulation, the installation of gateway features and wayfinding signage, and an overall better “sense of place” has evolved. These improvements have assisted the Downtown in reinforcing itself as the symbolic heart of the community, evoking a sense of community pride and distinguished character.

The areas adjacent to the Core Downtown are benefitting from the positive effects of the Downtown’s revitalization. Residential neighborhoods on the north and south sides of the Downtown reflect a renewed pride of ownership, and homeowners have restored the architectural details and locally historic qualities of their homes. The commercial areas along IL 47 are auto-oriented in that they cater to users arriving by automobile; however, despite its difference in character, this area maintains a strong relationship with the Core Downtown through attractive gateway elements, wayfinding signage, streetscape components and improved pedestrian mobility.

Goals and Objectives

Huntley's Downtown Plan is an expression of what the Village desires the Downtown to become in the future. Through recommendations and established goals and objectives, the Plan becomes a reliable policy guide for decision-making and Village action.

This section presents the Plan's goals and objectives, which provide the framework for planning recommendations, policies, future projects and actions. They are not intended to be interminable; rather, to serve as a framework for the creation of a more definite plan.

Goals describe desired end situations toward which planning efforts should be directed. They are broad and long-range. They represent an end to be sought, although they may never actually be fully attained.

Objectives describe more specific actions that should be undertaken by the Village in order to advance toward the overall goals. They provide more precise and measurable guidelines for planning action.

There are 8 fundamental goals of the Downtown Plan aimed at providing opportunities for living, shopping, business, recreation and leisure in Downtown Huntley. The goals and objectives presented below are based on input provided by residents within the community, investigations undertaken by the consultant and case studies of other successful downtowns.

Goal 1

Create a vibrant, active, mixed-use, pedestrian-oriented environment in the Downtown.

Objectives

- Promote an exciting and diverse mix of retail, service, office, entertainment, institutional, recreational and residential uses to create a unique synergy in the Downtown.
- Encourage high density, compact built form to enhance the sense of place and pedestrian atmosphere of the Core Downtown.
- Incorporate areas of multi-family housing in the Downtown to increase density near the Village's core and promote pedestrian activity.
- Identify techniques for attracting and retaining quality retail and specialty shops.
- Create an entertainment and dining destination in the Core Downtown to promote activity during evening hours as well as during the day.
- Encourage non-pedestrian-oriented uses to locate on upper floors of buildings so that pedestrian generators can be located at the street level.
- Establish and enforce design guidelines with attention to detail for buildings and storefronts within the Downtown.
- Design a unique streetscape scheme that incorporates landscaping, lighting, street furniture and materials that will differentiate the Downtown from other areas of the community.

- Promote the development of new plazas, courtyards and pocket parks envisioned in the Land Use and Development Plan as components of development projects.
- Establish a continuous streetwall around the Village Square and Downtown by requiring buildings to be constructed at, or near, the front property line with no side yard setbacks.

Goal 2

Achieve a balance between preservation and new development in the Downtown.

Objectives

- Enhance and/or enlarge the Village Square ensuring it remains the symbolic heart of the Downtown and the Village.
- Preserve locally significant buildings around the Jim Dhamer Square and promote adaptive reuse where appropriate.
- Establish and enforce design and development guidelines in the Downtown to ensure new development is complementary with the character of existing development.
- Protect and enhance the existing fabric of the Downtown by maintaining key urban design elements including building types, building locations, scale and massing where appropriate.
- Promote appropriate development/redevelopment and continued improvement of key sites in the Downtown.
- Encourage private parcel assemblage and commercial expansion to create larger, more desirable redevelopment sites consistent with the Land Use and Development Plan.



Goal 3

Improve the Downtown's "sense of place."

Objectives

- Encourage the construction and maintenance of buildings with a high degree of architectural quality and unique details.
- Give careful consideration to building scale, orientation, enclosure and streetscaping.
- Implement attractive gateway features at entrances to the Downtown to welcome residents and visitors.
- Erect attractive wayfinding signage at key locations to direct visitors and residents to important amenities in the Downtown including the Jim Dhamer Square and parking areas.
- Employ a streetscaping design that is unique and different from other areas in the Village.
- Strategically locate trees, shrubs, flowers and planters to soften the Core Downtown and promote a positive image of the area.

Goal 4

Enhance the mobility, movement and safety of pedestrian, vehicular and bicycle traffic in the Downtown.

Objectives

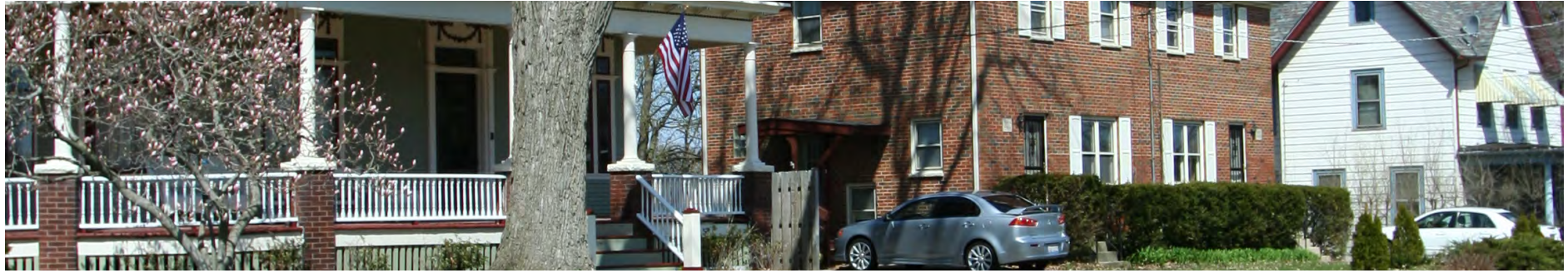
- Ensure there is an adequate amount of parking available for Downtown visitors, employees and residents.
- Establish consistent striping to mark and identify on-street parking for motorists.
- Provide consistent signage and wayfinding features to direct motorists to parking areas in the Downtown.
- Reconfigure on-street parking to better utilize space and improve traffic flow.
- Enhance pedestrian crossing areas so they are clearly distinguished and visible to vehicles.
- Ensure that all sidewalks are continuous within the Downtown and design them to connect to the larger, regional network.
- Maximize the potential of the widening and improvement IL Route 47 is currently undergoing.
- Identify truck routes or traffic calming measures that minimize the amount of cut-through and truck traffic passing through the Downtown and nearby residential neighborhoods.
- Minimize the number of curb cuts along IL 47 to improve traffic circulation.
- Eliminate curb cuts along Main Street in the Core Downtown to provide opportunities for on-street parking.

Goal 5

Provide a diverse housing inventory and living environment that complements the quality, scale and character of existing homes in the Downtown and supports Downtown businesses.

Objectives

- Maintain and enhance the established residential neighborhoods within the Downtown.
- Ensure existing residential areas are buffered from commercial development.
- Promote new multi-family residential development in the Downtown as a component of mixed-use developments or as standalone buildings as identified in the Land Use and Development Plan.
- Promote the rehabilitation or redevelopment of deteriorating homes within the Downtown.



Goal 6

Revitalize existing commercial areas/businesses in the Downtown through redevelopment, appropriate rehabilitation, adaptive reuse, and public improvements.

Objectives

- Implement and provide programs such as a façade improvement program or cash-in-lieu of parking program, to encourage the improvement and rehabilitation of older commercial buildings.
- Require new development in the Core Downtown to be constructed at, or near, the sidewalk to reinforce the traditional “streetwall” development pattern and provide a pedestrian-friendly atmosphere.
- Implement more systematic and proactive property maintenance and code enforcement in the Downtown and adjacent areas.
- Encourage parcel consolidation to increase the size of potential commercial redevelopment/development sites.
- Locate parking at the rear of commercial buildings or away from the public right-of-way.
- Require 360 degree architecture for all development/ redevelopment projects in the Downtown to result in an attractive appearance on all visible façades.

Goal 7

Ensure the appropriate location and provision of community facilities, services and infrastructure throughout the Village and Downtown.

Objectives

- Work with a willing Fire Protection District and U.S. Post Office to relocate their facilities to more appropriate locations in the Village or to incorporate them as a component of a larger mixed-use development Downtown.
- Maintain and improve the Downtown’s infrastructure system as needed including road surfaces, sidewalks, street lighting, water, sewer and stormwater.

Goal 8

Improve the appearance and functionality of existing industrial uses in the Downtown and/or support their relocation to designated industrial/business parks elsewhere in the Village.

Objectives

- Work with Deans to accommodate their expansion plans while also accommodating the Village’s need/desire for commercial development along IL 47 and Main Street.
- Identify truck routes that minimize the amount of truck traffic generated by industrial land uses from passing through the Downtown and nearby residential neighborhoods.
- Improve the appearance of industrial areas in the Eastern Extension District.

Section 4

Land Use & Development Plans

Land Use and Development Plans

The Land Use and Development Plans designate specific land uses and underlying urban design and development aspects for every area of the Downtown. These designations indicate the preferred form and type of development that should be incorporated as the Downtown is revitalized and undergoes new development/redevelopment. The Land Use and Development Plans seek to strengthen the mixed-use character and pedestrian-orientation of the area to create an attractive, desirable place to visit, work and live.

Successful downtowns are lively, pedestrian-oriented places that contain a significant amount of activity and integrated land uses. Land uses and development within a Downtown should be interconnected and emit a unique synergy not present in other areas of the community. The density of dwellings within the Downtown should be higher than in other locations of the community, and its built form more compact.

The current mix of land uses in Downtown Huntley is undesirable and limits its potential. Currently, the Downtown lacks density, pedestrian orientation and retail establishments. During the planning process, residents, business owners and elected officials have identified a desire to see specialty retail shops, mixed-use buildings, pedestrian generators and pedestrian amenities in the Downtown- all of which are absent or underperforming today.

This section identifies Land Use and Development Plans for Downtown Huntley. The Plans are based on existing conditions as well as local concerns and desires expressed throughout the planning process.





Land Use Plan

The Downtown Land Use Plan identifies several different land uses for the Downtown and designates a specific land use for every parcel. Land use designations do not necessarily reflect the existing land use; rather, they indicate the preferred land use for the future of the Downtown as it is revitalized.

Mixed-Use

Mixed-use development is envisioned to be the dominating land use as the Downtown undergoes revitalization - mixed use promotes compact built form and a pedestrian-oriented environment. Mixed-use buildings should incorporate active uses on the ground floor such as retail, restaurant or entertainment uses, with office and service uses or residential units on upper floors.

Office

Offices uses do not typically generate pedestrian activity or attract walk-in customers, thus are not desirable on the ground floors of mixed-use buildings or as standalone buildings. However, they do benefit the Downtown by providing a consistent customer base for nearby shops and restaurants during or after work hours. Office uses should be considered desirable on the upper floors of mixed-use buildings within the Core Downtown.

Retail

Commercial Retail uses are a key component of the Downtown because they are an “active” use that will attract casual shoppers and capitalize on “walk-by” traffic. A good mix of retail uses will create synergies and demand for other retail uses in the area, promoting the Downtown as a destination. Retail should be considered an appropriate use for Downtown and for the ground floor of mixed-use buildings in the Core Downtown. In general, specialty shops should be prioritized over chain businesses to help define the unique character of the Downtown.

Dining/Entertainment

Dining and entertainment uses contribute to the liveliness and vitality of the Downtown and enhance its reputation as a community destination. These types of uses will offer benefits including: enhancing the streetscape; increasing pedestrian activity by providing outdoor seating and gathering areas; and, providing a consistent flow of customers for other shops to benefit from.

Multi Family Residential

The number of multi-family units is envisioned to increase as new development/redevelopment occurs in the Downtown. This increase will increase the residential density of the Downtown and provide a larger customer base within walking distance of Downtown businesses. Multi-family dwelling units should locate in mixed-use buildings in the Core Downtown, as well as other sites as identified in the Land Use Plan.

Single Family Residential

Single-family homes surround Downtown and contribute to its quaint character. Existing residences are planned to remain and undergo enhancements to reflect a renewed pride of ownership and charm. New construction in residential neighborhoods should comply with Design and Development Guidelines to ensure it remains sensitive to surrounding properties.

Commercial Conversion/Adaptive Reuse

Commercial Conversion/Adaptive Reuse properties are properties that currently exist as single family homes but have the ability to convert to a commercial land use. In the future it is reasonable to expect the quality of life for residents on these properties may decrease as changes occur in the Downtown. Commercial Conversion may include adaptive reuse of existing structures, or redevelopment of a site with a more appropriate use.

Corridor Commercial

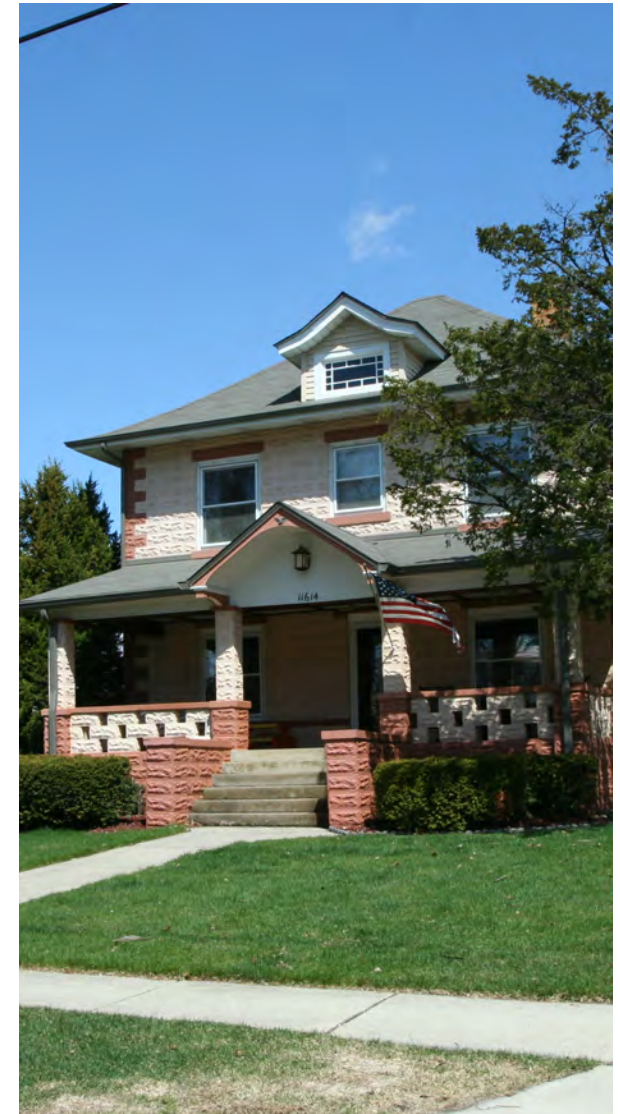
Traffic volumes and the wide right-of-way width on IL 47 provide a different atmosphere than is present within the Core Downtown. Uses located in this area should consist of commercial retail and service uses and cater to customers arriving by automobile. Despite the difference in character, Corridor Commercial uses should not neglect the pedestrian and should maintain a strong relationship with the Core Downtown through consistent signage and lighting fixtures, and attractive gateway elements.

Public/Semi-Public

The Public and Semi-Public uses present in the Downtown serve as important anchors and establish and strengthen the role of the Downtown as a community focal point. Public and Semi-Public uses also have the ability to attract potential customers to the Downtown on weekends or during other events and these customers may then patronize other shops and restaurants in the Downtown.

Parks and Open Space

Parks and open space will reinforce the active nature of the Downtown by promoting recreation and passive use by nearby residents and visitors. The Jim Dhamer Square is the most notable park in the Downtown and serves as the focal point for new development/redevelopment. In the future, the park has the capacity to be substantially enlarged which would create a more prominent focal point and public gathering place.



Land Use Plan

Village Square Expansion Alternative



Potential Village Square Expansion

The Downtown's focal point, the Jim Dhamer Square, has the potential to be substantially enlarged in the future. This alternative should only be encouraged should a development opportunity present itself and property owners on the north side of the square are willing to relocate or sell their properties.

Enlarging the Village Square would involve closing Coral Street as it travels between Woodstock Street and Church Street, relocating the American Legion, and tearing down the old Village Hall.

Map Legend

- Mixed Use
- Public/Semi-Public
- Commercial Conversion/Adaptive Reuse
- Corridor Commercial
- Multi-Family Residential
- Single Family Residential
- Recreation/Open Space
- Industrial
- Railroad Right-of-Way



Illustrative Development Concept

Map Legend

- Mixed Use
- Public/Semi-Public
- Commercial Conversion/Adaptive Reuse
- Corridor Commercial
- Multi-Family Residential
- Single Family Residential
- Recreation/Open Space
- Industrial
- Railroad Right-of-Way





Urban Design Elements

While diversifying the types of land uses within the Downtown will foster a distinct community destination, urban design principles need to be applied to achieve a unified and exciting “urban” atmosphere. Historically, Downtown Huntley was the focal point of the community and functioned as a shopping center, a center for civic events and culture. A key goal outlined in the vision for the Downtown is renew the Downtown’s reputation as the “heart” of the community by fostering lively street activity for all to enjoy. To achieve this, the Downtown should have vibrant, livable streets combined with attractively designed buildings, storefronts and public places.

Urban design involves the arrangement, appearance and functionality of a public space, and speculates the way the public realm is experienced and used. To reinforce the Downtown as the “heart” of Huntley, certain physical qualities are required. The Land Use and Development Plan outlines recommended design elements and encourages attention to detail. In order for the Downtown to function as both a local and regional destination, it should not be conceptualized as a place for “cookie-cutter” development; rather, one that is exceptional and unique.

An exceptional place and an attractive streetscape can be achieved by prioritizing the following characteristics and principles:

- Pedestrian-orientation
- Sense of enclosure
- Outdoor dining and activities
- Creation of a streetwall
- Quality architecture
- Sense of place
- Gateways and wayfinding signage
- Burying or relocating utilities

Public Places

Public spaces include all spaces that are used freely on an everyday basis by the general public. This can include streets, plazas, parks and public infrastructure. Aspects of privately owned spaces, such as building facades and landscaping, contribute to the character of a public space as well.

Pedestrian Orientation & Parking Reconfiguration

Pedestrian-Orientation

Downtown Huntley should be pedestrian-oriented to enhance the pedestrian experience and encourage people to walk around and engage in their surroundings. Wide sidewalks and clearly demarcated crossings are recommended between buildings, at intersections, and to connect sidewalks along local streets to regional routes such as IL47. Each main building entrance should be connected by a sidewalk to the main entrances to other buildings.

Pedestrian-scaled public spaces and amenities should be incorporated throughout the Downtown as well. These include public plazas, street furniture, lighting, storefronts with quality architecture and streetscape amenities. To make walking more pleasant for pedestrians, visually interesting details such as landscaping, water features, wayfinding/informational signage, public art, and street-level retail should be incorporated. By featuring various pedestrian-friendly elements, an environment which encourages strolling, window-shopping, and other pedestrian activities will be achieved and invite people to linger in Downtown Huntley for a longer period of time.

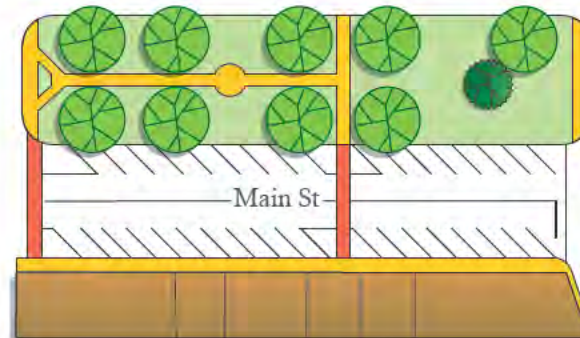
Parking Reconfiguration

The existing parking configuration along Main Street, adjacent to the Village Square does not utilize the available right-of-way to its full potential. Though the amount of on-street parking spaces is desirable, these spaces can be relocated and reconfigured to create a safer, more active pedestrian atmosphere.

The adjacent graphic illustrates a potential parking reconfiguration. Though the number of on-street spaces is reduced, these spaces can be picked up or relocated to another part of the Core Downtown.

The proposed parking reconfiguration for the entire Core Downtown is available on the following page (page 24) of this document, and highlights where new on-street parking can be picked up. Reconfiguring parking in the Downtown can result in a parking increase of up to 27%.

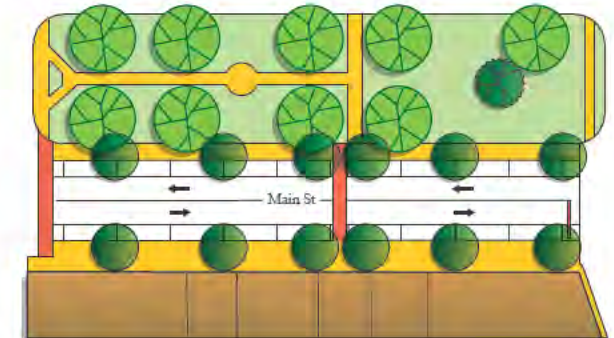
Existing Configuration



Existing Configuration Characteristics

- Right-of-way approximately 65' wide
- Sidewalk approximately 7' 6" wide on the south side of Main Street
- 32 parking spaces provided at a 45 degree angle
- Two driving lanes approximately 13' 8" wide each

Potential Parking Reconfiguration



Reconfiguration Characteristics

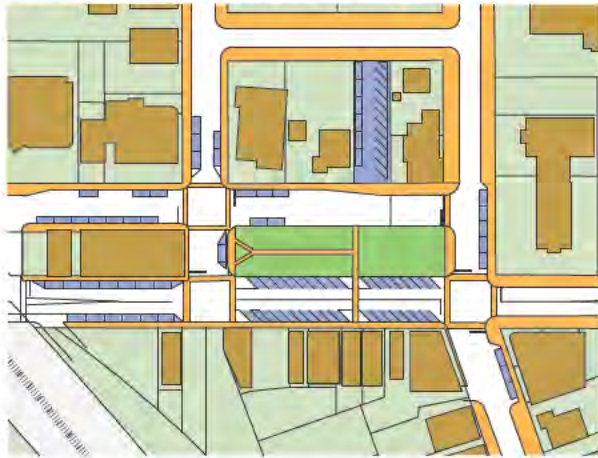
- Right-of-way approximately 65' wide
- Sidewalk approximately 16' wide on the south side of Main Street and 8' 6" on the north side of Main Street
- 18 parallel parking spaces provided (relocation of 14 parking spaces required)
- Two driving lanes approximately 12' wide each

Map Legend

- Buildings/Storefronts
- Village Square
- Sidewalks
- Crosswalks
- New Street Trees

Parking Reconfiguration

Existing Parking Configuration



Proposed Parking Configuration



Existing Parking Configuration

The existing on-street parking configuration in Downtown Huntley consists of parallel parking spots and 45 degree angled parking spots that are inconsistently marked. Reconfiguration options should be considered to add additional on-street parking spaces, widen sidewalks and enlarge the Village Square.

Key Features

- 73 on-street parking spaces
- 17 off-street parking spaces (adjacent to old Village Hall)
- Approximate square size: 18,798 square feet
- Sidewalk on south side of Main St.: 7.5 feet wide
- No sidewalk on north or south side of Village Square

Proposed Parking Configuration

The proposed parking reconfiguration provides an opportunity to achieve the following Downtown: improve traffic circulation; widen sidewalks; install new sidewalks; increase the number of on-street parking spaces; and, enlarge the Village Square.

Key Features

- 93 on-street parking spaces
- 42 off-street parking spaces (north side of old Village Hall and American Legion)
- Approximate square size: 22,776 square feet
- Sidewalk on south side of Main St.: 14 feet wide
- Sidewalk around entire Village Square periphery
- Converting Coral Street to a one-way, westbound street with angled parking on the south side

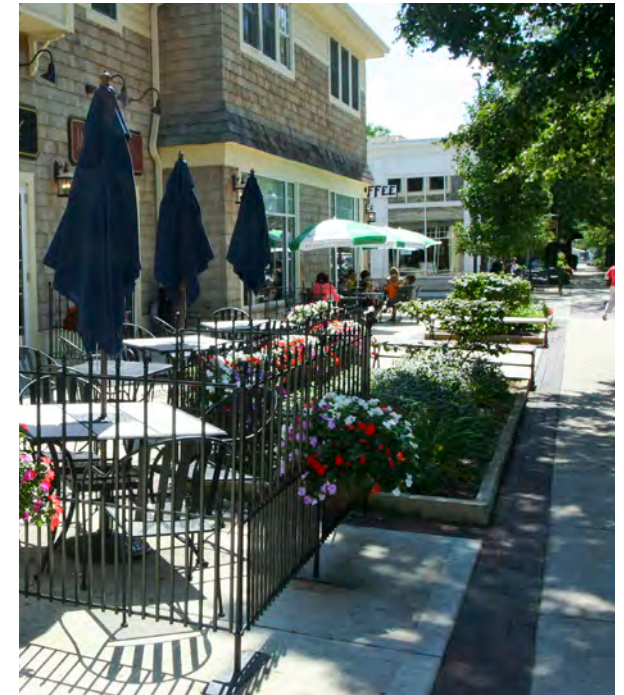
Map Legend

- Parking Areas
- Sidewalks
- Village Square
- ← One Way Street

Outdoor Dining & Activities

Outdoor dining and activities can play an important role in the vitality of the Downtown. In warmer months, people benefit and enjoy being in the outdoors, which is why outdoor dining and activities would be so desired. Restaurants in the Downtown will provide diners with picturesque views of the Village Square, and a charming atmosphere. Downtown Huntley should promote opportunities for restaurants to feature outdoor patios and rooftop decks. Alfresco dining and drinking is a favorite pastime for many people, and will ensure that the Downtown always has visitors and energy.

Outdoor activities do not need to be limited to dining. The Downtown can provide opportunities for community events and festivals at the Village Square. Live music, art fairs, farmers markets and more will attract people to the Downtown and continually promote the area on a local and regional level.



Sense of Place

Many of Huntley's neighboring suburbs are characterized by fragmented, dispersed commercial districts. These types of developments suffer from a lack of identity, or sense of place. A dynamic Downtown will provide the Village with an opportunity to strengthen its sense of place, and help it to be distinguished from these other municipalities and poorly designed commercial developments.




Creating a sense of place is different than committing to enhance an area. Creating a sense of place is taking advantage of available opportunities to design a destination where people go to gather and socialize. An opportunity exists in the Downtown to create a unique sense of place for the Village that is connected to the community's historic past.

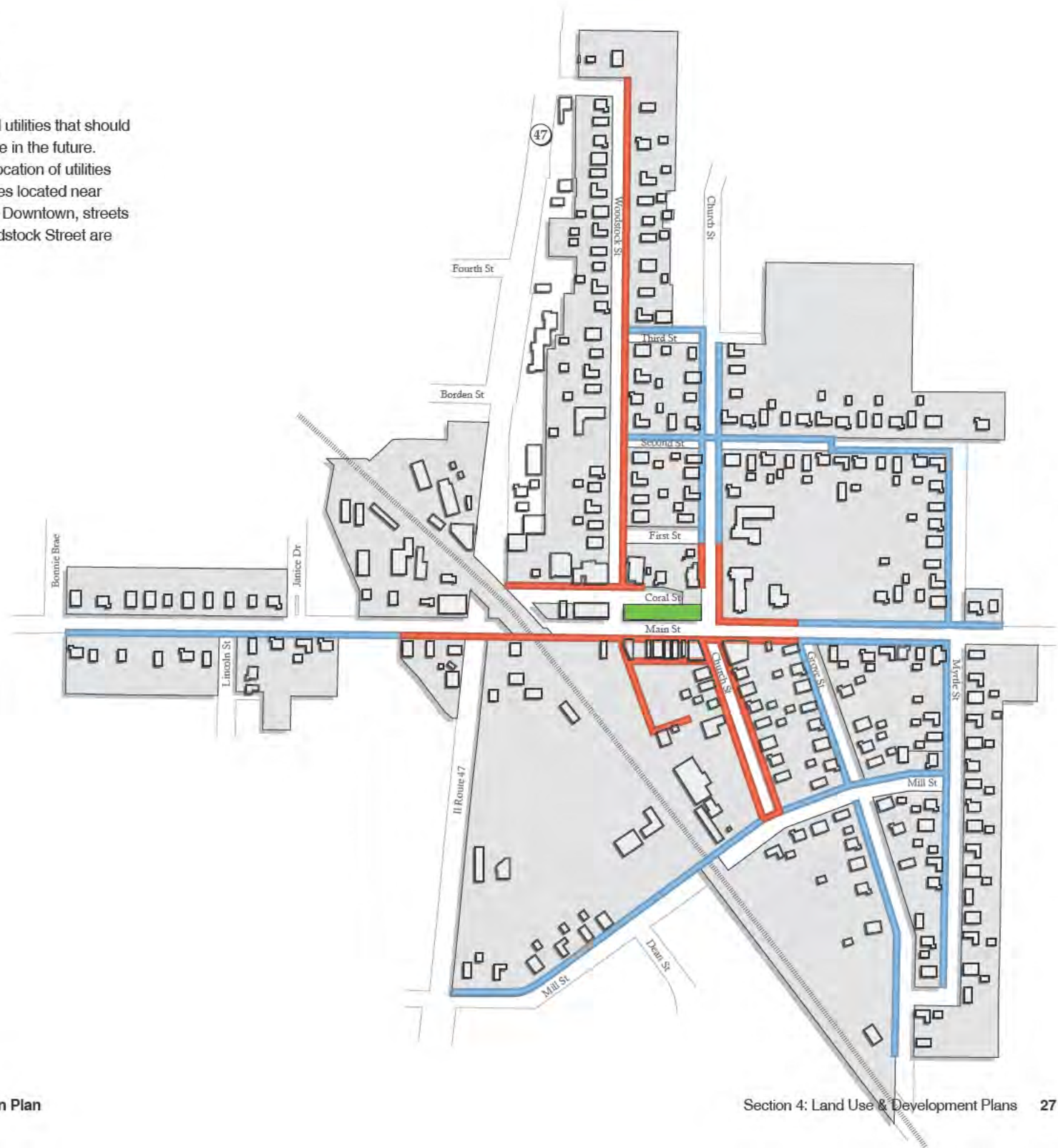


Priority Utilities

The figure below illustrates above-ground utilities that should be buried or relocated should it be feasible in the future. Burying utilities is preferred; however, relocation of utilities to the rear of sites is an alternative. Utilities located near important gateways leading into the Core Downtown, streets surrounding the Village Square and Woodstock Street are considered priorities.

Map Legend

-  Priority Utilities to Bury/Relocate
-  Secondary Utilities to Bury/Relocate
-  Jim Dhamer Square

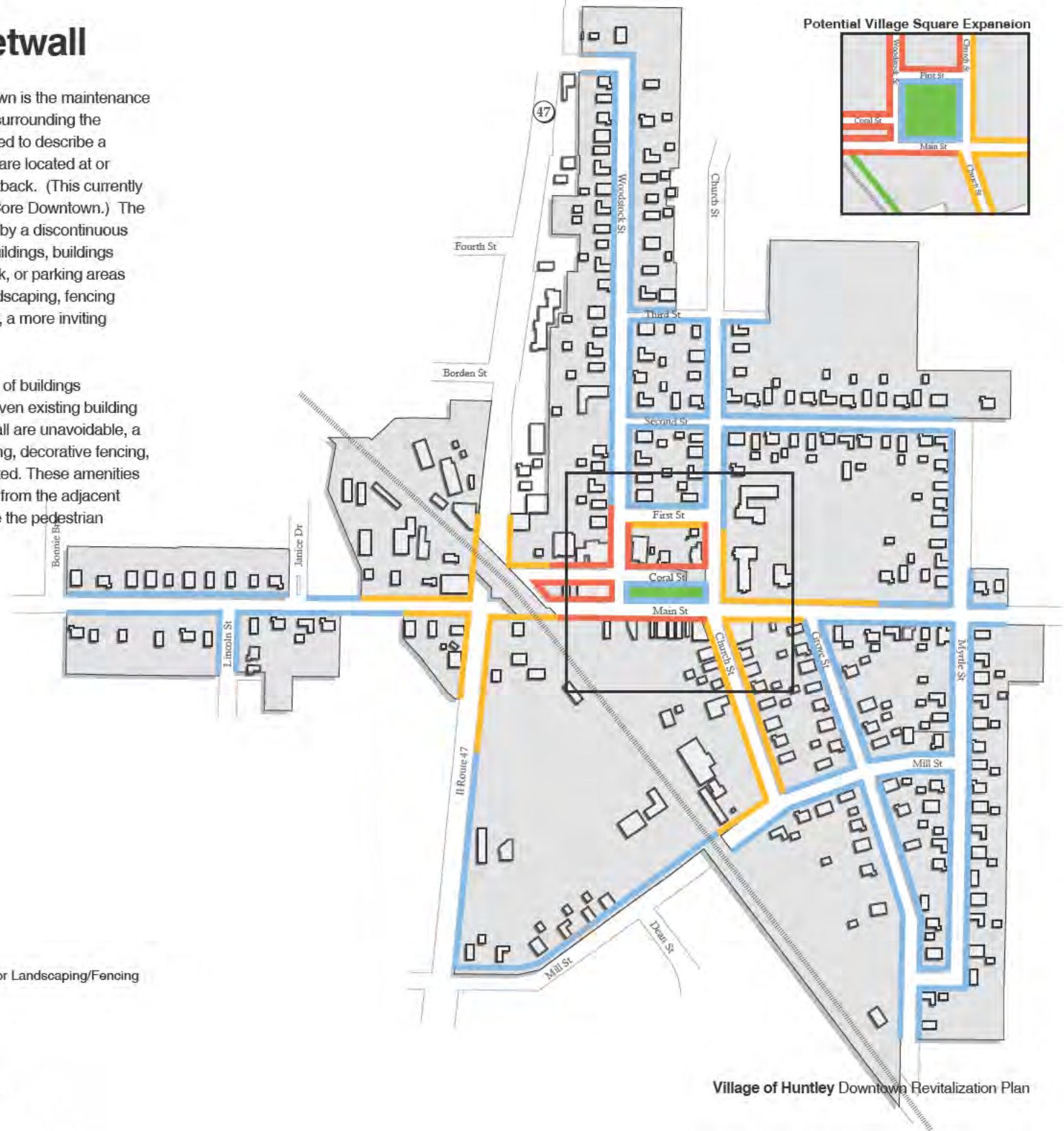


Creation of a Streetwall





A key design recommendation for the Downtown is the maintenance of a traditional streetwall, particularly in areas surrounding the Jim Dhamer Square. A streetwall is a term used to describe a continuous row of buildings, side-by-side, that are located at or near the sidewalk, with little or no side yard setback. (This currently exists on the south side of Main Street in the Core Downtown.) The success of the Downtown can be undermined by a discontinuous streetwall that provides large gaps between buildings, buildings that are setback substantially from the sidewalk, or parking areas adjacent to the sidewalk with no perimeter landscaping, fencing or screening. When a streetwall is maintained, a more inviting pedestrian environment is provided.

Although it is desirable to maintain a streetwall of buildings throughout the Downtown, it may be difficult given existing building footprints. In areas where gaps in the streetwall are unavoidable, a combination streetwall consisting of landscaping, decorative fencing, and masonry/stone walls should be implemented. These amenities will separate parking lots or open space areas from the adjacent sidewalk in an attractive manner, and enhance the pedestrian atmosphere of the Downtown.

Potential Village Square Expansion



Map Legend

-  Consistent Streetwall - Buildings
-  Combination Streetwall - Buildings and/or Landscaping/Fencing
-  No Streetwall
-  Jim Dhamer Square

Quality Architecture

Architecture is the character and style of a building and reflects functional, social and aesthetic considerations. Architectural works are often perceived as cultural and political symbols and as works of art.

Downtown Huntley developed over a period of many years and its buildings reflect a variety of architectural styles. While the Village should not attempt to dictate any one architectural style, it should promote high quality architecture with attention to detail in the Downtown. Building walls should be visually interesting at a pedestrian scale and have windows that allow clear views of merchandise and activity within them. Design and Development Guidelines provide additional recommendations for promoting quality architecture that will complement and enhance the overall character of the Downtown.



Downtown Character Areas

Each of the different character areas is defined by specific features including physical form, residential density and/or development intensity. The graphics on pages 28 and 29 illustrate the different character areas based on these characteristics, and which sections of the Core Downtown should comply with these characteristics as revitalization and redevelopment occurs.

Natural/Rural Areas

- Landscape that is untouched by development, and whose ecological features are preserved and/or enhanced.

Suburban

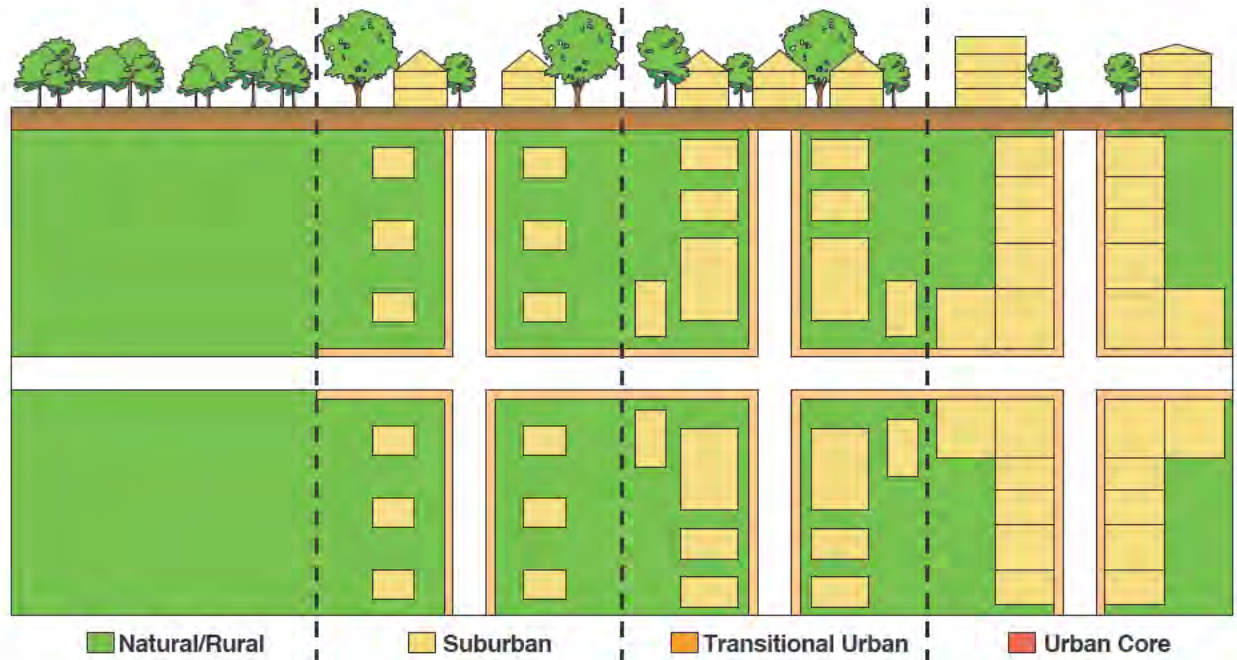
- Low density residential neighborhoods and/or light intensity commercial development.

Transitional Urban

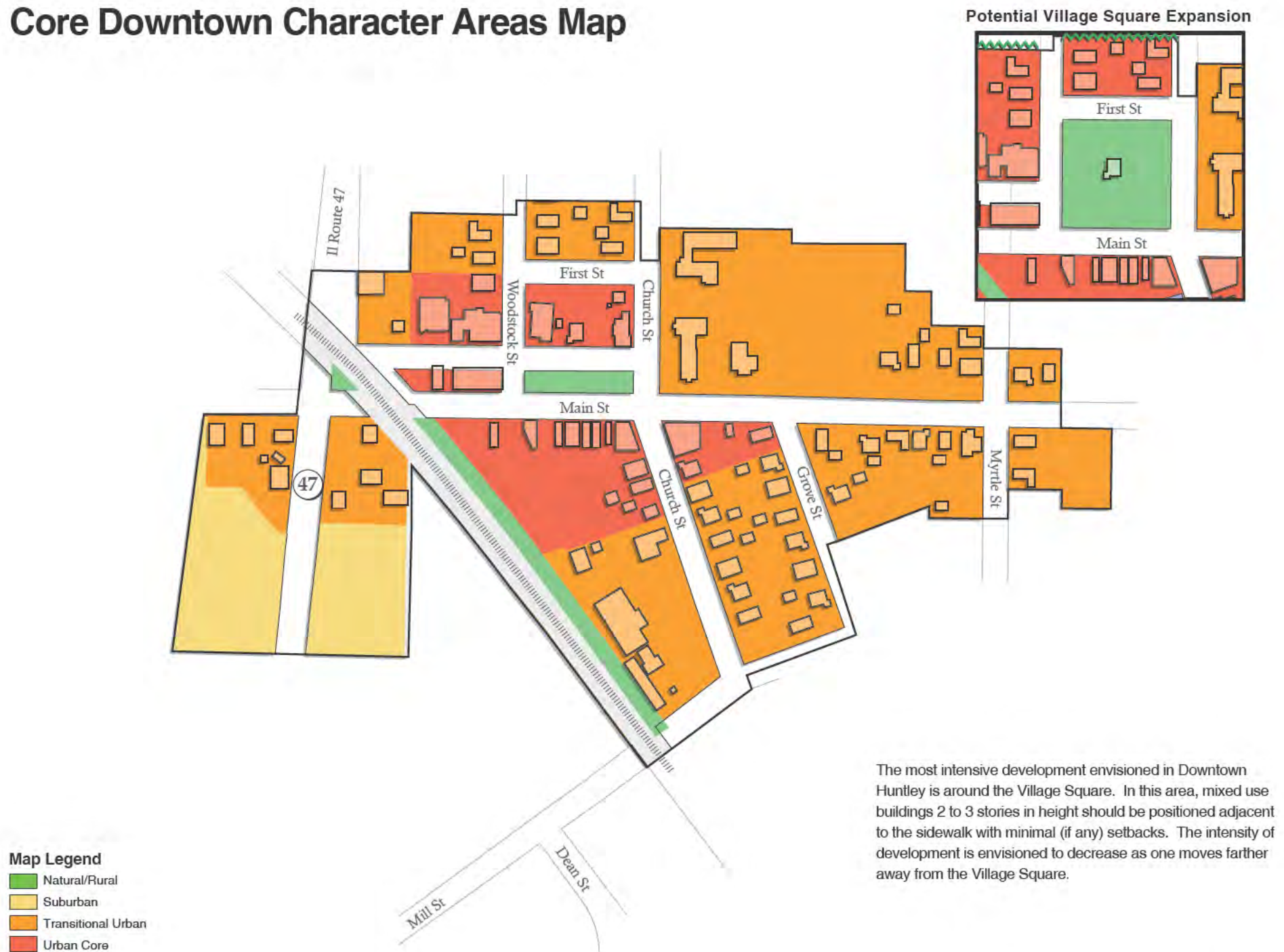
- Medium density development with variable setbacks.
- Oftentimes adjacent to the urban core.

Urban Core

- High density, compact, mixed use development on an organized street network.
- Active pedestrian realm.



Core Downtown Character Areas Map



The most intensive development envisioned in Downtown Huntley is around the Village Square. In this area, mixed use buildings 2 to 3 stories in height should be positioned adjacent to the sidewalk with minimal (if any) setbacks. The intensity of development is envisioned to decrease as one moves farther away from the Village Square.

Gateways & Wayfinding Signage

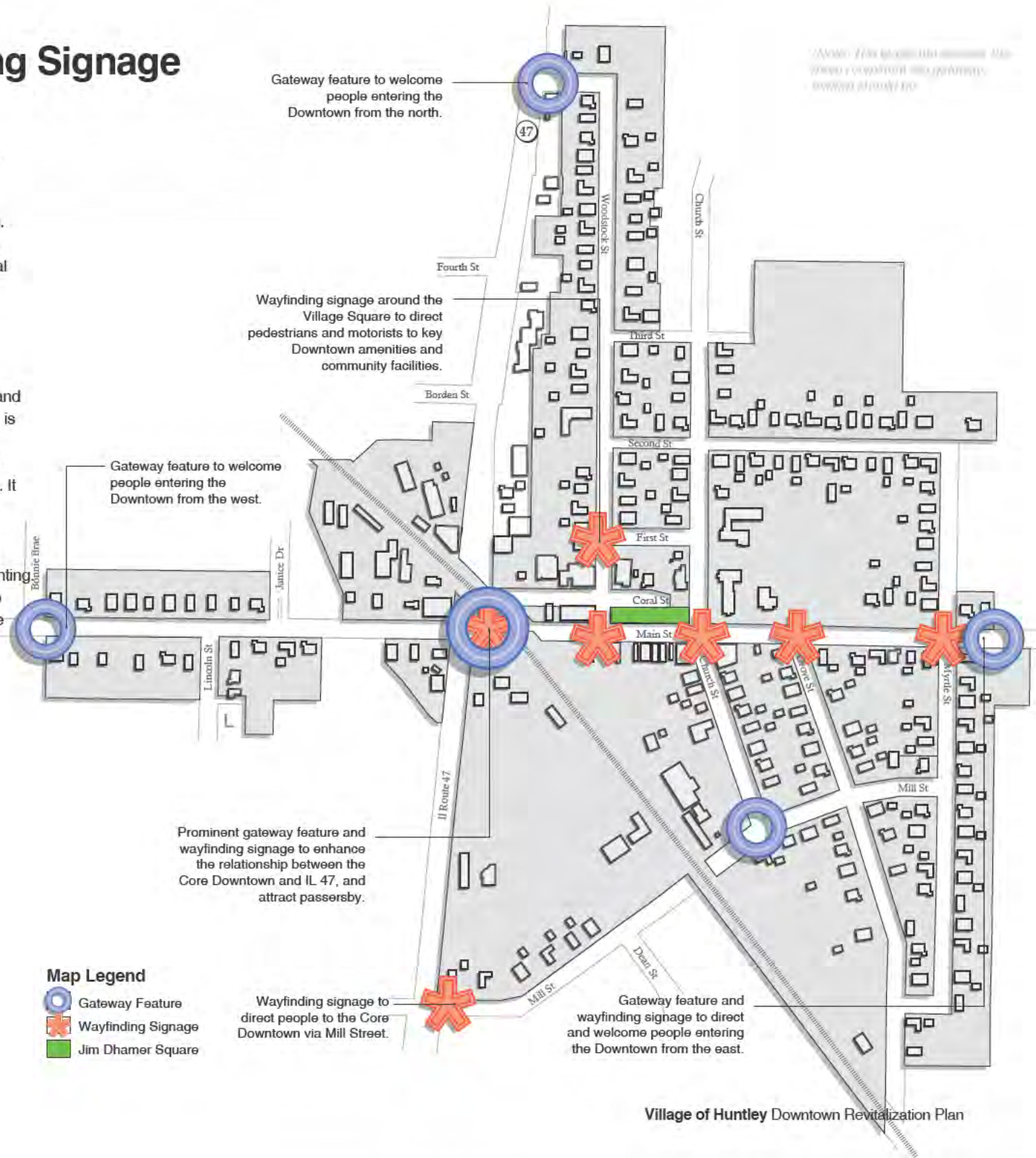
Gateway Features

In an effort to announce one's arrival into the Downtown, gateway features should be employed in key locations. Gateway features can be achieved through signage at the ground level or through unique architectural elements. Attractive landscaping, lighting, and other vertical design features should complement the signage and architectural elements.

Wayfinding Signage

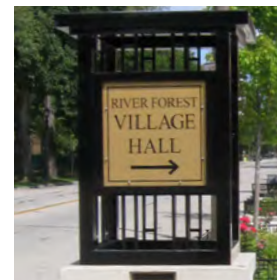
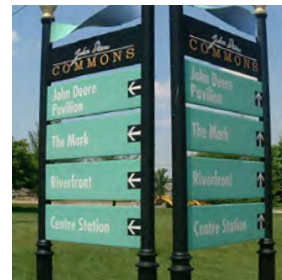
Wayfinding signage assists people in finding important community landmarks, while enhancing the streetscape and "Sense of Place" of an area. Creating a "Sense of Place" is different than committing to enhancing an area; rather, it is taking advantage of available opportunities to design a destination where people want to live, work, and recreate. It will make the Downtown unique from surrounding areas.

Similar to gateway features, wayfinding features should consist of signage complemented by landscaping and lighting. Wayfinding features should be erected at key locations to direct people to destinations in the Downtown such as the Village Square or nearby Village Hall and Library.



Gateways & Wayfinding Signage Examples

The adjacent photos illustrate different examples of wayfinding and gateway signage in other communities in the Chicago region. Each example features a different style and design but effectively communicates to and directs people to key destinations nearby.





Core Downtown Land Use & Development Plan

The Core Downtown is the most active and intense part of the Downtown, thus is the priority area for dense, mixed-use development. This subarea is envisioned to have the greatest development intensity, with a concentration of retail, restaurants, entertainment uses and offices within close proximity to one another. The Core Downtown is recommended to build on its existing character and the historic Village Square to create a distinct location in the Village.

The Downtown Revitalization Plan recommends this subarea be further enhanced by the creation of high quality public spaces in the form of inviting streetscapes and gathering areas. The Core Downtown should have a unique sense of place, significant pedestrian activity and truly function as the heart of the Village.

Key Design Considerations

Key design considerations that should be considered as development/redevelopment occurs within the Core Downtown include the following:

- Development that is two to three stories in height should be promoted in the Core Downtown to create a sense of enclosure and accommodate a variety of land uses.
- The diversification of land uses and promotion of mixed-use buildings with retail and entertainment uses located on the ground floor, and offices or residential units on upper floors, will be increasingly important as time goes on.
- Events are essential to the vitality of the Core Downtown and make it meaningful and relevant to the daily lives of Huntley residents. The Village Square should be the focal point of these events.
- Design guidelines that require high quality architecture and attention to detail are essential to ensure the long term success and viability of Downtown Huntley. The implementation of Design Guidelines is especially important in the Core Downtown.

Development Recommendations

Preservation of Existing Buildings/Features

- Several buildings within the Core Downtown are expected to remain including those on the south side of Main Street, the Wayne Donahue apartment building, the American Legion and the old Village Hall building. However, should the opportunity present itself in the future and property owners are willing, the American Legion and old Village Hall buildings may be demolished so that the Jim Dhamer Square can be substantially enlarged.
- Preservation of the Village Square is a key component of the Downtown Revitalization Plan as it is the focal point of the Downtown. The Square should be enhanced with additional sidewalks and pedestrian amenities, and expanded if feasible in the future.

Redevelopment Opportunities

- Several sites in the Core Downtown are envisioned to redevelop as mixed-use buildings or multi-family residential buildings. Key redevelopment sites include: The Catty property; the southwest and southeast corners of IL Route 47 and Main Street; the northwest corner of Woodstock Street and Coral Street; and, the southeast corner of Main Street and Church Street. The existing uses on the properties are undesirable for the long-term success of the Downtown.
- Should the Jim Dhamer Square be expanded in the future, existing single family properties on the north side of First Street are recommended to redevelop as mixed-use buildings oriented towards the new, expanded Village Square.
- The Catty property presents the largest, consolidated redevelopment opportunity in the Core Downtown.

Maintaining the Village Square

- Landscaping on the Village Square should be a priority for care and maintenance to evoke a sense of pride and provide a healthy, positive image in the Core Downtown.

Parcel Consolidation

- Parcel consolidation should be promoted in targeted redevelopment areas to create larger, more desirable redevelopment sites.

New at-grade Railroad Crossing

- A new at-grade crossing should be created south of Main Street to connect parking areas and businesses on both sides of the railroad.
- The crossing should be pedestrian and vehicle friendly.

Gateway Feature

- An attractive, prominent gateway feature should be implemented at the intersection of Main Street and IL 47 to identify the main entrance into the Core Downtown. An impressive gateway feature will improve the relationship between the IL 47 Corridor and the Core Downtown by strengthening the Downtown's identity along the state route and making it more appealing to passersby.

Wayfinding Signage

- Wayfinding signage should be constructed in multiple locations around the Core Downtown to direct people to key amenities such as the Jim Dhamer Square and Downtown businesses, as well as to enhance the sense of place.



Streetscaping

- Extensive streetscaping is recommended to take place within the Core Downtown, including the following: burying or relocating overhead utilities; planting street trees; widening sidewalks; installing pedestrian amenities such as street furniture and pedestrian-scaled lighting; and differentiating pavement styles at intersections and crosswalks.

Parking & Circulation Reconfiguration

- The existing parking configurations in the Core Downtown are inadequate and should be reconfigured to better utilize space and improve traffic flow. Reconfiguring parking in the Core Downtown will improve traffic circulation along Main Street and provide additional space for pedestrian amenities.
- Coral Street should be converted to a one-way street to improve traffic flow and circulation around the Village Square.

Additional Buffering

- Buffering between residential and non-residential uses should be enhanced by means of landscaping and screening.
- Buffering should be both vertical and horizontal in nature.

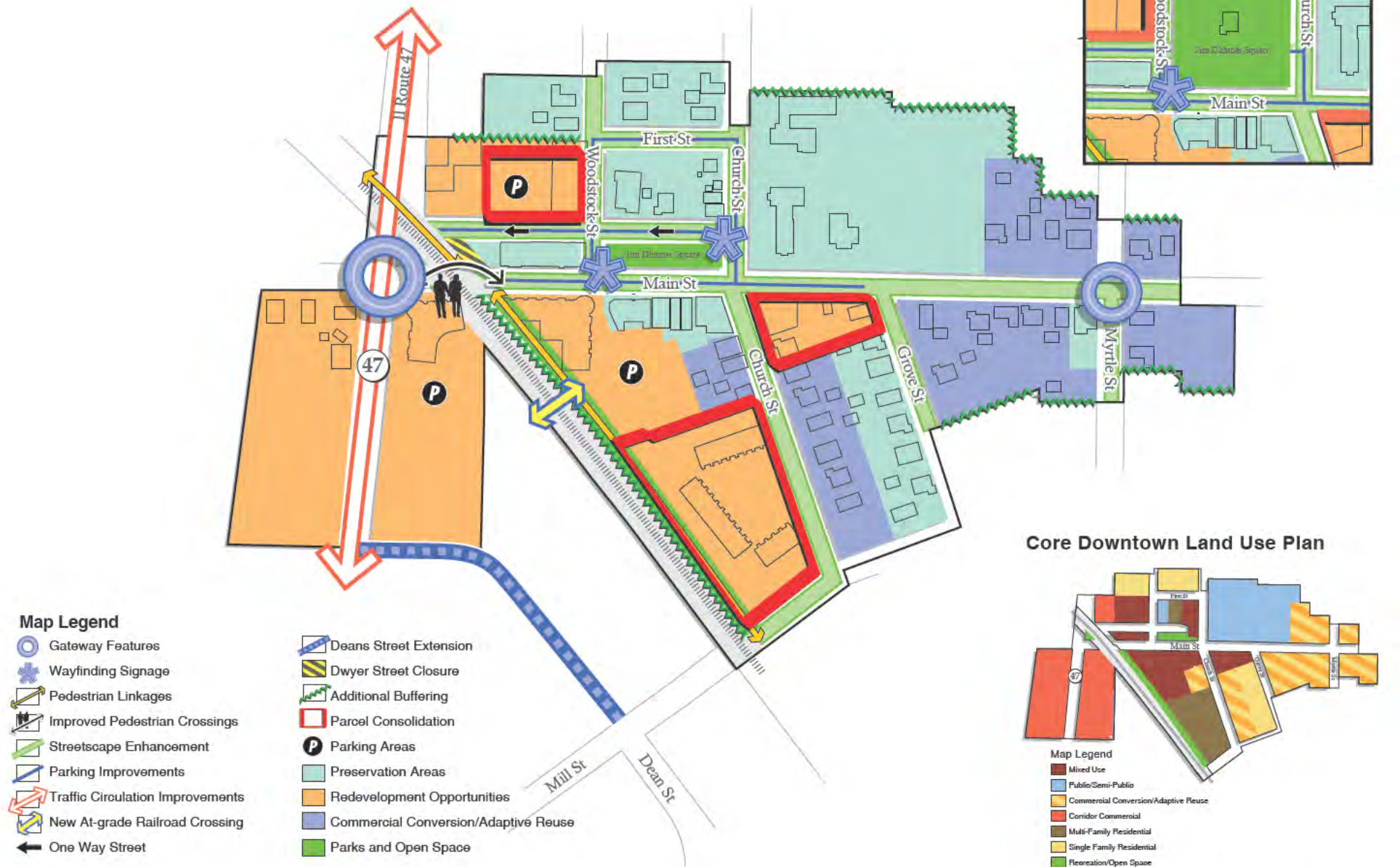
Pedestrian Connections

- A continuous multi-use path should be constructed along the railroad right-of-way, providing a convenient path of travel for pedestrians biking and walking to the Core Downtown or along the Huntley Union-Marengo Trail.

Dwyer Street Closure

- Dwyer Street should be closed to improve traffic circulation near the Main Street and IL 47 intersection.
- Closing Dwyer Street will allow the open space at the northeast corner of Main Street and IL 47 to be expanded, creating a larger area for gateway features and urban design elements.

Core Downtown Land Use & Development Plan



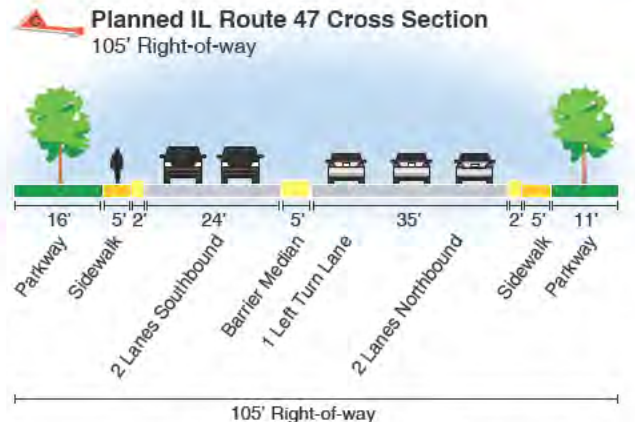
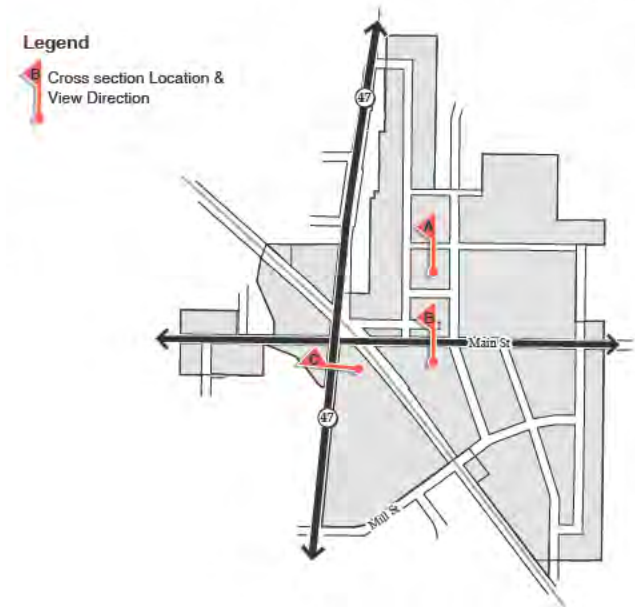
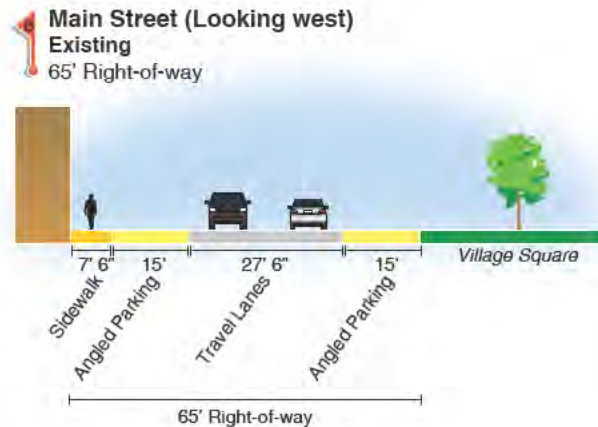
Roadway Cross Sections

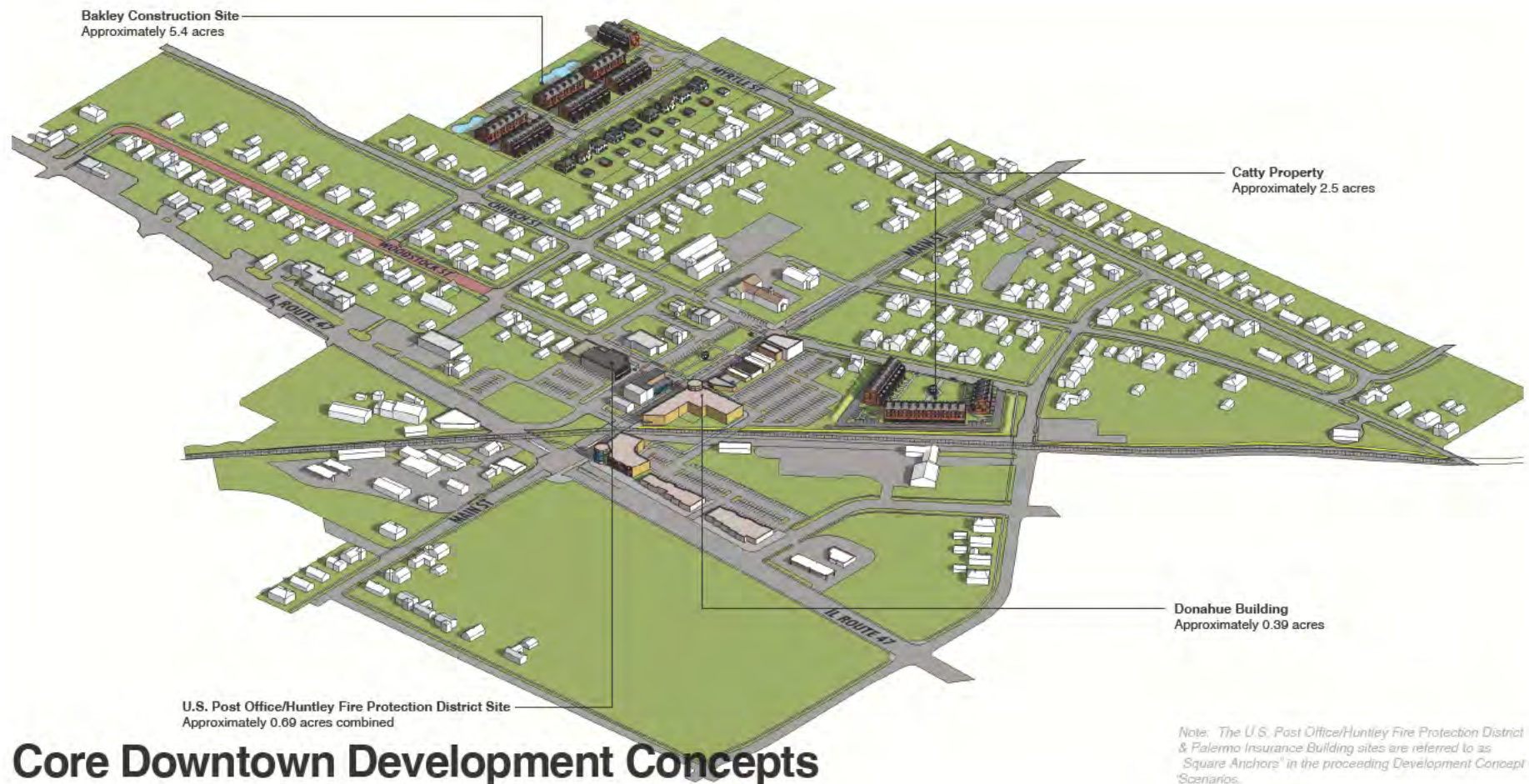
The cross sections illustrated on this page provide a representative sample of corresponding roadways in the Downtown. Three predominant cross sections have been identified, including: residential streets; Main Street; and, IL 47. Each cross section has a different composition and right-of-way width.

The Residential Street cross section varies slightly throughout the Downtown in terms of parkway width and pavement width. These cross sections are not envisioned to undergo substantial change through the Downtown Plan; however, enhancements to the parkway are recommended such as the planting of street trees where currently absent.

The Main Street and the IL47 cross sections are envisioned to undergo the most change. Currently, Main Street does not utilize its available right-of-way to its full potential. To enhance this cross section, parking along Main Street should be reconfigured. This will provide space for wider sidewalks and streetscape amenities.

The Illinois Department of Transportation (IDOT) has begun to widen IL 47 from a two lane roadway through the Downtown, to a four lane roadway with turning lanes where appropriate. This includes a five foot wide sidewalk adjacent to IL 47.





Core Downtown Development Concepts

A fundamental component relating to the Downtown's Land Use Plan is the identification of key development opportunities. These opportunities emerged during the visioning process and investigations undertaken by the Consultant. They are grounded in market reality and provide conceptual ideas that are attainable in the long-range future. Key development opportunities in the Downtown include the following:

- Catty Property
- U.S. Post Office/Huntley Fire Protection District
- Donahue Building
- Bakley Property

These prominent projects have the potential to serve as catalysts for redevelopment/development in the Downtown due to their proximity to the Village Square and their ability to provide desirable amenities currently lacking in the Downtown. They have particular importance due to their prime locations and current conditions and should be considered top priority for development.

The following pages illustrate desirable development form, land uses and character for each of the sites.

Catty Property



Catty Property

The Catty Property is the largest, consolidated redevelopment site within the Core Downtown's boundaries. Situated on the northwest corner of Church Street and Mill Street, this site is located in the Core Downtown, 380 feet south of the Village Square. The site is approximately 2.5 acres in size and has 200 feet of frontage along Mill Street and 300 feet of frontage along Church Street.

Development Recommendations

- Attractive rowhomes are recommended on this site to increase residential density in the Core Downtown. They should be constructed with high quality materials and attention to detail to complement adjacent single family areas.
- A large, usable open space area, enhanced with landscaping, pedestrian amenities and a gazebo, should front Church Street and function as the focal point of the development.
- Attractive landscaping and a continuous fence should buffer the property from the railroad.
- Attractive, landscaped berms should be created on the north and south sides of the property to buffer the multi-family units from adjacent uses.



Square Anchors

Square Anchors

Each of these key development opportunities occupy prominent locations around the Jim Dhamer Square. The existing uses and development forms on these properties are undesirable and limits the Downtown's potential because they lack density, pedestrian orientation and active uses.

The parcels situated at the northwest corner of Woodstock Street and Coral Street total approximately 0.69 acres in size, while those on the southwest corner total approximately 0.39 acres in size.

Development Recommendations

- The parcels included in these key development opportunities should be consolidated to create larger, more attractive redevelopment sites.
- The Post Office and Fire Protection District should be relocated to a more appropriate location in the Village, or incorporated as a part of a mixed use development in the Core Downtown.
- New developments should have a strong orientation to the Village Square and feature prominent architectural components to anchor the street corners.
- New mixed-use buildings with retail, dining and entertainment uses on the ground floor and offices or multi-family units on upper floors should be constructed at the front property lines, adjacent to the sidewalk, to maintain an active streetwall.
- Outdoor tables and other streetscaping components should be implemented to enhance this prominent corner and capitalize on exposure to the Village Square.
- New construction should be three stories in height and complement adjacent buildings in terms of massing and architectural detail.



Bakley Property

Bakley Property

The Bakley Property consists of approximately 5.4 acres of land in the northeast section of the Downtown. This site provides the largest, consolidated redevelopment site in Downtown Huntley, though it is outside the Core Downtown's boundaries.

Single family residential homes are situated on the west and south sides of the Bakley Property, and OI Timers Park is located to the north. Additional open space and multi-family units border the property to the east.

Development Recommendations

- Single family homes are recommended on the southern portion of the site, with lot lines matching those of existing residences along 2nd Street.
- Multi-family residential is envisioned on the northern portion of the site to increase the residential density within walking distance of the Core Downtown.
- Extensive landscaping should buffer the property from single family homes located west of the site.
- A multi-use trail should be constructed along the property's east boundary line to connect OI Timers Park to the Downtown.

Section 5

Plans for the Downtown's Periphery



Downtown Huntley has seven peripheral subareas, each with its own character, makeup and level of intensity. Designing and strengthening these areas presents the opportunity to create neighborhoods of distinct character, functionality and sense of place. This section of the report defines each subarea with a set of development specifications and design prototypes to guide future development, including: detailed land use; development; transportation; and, urban design recommendations.

The Downtown's seven peripheral areas include the following:

- IL47 Corridor
- North Residential
- South Residential
- West Residential
- IL47 Corridor Extension
- Downtown Eastern Extension
- Former School Site

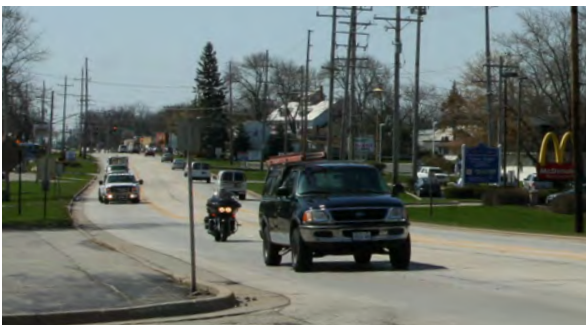
In the future, it will become increasingly important to maintain connectivity and compatibility with these peripheral areas due to their presence along key traffic corridors, substantial size and established character. Doing so will enhance the relationship between the Downtown and its regional context.



IL47 Corridor Plan

The IL 47 Corridor subarea is comprised of approximately 0.5 miles of land fronting IL 47 and provides the most visible entrance into the Village's Core Downtown. In its current state, IL 47 accommodates over 20,000 vehicle trips per day, making it one of the largest, most trafficked corridors in the Village. The subarea is heavily congested which is both an advantage and disadvantage for the Downtown, and parcels suffer from shallow lot depths and irregular lot shapes. The current mix of land uses in the IL 47 Corridor subarea is undesirable because they are isolated and predominantly auto-oriented service uses.

The Downtown Revitalization Plan recognizes that the character of the IL 47 Corridor is very important because it serves as the main gateway into the Core Downtown. An appropriate mixture of land uses combined with unique urban design elements and good circulation must be achieved. Strategic planning for this area is necessary to ensure that the Downtown's identity becomes and remains strong along IL 47.



Development Recommendations

Traffic Circulation Improvements

- Ongoing improvement efforts should occur on the properties fronting IL 47 to enhance the character of this area and draw passersby into the Downtown.
- IDOT's expansion plans for IL 47 are expected to alleviate traffic congestion near the intersection of IL 47 and Main Street.
- IDOT's expansion plans will include a sidewalk on both sides of IL 47, which will improve pedestrian circulation in the area.

Additional Buffering

- Buffering between residential and non-residential uses should be enhanced by means of landscaping and screening.
- Buffering should be both vertical and horizontal in nature.



Pedestrian Connections

- IDOT's expansion plans will include a sidewalk on both sides of IL 47, which will improve pedestrian circulation in the area.
- Opportunities for enhanced connectivity between the Core Downtown and Deicke Park to the south should be improved through better pedestrian linkages and wayfinding signage on Mill Street.
- A continuous multi-use path should be constructed along the railroad right-of-way, providing a convenient path of travel for pedestrians biking and walking to the Core Downtown, or traveling along the proposed Huntley Union-Marengo Trail.

New At-grade Railroad Crossing

- A new at-grade crossing should be created south of Main Street to connect parking areas and businesses on both sides of the railroad.
- The crossing should be pedestrian and vehicle friendly.

New Traffic Signal

- It is highly desirable to have a new traffic signal installed at the intersection of Mill Street and IL 47 to better manage truck traffic and other traffic turning onto and off of IL 47. Should the IL 47 expansion plans not include a signal, the Village should continue to work with IDOT in pursuit of one for the future.
- A new traffic signal will reduce the amount of cut-through and truck traffic going through nearby residential neighborhoods.

Gateway Feature

- An attractive, prominent gateway feature should be implemented at the intersection of Main Street and IL 47 to identify the main entrance into the Core Downtown. An impressive gateway feature will improve the relationship between the IL 47 Corridor and the Core Downtown by strengthening the Downtown's identity along the state route and making it more appealing to passersby.



Wayfinding Signage

- Wayfinding signage should be constructed in multiple locations in this subarea to direct people into the Core Downtown and to key amenities in the Village such as the Jim Dhamer Square.

Redevelopment/Development Opportunities

- It is recommended that the Village work with Deans to purchase or transfer the land fronting IL 47, and redevelop it with commercial land uses.

Parcel Consolidation

- Parcel consolidation should be promoted in targeted redevelopment areas to create larger, more desirable redevelopment sites.

Dean Street Extension

- Dean Street should be extended through the Deans property so that it may intersect with IL 47. This will improve truck flow in the area, as well as create a major access point into new commercial development on the east and west sides of IL 47.
- The street extension will present opportunities to consolidate curb cuts along IL 47, thus improving traffic circulation and efficiency.

Minimize Curb Cuts

- Curb cuts should be minimized along the IL 47 Corridor to maintain consistent traffic flows and to improve safety and circulation.

IL47 Corridor Plan

Map Legend

-  New At-grade Railroad Crossing
-  Gateway Features
-  New Traffic Signal
-  Pedestrian Linkages
-  Dean Street Extension
-  Improved Pedestrian Crossings
-  Streetscape Enhancement
-  Traffic Circulation Improvements
-  Minimize Curb Cuts
-  Additional Buffering
-  Parcel Consolidation
-  Preserved Buildings
-  Preservation Areas
-  Redevelopment Opportunities
-  Parks and Open Space



Collaboration with Deans

It is recommended that the Village work with Deans to negotiate a purchase or transfer the land fronting IL 47. This would provide the Downtown with opportunities for redevelopment along the IL 47 Corridor. Additionally, the Village should work with both Deans and IDOT to extend Dean Street through the Deans' property, so that it intersects with IL 47. This will reduce truck and cut-through traffic along Mill Street as well as minimize curb cuts along IL 47.

IL 47 Corridor District Land Use Plan



North Residential Plan

The North Residential Subarea is predominantly residential in nature, though St. Mary's Church functions as an important anchor along Woodstock Street and Bakley Construction occupies the northeast corner. In general, this subarea is not envisioned to undergo significant changes in the future; rather, improvement of existing conditions and redevelopment of the Bakley Construction site are expected to take place.

Development Recommendations

Improvement Efforts

- Ongoing maintenance and improvement efforts should occur along Woodstock Street to ensure the street, as well as the buildings along the street, remain a key asset to the Downtown.

Additional Buffering

- Buffering between residential and non-residential uses should be enhanced by means of landscaping and screening.
- Buffering should be both vertical and horizontal in nature.

Pedestrian Connections

- The Village should designate sidewalks and pedestrian amenities in the North Residential Subarea as priorities for continued maintenance and/or replacement.
- As redevelopment occurs in the northeast section of this subarea, a pedestrian connection or bike path should be installed to connect Ol Timers Park to the Downtown.

Gateway Feature

- A gateway feature should be implemented at the intersection of North Street and IL 47 to identify the northern edge of the Downtown, and to inform travelers along IL 47 that they are entering a unique place.

Redevelopment Site

- The Bakley Construction site is currently used for industrial/manufacturing purposes which is undesirable in a Downtown. This site is targeted for redevelopment. Multi-family housing or high-density single-family housing is recommended to increase residential densities within walking distance to the Core Downtown.

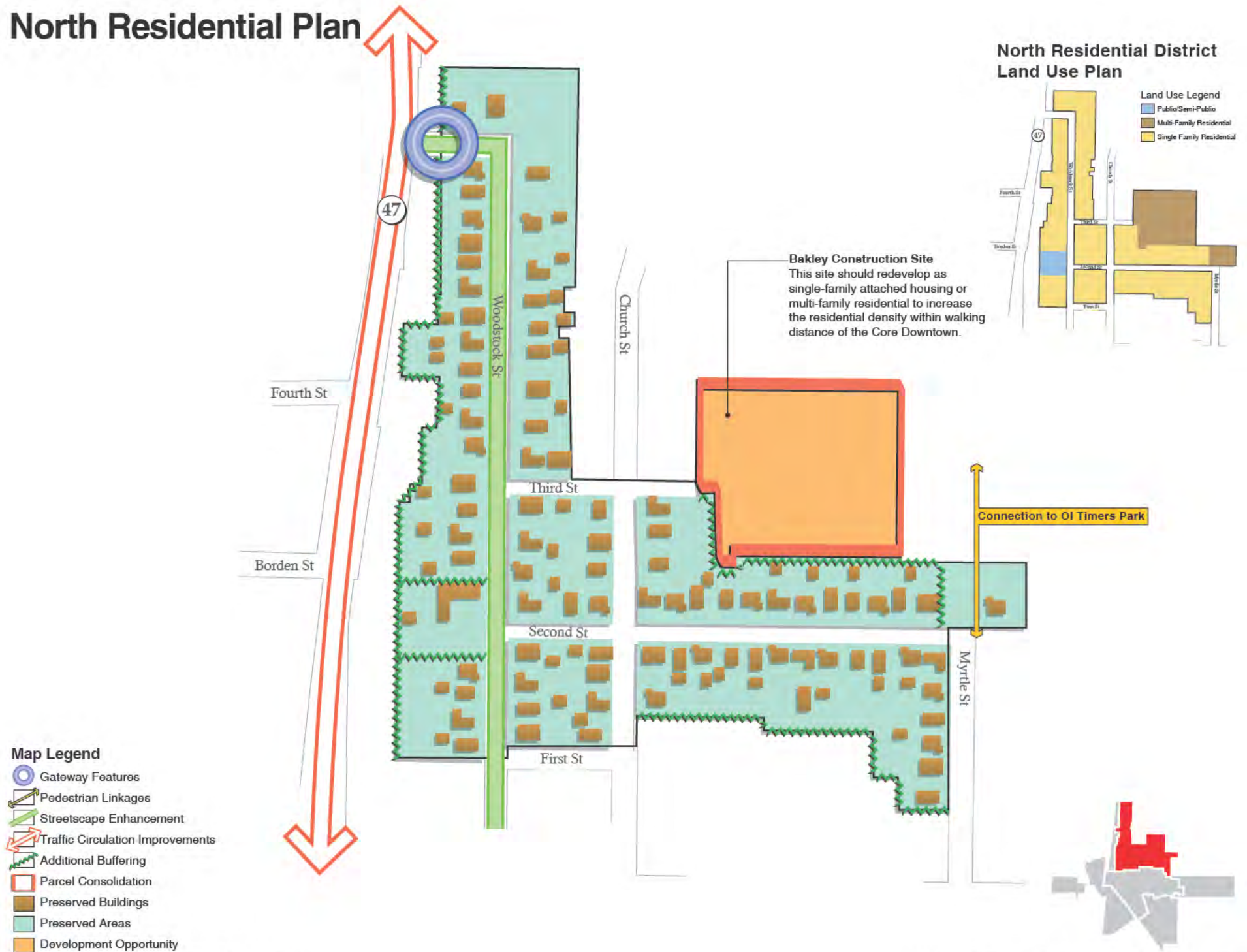
Single Family Residential Improvements

- Homes that are architecturally rich or historically significant should be preserved and enhanced.
- Better maintenance efforts and property management should be enforced on inadequately maintained parcels.
- New construction should be architecturally compatible with existing structures.

Multi-Family Residential

- New development/redevelopment in this area (i.e. on the Bakley property) should consist of higher densities to increase the residential density in the Downtown.

North Residential Plan



South Residential Plan

The South Residential Subarea is almost entirely residential in nature, despite its close proximity to the Downtown Core and industrial land uses. Residential homes in this area range from poorly maintained to architecturally rich, and a couple of multi-family dwelling units are interspersed throughout the neighborhood. This subarea experiences a significant amount of truck traffic due to the nearby Deans property, as well as a significant amount of cut-through traffic traveling westbound from IL 47 towards Main Street.

In general, this subarea is not envisioned to undergo significant changes in the future; rather, improvement of existing conditions and commercial conversion or redevelopment of the block between Church Street and Grove Street is expected to take place.

Development Recommendations

Improvement Efforts

- Ongoing maintenance and improvement efforts should occur in this subarea to ensure the streets, as well as the buildings along the streets, remain an asset and enhance the overall character of the Downtown.

Additional Buffering

- Buffering between residential and non-residential uses should be enhanced by means of landscaping and screening.
- Buffering should be both vertical and horizontal in nature.

Pedestrian Connections

- The Village should designate sidewalks and pedestrian amenities in the South Residential Subarea as priorities for continued maintenance and/or replacement.
- Opportunities for enhanced connectivity between the Core Downtown and Deicke Park to the south should be improved through better pedestrian linkages and wayfinding signage on Mill Street.
- A continuous multi-use path should be constructed along the railroad right-of-way, providing a convenient path of travel for residents in the South Residential District to walk to the Core Downtown.

Gateway Feature

- A gateway feature should be implemented at the intersection of Church Street and Mill Street to identify the southern entrance into the Core Downtown.

Wayfinding Signage

- Wayfinding signage should be constructed in multiple locations in this subarea to direct people entering the Downtown from the south, and identify the location of the key Downtown amenities such as the Village Square.

Commercial Conversion

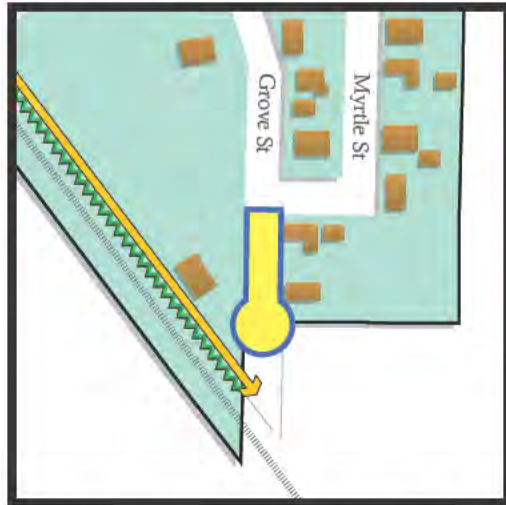
- Properties situated on the block between Church Street and Grove Street may experience an increase in development pressure once the Catty property is redeveloped and ongoing enhancement efforts continue. Single-family homes in this area should have the opportunity to redevelop or convert to commercial land uses if appropriate in the future.

Creating a Cul-de-sac on Grove Street

- A cul-de-sac should be created on Grove Street before it crosses the railroad. This may allow for the grade separated crossing to be removed and a new crossing to be created in the Core Downtown.

South Residential Plan

Grove Street Cul-de-sac Alternative



Potential Creation of a Cul-de-sac on Grove Street
The residential character of Grove Street does not generate substantial need for an at-grade crossing over the railroad. A cul-de-sac should be considered on Grove Street as a potential alternative, before it crosses the railroad so this at-grade crossing can be eliminated.

Oftentimes, in order to receive permission for a new at-grade crossing, an existing one must be eliminated. A new at-grade crossing would be more beneficial to the Downtown if it was located in the Core Downtown.

Map Legend

- Gateway Features
- Wayfinding Signage
- Pedestrian Linkages
- Streetscape Enhancement
- Additional Buffering
- Preserved Buildings
- Preserved Areas
- Commercial Conversion/Adaptive Reuse

Buffering Around Deans Employee Parking
Deans Corporation is envisioned to remain in this area; however, employee parking located adjacent to residential uses should be more adequately buffered to mitigate negative impacts.



Proposed Huntley Union-Marengo Trail
A continuous, multi-use trail should be maintained along the railroad right-of-way and connect with the Huntley Union-Marengo Trail.

South Residential District Land Use Plan



- Map Legend**
- Commercial Conversion/Adaptive Reuse
 - Single Family Residential
 - Recreation/Open Space
 - Industrial

Commercial Conversion/Adaptive Reuse
Conversion of single family homes into commercial properties may be desirable in this area once the Catty property is redeveloped. Should these parcels redevelop, they must be acquired/converted in a coordinated manner.





West Residential Plan

The single-family homes in this subarea are detached from the rest of the Downtown. As IL 47 expands from a predominantly 2-lane roadway to a 4-lane roadway, the quality of life of residents in these areas may diminish due to increased traffic, reduced safety, and noise, light and air pollution. As traffic along IL 47 increases, pressure to convert these residential uses to non-residential uses will also increase. Properties in this subarea should be permitted to remain residential, with the opportunity to convert to office or commercial land uses.

Development Recommendations

Additional Buffering

- Buffering between residential and non-residential uses should be enhanced by means of landscaping and screening. This will become increasingly important should residential uses be converted to office or commercial uses.
- Buffering should be both vertical and horizontal in nature.

Gateway Feature

- A gateway feature should be implemented at the intersection of Bonnie Brae Street and Main Street to identify the western entrance into the Downtown.

Wayfinding Signage

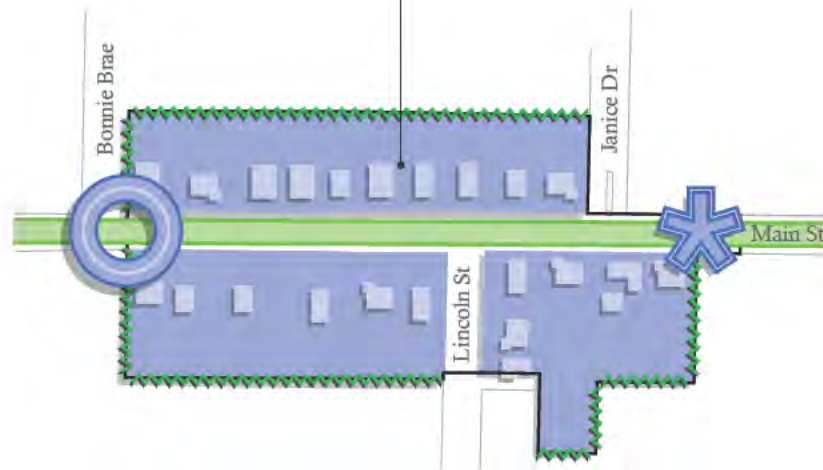
- Wayfinding signage should be constructed along Main Street to direct people into the Core Downtown and identify key community assets such as the Village Square, Village Hall and Library.

Commercial Conversion

- Properties in this subarea may experience an increase in development pressure once IL 47 is widened and properties along IL 47 redevelop. Single-family homes in this area have the opportunity to redevelop or convert to commercial land uses if appropriate in the future.

West Residential Plan

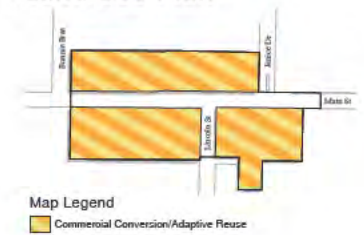
Commercial Conversion/Adaptive Reuse
Conversion of single family homes into commercial properties may be desirable in this area once IL 47 is widened and redevelopment occurs.



Map Legend

-  Gateway Features
-  Wayfinding Signage
-  Streetscape Enhancement
-  Additional Buffering
-  Commercial Conversion/Adaptive Reuse

West Residential District Land Use Plan



IL47 Corridor Extension Plan

This subarea's ability to accommodate Downtown expansion is severely limited due to the fact that it is currently developed with fragmented, auto-oriented commercial land uses that mostly neglect pedestrians. However, in the future it will become increasingly important to examine the uses located here and ensure that they are compatible with traditional downtown development. Attractive, high quality commercial uses and good pedestrian connectivity should be maintained throughout this subarea, and parcel consolidation should be promoted to create larger redevelopment sites.

In many ways, the IL 47 Corridor Extension District will function as a gateway into the Village's Core Downtown due to its exposure along the IL 47 Corridor, thus strategic planning for this area is necessary.



Dairy Mart

The Dairy Mart is the most compatible and desirable use to maintain in this subarea due to the high amount of activity it attracts and its potential to become a pedestrian generator. Efforts should be made to improve pedestrian accessibility in this area, and link this site to the Core Downtown. Gateway features and wayfinding signage should be implemented on this site because the site functions as the northernmost gateway to the rest of the Downtown. Improvements to the parking lot and beautification along IL 47 should be sought after as well.

Corridor Commercial Land Use Designation

Corridor Commercial is recommended throughout the IL 47 Extension District and consists of retail, commercial service, restaurants, office and personal service uses.

Enhanced Connectivity

Connectivity between the rest of the Downtown and the IL 47 Corridor Extension should be improved through continuous pedestrian sidewalks (which are proposed as part of the IL47 widening project), cross access between commercial lots, and improved character. Urban design features from the rest of the Downtown should be carried over into this subarea such as attractive lighting, streetscaping and signage, to strengthen the relationship between this area and the Core Downtown.

Parcel Consolidation

The existing parcels in this subarea are hindered by shallow lot depths and small sizes. Parcel consolidation along the IL 47 Corridor is encouraged to create larger and more desirable development/redevelopment sites.

Gateway Opportunity

The area at the northeast corner of Main Street and IL 47 functions as the most important gateway into the Core Downtown because of its high visibility along a major traffic corridor. An eye-catching, attractive gateway feature should be implemented at this intersection to announce one's arrival into the Downtown, and let passersby know where the "heart of the Village" is located.

Legend

- Corridor Commercial
- Gateway Features



Downtown Eastern Extension Plan

While undeveloped land in this subarea provides opportunities for development or Downtown expansion in the long term, significant challenges will need to be overcome and changes in market conditions will need to occur. Specific actions, detailed planning, capital improvements and redevelopment are necessary to ensure that this area becomes a viable part of the Downtown, or a compatible neighbor.

Much effort will be required to guarantee that this subarea does not become a competitor of the Downtown. Incorporating a different variety of uses, maintaining good pedestrian and vehicular linkages and implementing design guidelines are recommended to help ensure that this area remains compatible with the Downtown without taking away from it.

Extensive Redevelopment

Extensive redevelopment of this industrial area should occur to achieve a smooth transition between the Core Downtown and the Eastern Extension. In its current state, the industrial area functions as a deterrent to pedestrians and does not contribute to a traditional downtown atmosphere. Additionally, many of the businesses located here continue to be active. The Village should work with property and business owners on relocation strategies and private parcel assemblage to make redevelopment feasible in the long term future.

Civic Campus

Opportunities to create a civic campus exist in this area due to the existing Village Hall, Police Station and Library, combined with vacant land.



Development Potential

Development/redevelopment is feasible on these parcels; however, care should be taken that any development that occurs does not compete with the rest of the Downtown or remove focus from the Village Square.

Uses that are complementary to the rest of the Downtown such as multi-family housing, office uses, or additional civic uses (i.e. relocated fire station or post office) should be considered for this area.

Legend

- Civic Uses
- Key Redevelopment Areas
- Gateway Feature
- Wayfinding Signage



Former School Site Extension Plan

The Former School Site Extension District presents an opportunity for downtown/commercial expansion in the long term. This subarea is envisioned to redevelop with a mix of corridor commercial, multi-family residential, single family residential and parks and open space. Future development should be carefully planned and designed to maintain sensitivity to nearby residential properties as well as to capitalize on proximity to the Downtown and exposure along IL 47.



Commercial Development

At the intersection of Main Street and IL 47, commercial development should maintain characteristics of a traditional downtown development. Buildings should be oriented towards the street, and a consistent streetwall of buildings and/or decorative fencing should be maintained.

Commercial development throughout this subarea should be used as an opportunity to strengthen the Downtown and should feature key design elements and gateway signage to strengthen the Downtown's presence along IL 47.

Parks and Open Space

A planned park site in this location can serve the surrounding residential properties as well as preserve the mature trees located here. The new residential development recommended in this subarea may generate the need for a neighborhood park and/or a park dedication.

Single Family Residential

Single family residential is recommended to front Lincoln Street to maintain compatibility with the surrounding residential neighborhood. New development should respect the character and massing of nearby properties, and be constructed in a complementary manner.

Multi-family Residential

Multi-family residential is recommended to provide smooth transition between single family residential and commercial land uses.

Map Legend

- Corridor Commercial
- Single Family Residential
- Multi-family Residential
- Parks & Open Space
- Gateway Feature
- New Traffic Signal



Section 6

Design & Development Guidelines



Village of Huntley Downtown Revitalization Plan

Design and Development Guidelines will ensure that parcel by parcel development in the Downtown occurs in a cohesive and complementary manner. The Guidelines presented in this section promote high quality improvements and developments that will complement and enhance the overall character of the Downtown. They are intended to create attractive and appropriate development that is designed to accommodate vehicular orientation and traffic circulation, while providing safe and attractive pedestrian circulation and amenities. The guidelines do not attempt to dictate any one style; rather, they strive to promote high quality, compatible, attractive development. It is important that guidelines promote compatibility rather than uniformity to address site and building design.

The Design and Development Guidelines do not serve to prohibit redevelopment in and around the Downtown; rather, they offer a means of orderly construction and respectable restoration of the Downtown's most sensitive and vulnerable building and housing stock. Adherence to the guidelines will serve the community, existing businesses, neighboring residents and individual property owners by attracting customers and visitors to not only a charming area, but one with an economically viable heart as well. The guidelines are divided into two categories: building guidelines and site guidelines. These sections are explained further on the following pages.

The Need for Design Guidelines

In general, downtown buildings have traditionally been small in scale, with retail uses located on the ground floor and office or residential uses located on the upper floor(s). Most Downtown buildings are of masonry construction, have attractive entryway treatments and large display windows on the street level, and are characterized by earth tones in the red, buff, cream, and gray color ranges. Many have attractive brick and stone façade detailing, particularly on the upper floors.

As Downtown Huntley continues to evolve and develop in the years ahead, it is important that improvements and new developments be compatible with the traditional scale and character of Downtown. While architectural styles need not be the same, Downtown buildings, particularly those within the same block, should be generally compatible in terms of building height, massing, proportion, materials, and color.

Use and Application of Design Guidelines

The design and development guidelines presented in this section should be used by the Village to promote high-quality and compatible improvements and new developments within Downtown Huntley. The guidelines should be used by Village Staff and Village officials in reviewing plans and proposals for new Downtown projects and improvements. Architects, property owners and developers should also use the guidelines as a reference as they prepare plans for new Downtown development projects.

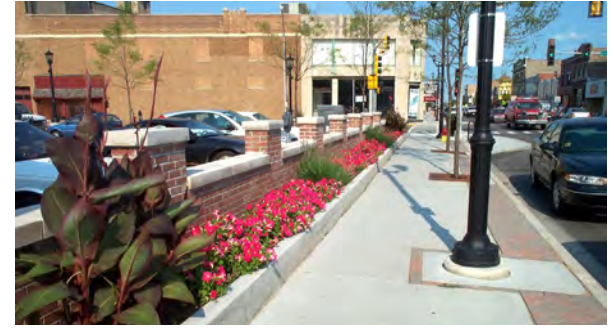


Building Design Guidelines

People often identify a place from its building; therefore, building designs must respond with great sensitivity to the opportunities of place-making.

Priorities of Building Design Guidelines

- Recognize individual buildings as “building blocks” for great streets, and pay special attention to the way the building meets the sidewalk.
- Respect the bulk and proportions of existing buildings.
- Promote high quality improvements and developments that are complementary in architectural style.



Site Design Guidelines

Buildings are first experienced through the site which they are located on. To establish a sense of compatibility amongst different sites, the patterns and materials used in the development of the site should be considered. It is the intention of these guidelines to establish continuity in the details of site development and maintain compatibility as a corridor.

Priorities of Site Design Guidelines

- Adjacent sites should be harmonious with one another.
- Common themes should be prevalent amongst all sites within the Downtown.
- Sites should be pedestrian-oriented.



Building Design Guidelines

The architectural style of new buildings need not be historic replicas, but should offer high quality and compatible interpretations of the traditional architectural styles present within the Downtown. The design of new buildings in the Downtown should respect the character of surrounding buildings in the Downtown by incorporating horizontal and vertical articulation and variations in massing. This will reduce the possibility of having a single dominant building along a street. While the size of new developments may vary throughout the Downtown, the appearance of a smaller building can be achieved through careful attention to scale and details, combined with a series of repeated modules. Architecturally or historically significant buildings within the Village should be examined for cues of scale, building materials and details.

Height, Bulk and Proportion

The Core Downtown is composed primarily of one- and two-story buildings, with relatively small footprints. New construction should respect the existing character of Downtown and avoid extreme differences in building height, bulk and proportion.

- New buildings should be at least two stories in height in the Core Downtown to maintain a streetwall effect. Corridor commercial and commercial conversion areas may be appropriate for single-story construction.



- Buildings may be up to three stories in height so long as they are in character with the surrounding areas, and maintain compatibility with nearby residential properties. Should a building exceed two stories in height, upper floors should be stepped back from street level facades a minimum of 10 feet; and the building should terminate with a decorative cornice or roof line that is viewable from the street.
- New development in the Downtown should avoid extreme differences in building height and consideration should be given to the height of adjacent buildings.
- Four story design elements should be acceptable in key locations of the Downtown, provided that they are in character with the surrounding area. Vertical architectural elements may include clock towers, spires or bell towers, and may also function as gateway features in the Downtown.
- Rooflines, cornice treatments, and the design and placement of columns, pilasters, and windows, should be used to visually divide larger buildings and help maintain the traditional scale, width and proportion of the Core Downtown.

Architectural Style

Downtown Huntley developed over a period of many years and its buildings reflect a variety of architectural styles. While the Village should not attempt to dictate architectural style, it should promote new construction that complements a traditional building fabric.

- New buildings need not be historic replicas, but should offer high quality and compatible interpretations of the traditional styles present within historic and traditional Downtowns.

- Buildings should be designed with attention to the cornice or parapet in an effort to build consistency with the Village's architecturally detailed buildings; contemporary interpretations of the parapet are encouraged.
- Long, blank facades which are visible from public rights-of-way should be discouraged. Facades greater than thirty (30') feet in length should incorporate recesses, projections or variations in building materials along the façade.
- Significant architectural elements should be highlighted with subtle building lighting; light fixtures should be designed and oriented to produce minimal glare and spillover onto nearby properties.
- Distinguish the street level of the building from upper levels through the use of an intermediate cornice, a change in building materials and additional detailing.
- In areas of high pedestrian activity, buildings may be approached by pedestrians from all sides. Architectural treatments should be required at all publicly accessible or viewable sides of a building.

Windows, Doors and Entrances

Windows, doors and entrances in the Core Downtown should provide an open invitation to potential customers, be attractive and inviting to pedestrians, and add visual interest to the street; however, each should be appropriately sized and in character with the architecture of the building.

- Building entrances should be distinguished from the rest of the building façade.



- Buildings should be designed with a sense that street level and second stories are predominantly windows. The use of mirrored, tinted or opaque glass should be strongly discouraged.
- Buildings should have a strong pedestrian orientation with display windows, attractive detailing, and convenient and welcoming entrances oriented towards the corridor and pedestrian areas. Main building entrances should not be permitted off of side streets.
- Front doors of new buildings should reflect the scale, placement, and proportions of traditional downtown and civic center buildings; recessed entrances should be encouraged.
- Windows should complement the architectural style of the building.
- Where existing windows are important architectural features in a building's façade, window size and configuration should be maintained.
- Ground floor windows can be used for displays; however, business owners should allow full and unobstructed views into their businesses.

Rooflines

The rooflines of new buildings should be similar to the rooflines of traditional Downtown buildings in terms of shape, alignment, and architectural detailing.

- Encourage the development of usable rooftop spaces.

- Rooftop mechanical equipment and other objectionable elements should be screened from public view with materials that are architecturally consistent with the facades of the building. If a parapet is used for screening, its height should be included in the calculation of building height.
- The roofs of buildings in the Downtown should be flat, shallow-sloped or gabled, and roof parapets should be employed to create interesting building profiles and to hide vents and other rooftop equipment.
- Cornices and other decorative detail are encouraged along the rooflines of buildings.
- Rooflines should complement buildings' architectural style and contribute to the Downtown's character, image and appeal.

Materials and Colors

The building materials most common within traditional Downtowns are earth-toned brick and stone in the red, buff, cream, and gray color ranges. Ceramic tile and terra cotta are also used as ornamentation around doors, windows and cornices.

- Earth tones or muted colors should be used on buildings; lighter colors or bright colors should be used only as accents. Colors may be further defined by the Village to achieve overall compatibility amongst buildings, with the overall goal being a composition which no single building stands out or overpowers the surrounding buildings.
- The use of quality materials and materials that lend an enduring quality to new buildings should be used on all buildings.

- Traditional masonry materials should be the predominant material on new construction in the Downtown. Foam materials such as EIFS or dryvit should be strongly discouraged.

Signage and Awnings

Signage and awnings communicate information about individual businesses, but also influence the overall image and character of the Downtown area.

- Signage and awnings should be placed at a consistent height and line for multiple tenant buildings.
- Cabinet signs or "box" signs should be strongly discouraged in the Downtown.
- Awnings are considered architectural elements, thus should complement the architecture of the façade.
- Multiple awnings on a single or multi-tenant building should be consistent in size, profile and location.
- Exterior signs should be limited to business identification and description; advertising signs should be discouraged.
- Signs, lettering and logos on awnings should be secondary to primary signs and excess signage on the sloped portion of the awning should be discouraged.
- Signage and awnings should not be permitted to cover up any architectural features of a building.
- Internal illumination of signage and awnings should be strongly discouraged in the Downtown.



Site Design Guidelines

A strong “sense of place” and continuity can be established through the repetition of a common collection of materials used on sites within the Downtown. Site Design Guidelines address those aspects of the built environment not addressed in the Building Design Guidelines. Through these guidelines, automobile parking will remain an important element of the urban development pattern, but its impact on the pedestrian experience should be minimized by ensuring that buildings are the focus of a development.



Building Orientation

Much of the existing Downtown is characterized by continuous rows of commercial buildings constructed at the front property line. This development pattern creates a distinctive “streetwall” effect that adds visual interest, enhances the pedestrian environment, and establishes a “human” scale within the Downtown area.

- Buildings should be oriented towards the Village Square and/or other active outdoor spaces adjacent to the building.
- Buildings should be designed with their primary axis being parallel to the street which they are located on.
- In the Core Downtown, buildings should be positioned at the front property line to maintain a consistent “streetwall” throughout the Downtown. A consistent “streetwall” should be maintained through a combination of buildings, perimeter fencing and landscaping.
- Buildings should not be placed at odd or irregular angles to the street. Corner buildings may take advantage of their prominent locations with angled, rounded or recessed corner entrances or other small setbacks.
- Service and loading facilities and drive-through’s should be located at the rear of structures when possible.
- In areas of high pedestrian activity, sites where buildings do not fully occupy the street edge should be filled with active uses such as sidewalk cafes, outdoor sales areas, or pocket parks to promote pedestrian activity.





- Outdoor dining facilities are encouraged throughout the Village to enhance pedestrian areas and create gathering places. If located adjacent to a public sidewalk, they should be clearly demarcated with a wrought iron fence or other distinguishing feature.
- In subareas other than the Core Downtown, buildings can be set back from the sidewalk, appropriate for the site and in keeping with adjacent uses in the district.

Landscaping

Landscaping should be used to enhance the appearance of sites in the Downtown, or to maintain a continuous “streetwall” when a building façade is not present.

- Develop landscape patterns that frame public spaces for people such as plazas, pocket parks, or attractive building entrances.
- Where a continuous building “streetwall” is not present, the “streetwall” should be maintained through a combination of perimeter fencing and landscaping.
- Perennial and annual plants should be included in plans to add year-round color and visual interest to building fronts, parking areas and the overall streetscape.



Lighting

The lighting of a building's façade can help identify stores and businesses, promote a sense of safety and security, and highlight prominent Downtown buildings and architectural features.

- Attractive, decorative lighting should be used to illuminate entrances, signage, pedestrian and parking areas, and architecturally significant elements.
- A common style of pedestrian-scaled lighting fixtures should be employed throughout the Downtown to enhance the desired atmosphere.
- Light fixtures should be designed to produce minimal glare and spillover onto neighboring properties.
- Lighting fixtures should be consistent within a site to create a strong identity and reinforce a sense of place within the corridor.
- Shoe box light fixtures should be strongly discouraged in favor of decorative lighting fixtures. Lighting fixtures should not exceed 20 feet in height.



Parking Character

In the Core Downtown, off-street parking lots should be designed and located so that they are safe, efficient, and do not disrupt the traditional pedestrian scale of Downtown.

- Provide entries to parking areas at midpoints of blocks and perpendicular to streets, using the smallest amount of driveway area/curb cut as possible. Parking areas should be provided at the sides or rear of buildings where possible.
- Strongly discourage the development of new parking facilities adjacent to areas of high pedestrian activity.
- Parking areas should be screened from view along sidewalks and roadways through the combined use of low masonry walls, hedge plantings and shrubs.
- Pedestrian-scaled lighting and/or bollards should enhance and light parking areas in the Downtown.
- Parking areas should have curbed perimeters; landscaped islands and clearly marked pedestrian pathways.



Village of Huntley Downtown Revitalization Plan

Section 7

Implementation

Specific actions and implementation techniques are required to bring the Village of Huntley's Downtown Revitalization Plan to fruition. In many ways, formal adoption of the Downtown Revitalization Plan is only the first step, not the last. Without continuing action to implement and update the Plan, efforts up to this point will have minimal lasting impact. The Downtown's revitalization will be incremental but will continue to gain momentum so long as a stewardship to the Plan is maintained by Village officials, staff, and business and residential leaders in the community.

The Downtown Revitalization Plan sets forth an agreed-upon "road map" for the next ten to fifteen years. It is the product of considerable effort on the part of Village officials, Village staff, business persons, and residents. The final Plan represents the consensus of all involved.

There are several requirements for effective implementation of the Downtown Revitalization Plan. Although specific recommendations are found throughout the Plan, basic implementation components are highlighted in this section.

1. **Adopt and use the Plan on a day-to-day basis;**
2. **Review and Update the Zoning Ordinance, and Explore Opportunities for Form Based Codes, Overlay Districts, and other Development Controls;**
3. **Consider Downtown improvements as a part of the Capital Improvements Program (CIP);**
4. **Promote cooperation and participation among various agencies, organizations, community groups and individuals;**
5. **Annually, prepare a 5-year action plan to prioritize objectives and list accomplishments of proceeding years;**
6. **Explore possible funding sources, incentives and implementation techniques;**
7. **Enhance public communication;**
8. **Update the Plan on a regular basis.**

Adopt and Use the Plan on a Day-to-Day Basis

The Downtown Revitalization Plan will serve as the Village's official policy guide for improvement and development within the Downtown area. It is essential that the Plan be adopted by the Village Board and then be used on a regular basis by Village staff, boards and commissions to review and evaluate all proposals for improvement and development within the Downtown in the years ahead.

Additionally, property owners and private developers should refer to the Plan before engaging in any activities to develop properties within the Downtown.

Review and Update the Zoning Ordinance, and Explore Opportunities for Form Based Codes, Overlay Districts, and other Development Controls

The Downtown Revitalization Plan sets forth policies regarding the use of land within the Village and establishes guidelines for the quality, character and intensity of new development to be promoted in the years ahead. The Plan's policies and guidelines should greatly assist the Village in formulating new zoning and development code regulations that can better reflect the unique needs and aspirations of the Huntley community.

Zoning is an important tool in implementing planning policy. It establishes the types of uses to be allowed on specific properties, and prescribes the overall character and intensity of development to be permitted. Currently, the Village's Zoning Ordinance does not encourage the types of development desirable in a traditional downtown atmosphere. Adoption of the Downtown Revitalization Plan should be followed by a review and update of the Zoning Ordinance to ensure it is consistent with, and complementary to, the Downtown Revitalization Plan.

In many instances, conventional zoning may not provide the Village with the ability to control the built form of new development. Conventional zoning defines a building envelope for where a building could be, not must be. This is an important distinction as conventional zoning does not yield a predictable outcome. To achieve more control over the built form of new development, the Village should explore opportunities to implement Form Based Codes and Overlay Districts in the Downtown. This would enable the Village to better regulate development and redevelopment and provide a regulatory framework that fosters outcomes in accordance with the Downtown Vision Statement and desired sense of place.

- **Form-Based Codes** regulate based on building form. They value neighborhood scale, parking standards and pedestrian access over the resulting land use. This is achieved by specifying development standards by regulating the "building envelope"—the size, density, intensity, height, and setbacks that determine a building's ultimate shape.
- An **Overlay District** may be implemented to promote redevelopment of the Downtown. The Downtown Overlay District would provide additional zoning regulations to those already imposed by the Village's Zoning Ordinance. The overlay district should include requirements for new development which may include potential bonuses for new developments that meet the requirements of the district. Ideally, new development within the Core Downtown should consist only of multi-story, mixed-use buildings with a zero setback requirement. As development proposals are brought forward for consideration, the Village should evaluate each development proposal as a potential opportunity to improve the vitality and sense of place of the Downtown, consistent with the recommendations of the Downtown Revitalization Plan.

Capital Improvements Program

Another tool for implementing the Downtown Revitalization Plan is the Capital Improvements Program. It establishes schedules and priorities for all public improvement projects within a five-year period. The Village first prepares a list of all public improvements that will be required in the next five years. Then all projects are reviewed, priorities assigned, cost estimates prepared, and potential funding sources identified.

The Downtown Revitalization Program identifies a number of specific projects that should occur Downtown, particularly streetscape enhancements and the upgrading of existing infrastructure. Huntley's financial resources will always be limited and public dollars must be spent wisely. The Capital Improvements Program would allow the Village to provide the most desirable public improvements, yet stay within budget constraints. As the Downtown is revitalized, opportunities to complete these projects through a combination of public and private investment should be explored as well.

Promote Cooperation & Participation

The Village of Huntley should assume the leadership role in implementing the new Downtown Revitalization Plan. In addition to carrying out the administrative actions and many of the public improvement projects called for in the Plan, the Village may choose to administer a variety of programs available to local residents, businesses and property owners.

However, in order for the Downtown Revitalization Plan to be successful, it must be based on a strong partnership between the Village, other public agencies, various neighborhood groups and organizations, the local business community, and the private sector.

The Village should be the leader in promoting the cooperation and collaboration needed to implement the new Downtown Revitalization Plan. The Village's "partners" should include:

- Other governmental and service districts, such as the fire protection district, private utility companies, the Illinois Department of Transportation (IDOT), the Park District, etc;
- Builders and developers, who should be encouraged to undertake improvements and new construction that conform to the Plan and enhance the overall quality and character of the Downtown; and
- The Huntley community, since all residents and neighborhood groups should be encouraged to participate in the on-going planning process, and all should be given the opportunity to voice their opinions on improvement and development decisions within the Downtown.

Follow the Implementation Action Agenda

The Village should actively pursue items identified in the implementation "action agenda" included in this section of the report. The Action Agenda highlights improvement and development projects and activities to be undertaken in the Downtown during the next few years. In order to remain current, the "action agenda" should be updated once a year.

Explore Funding Sources, Incentives & Implementation Techniques

While many of the projects and improvements called for in the Downtown Revitalization Plan can be implemented through administrative and policy decisions or can be funded through normal municipal programs, other projects may require special technical and/or financial assistance.

The Village should continue to explore and consider the wide range of local, state and federal resources and programs that may be available to assist in the implementation of planning recommendations.

While the Downtown Plan generally endorses the traditional role of the Village in the Downtown improvement process, it is suggested that the Village consider taking a more active leadership role in promoting, coordinating and “facilitating” the Downtown development process. For example, the Village might offer technical assistance and support to property owners or developers of Downtown projects that meet the guidelines and foster the objectives of the Downtown Revitalization Plan.

Additionally, incentives such as Overlay Districts, density bonuses, façade improvement programs and cash-in-lieu of parking programs should be explored to encourage redevelopment within the Downtown.

Enhance Public Communication

The Village should prepare a brief summary version of the new Downtown Revitalization Plan and distribute it widely throughout the community. It is important that all local residents, businesses and property owners be familiar with the Plan’s major recommendations and its “vision” for the future.

The Village should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the Village might prepare a new informational brochure on how to apply for zoning, building, subdivision and other development-oriented permits and approvals. It might also consider a special newsletter or web page features that focus on frequently raised questions and concerns regarding planning and development of new Downtown projects.

Update the Plan on a Regular Basis

It is important to emphasize that the Downtown Revitalization Plan is not a static document. If community attitudes change or new issues arise which are beyond the scope of the current Plan, the Plan should be revised and updated accordingly.

Although a proposal to amend the Plan can be brought forth by petition at any time, the Village should regularly undertake a systematic review of the Plan. Although an annual review is desirable, the Village should initiate review of the Plan at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and capital improvement program. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

Downtown Revitalization Plan Action Agenda

Projects and actions identified under each category are not necessarily listed in order of importance or sequence.

Priority 1 : 1-3 years

Priority 2 : 3-5 years

Priority 3 : 5 years and beyond

Project or Action	Role of the Village of Huntley	Other Possible Participants	Tools, Techniques, & Resources
ADMINISTRATIVE ACTIONS			
Use the Downtown Revitalization Plan as a guide and framework for conservation, improvement and development within Downtown Huntley.	Priority 1: Adopt the Plan; review all public and private improvement and development proposals for conformance to the Plan; undertake the other projects identified below.	Support for the Plan from the Chamber of Commerce and the businesses and residents.	Administrative actions and policy decisions; no new funding required.
Use the Downtown Revitalization Plan to encourage functional "subareas" within the Downtown.	Priority 1: Adopt the Plan; review all public and private improvement and development proposals for conformance to the Plan; undertake the other projects identified below. Priority 1: Use the Plan to guide the location, intensity, character, and quality of new development.	Support for the Plan from the Chamber of Commerce and the businesses and residents.	Administrative actions and policy decisions; no new funding required.
Ensure that all local codes and ordinances conform to and support the new Downtown Revitalization Plan.	Priority 1: Update Zoning Map to Reflect land-use designations. Priority 1: Update Zoning Ordinance use, bulk, and area regulations for the Downtown area. Priority 1: Adopt a new site development plan review process for the Downtown. Priority 2: Conduct a general review of existing documents and guidelines such as subdivision regulations, building codes, property maintenance codes and sign code to determine consistency. Priority 3: Continue to actively enforce codes and ordinances in the Downtown.	Village responsibility with input and participation from local residents, businesses and civic organizations.	Administrative actions and policy decisions, and local codes and ordinances; no new funding required.
Achieve more control over the built form of new development/redevelopment in the Downtown.	Priority 1: Conduct an analysis to determine if Form Based Codes or Overlay Districts would be appropriate in the Downtown.	Village responsibility with input and participation from local residents, businesses and civic organizations.	Administrative actions and policy decisions.
Review and Update the Downtown Revitalization Plan on a regular basis.	Priority 1: Establish a process for reviewing the Plan on an annual basis.	Village responsibility with input and participation from Downtown residents, businesses and the community as a whole.	Administrative actions and policy decisions; no major new funding required.

Project or Action	Role of the Village of Huntley	Other Possible Participants	Tools, Techniques, & Resources
LAND USE & DEVELOPMENT			
Promote active, mixed-use development in the Downtown.	<p>Priority 1: Update the Village Zoning Code to encourage mixed-use development with active uses on the ground floors and residential or office uses above in the Downtown.</p> <p>Priority 1: Encourage high density, compact built form in new development/redevelopment in the Core Downtown.</p> <p>Priority 1: Support a diverse mix of retail, restaurants, entertainment uses and multi-family residential as a part of new development projects.</p> <p>Priority 1: Utilize the Design and Development Guidelines contained in the Downtown Revitalization Plan to guide the type, quality and intensity of future development.</p>	Village responsibility with participation and support from developers, real estate brokers and the business community.	Zoning and development Codes, and Plan implementation.
Achieve a balance between preservation and new development in the Downtown.	<p>Priority 1: Identify key buildings and properties in the Downtown where existing structures should be maintained and adaptive reuse is appropriate.</p> <p>Priority 1: Utilize the Downtown Revitalization Plan to guide the type, quality and intensity of future development.</p> <p>Priority 2: Work with property owners of redevelopment opportunity sites on parcel assemblage and commercial expansion strategies consistent with the Downtown Revitalization Plan.</p>	Village responsibility with participation and support from developers and property owners.	Zoning and development Codes, and Comprehensive Plan.
Guide the redevelopment of the Catty property.	<p>Priority 1: Utilize the Downtown Revitalization Plan to guide the type, quality and intensity of future development.</p> <p>Priority 2: Working with the Catty property owners, actively seek development proposals which meet the Village's objectives for redevelopment of the site.</p>	Participation and support from the property owner and surrounding property owners, and developers.	Consider RFP process, administrative actions and policy decisions, and potential TIF.
Guide the redevelopment of "Square Anchors" in the Core Downtown.	<p>Priority 1: Utilize the Downtown Revitalization Plan to guide the type, quality and intensity of future development.</p> <p>Priority 2: Work with and encourage a willing Huntley Fire Protection District and U.S. Post Office to relocate in the Village, creating one large redevelopment site on the northwest corner of Coral Street and Woodstock Street.</p> <p>Priority 2: Working with the Donahue building property owners, actively seek development proposals which meet the Village's objectives for redevelopment of the site.</p>	Participation and support from the property owner and surrounding property owners, and developers.	Consider RFP process, administrative actions and policy decisions, and potential TIF.
Guide the redevelopment of the Bakley property.	<p>Priority 1: Utilize the Downtown Revitalization Plan to guide the type, quality and intensity of future development.</p> <p>Priority 2: Working with the property owners, actively seek development proposals which meet the Village's objectives for redevelopment of the site.</p>	Participation and support from the property owner and surrounding property owners, and developers.	Consider RFP process, administrative actions and policy decisions, and potential TIF.
Promote the expansion of the Village Square to the north.	<p>Priority 3: Work with and encourage a willing American Legion to relocate to another location in the Village, or to incorporate into a part of a new mixed-use development in the Downtown.</p>	Participation and support from the property owner and surrounding property owners, and developers.	Consider RFP process, administrative actions and policy decisions, and potential TIF.
Enhance the character and built environment of the IL 47 Corridor.	<p>Priority 1: Utilize the Downtown Revitalization Plan to guide the type, quality and intensity of future development.</p> <p>Priority 2: Negotiate a purchase or transfer of the land fronting IL 47 with Deans to create large, viable redevelopment opportunities along the Corridor.</p> <p>Priority 2: Working with respective property owners, actively seek development proposals which meet the Village's objectives for development/redevelopment along the Corridor.</p>	Participation and support from McHenry County, property owners, developers, real estate brokers, business owners and residents; and, collaboration with IDOT.	Administrative actions and policy decisions.

Project or Action	Role of the Village of Huntley	Other Possible Participants	Tools, Techniques, & Resources
Revitalize the North Residential subarea.	<p>Priority 1: Develop and enforce better property maintenance efforts and property management on inadequately maintained parcels.</p> <p>Priority 1: Prioritize maintenance and improvement projects along Woodstock Street with the Village Public Works Department and within the Capital Improvements Program.</p> <p>Priority 1: Require new construction to be architecturally compatible with existing single family homes in the subarea.</p> <p>Priority 1: Work with property owners to identify areas lacking appropriate buffering and encourage buffering to be enhanced in these locations.</p>	Village responsibility with support from local residents.	Administrative actions, policy decisions, and local codes and ordinances.
Revitalize the South Residential subarea.	<p>Priority 1: Update the Village Comprehensive Plan to permit single family residences along Church Street to redevelop as commercial land uses.</p> <p>Priority 1: Develop and enforce better property maintenance efforts and property management on inadequately maintained parcels.</p> <p>Priority 1: Require new construction to be architecturally compatible with existing single family homes in the subarea.</p> <p>Priority 1: Work with property owners to identify areas lacking appropriate buffering and encourage buffering to be enhanced in these locations.</p>	Village responsibility with support from local residents.	Administrative actions, policy decisions, and local codes and ordinances.
Accommodate change in the West Residential subarea.	<p>Priority 1: Update the Village Comprehensive Plan to permit single family residences along Main Street to convert to commercial land uses.</p> <p>Priority 1: Require new construction to be architecturally compatible with existing single family homes in the subarea.</p>	Village responsibility with support from local residents.	Administrative actions, policy decisions, and local codes and ordinances.
Develop a long range plan or strategy to address subareas in the Downtown's periphery.	<p>Priority 3: Actively seek qualified candidates to create detailed plans for the Downtown's periphery to ensure that this area becomes a viable part of the Downtown, or a compatible neighbor, in the future.</p>	Village responsibility with assistance from consultant.	Administrative actions and policy decisions.
TRANSPORTATION, CIRCULATION & PARKING			
Improve vehicle and pedestrian safety and circulation throughout the Downtown.	<p>Priority 1: Minimize the number of curb cuts permitted along the IL 47 Corridor as it travels through the Downtown.</p> <p>Priority 1: Identify truck routes or traffic calming measures that minimize the amount of cut-through truck traffic passing through the Downtown and nearby residential neighborhoods.</p> <p>Priority 2: Improve Main Street as a major pedestrian and vehicular circulation route.</p> <p>Priority 2: Install clearly delineated pedestrian crosswalks (consistent in style with existing crosswalks at Woodstock Street and Coral Street) at intersections within the Downtown.</p> <p>Priority 3: Create a cul-de-sac on Grove Street just north of the railroad tracks to potentially allow for a new at-grade crossing to be created in the Core Downtown.</p>	Village responsibility with support from/collaboration with Illinois Department of Transportation, McHenry County, residents and businesses.	General revenue funds, potential TIF or SSA, Illinois Commerce Commission Grade Crossing Protection Fund, IDOT Illinois Transportation Enhancement Program.
Improve circulation and parking along Main Street in the Core Downtown.	<p>Priority 1: Make infrastructure improvements a priority in the Core Downtown and in the Capital Improvements Program.</p> <p>Priority 2: Actively seek out qualified candidates to reconfigure travel lanes and parking areas on Main Street between IL 47 and Myrtle Street, consistent with the recommendations of the Plan.</p> <p>Priority 2: Convert angled parking along Main Street to parallel parking.</p>	Village responsibility with support from/collaboration with Illinois Department of Transportation, McHenry County, residents and businesses.	General revenue funds and potential TIF or SSA.

Project or Action	Role of the Village of Huntley	Other Possible Participants	Tools, Techniques, & Resources
Develop a new multi-use trail along the railroad right-of-way to provide a convenient path of travel for nearby residents and to connect the Downtown with the proposed Huntley Union-Marengo Trail.	<p>Priority 2: Work with property owners to identify and acquire necessary property easements and/or property needed to construct the multi-use trail.</p> <p>Priority 2: Working with property owners, seek proposals from qualified professionals for the design and construction of the pedestrian way in a manner consistent with the Downtown Revitalization Plan.</p>	Participation and support from property owners and Union Pacific Railroad; and, collaboration with adjacent communities.	Administrative actions and policy decisions; state and federal grant money
Ensure there is an adequate amount of parking available for Downtown visitors.	<p>Priority 1: Utilize Downtown Revitalization Plan recommendations to guide the type and location of on-street and off-street parking areas.</p> <p>Priority 1: Establish and maintain consistent striping to mark and identify on-street parking for motorists.</p> <p>Priority 2: Install angled parking on the north side of the Village Square to provide additional on-street parking.</p> <p>Priority 2: Improve the Village-owned parking lot south of the Donahue building and connect it to future development sites.</p>	Village responsibility with participation and support from business and property owners.	General revenue funds, potential TIF or SSA, local lending institutions.
Implement a comprehensive signage program for guiding travelers to Downtown, and directing movement within and around Downtown.	<p>Priority 1: Develop a unified system of directional wayfinding signage to destinations throughout the Downtown.</p> <p>Priority 1: Provide major roadway and community motorist “wayfinding” signage along IL 47 and Main Street, directing travelers to the Downtown area.</p> <p>Priority 1: Place directional signage before street intersections along Main Street to aid motorist and pedestrian safety.</p>	Village responsibility with participation and support from business and property owners.	General revenue funds, potential TIF or SSA, local lending institutions.
Wherever possible, eliminate curb cuts along Main Street between IL 47 and Myrtle Street.	Priority 1: As part of ongoing improvements in the Downtown, the Village should eliminate curb cuts along Main Street to improve pedestrian safety and create opportunities for on-street parking and/or pedestrian plazas.	Village responsibility with participation and support from developers, business and property owners.	Administrative actions and policy decisions.
Extend Dean Street north from Mill Street so that it intersects with IL 47.	Priority 1: Work with Deans and IDOT to identify and acquire necessary easements and/or property needed to construct the Dean Street extension.	Participation and support from property owners and Illinois Department of Transportation (IDOT).	Administrative actions and policy decisions.

Project or Action	Role of the Village of Huntley	Other Possible Participants	Tools, Techniques, & Resources
URBAN DESIGN			
Implement gateway features at key locations identified in the Downtown Revitalization Plan.	<p>Priority 1: Establish a “brand” or gateway design to be implemented at key intersections.</p> <p>Priority 2: As funds become available or redevelopment occurs, improve key intersections as unique features characterizing and identifying downtown.</p>	Village responsibility with participation and support from business and property owners.	General revenue funds, potential TIF or SSA, local lending institutions; Illinois Main Street Program.
Incorporate pedestrian-scaled public spaces and amenities throughout the Downtown.	<p>Priority 1: Identify locations for public plazas in the Core Downtown and encourage developers to incorporate them as components of new development/redevelopment.</p> <p>Priority 2: Incorporate bump-outs with pedestrian amenities at street corners as a part of infrastructure improvements and parking reconfiguration in the Core Downtown.</p> <p>Priority 1: Enhance the Village Square with perimeter sidewalks and additional pedestrian amenities.</p>	Village responsibility with participation and support from developers, business and property owners.	Administrative actions, policy decisions, local codes and ordinances, general revenue fund, potential TIF or SSA, Design and Development Guidelines.
Emphasize high quality building design and construction for new development in the Downtown.	<p>Priority 1: Utilize the Plan’s Design and Development Guidelines to guide all building improvements and construction within the Downtown.</p> <p>Priority 1: Develop and enforce better property maintenance efforts and property management on deteriorating or inadequately maintained buildings in the Downtown.</p> <p>Priority 2: Develop support for and establish a façade improvement program to enhance the appearance of structures in the Downtown.</p>	Village responsibility with participation and support from developers, business and property owners.	Administrative actions and policy decisions, Design and Development Guidelines.
Implement a comprehensive and consistent streetscape improvement system.	<p>Priority 1: Prepare a detailed streetscape improvement and phasing plan which covers all areas of Downtown and addresses street furniture, street trees and landscaping, lighting, signage and public art.</p> <p>Priority 1: Increase visibility and accessibility to the Village Square from IL 47.</p> <p>Priority 1: Establish sidewalk and walkway design standards.</p> <p>Priority 2: Improve Main Street as a primary pedestrian corridor.</p> <p>Priority 2: Install clearly delineated pedestrian crosswalks (consistent in style with existing crosswalks at Woodstock Street and Coral Street) at intersections within the Downtown.</p> <p>Priority 3: Work with private developers to incorporate streetscape enhancements into new development/redevelopment projects.</p>	Village responsibility with participation and support from developers, business and property owners; and, assistance from consultant.	Administrative actions and policy decisions; Illinois Main Street Program.
Promote pedestrian-orientation and amenities throughout the Downtown.	<p>Priority 1: Utilize the Plan’s Design and Development Guidelines to guide all building improvements and construction within the Downtown.</p> <p>Priority 1: Update the Village Zoning Code to encourage mixed-use development with active uses to attract pedestrians on the ground floors and residential or office uses above in the Downtown.</p> <p>Priority 1: Provide opportunities for and encourage community events and festivals to take place in the Core Downtown.</p> <p>Priority 2: Prepare a detailed streetscape improvement and phasing plan which covers all areas of Downtown and addresses street furniture, street trees and landscaping, lighting, signage and public art.</p>	Village responsibility with participation and support from developers, business and property owners.	Administrative actions and policy decisions.
Redesign the area around the intersection of IL 47 and Main Street to provide a safe, more attractive and identifiable entrance to the Core Downtown.	<p>Priority 1: Develop a plan for the area that provides safe pedestrian access from IL 47 to the Village Square and establishes a visual entrance to the Core Downtown.</p>	Village responsibility with participation and support from developers, business and property owners; and, collaboration with the Illinois Department of Transportation (IDOT).	Administrative actions and policy decisions.

Project or Action	Role of the Village of Huntley	Other Possible Participants	Tools, Techniques, & Resources
FINANCE, MARKETING AND ORGANIZATIONAL COOPERATION			
Increase funding to support Downtown improvement activities.	<p>Priority 1: Continue to utilize general revenue funds, and allocate additional funds when possible, to support Downtown improvements and operations.</p> <p>Priority 1: Actively pursue alternative funding for Downtown improvements.</p>	Village responsibility with participation and input from developers, property owners and lenders.	General Revenue Fund; Potential TIF/SSA; local lending institutions.
Expand local financing tools for implementation of the Downtown Revitalization Plan.	<p>Priority 1: Conduct a TIF Feasibility Analysis to determine the potential for establishing a Downtown TIF District.</p> <p>Priority 1: Conduct an SSA evaluation to determine the potential for establishing an SSA in the Downtown.</p> <p>Priority 1: Explore Business District Designation for the Downtown area.</p>	Village responsibility with assistance from consultant.	Administrative actions and policy.
Create a marketing plan and program for Downtown Huntley.	<p>Priority 1: Market downtown space to tenants that will utilize building spaces in a manner which retains "storefront" character and pedestrian activity, while continuing to make space available for small businesses.</p>	Strong support and participation from developers, Chamber of Commerce, and residents and businesses.	Potential SSA or TIF.
Continue to support special events and activities undertaken within the Downtown.	<p>Priority 2: Continue to provide financial, technical and logistical support for Downtown special events and activities.</p> <p>Priority 2: Clearly define the role of merchants and businesses.</p> <p>Priority 2: Review funding sources from an equity standpoint.</p>	Participation and support from the variety of organizations, institutions, businesses and residents involved.	General revenue funds and potential SSA.
Establish a Downtown Huntley Action Committee to oversee and coordinate events and promotional activities for the Downtown.	<p>Priority 1: Work with the business community to create an "umbrella" downtown organization which coordinates the representative interests of the Downtown with the Village of Huntley.</p> <p>Priority 1: Establish a regular program or "forum" for the umbrella organization to focus on Downtown Plan implementation.</p>	Strong support and participation from Chamber of Commerce, Downtown neighborhoods, and potentially other organizations.	Administrative actions and policy decisions; potential SSA; Illinois Main Street Program; local lending institutions.

Appendices



Appendix A

Public Process



Village of Huntley Downtown Revitalization Plan

Community outreach is the involvement of the community at-large in the creation and management of their surroundings. It involves community residents, business owners and elected/appointed officials in planning and design decision making, promoting a sense of community and an avenue by which information about local conditions, needs and attitudes can be channeled. Allowing the community to participate in the formation of a plan can help foster a sense of stewardship as well, by allowing people to feel that their ideas have influenced the final decisions.

An extensive community outreach program offers a community an opportunity to collectively think about and plan for the long-term future, while promoting an understanding of all of the issues shaping the community's future. It seeks to identify a community's values by answering four basic questions:

- Where are we now?
- Where are we going?
- Where do we want to be? and,
- How do we get there?

Throughout the Downtown Revitalization Plan planning process, the following community outreach techniques have been utilized to solicit input and comments from the public:

- Project Steering Committee Meeting and Workshop;
- Project Website with On-line Questionnaires;
- Downtown/Community Workshop; and,
- Key Person Interviews.



Project Steering Committee Meeting and Workshop

On August 26, 2009, a meeting was held with the Revitalization Plan Steering Committee (RPSC) to set the foundation for the Downtown Revitalization Plan's planning program. The purpose of the workshop was to review the objectives of the Downtown Revitalization Plan, review the planning process and schedule, establish the role of the RPSC, and identify key issues, concerns and assets for the Downtown. The workshop provided the RPSC with the opportunity to voice their opinion on the future of Downtown Huntley and to identify concerns and aspirations.

The Revitalization Plan Steering Committee Meeting concluded with a workshop session where RPSC members were given a questionnaire to fill out individually and discuss as a group. The questionnaire included five questions that touched on issues/concerns in the Downtown, key future projects, desirable versus undesirable development and the Downtown's key assets. The results of the workshop are summarized in this section.

Identify five (5) issues or concerns confronting Downtown Huntley.

The RPSC was first asked to identify issues and/or concerns confronting Downtown Huntley.

The **location and availability of parking** was the most commonly cited issue or concern, followed by the Downtown's **lack of identity along IL Route 47** and the **need to attract new business** to the downtown. The large majority of RPSC members felt that these were the three most important issues that the Downtown Revitalization Plan needs to address.

Other key concerns and issues identified by the RPSC included concern with **overall traffic circulation**, **preservation and maintenance of historic buildings**, and **streetscape improvements**.

Traffic Circulation. Concerns regarding traffic circulation were apparent among those who participated in the workshop. Specific areas of concern included the intersection of Woodstock and Main, and the intersection of Church and Main. Concerns also included post office traffic and the traffic flow near IL 47, specifically left turns at IL 47.

RPSC members also expressed a desire for additional parking as well as concerns over location and availability of current parking areas.

Historic Buildings. Those who attended the workshop mentioned a need to preserve and maintain the historic buildings throughout Downtown. Generally speaking, these buildings are viewed positively and RPSC would like to see more continuity between the historic areas of Huntley and the new areas under development.

Streetscape. A lack of a uniform streetscape was a significant concern amongst the RPSC. A desire for streetscape improvements and pedestrian enhancements was expressed.

List, in order of importance, the three (3) most important issues discussed thus far.

When asked to list in order of importance, “the issues discussed thus far”, the RPSC’s responses reinforced their answers from the previous question, citing the **location and availability of parking** in the Downtown; the Downtown’s **lack of identity along IL Route 47**; and the **need to attract new businesses** to the downtown were the three most important issues identified at the RPSC Meeting. The majority of RPSC members felt that these were the three most important issues that the Downtown Revitalization Plan needs to address.

Identify three (3) projects or actions that you would like to see undertaken in Downtown Huntley.

With top issues and concerns identified, the RPSC was then asked to identify specific projects or actions they would like to see undertaken within Downtown Huntley. Many of the projects identified reflected the previously stated issues and concerns.

The projects desired for the Downtown included the following: Main Street and IL 47 widening project; implementation of a one-way street around the Village Square; infrastructure improvements; construction of gateway features to announce one’s arrival into the Downtown; tree replacement; creation of incentive programs to attract new businesses; redevelopment of the Catty property; and, improved zoning regulations to generate pedestrian activity and an active streetwall.

The RPSC generally felt that **infrastructure and traffic circulation should be amongst the first projects or actions undertaken**, to improve the downtown’s accessibility and support local businesses. It is believed that an improvement in traffic flow near the IL 47 and Main Street intersection will greatly improve the traffic problem in the rest of Downtown. These projects and others identified would improve Downtown Huntley and enhance the Downtown experience for Huntley residents and visitors.

What uses/development do you want to see in Downtown Huntley?

When asked what uses they would like to see in Downtown, RPSC members indicated an aspiration for a **pedestrian friendly shopping and entertainment district**, with the possibility of **outdoor dining and community events** to take place. They would also like to see small specialty shops such as a bakery/ice cream parlor, family restaurant and variety store.

Generally, members of the RPSC believed that specialty shops would help differentiate Downtown Huntley from surrounding shopping areas because of the unique atmosphere that would be created.

RPSC members emphasized that uses/development in Downtown Huntley should be sensitive to the Downtown’s historic character; thus, modern office buildings and service uses were identified as undesirable land uses in favor of quaint store fronts with historic influences. However, a desire for redevelopment and/or reuse of the Catty property was expressed as this property is situated in a prominent location near the CBD Historic Preservation District and IL 47. A specific use for this site was not identified and would be further discussed at the Downtown/Community Workshop. The RPSC was not opposed to redevelopment in the Downtown, so long as it is done in a sensitive manner.

RPSC members also expressed an interest in enhancing the entrance to the Downtown near IL 47 through the installation of additional landscaping, unique gateway features/signage, and uses that would draw people off of the State Route.

There was a **general consensus that in its current state, the Downtown is not capitalizing on its exposure from IL 47.** By creating a more attractive gateway with unique specialty shops, new clientele could be attracted and enhance the liveliness of Downtown Huntley.

What uses/ development do you NOT want to see in Downtown Huntley?

RPSC members expressed a strong opinion on the types of uses and development they do not want to see in Downtown Huntley. A **dislike for modern buildings which go against the historical motif** of the Downtown was expressed, along with objections to **taverns and tattoo parlors, office and service uses at the street level, above ground utilities and national chains.**

In regards to office and service uses on the ground floor of downtown buildings, Committee members felt that lawyer and realtor offices specifically were undesirable in the Downtown because they do very little to generate pedestrian activity or attract shoppers for other businesses to benefit from. These uses could be desired on the upper levels of buildings, because their employees could patronize specialty shops during lunch hours or after work.

Chain businesses were identified as objectionable land uses in the Downtown because they could detract from its quaintness and character. RPSC members preferred to see these uses located on commercial, auto-oriented corridors such as IL47, so that unique, family owned businesses could locate on the Square.

Other uses/development deemed undesirable by the Committee included adult uses, auto-oriented uses and manufacturing uses. It was believed that these uses are more appropriate in other areas of the Village and would not attract pedestrians.

Downtown Huntley's Assets

As a final exercise, RPSC members were asked to identify the main assets and strengths of the Downtown. **Traffic, although identified as a concern earlier in the meeting, was also identified as an asset to the Downtown due to the high volumes of people that travel through, or past, Downtown Huntley.** Committee members commented that traffic, in conjunction with the Downtown's regional location near IL 47 and I-90, could significantly influence the future of the Downtown. RPSC members also commented that Huntley currently has an active economy compared to surrounding municipalities due to these assets.

RPSC members identified the **Downtown's historic buildings and historic character** as the Downtown's main assets as well. The centralized Village Square, combined with quaint buildings that surround it, provides a unique environment that is highly desirable and difficult to replicate. Historically significant amenities in the Downtown should be preserved and enhanced to maintain a distinctive atmosphere.

Lastly, Committee members commented that **high building occupancy rates** were assets to the Downtown because they express a sense of stability and indicate that businesses are attracted to the quaint, historical atmosphere. However, they also stated that opportunities to expand the Downtown's current clientele could result, producing a more stable and larger business environment.

Project Website with On-line Questionnaires

A project website has been created to maximize communication and participations throughout the planning process. This website has been used to post project schedules and calendars, post documents and plans for downloading and viewing, host online questionnaires, facilitate a community based mapping charette and provide a forum for interested individuals to track the project throughout the planning process.

Two on-line questionnaires are posted on the project website. One is designed for business owners and managers and the second is for residents. Each questionnaire was created to supplement other community outreach efforts and is not intended to be a scientific survey instrument.

Business Questionnaire

At the time of writing, response rates for the Business Questionnaire have been low. To allow for additional community input, the questionnaire will remain open and available to the community through the next step of the planning process (Visioning and Goal Setting). At that point, the questionnaire will close so the formation of recommendations and downtown revitalization can begin.

Resident Questionnaire

At the time of writing, 65 people have taken the resident questionnaire posted on the Downtown Revitalization Plan website. To allow for additional community input, the questionnaire will remain open and available to the community through the next step of the planning process (Visioning and Goal Setting).

The initial and subsequent input and feedback has, and will continue to, provide valuable information for use during the planning process. Four underlying categories are created based upon the input received from the resident questionnaire. A brief summary of these categories is written below.

Place of Residency

73.9% of the residents surveyed have lived in Huntley for less than ten years. When asked what their primary reason for moving to the Village was, the majority indicated that quality housing was the main attraction. Other advantages to living in the Village included the small town character and charm, and affordability.

The primary disadvantages noted by residents include traffic issues, lack of available shopping and lack of access to public transportation.

Feelings about the Downtown

Approximately half of the residents surveyed indicated that they regularly visit the Downtown for dining or special events and festivals. Few people stated that they visit the Downtown for shopping, work or recreational reasons because they believe the current mix of land uses is undesirable for a downtown atmosphere. 98.4% of survey respondents identified a desire to see additional commercial uses and more variety in the Downtown.

The Future of the Downtown

61% of the survey responses indicated that Downtown Huntley will be a better place in five years. Many residents believe that the Downtown's development potential is its number one strength, and that attracting new commercial businesses, as well as retaining existing commercial businesses, should be a priority on behalf of the Village.

Weaknesses of the Downtown

Nearly half of the residents polled felt dissatisfied with the existing character of the Downtown due to poor traffic flow and circulation, and the availability of retail. Local streets and sidewalks are perceived to be in poor or fair condition.



Community Workshop

On September 2, 2009, a Community Workshop took place at the Huntley Village Hall. The purpose of this community outreach event was to allow the community to share their opinions before recommendations are formulated. Workshop attendees included elected and appointed Village officials, residents and business owners.

The workshop reviewed the purpose of the Downtown Revitalization Plan and the planning process to be undertaken, and included an interactive keypad polling session that provided attendees with the means to instantly respond to questions, ideas and images.

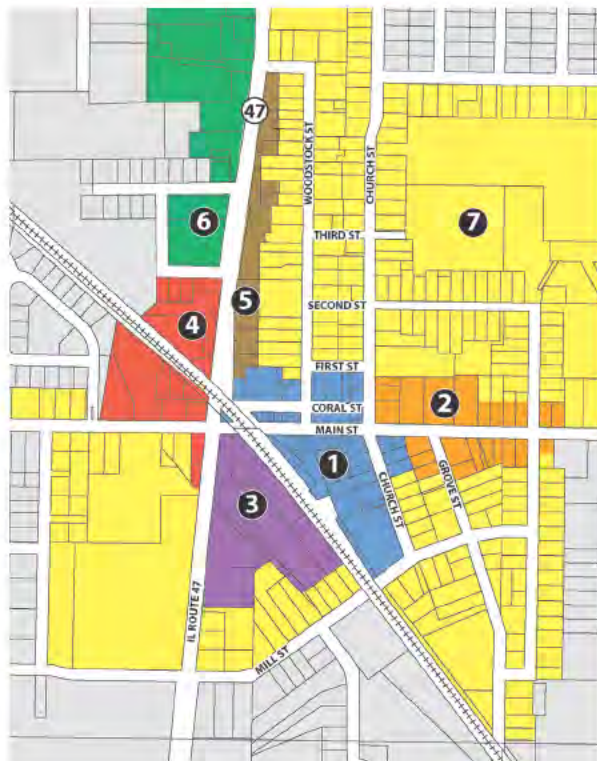
This report provides a summary of the results of the Downtown/Community Workshop. The summary reflects the opinions and comments stated during workshop dialogue, and includes a summary of participants' responses to the workshop presentation.

Interactive Keypad Polling Session

The Downtown/Community Workshop featured keypad polling. Keypad polling is a way to engage the community, providing them with the means to instantly respond to questions and ideas. The Consultant Team displayed a question or an image on a projector screen with possible answers or a ranking/scale. Each participant at the meeting was given a wireless keypad remote that transmitted his/her answer directly into the presentation. Responses were automatically and instantly tallied, and the results were displayed on screen for all workshop attendees to see. For questions with single responses, results were displayed to the audience with charts or graphs along with the percentage of the total responses received from the audience. For questions asking attendees to rank their answers, results were shown in different ways including:

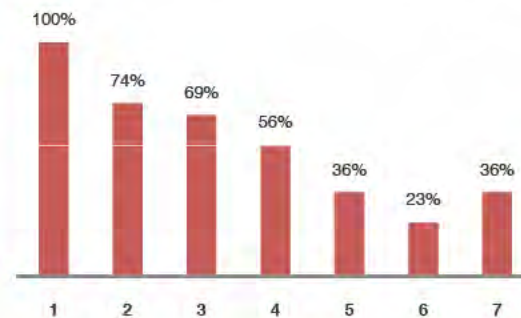
- **Times Selected (Times Sel.)** – the total number of times that choice was selected as an answer
- **Score** – a weighted score that assigned points to items depending on their ranking (i.e. 3 points for a top ranked selection, 2 points for a selection ranked second, and 1 point for a selection ranked third.)

The summary presented on the following pages highlight the results of workshop and the feelings and opinions for each of the attendees as they pertain to the questions/images shown in the presentation.



1. What do you consider the Downtown's boundaries to be? (Select all that apply)

Everyone present at the workshop identified the Comprehensive Plan's CBD Historic Preservation District as a part of the Downtown (Area 1). A large majority felt that the Dean's property and the Main Street Corridor were a part of the Downtown as well (Areas 2 and 3). There was not a clear consensus regarding whether or not Areas 4, 5, 6 and 7 qualify as part of the Downtown.



2. Identify the top 3 issues/concerns confronting Downtown Huntley. (Rank 3)

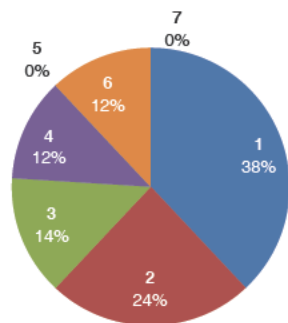
The table below illustrates the community's feelings for what the top issues/concerns confronting Downtown Huntley are.

Times Selected	Item
21	Better traffic circulation
20	Need to improve overall atmosphere
14	New businesses/economic development
13	Poor streetscaping
11	Improved parking (location/availability)
10	Lack of available store fronts
9	Unattractive store fronts
8	Lack of identity along IL 47
3	Other

3. What do you think should be the most important objective of the Downtown Revitalization Plan? (Choose 1)

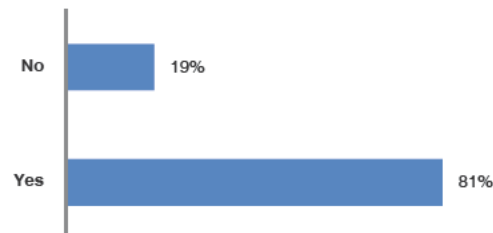
1. Preserve the existing character of the Downtown.
2. Redevelop vacant or underutilized properties in the Downtown.
3. Improve traffic circulation.
4. Improve pedestrian amenities/atmosphere.
5. Improve parking.
6. Attract new business.
7. Other.

Workshop participants indicated a strong desire to preserve the existing character of the Downtown. Redeveloping vacant or underutilized properties and improving traffic circulation were also discussed as important objectives.



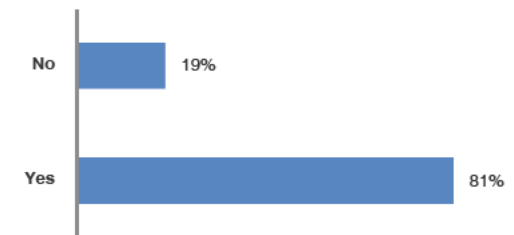
4. In order to gain additional sidewalk space for pedestrian amenities, would you be amenable to relocating or reorienting on-street parking?

The majority of attendees were in support of relocating or reorienting on-street parking to gain additional pedestrian amenities. Careful consideration should be given to each possible scenario, and a desire to maintain "convenience" spaces was expressed. Suggestions for new parking configurations included: implementing a one-way street around the Square; restricting parking for compact cars on one side of the street; and, have Coral Street function as a parking lot rather than as a street.



5. Do you think the Downtown is quaint or represents a special place in the community?

The large majority of people agreed that the Downtown is quaint or represents a special place in the community, and feel this is a positive characteristic.



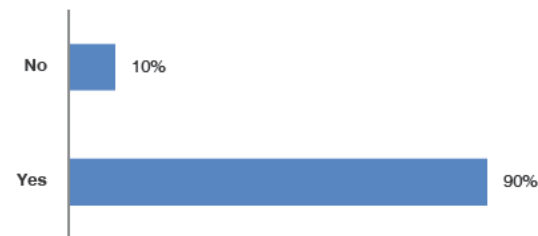
6. What makes the Downtown special? (Rank in order of preference)

The table below illustrates the items that workshop participants felt make the Downtown special (in order).

Times Selected	Item
37	The Village Square
30	The “traditional downtown” atmosphere
23	The buildings
11	The uses and businesses
4	Pedestrian amenities

7. Do you feel that new development can occur without losing the historic character of the Downtown?

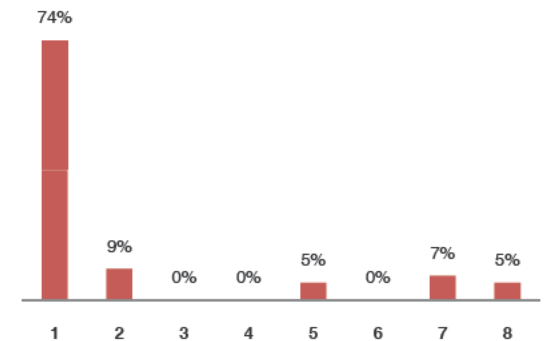
The majority of participants believed that new development can occur without losing the historic character of the Downtown, so long as it is tastefully done and follows certain guidelines.



8. If a site were to redevelop around the Square, what use would you like? (Choose 1)

1. Mixed-use.
2. Commercial retail with on-site parking.
3. Office space.
4. Multi-family residential.
5. Single-family residential.
6. Industrial/Manufacturing.
7. No redevelopment.
8. Other.

The large majority of workshop participants indicated a desire for mixed-use buildings in the Downtown.

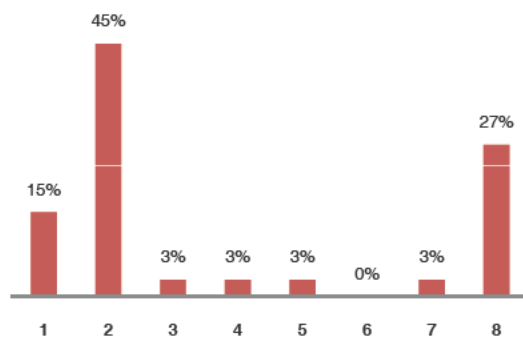


9. What do you think would be the best use for the Catty property? (Choose 1)

1. Mixed-use.
2. Commercial retail with on-site parking.
3. Office space.
4. Multi-family residential.
5. Single-family residential.
6. Industrial/Manufacturing.
7. No redevelopment.
8. Other.

Other uses that participants indicated a desire for included: a parking garage, a brewery and banquet hall, restaurants and a Metra station.

10. What do you consider to be the most defining

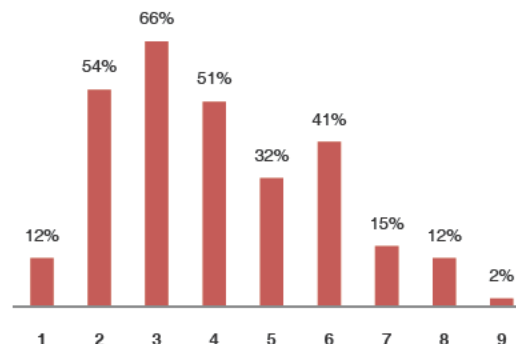


element of a Downtown? (Choose 3)

1. Gateway features/signage.
2. Lively streetscape.
3. Attractive building facades.
4. Public gathering places.
5. Specific uses/stores.
6. Civic/cultural elements.
7. Events.
8. Public art.
9. Other.

There was not a clear consensus on what the most defining element of a Downtown is, but attendees felt that the top three included attractive building facades, a lively streetscape and public gathering places.

11. What do you believe is the most desirable form



of development for Downtown? (Rank in order of preference)

- One story commercial retail.
- Multi-story with retail on ground floor and residential above.
- Multi-story with retail on ground floor and office above.
- Multi-family residential.
- Office space.
- Other.

Multi-story buildings with either residential or office uses above were the most desired form of development, consistent with question 8, where participants indicated a preference for mixed-use development around the Village Square.

Times Selected	Item
33	Multi-story: retail and office
32	Multi-story: retail and residential
22	One story commercial retail
10	Office space
4	Multi-family residential
4	Other

Visual Preference Survey

To conclude the workshop, a Visual Preference Survey (VPS) was conducted to determine the community's views on different downtown development patterns. Workshop participants were shown a series of images and asked to rank them on a scale of 1-9, 9 being the most desirable form of development. All elements in the images were considered, including: building height; style orientation; parking; streetscape; and, pedestrian amenities.

After viewing all of the images, a short discussion was had regarding the pros and cons of each image. Workshop participants identified the following elements as desirable or undesirable:

Desirable: Buildings with articulation and roofline variation; boutique stores and small shops (bakery, dairy store); good pedestrian orientation and pedestrian-attracting uses – no offices or industry on the ground floor; street trees; raised planters; decorative streetlights; awnings; buildings with symmetry; two-story buildings; differentiation between buildings – no large, undivided masses; and, outdoor dining.

Undesirable: Modern buildings; tall buildings; buildings lacking character; narrow sidewalks with too much clutter; lack of street trees; vehicular congestion; semi-trucks in the Downtown; and, blank walls with no articulation.



Key Person Interviews Summary

As a part of the Community Outreach phase for the Huntley Downtown Revitalization Plan program, confidential interviews were conducted with individuals to discuss conditions and potential within Downtown Huntley. Eight (8) individuals who each possess various interests and insights into Downtown Huntley were selected. Persons interviewed included Downtown business owners/managers, property owners, public service providers, and representatives of organizations and agencies located within Downtown.

Face to face Interviews were conducted in October, 2009, with interviews lasting approximately 45 minutes each. Each interviewee was asked a series of questions regarding the community. For those individuals unable to attend a scheduled interview, a phone interview was conducted instead.

The responses summarized below do not necessarily represent community consensus or the recommendations or observations of the Consultant. Rather, the input obtained from the interviews reflects only the opinions of those interviewed. Some comments only related to specific conditions or situations regarding the interviewee's property. To the extent possible, comments have been summarized to identify both specific and general concerns facing the Downtown.

1. How would you define/describe the character of Huntley Downtown?

Although articulated in several different ways, the majority of interviewees described Downtown Huntley as an area in transition. The general perception is that Downtown Huntley is a small, quaint, older downtown that is facing a dramatically changing environment as new development springs up in surrounding areas. While described as "charming", "quaint" and "small town", it was also noted by many that the Downtown needs some of the revitalization and new development that is occurring elsewhere within the community and beyond.

Several interviewees used the word "aging" to describe the Downtown and indicated that an injection of "new life" into the Downtown was desperately needed.

The Village Square was often used as a reference by persons describing the Downtown, as was the existing restaurants and churches.

2. What do you believe are the primary assets and advantages of Huntley's Downtown?

The asset most commonly mentioned was the Downtown's small town charm and character, but often in the context of needing to do something to make things better in the Downtown and prevent the Downtown condition from further deteriorating.

Although the character and charm of Downtown was mentioned multiple times by interviewees, so were some other items, and generally, there was no real consensus among interviewees as to the assets of Downtown.

In addition to the small town charm and character, other assets identified included the Downtown's regional location, Village Square, churches, American Legion, existing shops and restaurants, and the opportunity to accommodate new development on the Catty property as well as other sites. Another asset mentioned was that the region is growing and developing and as a result, Downtown Huntley has an opportunity to take advantage of that regional growth by positioning the Downtown for new development and investment. Traffic, while mentioned by some as a problem, was also identified as an asset for Downtown.

3. What do you believe are the primary weaknesses and disadvantages of Huntley's Downtown?

Several items were consistently cited as weaknesses of Downtown Huntley:

- **Condition of Buildings** – Although the overall small town character and charm of the Downtown was cited as an asset, the overall appearance, quality, and condition of several downtown buildings was mentioned as contributing to a less than desirable Downtown image. While the buildings contribute to the area's charm, it was noted that there was a need for some façade improvements.
- **Overall Appearance** – In addition to the appearance of the existing buildings, the overall appearance of public areas was cited as a concern, including poorly maintained sidewalks and parking areas, lack of attractive streetscaping, and overall "tired" look of the Downtown area. Again, while the Downtown's charm was noted as an asset, it was also noted that many of the Downtown's public areas would benefit from some "sprucing up" and reinvestment.
- **Traffic and the Intersection of IL47 and Main Street** – The existing configuration and poor performance of the IL 47/Main Street intersection was cited by almost every interviewee as a major problem for the Downtown. Traffic in general was also cited as a problem in the Downtown and surrounding areas, as was the negative impact of truck traffic from Dean Foods.

- **Parking** – The lack of supply of conveniently located parking in the Downtown was cited by many interviewees, including the lack of off-street parking, poorly designed on-street parking, and the overall poor condition and appearance of private parking areas.
- **Need for New/Better Uses** – Several interviewees mentioned the desire for a better mix of retail shops, restaurants (with outdoor dining), office and service uses in the Downtown. More than one interviewee indicated that the second floor of buildings should be more actively marketed to attract office tenants. Only one interviewee indicated the existing mix of uses was adequate and further stated that additional restaurants were not needed. New development was often cited as a means of possibly accommodating new uses to the Downtown. More retail and boutique shops were most often cited as the kinds of businesses most preferred.
- **New Development and Competition in the Area** – Several interviewees noted that the success and amount of new development in relatively close proximity to the Downtown is making it difficult to attract shoppers, developers, and businesses to Downtown Huntley.

4. What do you consider to be the single most important issue confronting Huntley's Downtown today?

The five most commonly cited issues facing Downtown Huntley included the overall traffic and Intersection of 47 & Main Street; the need for new development (Catty property as well as other sites); the lack of and overall poor quality of parking; the need for the Village to better support/work with existing business; and the overall "tired" image and appearance of Downtown, including some buildings and public areas. While a few other property specific items were mentioned, concerns relating to the above mentioned five issues accounted for most of the interview feedback.

Other issues mentioned included the need to have more festivals and events in Downtown to attract shoppers and visitors, and the importance of seeking ways to attract youth-specific activities and events.



5. If you had the power to undertake one project or improvement within Huntley's Downtown what would it be?

The projects and improvements cited as most important by interviewees include:

- Improve the intersection of 47 & Main Street, to include widening and designated left and right turn lanes in all directions.
- Extend Algonquin Road (IL Route 62) and Kreutzer Road to relieve Downtown/Main Street congestion.
- Provide more parking and better parking throughout the Downtown for both on-street and off-street parking. More than one interviewee mentioned the need to keep on-street parking along Main Street.
- Develop the Catty property. Opinions varied as to how the site should be redeveloped, but recommendations included residential (single-family, townhomes, and condominiums were all mentioned), retail, mixed-use, office, restaurant, and public parking. Some indicated that the existing building should remain and be reused, but most interviewees indicated a desire to see the entire site redeveloped.
- Improve, maintain and possibly expand the Village Square.
- Work with existing businesses to support and accommodate expansion plans and improvement efforts.
- Create a better Downtown gateway at IL Route 47 and Main Street to better indicate the Downtown's existence and help to draw passersby into the Downtown. Several people mentioned using the triangular shaped piece of property (bound by Main Street, IL 47, and the railroad tracks) as a possible site for an attractive Downtown gateway feature.
- Hold more festivals and events Downtown to begin to establish the Downtown as a destination for the community.

Appendix B

Existing Conditions



Village of Huntley **Downtown Revitalization Plan**

The purpose of inventorying existing conditions within the Downtown is to establish a basis for future planning efforts and recommendations. The Existing Conditions Analysis presents the current conditions and influencing factors within Downtown Huntley and the surrounding area that should be considered in the development of the Plan.

The information was derived from research that has been collected and analyzed by the Consultant Team, with assistance from Village staff, the Project Steering Committee and residents and business owners who have contributed their thoughts and ideas about the Downtown through various community outreach activities.

The Existing Conditions Analysis establishes the “foundation” or “starting point” of understanding, to better facilitate the development of the vision, goals, objectives, and planning recommendations in the upcoming steps of the downtown revitalization process. Existing conditions examined include:

- Existing Studies, Plans and Reports
- Existing Land Use and Development
- Streetscape, Urban Design and Physical Parameters
- Parking, Access and Circulation



Existing Studies, Plans and Reports

The Village’s previously prepared plans and studies having an influence on the Downtown Revitalization Plan have been reviewed by the Consultant Team and Village staff to determine strengths and weaknesses, and provide an assessment on how existing controls and regulations are influencing and impacting land use and new development/ redevelopment in the Downtown.

Comprehensive Plan

The Village of Huntley’s Comprehensive Plan was adopted April 22, 2002, and included a subarea plan for the Village’s Downtown. The purpose of this subarea plan was to recognize the historical significance of the downtown since its incorporation in 1872. Village residents and stakeholders believe that its preservation and enhancement is of the utmost importance. As the Village experiences substantial expansion and economic growth, it should take steps to ensure that the existing downtown (which the Comprehensive Plan also refers to as the Central Business District) becomes the focal point for new development and redevelopment.

The Comprehensive Plan recommends promoting a strong community identity for the symbolic center of the Village and providing opportunities for residents to interact in a pedestrian-friendly environment as the main goal for the Downtown. Additionally, the Plan recognizes the need for urban design improvements and beautification around the Village’s historic core.

Five subareas were identified within the Downtown to reflect the area’s existing conditions:

Residential Historic Preservation/Historic Homes. The older residential areas within the Downtown work in concert with the commercial core to provide the established character and charm of Downtown Huntley.

Adaptive Reuse. Refurbishing older residential structures is recommended to preserve the residential structures along East Main Street.

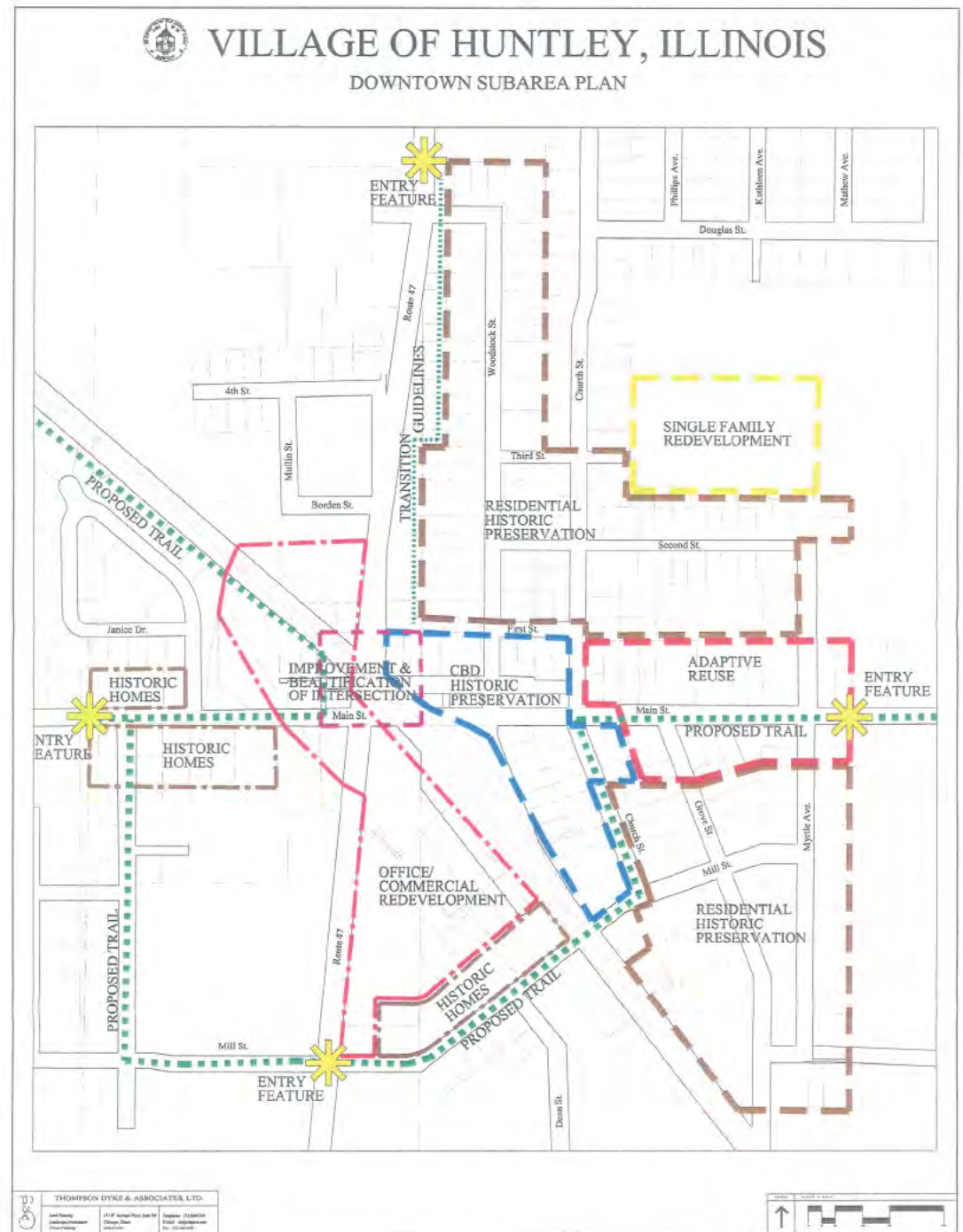
Single Family Development. A new single-family development is recommended for the commercial property north of Second Street and east of Church Street when it redevelops in the future in order to maintain compatibility with surrounding homes and parks.

CBD Historic Preservation. This area includes the commercial properties east of the railroad and around the Village Square. The historic charm and character of this area should be preserved.

Office/Commercial Redevelopment. Office and commercial redevelopment is expected to take place west of the railroad tracks. Attractive new development will contribute to the vitality and aesthetics of the adjacent CBD.

The Comprehensive Plan recommends preparing a separate, more detailed plan for the Downtown and its residential surroundings that will ensure and enhance the historic charm and character of the Village into the long-range future.

This Downtown Revitalization Plan is the result of this recommendation and once adopted will serve as an amendment to the Comprehensive Plan and build on economic analysis and outreach specific to the Downtown Huntley and create a general development strategy for the Downtown.





IL Route 47 Corridor Plan/Study

IL Route 47 is located within the Chicago Metropolitan Area in McHenry and Kane Counties. It passes through the Village of Huntley as it extends from the Illinois-Wisconsin border south to the Kane-Kendall County border.

In recent years, similar to the Village of Huntley, the IL 47 Corridor has experienced significant growth and development pressure as the Chicago Metropolitan Area grows and expands. This growth stresses the public infrastructure and threatens the natural environment.

The IL Route 47 Corridor Study and Corridor Plan focuses on growth issues as they pertain to the Corridor, and works towards balancing the desire for new development and preservation of the area's natural landscape. A goal of the project was to work with the municipal partners to provide a vision for IL 47 as a corridor of the future that provides for a healthy population and economy through the provision of sustainable land uses; a safe, complete/multimodal street design; and, the implementation of smart growth principles.

The Study incorporates balanced growth, sustainability, "complete streets," and Context Sensitive Design principles as it looks at the growth and development pressures the Corridor has begun to witness.

In order to promote smart growth principles for the IL 47 Corridor Plan, various strategies or "tools" were identified in an IL 47 Toolbox. These tools should be utilized by McHenry and Kane Counties, as well as individual municipalities along the IL 47 Corridor.

In the Village of Huntley, future development along the IL 47 Corridor should utilize the various tools within this Toolbox, to ensure consistency between the vision for the Corridor, as well as the Village's vision.

Throughout the process of the IL Route 47 Corridor Study, the Village of Huntley indicated that it foresees the majority of the IL 47 corridor as a major thoroughfare to create sales tax for the benefit of the community. The Downtown is envisioned to remain in its current context.

Key issues identified during IL 47 Corridor Study facing the Village included the existing roadway width, pedestrian accessibility and traffic speeds along IL Route 47.



Huntley Restaurant Survey

The Village's Economic Development Division conducted a Restaurant Survey in September of 2009 to determine residents' feelings towards various dining establishments and their availability in the Village or competing locations. 1094 people participated in the on-line survey, 45% of which reside in Del Webb's Sun City.

The Restaurant Survey was reviewed to determine relevance to the Downtown Revitalization Plan. Restaurants and other dining establishments contribute to a downtown's "sense of place" and function as a destination point for community residents.

The following tables highlight relevant information collected from this survey:

Top 10 Most Patronized Restaurants

None of the most patronized restaurants in the Village are located within the Core Downtown.

Huntley's Top 10 Most Patronized Restaurants

- Culvers
- Walleye Grill
- Niko's
- Papa G's
- McDonald's
- Del Toro's
- Dairy Mart
- Subway
- Taco Bell
- Sammy's

Top 10 Cuisines and Restaurants

Participants were asked to identify their top choices for specific restaurants and/or cuisines they would like to see in the Village in the future. 75% of respondents indicated that they prefer full service, sit down restaurants over limited service/fast food restaurants.

Top 10 Restaurants

- Olive Garden
- Portillo's
- Panera Bread
- Chili's
- Applebee's
- Red Lobster
- Wendy's
- TGI Friday's
- Outback
- Starbucks

Top 10 Cuisines

- Italian
- Chinese/Oriental
- Steak
- Mexican
- Seafood
- Deli
- Family
- American
- Pizza
- Breakfast/Pancakes

Competing Locations

Survey participants were asked to identify how often they travel outside Huntley's boundaries to fulfill their dining needs. The Randall Road Corridor was identified as the Village's biggest competitor - approximately 55% of respondents indicated that they leave the Village often to dine in this location. The Randall Road Corridor was followed by Algonquin Road and the City of Crystal Lake as the second largest competitors.

Competing Locations	Percentage that Visit Often
Randall Road Corridor	55%
Algonquin Road	21%
Crystal Lake	10%
Schaumburg	7%
Carpentersville - West Dundee	5%
Downtown Chicago	3%

Village Zoning Ordinance

The table on the following two pages summarizes the Village's current zoning and development controls that are in place within the Downtown, and highlights their potential weaknesses or issues. The underlying intentions of the Village's Zoning Ordinance are to:

- Promote and protect the public health, safety, morals, comfort, and general welfare of the people.
- Divide the village into zoning districts, restricting and regulating therein location, erection, construction, reconstruction, alteration and the use of buildings, structures and land use for residence, business and manufacturing and other specified uses.

Zoning District	Minimum Lot Size (Sq. Ft.)	Minimum Lot Width (Ft.)	Setbacks (Ft.)				Minimum Side Yard	Floor Area Ratio (F.A.R.)	Maximum Height (Ft.)	Example of Permitted Uses	Potential Weaknesses or Issues Pertaining to the Downtown
			Front Yard	Rear Yard	Total Side Yard						
R-1	Single-family	12,600	90	30	40	20	8	0.8	25	Single-family, parks, church, agriculture, golf course, forest preserve	This district does not have a substantial effect on the Downtown because only one property in the West Residential District is zoned R-1. This zoning district promotes too low of a density to be present in the Downtown.
	All other uses	40,000	150	30	40	30	10	0.4	40		
R-2	Single-family	8,400	70	30	40	18	7	0.8	25	Single-family, parks, church, agriculture, golf course, forest preserve	The majority of residential areas within the Downtown are zoned R-2. This district may prohibit the Downtown from achieving a more desirable, higher residential density, due to minimum lot widths and setback requirements.
	All other uses	40,000	150	30	40	30	10	0.4	40		
R-4	1st 2 units	12,000	100	30	40	20	8	0.6	35	Single-family, multi-family (4 dwelling units or less), forest preserve	The R-4 district is only present in the southeast corner of the Downtown. Additional areas of the Downtown should be zoned R-4 to promote higher residential densities.
	Each add'l unit	4,000	10	30	40	20	8	0.6	35		
	All other uses	40,000	150	30	40	30	10	0.4	40		
R-5	1st 2 units	10,000	100	30	40	30	15	0.6	35	Single-family, multi-family, parks, church, forest preserve	The Huntley Apartments are the only property zoned R-5 in the Downtown. Additional areas of the Downtown should be zoned R-5 to promote higher residential densities.
	Each add'l unit	3,000	5	30	40	30	15	0.6	35		
	All other uses	40,000	150	30	40	30	10	0.4	40		
B-2		5,000	50	30	20	N/A	N/A	1.5	35	Retail sales, civic uses, parks, agriculture, ambulance service and garage, auto-oriented uses, bowling alley, private club, movie theater, commercial service uses, office uses, parking garage	The majority of parcels around the Square are zoned B-2. The setbacks associated with this zoning district would prohibit new development from maintaining a streetwall which is characteristic of a successful downtown. The minimum lot size, lot width and setbacks should be reduced to make this zoning district more “downtown friendly;” or, a new zoning district should be created for this area.
B-3		80,000	200	50	20	N/A	N/A	1	25	Retail sales, civic uses, auto-oriented sales/showroom, movie theater, office uses, personal service uses, parks, parking garage	B-3 parcels are predominantly located along the IL47 Corridor in the Downtown, where this zoning district is appropriate. Parcels in the Downtown Core should not be zoned B-3 due to inappropriate lot widths, setbacks and building height.

Zoning District		Minimum Lot Size (Sq. Ft.)	Minimum Lot Width (Ft.)	Setbacks (Ft.)				Floor Area Ratio (F.A.R.)	Maximum Height (Ft.)	Example of Permitted Uses	Potential Weaknesses or Issues Pertaining to the Downtown
				Front Yard	Rear Yard	Total Side Yard	Minimum Side Yard				
B-4	All uses	8,400	70	30	40	18	7	0.80	25	Agriculture, commercial retail, commercial service uses, small food services, single-family residential	This district is intended to provide for small shops in locations where it is possible to retain the residential character of the Village. It requires structures to have a residential appearance which could restrict redevelopment in the area, though it is generally an appropriate zoning district for transitional areas.
M		20,000	100	30	20	30	15	0.75	45	Boat rental/storage, health club, commercial service uses, personal service uses, light industry and construction uses	Manufacturing uses are generally not desirable in a Downtown. M districts should be relocated outside of the Downtown and its immediate periphery.
O		20,000	80	30	20	20	10	1	25	Civic uses, parks, agriculture, office uses, drug store, scientific laboratories	Regulations for the O district are not compatible with dense, urban development because of large lot sizes, setbacks and restrictive building heights. In the Downtown, O PUD parcels are present, which have likely been given relief from the zoning district's characteristics through the PUD process.

Issues and Concerns

- The existing regulations (as they pertain to building height, setbacks, floor area ratio and land use), are inconsistent, and oftentimes prohibit, the types of development that are desired in a traditional downtown atmosphere.
- A traditional, mixed-use development in the Downtown should not need to pursue variances and/or special use permits. By not explicitly permitting mixed-use buildings, the Village may discourage a developer from pursuing this form of development.
- Unless approved through a variance or planned unit

development process, the Village's current Zoning Ordinance would not permit new development/ redevelopment in the Downtown to maintain a continuous streetwall at the edge of the sidewalk, nor would it permit a condo development or mixed use building.

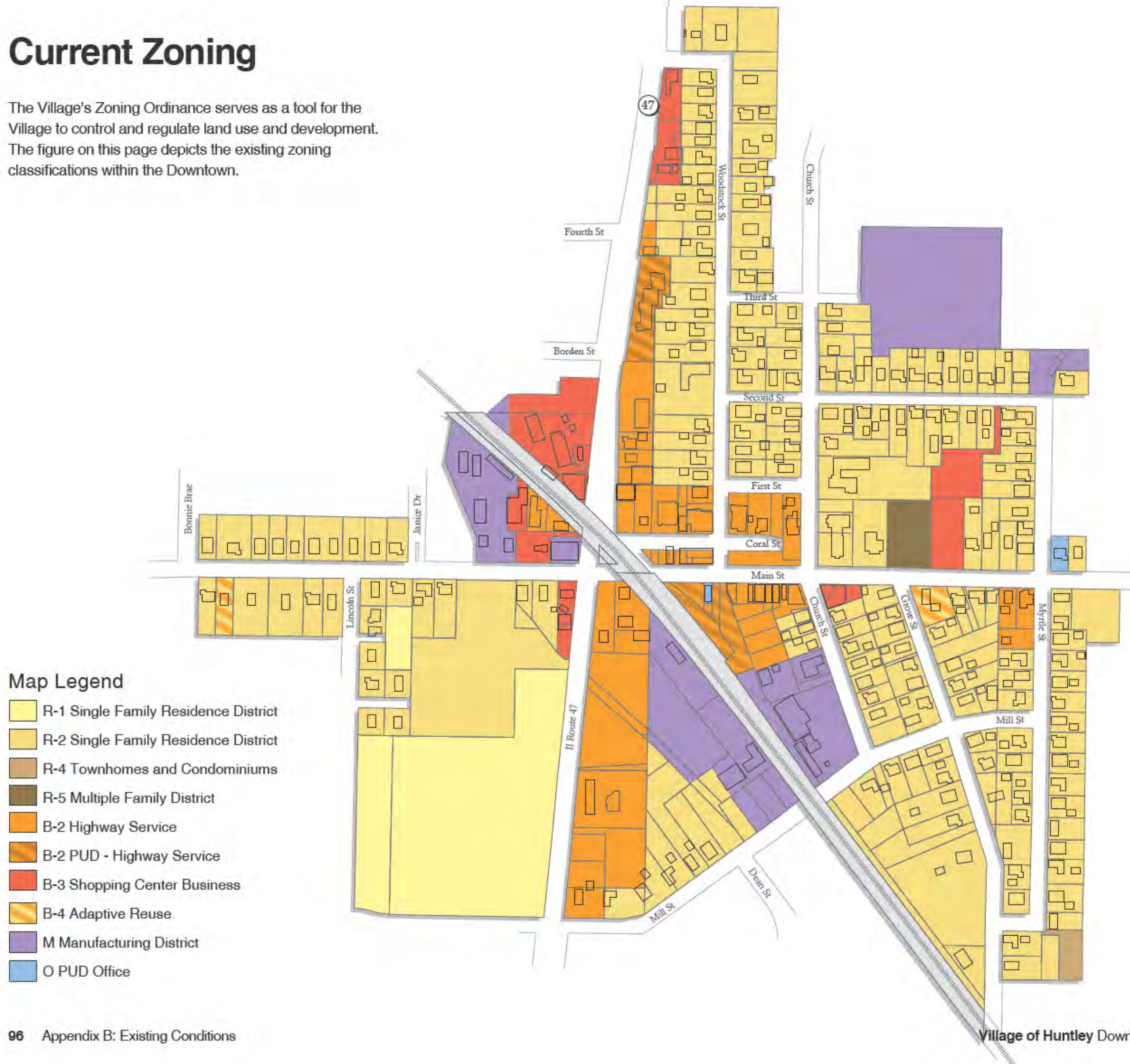
- In general, residential areas are poorly buffered from adjacent, non-residential uses.
- Most of Downtown is currently zoned B-2 Highway Service District

- The creation of a new, Mixed-Use zoning district in select areas of the Downtown, including around the Jim Dhamer Square, would permit mixed use buildings.
- Changes to the front and side yard setbacks would allow buildings to be located at the front property line and develop in a manner that would create a continuous streetwall.

Potentials

Current Zoning

The Village's Zoning Ordinance serves as a tool for the Village to control and regulate land use and development. The figure on this page depicts the existing zoning classifications within the Downtown.



Existing Land Use

Downtown Huntley consists of a number of land uses that collectively distinguish the Downtown from the rest of the Village. Around Jim Dhamer Square, the majority of uses consist of restaurants, professional offices and commercial service businesses. Industrial and manufacturing uses are primarily located adjacent to IL Route 47 (on the western side of the Downtown), and established residential neighborhoods

make up much of the surrounding area. The figure on this page illustrates the existing land uses within the Downtown.



Single Family Residential

Established single-family residential neighborhoods surround much of the Downtown and contribute to its overall character. The majority of homes in these areas are older, and some rich in architectural detail.



Issues and Concerns

- Single-family neighborhoods lack the density typically desired in a downtown setting.
- A number of homes surrounding the downtown suffer from deferred maintenance.
- In general, residential areas are poorly buffered from adjacent, non-residential uses.
- Single family areas limit the ability to expand the commercial areas of Downtown

Potentials

- Single-family homes located on the east side of Main Street in the Downtown are identified for adaptive reuse in the Village's Comprehensive Plan, and may be appropriate locations for commercial uses and/or redevelopment.
- The brick paving on Woodstock Street is in fair condition, and contributes to the overall character of the area. There is opportunity for this street to remain a key amenity for the Downtown.

- Homes rich in architectural detail contribute to the character and charm of the area and provide a palette of styles and details to inform design and development guidelines for new development.

Multi-Family Residential

Fragmented multi-family units are interspersed throughout the Downtown. Many of these units are residential conversions of single-family homes that have been renovated to include an additional unit (i.e. basement apartment), or in some instances converted entirely to multi-family building.



Issues and Concerns

- The small number of multi-family units does not significantly contribute to a desirable density in the Downtown.
- In general, residential areas are poorly buffered from adjacent, non-residential uses.

Potentials

- Mixed-use buildings are desired within the Downtown and offer opportunities to incorporate multi-family units on upper floors.
- Multi-family residential units may be incorporated on key redevelopment sites within the Downtown, such as on the Catty property.

Commercial Retail

Commercial retail uses are businesses that sell goods to consumers. There are a relatively small number of commercial retail uses within the Downtown and its immediate periphery. Within the Downtown Core, Strode's Furniture, Kep's Used Books and Anchor Spa and Pool are the only commercial retail uses.



Issues and Concerns

- The existing commercial retail uses are not pedestrian-oriented and have no ability to attract casual shoppers or capitalize on “walk-by” traffic generated from other uses in the Downtown. The uses serve only people in the market for a specific good or product.
- There is a poor variety of retail uses in the Downtown.
- There lacks a critical mass of retailers necessary to allow Downtown Huntley to be a “destination.”

Potentials

- Downtown residents have identified a desire to see specialty retail shops in the Downtown, such as a bakery or candy store.
- Key redevelopment sites in the Downtown have the potential to attract commercial retail businesses.
- The Downtown is easily accessible via IL 47, Main Street and Huntley/Dundee Road, making the area more attractive for retail businesses.
- A pedestrian-oriented downtown will attract commercial

retail shops which create synergies and demand for other retail uses.

Entertainment (Restaurant/Tavern)

Entertainment uses are comprised of restaurants, taverns and other uses that consumers visit for amusement. Five restaurants/taverns are located within the Downtown planning area, including Luigi's, the Village Inn, Sammy's, Offies Tap and Parkside Inn. These businesses contribute to the Downtown's vibrancy and role as a community destination.



Issues and Concerns

- There are no upscale/"white tablecloth" restaurants and limited family "sit-down" restaurants located within the Downtown.
- There is not a wide variety of entertainment/menu types.
- Village residents have indicated that they do not want to see additional taverns in the Downtown.

Potentials

- Entertainment uses provide an opportunity to enhance the streetscape and pedestrian activity of the Downtown by providing outdoor seating and gathering areas.
- Entertainment uses in the Downtown are active during the day, as well as at night, providing a consistent flow of customers for other shops to benefit from.

- Entertainment uses function as destinations for nearby residents and employees, and can attract a number of people to the Downtown.
- Restaurants benefit from proximity to other restaurants, creating a destination or "district."

Personal Service

Personal service providers are commercial businesses that provide a personal service to consumers, such as a hair salon or dry cleaners. Hairdoos is the only personal service use identified within the Downtown.



Issues and Concerns

- Successful downtowns typically have a proportionate number of professional and personal service providers, retailers and restaurants.

Commercial Service

Commercial service uses are distinguished from retailers in that they sell and provide services to consumers. There are a relatively small number of commercial service uses within the Downtown, which include Main Street Flooring, Shampoooch and Kitty Pet Grooming, Bohan Creations Photography and James O'Connor Funeral Home.



Issues and Concerns

- The existing commercial service uses are not pedestrian-oriented and have no ability to attract casual shoppers or capitalize on “walk-by” traffic generated from other uses in the Downtown. The uses serve only people in the market for a very specific service.
- There is a limited variety of service uses in the Downtown.
- The existing uses generate very little pedestrian traffic that benefit other Downtown businesses.

Potentials

- James O'Connor Funeral Home has indicated plans to expand the business within the Downtown, by purchasing adjacent properties.
- Should redevelopment occur, commercial service uses can be located and relocated to upper floors or storefronts on side streets, which would allow more pedestrian-oriented businesses to locate on main streets and high traffic areas.

Auto-Oriented Commercial

Auto-oriented uses cater to customers arriving by automobile and are not considered desirable in a Downtown. Auto-oriented commercial uses are situated west of the Village Square, along the IL 47 Corridor. These include a Mobile Gas Station, Enterprise Rent-a-Car, Huntley Collision Center, Whitey's Towing, Marathon Gas Station and Huntley Auto Care.



Issues and Concerns

- A key characteristic of successful downtowns is pedestrian-orientation. Uses that cater to the automobile reduce the amount of pedestrian activity in the area and negatively impact the Downtown.

Potentials

- The auto-oriented commercial uses identified within the Downtown planning area are all situated on relatively shallow parcels along the IL 47 Corridor. There are opportunities for redevelopment and enhancement of these parcels as IL 47 is widened (possibly reducing lot sizes further), and market demand in the area changes.

Churches

There are three churches within Downtown Huntley, including Trinity Lutheran Church, First Congregational Church and St. Mary's. Churches contribute to Downtown's role as a destination and reinforce it as the symbolic "heart" of the community.



Issues and Concerns

- There are complaints of traffic congestion at the time of religious ceremonies or when school gets out from Trinity Lutheran Church.

Potentials

- First Congregational Church has plans to expand and develop two vacant parcels to the east along Main Street. This makes the church the single largest land owner along Main Street in the Village's Downtown.
- Churches bring potential customers to the Downtown on weekends or during other events that may patronize shops and restaurants.

- Churches can serve as important anchors in a downtown and have the ability to generate economic development and revitalization.

Office

Offices are buildings or spaces within buildings where the business of an organization is conducted. They do not typically generate pedestrian activity or attract walk-in customers.

Office uses within the Downtown planning area include: State Farm – Chad Radtke, Palermo Insurance, Route 47 Taxi Co., Garfield & Flood CPA, Benico Ltd., Home Savings of America, AT&T Central Office, Landmark Contractors and Wolschlagler Chiropractor.



Issues and Concerns

- Office uses do not generate a high amount of pedestrian activity, thus are undesirable on the ground floors of buildings. However, they are desirable for upper floors because their employees can patronize Downtown businesses.

Potentials

- Office uses currently occupy storefronts where commercial retail uses might be more desirable to generate more pedestrian activity.

Industrial/Manufacturing

This category includes industrial properties, manufacturing, storage, warehouse and distribution facilities within the Downtown. Many of these properties are located near IL 47 and the railway for truck and freight access. Deans Foods is the largest industrial/manufacturing user, as well as the largest landowner in the Downtown, occupying large parcels near the railroad.

The large, undeveloped parcel at the northeast corner of the Downtown is currently used for industrial purposes as well, and is home to Bakley Construction.



Issues and Concerns

- Deans Foods is an active distribution facility, causing a significant amount of track traffic to travel through the area and through residential neighborhoods.
- A traffic light is desired at the intersection of IL 47 and Mill Street to better manage traffic turning onto and off of IL 47.

Potentials

- The Downtown is currently restricted by its small size and Deans is the largest land owner in the Downtown. If Deans were to relocate to another area of the Village it would provide an opportunity to substantially increase the Downtown's size.
- The Bakley property is identified for future single-family development per the Village's Comprehensive Plan. Its development would provide an opportunity to increase the residential density within the Downtown.

- Marlowe Feed is currently being used for storage, though the property is for sale. The site is the largest parcel available along IL 47 within the Downtown's boundaries.

Vacant

Currently, there are very few vacant buildings or parcels within Downtown Huntley. The largest vacant building is the Catty building, situated on Mill Street just east of the railroad tracks. Additionally, there are two vacant parcels east of Huntley Apartments and First Congregational Church, and a vacant building at the northwest corner of IL 47 and Main Street.

The property at the northwest corner of IL 47 and Main Street was vacated by the Illinois Department of Transportation (IDOT) to provide additional space for its IL 47 widening plans and has little to no redevelopment potential.



Issues and Concerns

- Few parcels or buildings are currently vacant within the Downtown, indicating that new development will most likely involve the teardown of existing buildings or adaptive reuse of buildings that are in good condition.
- Two out of the three vacant properties (the parcels adjacent to Huntley Apartments) are accounted for in terms of future land use, reducing the amount of vacant, developable space in the Downtown.
- The vacant Catty property is a key redevelopment site approximately 2.5 acres in size, located within the Downtown Core and in close proximity to IL 47.
- The First Congregational Church intends to develop the two vacant parcels fronting Main Street, which makes the church the largest land owner in the Downtown Core with approximately 3.25 acres of land.

Potentials

Public/Semi-Public

Public and semi-public uses include governmental buildings and properties, and institutions that are considered public. Within Downtown Huntley this includes the old Village Hall site (used periodically by the Library), the Huntley Fire Protection District, U.S. Post Office and American Legion.



Issues and Concerns

- Downtown residents and business owners cite a parking and traffic problem associated with the U.S. Post Office.
- The current location of the Huntley Fire Protection District may not be the most favorable, given its proximity to IL 47 and the railroad, both of which can impact emergency response time. Opportunities for relocation should be considered.

Potentials

- The old Village Hall site is currently vacant, but still functions as a community meeting space as needed. This site, under Village ownership, provides an excellent redevelopment opportunity with a prominent location fronting the Jim Dhamer Square.
- Incorporating public/semi-public uses in a Downtown can help attract private investment because they serve as important anchors and establish and strengthen the role of Downtown as a community focal point.

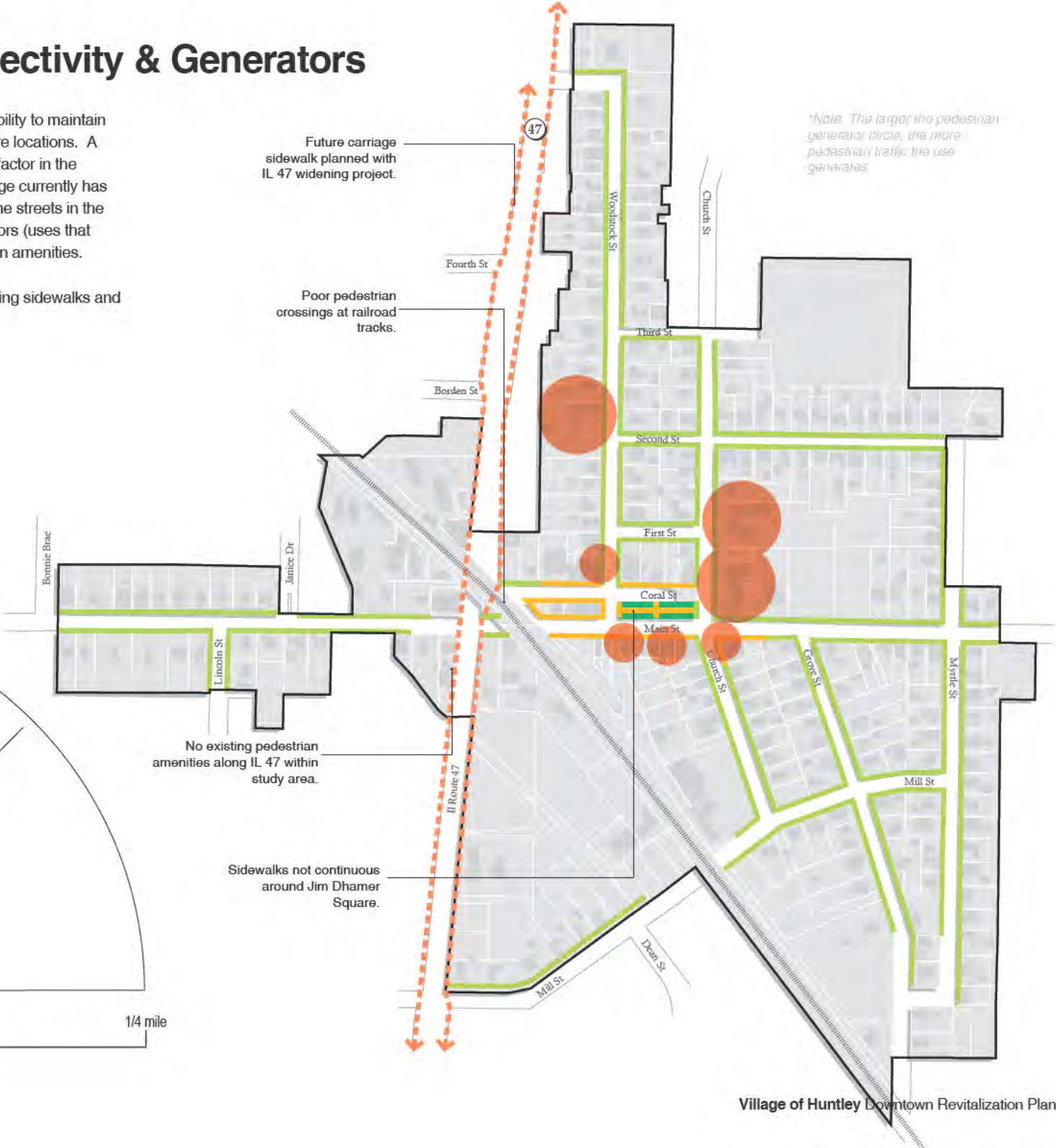
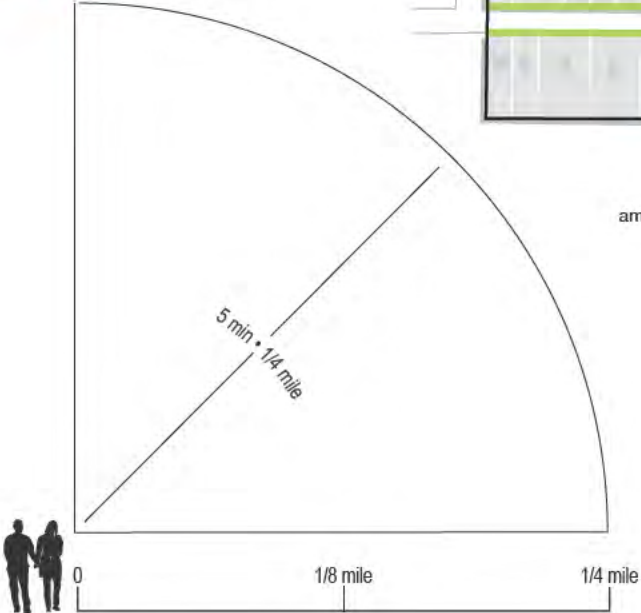
Pedestrian Connectivity & Generators

Pedestrian connectivity is defined as the ability to maintain a walkable connection between two or more locations. A walkable, active pedestrian realm is a key factor in the success of any Downtown. While the Village currently has continuous sidewalks present on most of the streets in the Downtown, it is lacking pedestrian generators (uses that generate pedestrian activity) and pedestrian amenities.

This figure on this page illustrates the existing sidewalks and pedestrian generators in the Downtown.

Map Legend

-  Pedestrian Generator
-  Carriage Sidewalk
-  Sidewalk with Parkway
-  Planned Future Sidewalk
-  Jim Dhamer Square

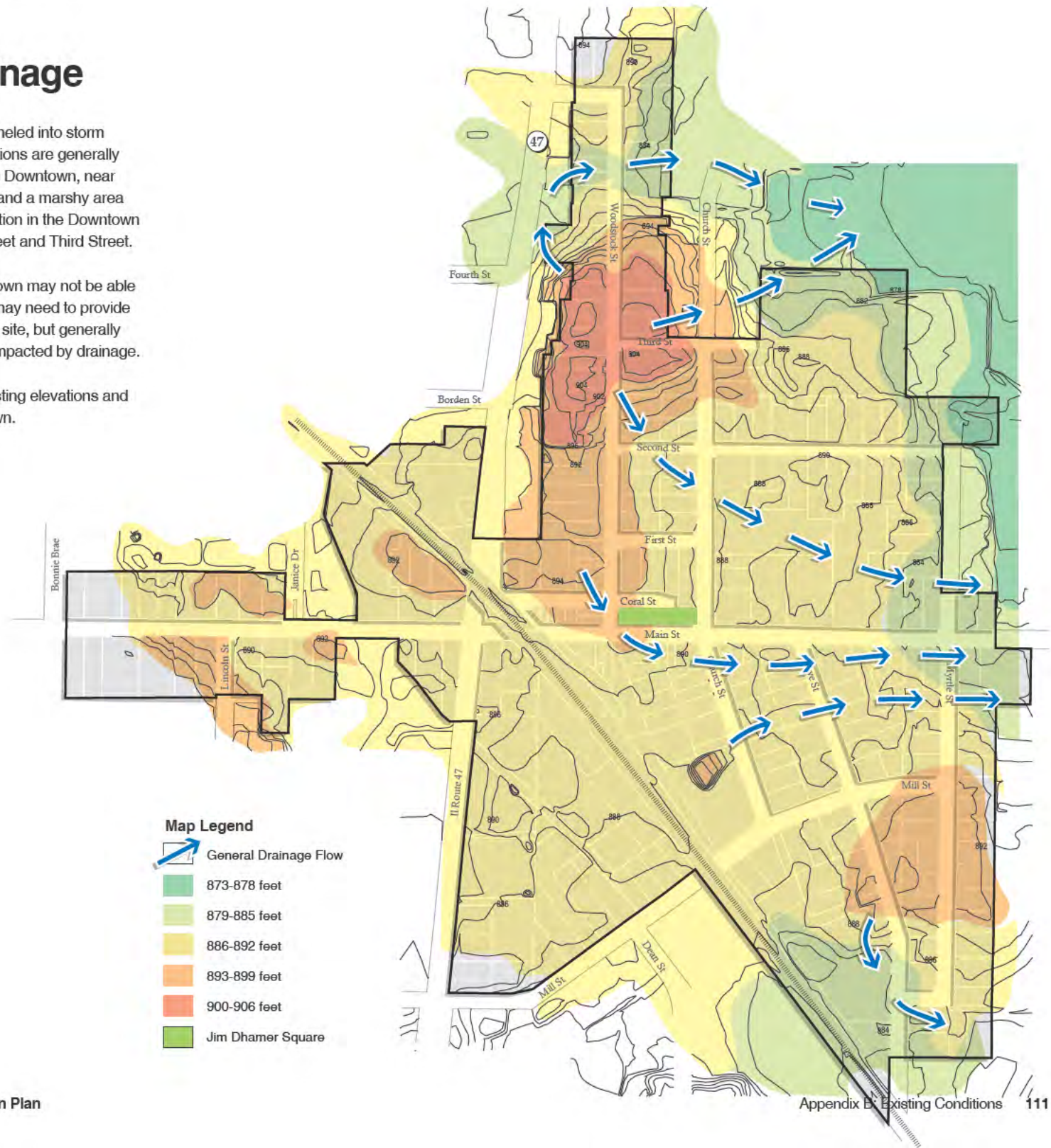


Contours & Drainage

Stormwater within the Downtown is channeled into storm sewers. The areas with the lowest elevations are generally located on the north and east sides of the Downtown, near Ol Timers Park and the Bakley property, and a marshy area south of Myrtle Street. The highest elevation in the Downtown is near the intersection of Woodstock Street and Third Street.

Large scale redevelopment in the Downtown may not be able to tie into the existing storm sewers and may need to provide on site detention in the lowest area of the site, but generally development/redevelopment will not be impacted by drainage.

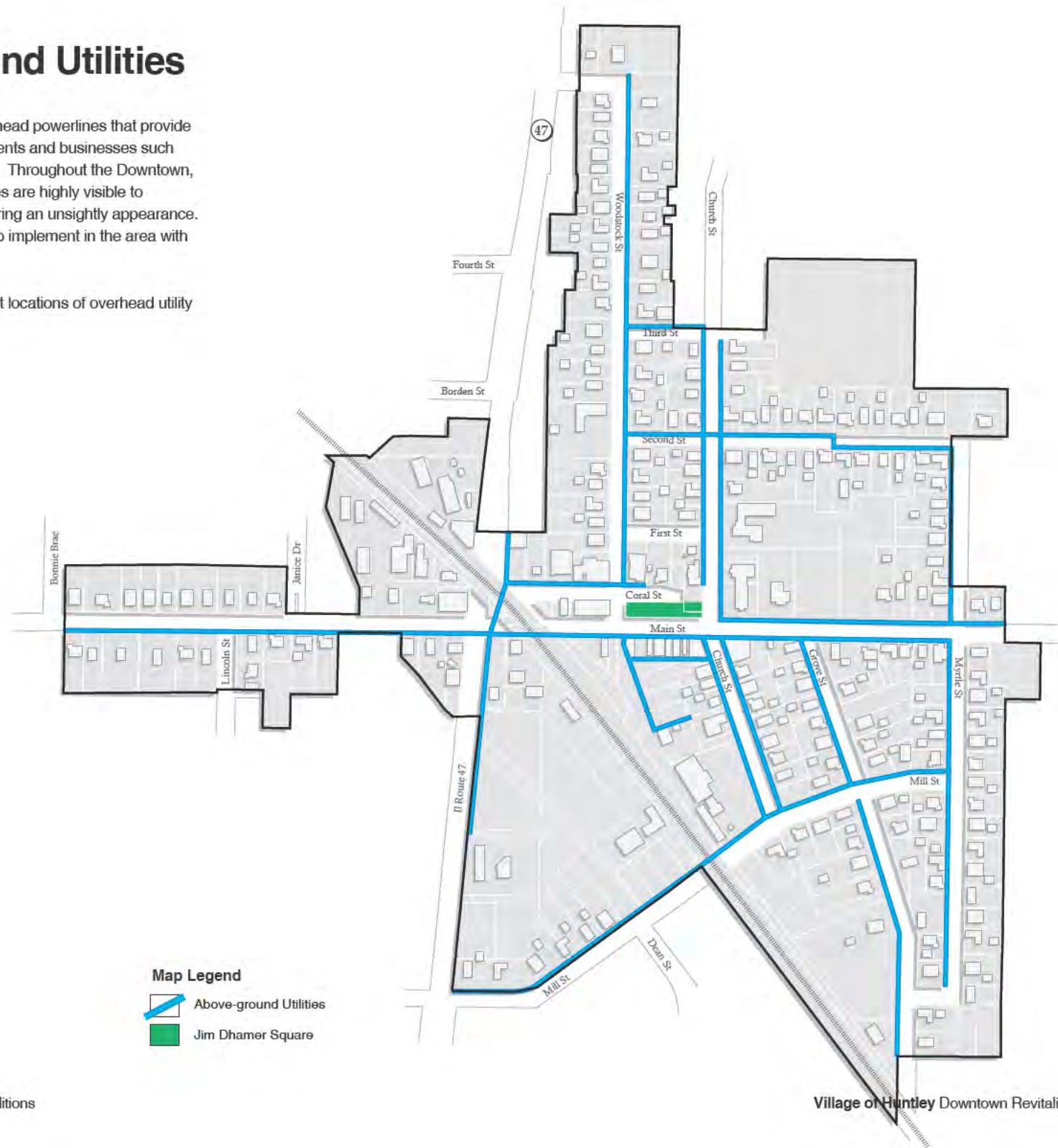
The figure on this page illustrates the existing elevations and general drainage flow within the Downtown.



Above-Ground Utilities

Above-ground utilities are overhead powerlines that provide a public service to Village residents and businesses such as electricity or telephone lines. Throughout the Downtown, overhead powerlines and utilities are highly visible to motorists and pedestrians, offering an unsightly appearance. Streetscaping may be difficult to implement in the area with these utilities present.

This figure illustrates the current locations of overhead utility lines within the Downtown.



Downtown's Functional Subareas

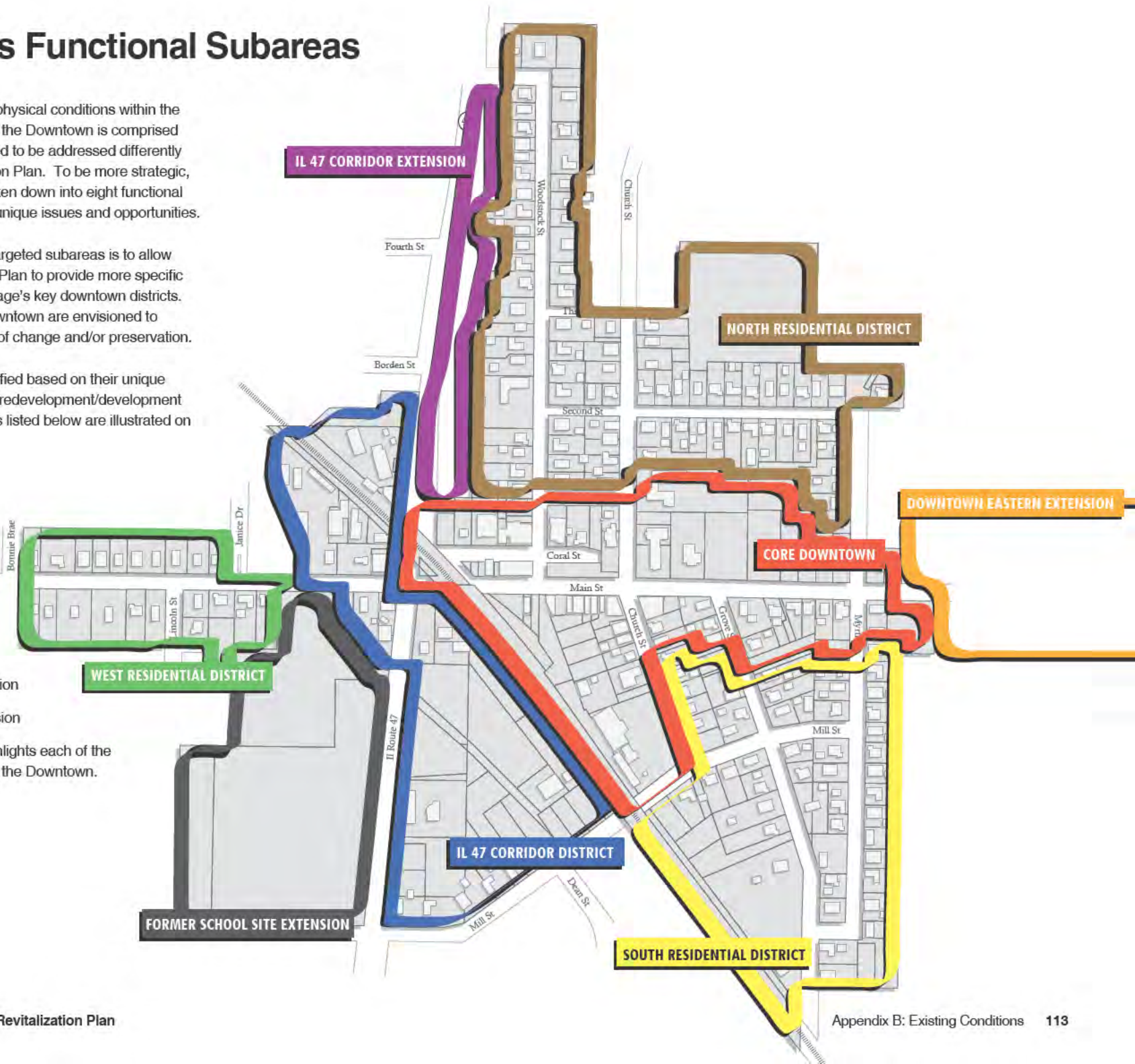
A detailed review of existing physical conditions within the Downtown has indicated that the Downtown is comprised of different subareas that need to be addressed differently in the Downtown Revitalization Plan. To be more strategic, the Downtown has been broken down into eight functional subareas, each with its own unique issues and opportunities.

The purpose for examining targeted subareas is to allow the Downtown Revitalization Plan to provide more specific recommendations for the Village's key downtown districts. Different areas within the Downtown are envisioned to experience different calibers of change and/or preservation.

The eight subareas are identified based on their unique character, function, and their redevelopment/development potential. The eight subareas listed below are illustrated on the following pages.

- Core Downtown
- IL 47 Corridor District
- North Residential District
- South Residential District
- West Residential District
- IL 47 Corridor Extension
- Downtown Eastern Extension
- Former School Site Extension

The graphic on this page highlights each of the subareas in, and adjacent to, the Downtown.



Core Downtown



Core Downtown

Preliminary Issues and Opportunities

Gateway Opportunity

- The Downtown Core fails to capitalize on its close proximity to the IL 47 Corridor by implementing gateway features and wayfinding signage.

Streetscape

- Overhead utilities occupy much of the streetscape within the Downtown Core and detract from its appearance.
- The Jim Dhamer Square is the symbolic center of the Downtown Core.
- Pedestrian amenities are inadequate and should be carefully evaluated and enhanced.

Parking Improvements

- Parking areas are not consistently defined with signage and/or striping within this subarea.

Architecture & Design

- Buildings do not utilize 360 degree architecture and are not attractive when viewed from all angles.
- Buildings viewed from the rear are oftentimes unappealing and unattractive, which detracts from the character of the Downtown.

Commercial Expansion/Redevelopment

- The properties along east Main Street fail to provide a good transition between the Core Downtown and the area east of the Downtown where the Municipal Complex and Huntley Public Library are located.

Downtown Expansion

- The Downtown is restricted by its current size and limited land uses.
- The Catty property occupies a significant portion of land in the downtown, restricting the Downtown's ability to expand.

Buffering Between Uses

- There is a lack of buffering between residential and non-residential uses.
- Properties are poorly buffered from the Union Pacific Railroad.

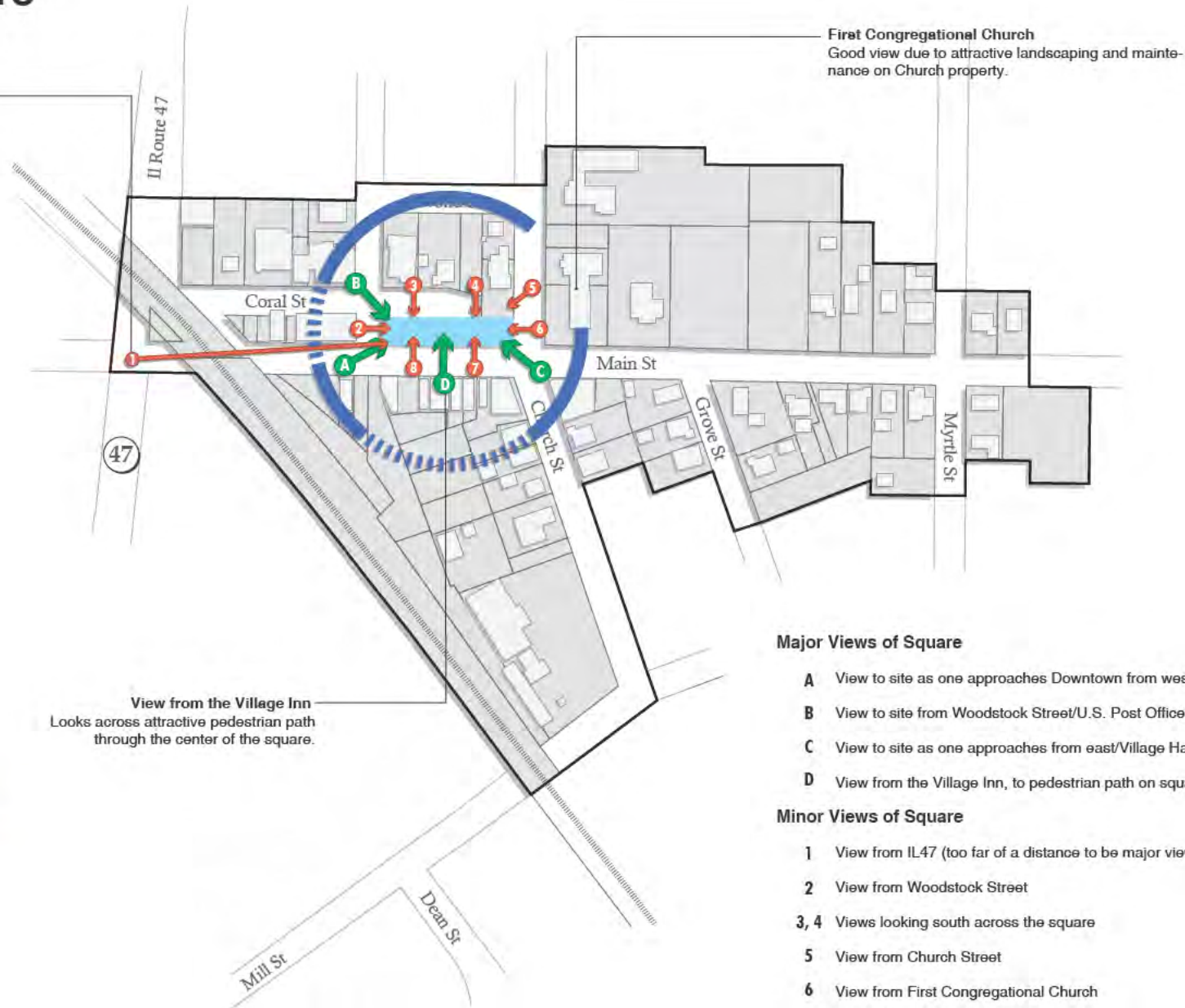
Pedestrian Connectivity

- There is poor pedestrian connectivity between the IL 47 Corridor and the Downtown Core.

Views of Square

Core Downtown

View from IL 47
Poor view because of a lack of gateway features and distance to square.



Views from Square



View from the Village Inn
Looks across attractive pedestrian path through the center of the square.

Major Views of Square

- A View to site as one approaches Downtown from west
- B View to site from Woodstock Street/U.S. Post Office
- C View to site as one approaches from east/Village Hall
- D View from the Village Inn, to pedestrian path on square

Minor Views of Square

- 1 View from IL47 (too far of a distance to be major view)
- 2 View from Woodstock Street
- 3, 4 Views looking south across the square
- 5 View from Church Street
- 6 View from First Congregational Church
- 7, 8 Views looking north across the square

Other Elements




- Jim Dhamer Square

Vegetation

Core Downtown



Map Legend

-  Existing Shade Tree
-  Existing Evergreen Tree
-  Mature Vegetation Coverage

The presence of landscaping and street trees along downtown streets is important to enhance the streetscape and beautify the area because it adds four-season color, visual interest and texture to the built environment.

Currently, the Core Downtown does not have any street trees or landscaping installed other than around and within the Jim Dhamer Square. Some of the private properties within the Core Downtown have mature trees, but the public realm is lacking.



Streetwall Analysis

Core Downtown

A streetwall is a continuous row of buildings, side-by-side, that have the front of the buildings at or near the sidewalk. It maintains a more inviting pedestrian environment and sense of enclosure for Downtown visitors. The graphic on this page analyzes the existing streetwalls in the Downtown.

East side of Downtown

The existing land uses on the east side of the Downtown are not conducive to a continuous streetwall. However, should redevelopment/development occur, a streetwall should be incorporated through a continuous building facade or other pedestrian barrier such as decorative fencing and landscaping.

South Side of Coral Street

Functions as the rear of buildings because this is a block with double-frontage.

Unattractive streetwall cluttered with utilities, trash receptacles and no pedestrian amenities.

Jim Dhamer Square

The streetwall should be strongest around the Jim Dhamer Square as this is the focal point of the Downtown.

Existing streetwall is strong in some areas, but facade improvements and additional pedestrian amenities are desirable.



Streetwall Analysis Legend

- Strong
- Fair
- Poor
- Jim Dhamer Square



Building Height



IL47 Corridor District



IL47 Corridor District

Preliminary Issues and Opportunities

Traffic Improvements

- Traffic congestion near the intersection of IL 47 and Main Street is currently a significant concern for the area. (IDOT has plans to expand IL 47 through the area, which should alleviate a substantial amount of this concern.)
- A traffic signal at the intersection of Mill Street and IL 47 would better manage truck and other traffic turning onto and off of IL 47.

Commercial Expansion/Redevelopment

- Properties along the IL 47 Corridor suffer from shallow lot depths and irregular lot shapes.
- The current mix of land uses in the area is undesirable because they are isolated and predominantly auto-oriented service uses.

Downtown Expansion

- The Deans property occupies a significant portion of land in the downtown, restricting the Downtown's ability to expand.

Gateway Opportunity

- The IL 47 and Main Street intersection provides an unattractive gateway into the Downtown Core.

Pedestrian Connectivity

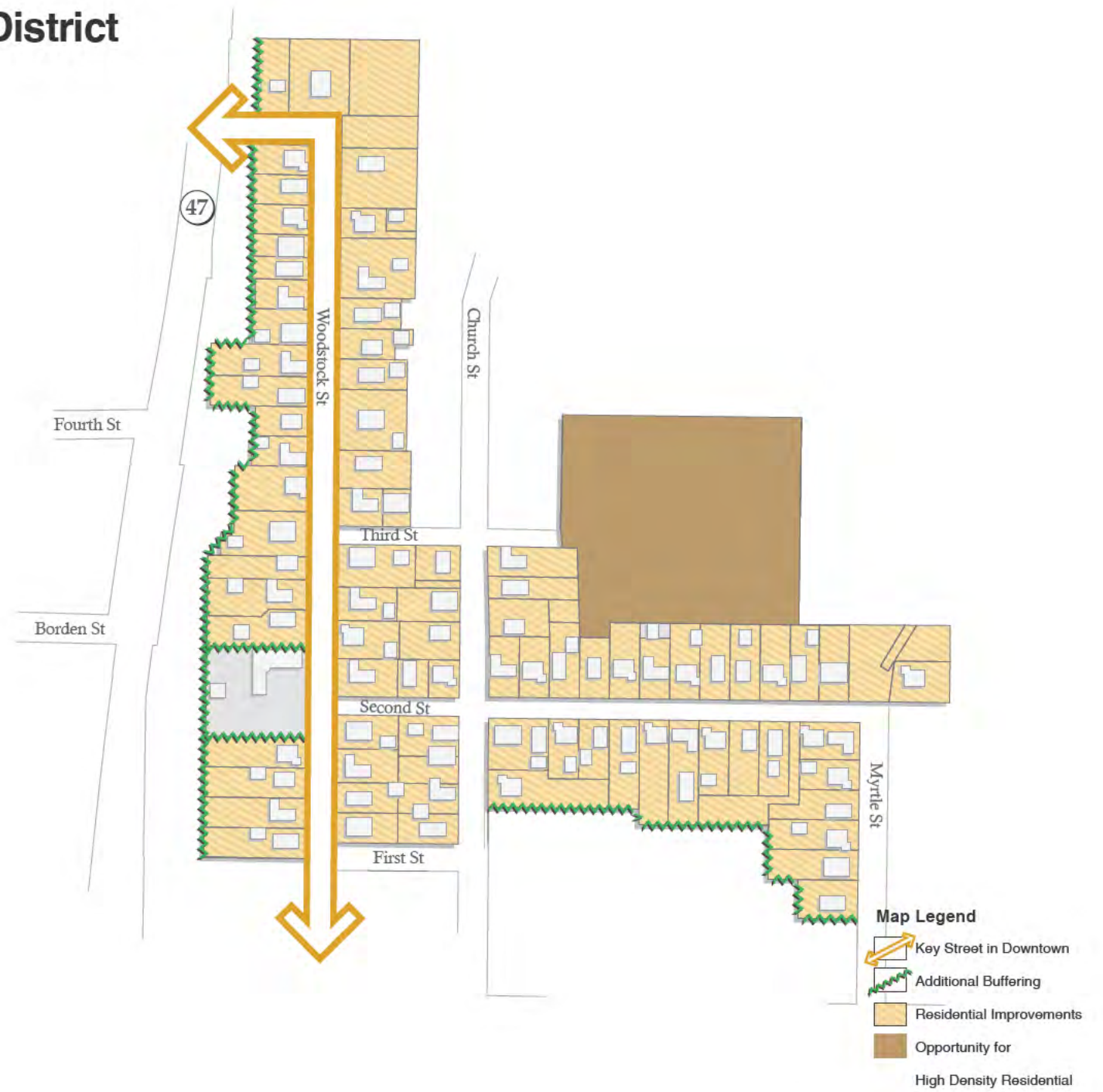
- There is poor connectivity and a lack of wayfinding/gateway signage between the Downtown Core and the IL 47 Corridor.
- There is poor connectivity between the Downtown Core and Deicke Park through this subarea.

Buffering Between Uses

- There is a lack of buffering between residential and non-residential uses.
- Properties are poorly buffered from the Union Pacific Railroad.



North Residential District



North Residential District

Preliminary Issues and Opportunities

Residential Improvements

- Homes rich in architectural detail contribute to the character and charm of the area and provide a palette of styles and details to inform design and development guidelines for new development.

Buffering Between Uses

- There is a lack of buffering between residential and non-residential uses.

Key Street in Downtown

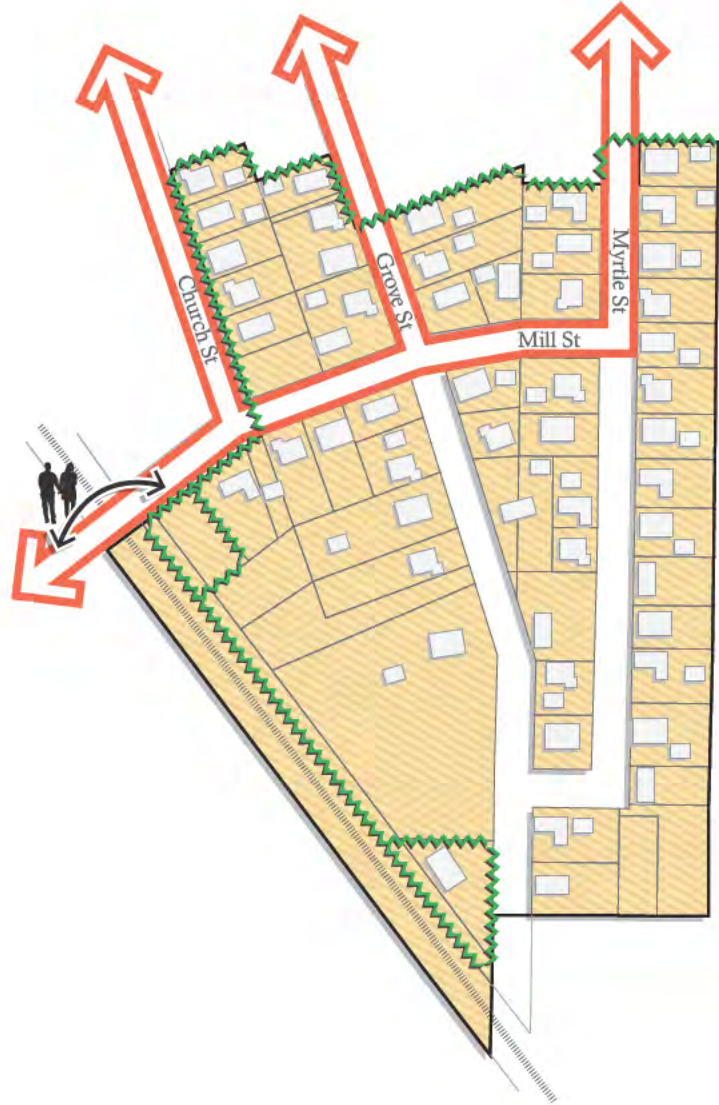
- Woodstock Street is the most distinctive residential street within this subarea, as well as within the Downtown due to architecturally significant homes and the brick paved street.

High Density Residential

- Few multi-family units are present within this subarea, which does not significantly contribute to a desirable density in the Downtown.



South Residential District



- Map Legend**
- Traffic Improvements
 - Additional Buffering
 - Pedestrian Connectivity
 - Residential Improvements

South Residential District

Preliminary Issues and Opportunities

Traffic Improvements

- Deans Foods is located adjacent to this subarea, and generates a significant amount of truck traffic that disrupts the residential uses in this subarea.
- Cut-through traffic from IL 47 and Main Street disrupts the residential homes in this area.

Residential Improvements

- Homes in this area range from poorly maintained to architecturally rich. Homes that are historically significant should be preserved and maintained, and better maintenance efforts and property management should be encouraged on inadequately maintained parcels.

Buffering Between Uses

- There is a lack of buffering between residential and non-residential uses.

Pedestrian Connectivity

- There is poor connectivity between the Downtown Core and Deicke Park to the south.



West Residential District



Preliminary Issues and Opportunities

Commercial Expansion/Redevelopment



- The single-family homes in this subarea are identified as the "West Residential District," and are detached from the rest of the Downtown. As IL 47 expands from a predominantly 2-lane roadway to a 4-lane roadway, the quality of life of residents in these areas will diminish due to increased traffic, reduced safety, and noise, light and air pollution. As traffic along IL 47 increases, pressure to convert these residential uses to non-residential uses will also increase. Properties in this subarea should be permitted to remain residential, with the opportunity to convert to office or commercial land uses.

Buffering Between Uses

- There is a lack of buffering between residential and non-residential uses.



Map Legend

-  Additional Buffering
-  Commercial Expansion/Redevelopment

Downtown Eastern Extension District

The Downtown Eastern Extension District may represent an opportunity for downtown expansion in the long term. This subarea consists of the area east of Myrtle Street to Ruth Road and includes the Municipal Complex and Public Library. While the undeveloped land in this subarea provides opportunities for development or expansion, significant challenges would need to be overcome and considerable redevelopment and changes in market conditions would have to occur to ensure that this subarea transformed into a viable part of the Downtown.

Currently, the Eastern Extension District is not compatible with the rest of the Downtown due to a lack of pedestrian connectivity and an undesirable mixture of land uses, including an industrial park and wastewater treatment facility. Furthermore, it does not benefit from proximity to and exposure to IL Route 47 as the other subareas do. While there is vacant land available for development, it is possible given the disconnection that its development would compete with the Downtown, rather than complement it unless specific actions, detailed planning, capital improvements and redevelopment occurs.

Established Industrial Area

This area eliminates opportunities for redevelopment and/or connectivity with the Core Downtown on the north side of Main Street. Its existing built form and use functions as a deterrent to pedestrians and does not contribute to a pedestrian friendly atmosphere. In addition this area would detract significantly from the character of a traditional downtown setting. Significant streetscape enhancements or large scale redevelopment would be necessary to overcome these obstacles.

Huntley Area Public Library
Civic uses like the Library are desirable uses in downtowns and contribute to an area's liveliness and sense of place.

Huntley Municipal Complex
Similar to the library, civic uses like the Village Hall are desirable within a downtown setting.

Established Multi-Family Residential
Occupies a significant amount of land within the Eastern Extension and reduces opportunities for redevelopment/ development within close proximity to the Core Downtown.



Waste Water Treatment Plant

Occupies 1000 feet of frontage along Main Street, disconnecting the Core Downtown from the Municipal Complex. This use is undesirable within a downtown.

Development Potential

Development is feasible on this parcel, though it would likely develop as a "new-town center" and compete with the Downtown given its location.

Distance to Village Square

The Municipal Complex is nearly a mile east of the Village Square - a 20 minute walk - which will likely deter pedestrians from walking between the two community assets. This is further exacerbated by the lack of pedestrian friendly uses and amenities between the two destinations.

Zoning District Legend

- RE-1 Residential Estate District
- R-1 Single Family Residence District
- R-2 Single Family Residence District
- R-3 Duplex Two Family District
- R-5 Multiple Family District
- B-2 Highway Service
- M Manufacturing District
- O Office



IL 47 Corridor North Expansion District

The IL 47 Corridor Extension District is comprised of the east side of the IL 47 Corridor, as it extends northbound from Main Street. Although it is adjacent to Downtown, its ability to accommodate Downtown expansion is limited due to the fact that it is developed with fragmented, auto-oriented commercial land uses that mostly neglect pedestrians. This subarea is characterized by shallow lot depths, and poor connectivity with the rest of the Downtown despite its adjacency. Because of these issues, and others, this area was excluded from the Downtown boundaries established in the Village's Comprehensive Plan. However, through capital improvements and significant redevelopment, this area may serve as a long term option for Downtown expansion.



Dairy Mart

In summer months the Dairy Mart is a highly active use and has tremendous potential to be a significant pedestrian generator. Unfortunately it is isolated from Downtown by IL 47, an auto-oriented corridor that is unfriendly to the pedestrian.

Shallow Lot Depths

Shallow lot depths would make redevelopment/development along the Corridor difficult, and residential uses abutting the rear of existing commercial properties limit commercial expansion.

Auto-oriented Commercial Uses

Auto-oriented uses cater to customers arriving by automobile and are not considered desirable in a Downtown.

Poor Connectivity

There is a lack of connectivity between the rest of the Downtown and the IL 47 Corridor Extension. This subarea does not contribute to the Downtown's atmosphere/character.

One-sided Corridor

With industrial uses to the west, this subarea is essentially one-sided, and consists only of the parcels on the east side of IL 47.

Streetwall/Connectivity

There is a discontinuous streetwall and individual developments along the Corridor are disconnected from one another and Downtown.

Zoning District Legend

- B-2 Highway Service
- B-3 Shopping Center Business



Former School Site Expansion District

The Former School Site Extension District presents an opportunity for possible downtown/commercial expansion in the long term. This subarea consists of the old school site at the northwest corner of IL 47 and Mill Street. It is approximately 15.5 acres in size with over 1,000 feet of frontage along IL 47, and is comprised of the largest consolidated parcels in the downtown area. For these reasons, this subarea is the most realistic development site adjacent to the Downtown, despite its lack of adjacency to the Core Downtown Area that exists east of IL 47.

Future development should be carefully planned and designed to maintain sensitivity to nearby residential properties as well as to capitalize on proximity to the Downtown and exposure along IL 47.



Adjacent Residential Uses

Any redevelopment of the site must be sensitive to and respectful of the adjacent residential uses. Extensive buffering and quality design should be used to minimize any negative impacts of new development or commercial activity.

Deep Lot Depths

The overall site area, geometry, and deep lot depth contribute to the redevelopment potential of this site. Given these site characteristics, a number of different uses and development scenarios can be accommodated.

Poor Connectivity to Downtown

There is a lack of connectivity between the Core Downtown and Former School Site Extension District. Although very close to the Core Downtown Area, IL 47 presents a formidable visual and physical barrier to connecting to Downtown.

Redevelopment Opportunity

Any redevelopment should be used as an opportunity to strengthen the Downtown, rather than accommodating development that would directly compete with Downtown. It should feature key design elements and gateway signage so as to complement the Downtown and strengthen the Downtown's presence along IL 47.

Zoning District Legend

- R-1 Single Family Residence District
- R-2 Single Family Residence District





Parking, Access and Circulation

Downtown Huntley's Core is bounded by North Street on the North, Myrtle Avenue on the east, Mill Street on the south, and Bonnie Brae Street to the west.

A preliminary parking and transportation study was conducted to achieve the following:

- Investigate existing traffic and parking concerns in the study area during peak usage.
- Collect pertinent traffic and parking data for the study area.

Existing Traffic Operations and Parking

Main Street serves downtown Huntley as the main east-west arterial, and has one travel lane in each direction. Exhibit 1 Shows the current signage, speed limits, and roadway configuration for the study area. Angled parking is provided between Church Street and Woodstock Street on both the north and south sides of the street. The Existing Transportation Features graphic on page 43 shows traffic counts conducted for IDOT in 2006 that indicate Average Daily Traffic on Main Street is 8,500 vehicles daily. Due to the widening of IL Route 47 and future development in Huntley north of downtown, it is anticipated that Algonquin Road will absorb much of the east-west traffic growth in the future.

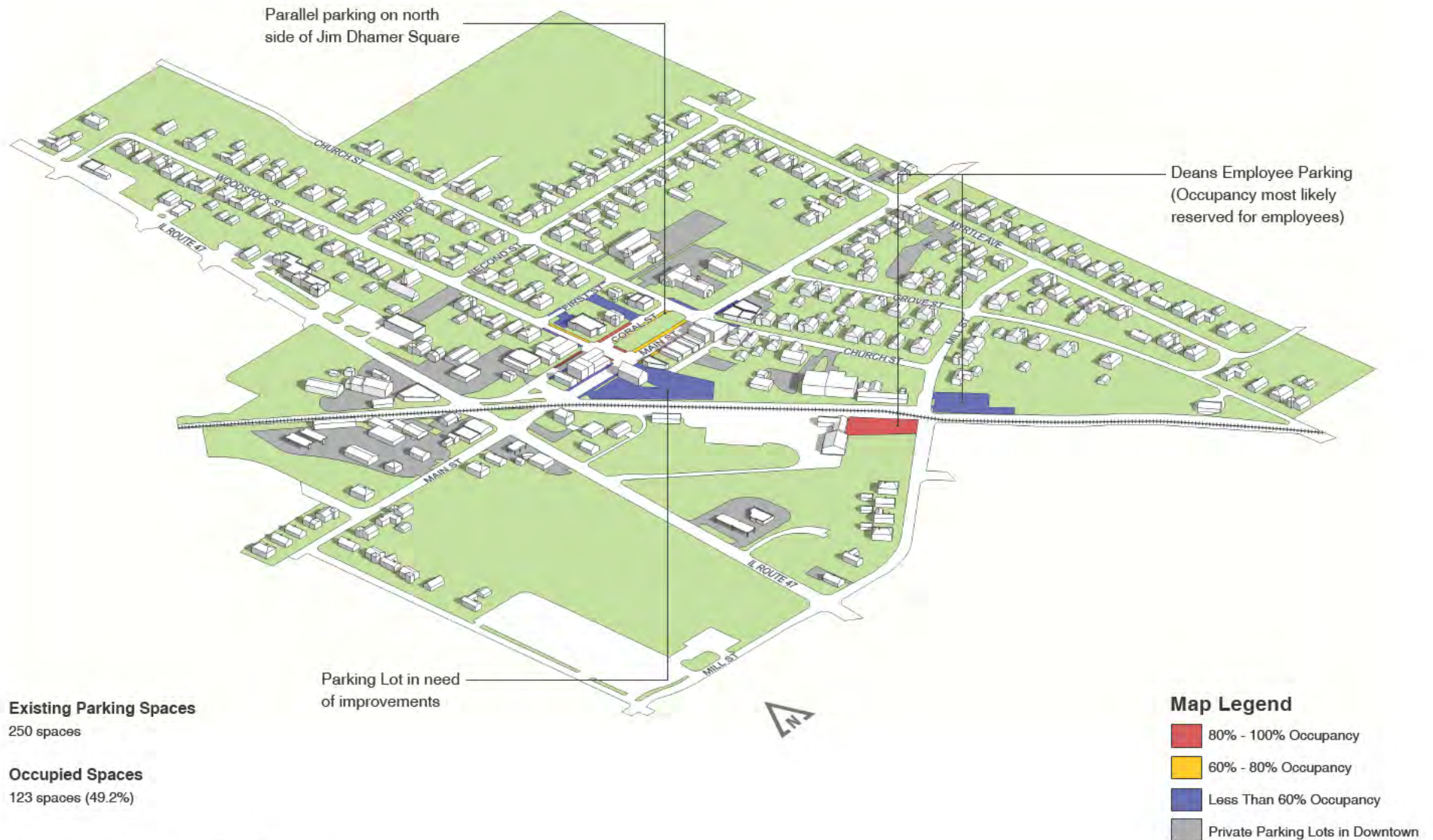
The downtown Huntley study area currently has 83 on-street parking spaces and 167 off-street parking spaces, for a total of 250 spaces. A total of 5 lots (4 private, 1 public) are located within the study area. Gewalt Hamilton Associates conducted a parking occupancy study on Friday October 16th, 2009 from 10 am- 2pm to determine the typical supply of available parking within downtown. Table 1 summarizes the observed parking occupancy. Generally speaking, the available parking supply was 50% occupied. GHA did not include the parking lots of the church and school facilities in the downtown parking counts.

Other pertinent Traffic & Parking observations include:

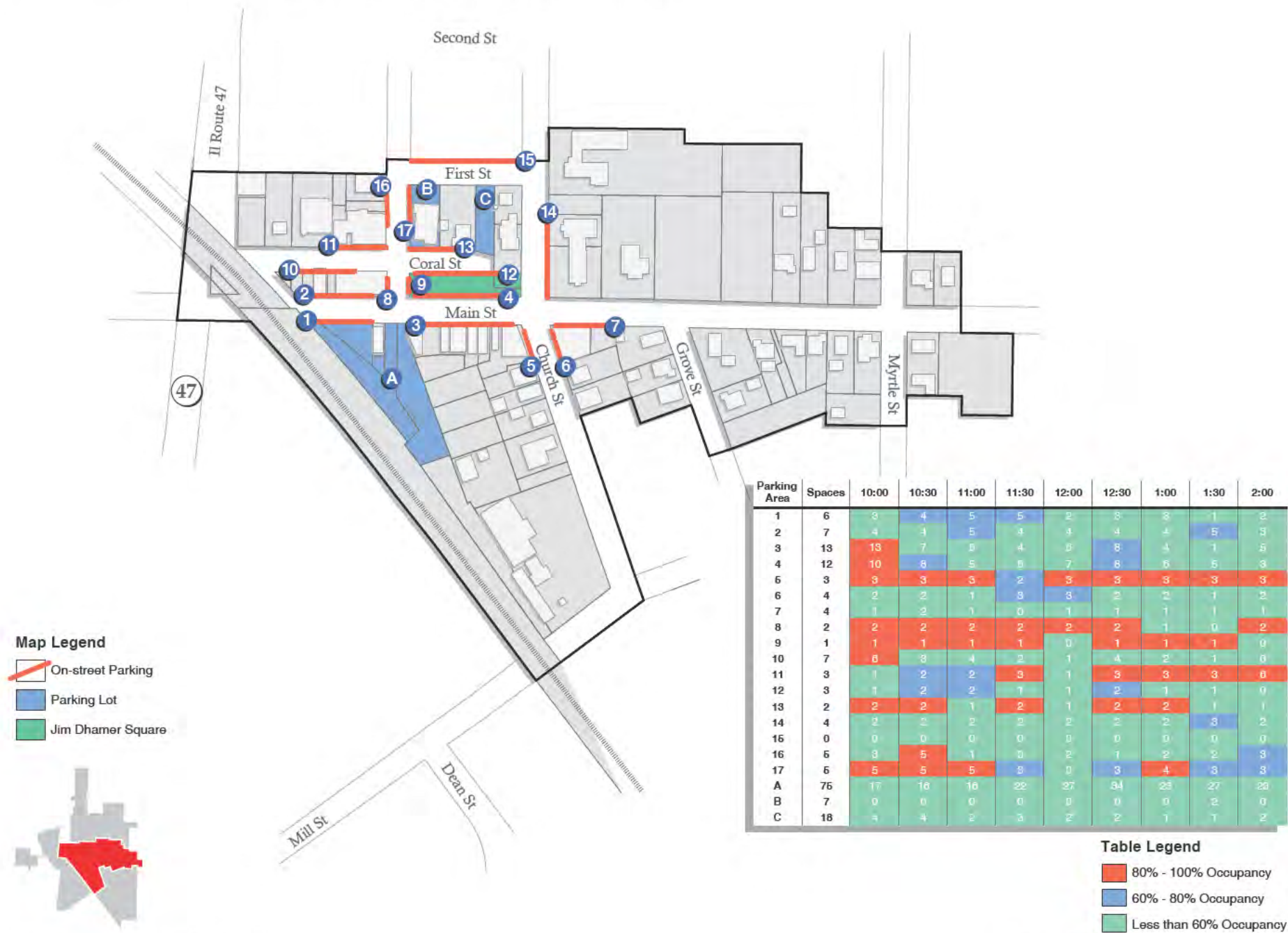
- The existing roadway configuration of Dwyer Street adjacent to the Union Pacific railroad tracks is poor. Southbound vehicles making turns onto Main Street have poor sight lines to view eastbound traffic on Main Street. The proposed improvements to IL Route 47 will reconfigure the right turn movement that currently can be made from westbound Main Street to northbound IL Route 47. See Appendix 1 for IDOT IL Route 47 design plans.
- Most vehicles that utilize Coral Street adjacent to the park travel in an east to west direction toward IL Route 47.
- Vehicle speeds through downtown appeared to be low. It appears the mid block pedestrian crossing between Woodstock and Church Streets has a traffic calming effect.
- Existing angled parking in downtown is slanted at 45 degrees and has poor sight lines backing into traffic. It appears there is ample room on Coral Street to accommodate angled parking on the south side of the street
- Parking spaces near the post office receive the most use.

Existing Parking Occupancy Rates

**Note: Parking occupancy rates are based on data collected October 16, 2009 between 10:00 a.m. and 2:00 p.m.*



Core Downtown Parking Occupancy Rates

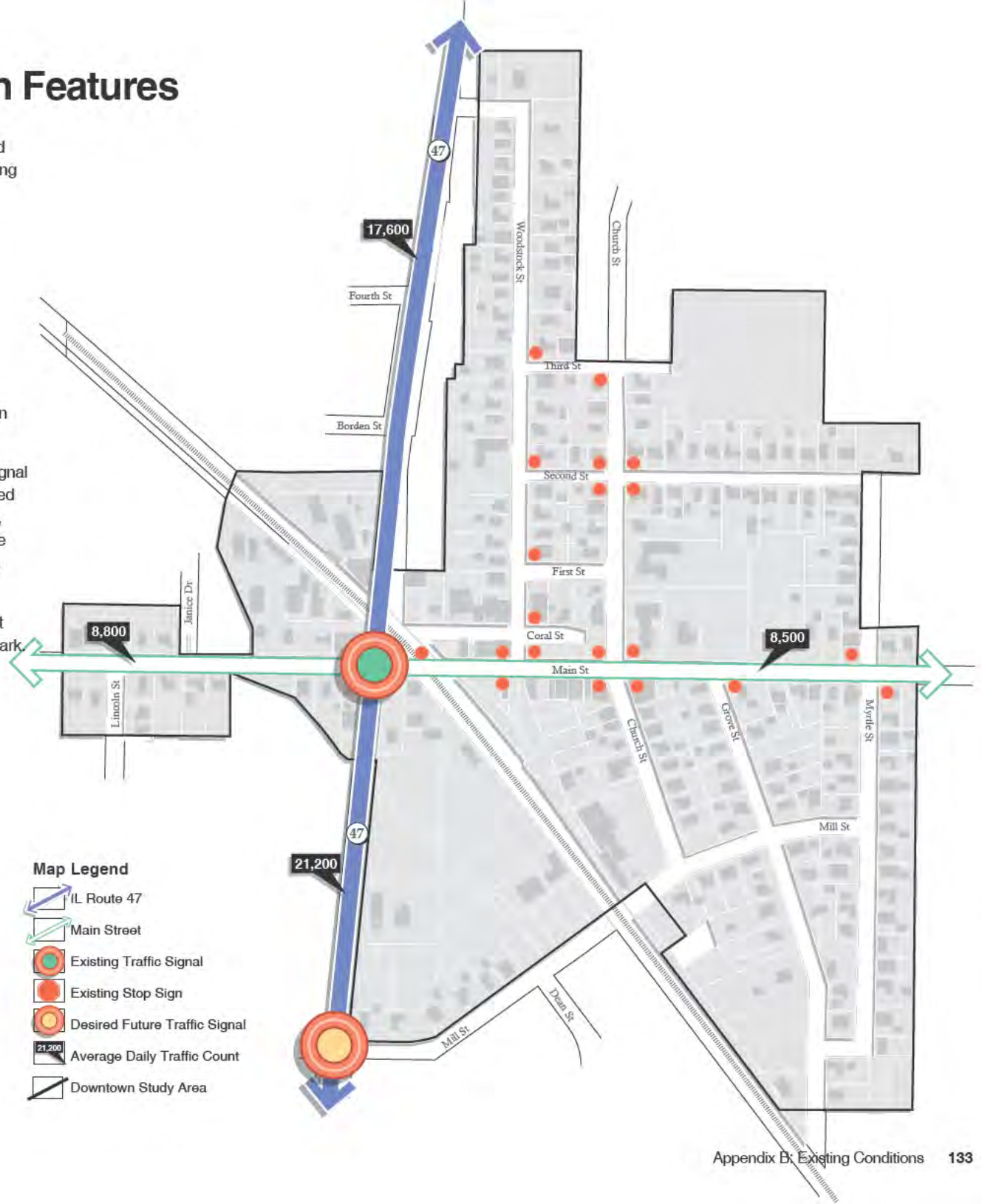


Existing Transportation Features

Downtown Huntley is bisected by the Union Pacific railroad tracks and IL Route 47. These barriers create a poor walking environment for pedestrians and restrict connections that could be made between Deicke Park and the Downtown.

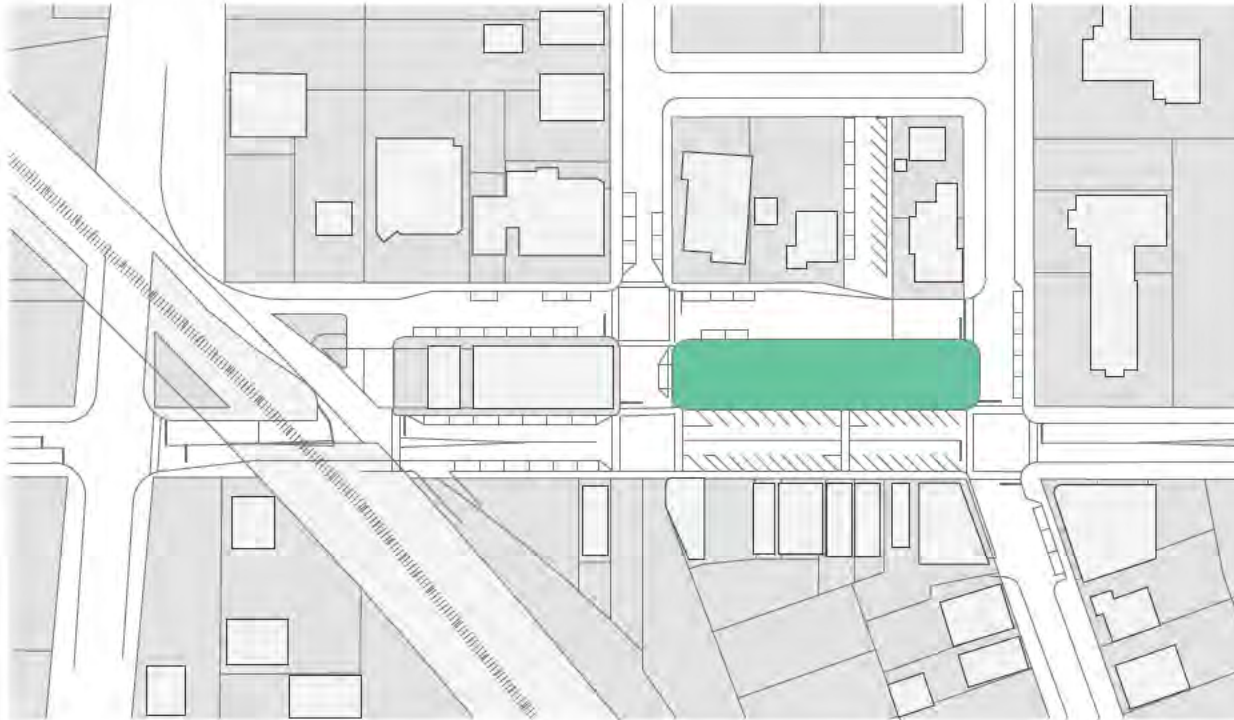
Preliminary Transportation Issues and Opportunities

- The preferred pedestrian route to connect the Downtown with Deicke Park would be along Mill Street.
- To improve pedestrian circulation in the area, a traffic signal at the intersection of IL Route 47 and Mill Street is desired with the proposed widening of IL Route 47. Specifically, this will improve pedestrian connections between Deicke Park and the Downtown, as well as assist truck traffic in navigating the area.
- Installing wider sidewalks on the south side of Mill Street would facilitate pedestrians and biking to and from the park.



Existing Downtown Parking Configuration

The existing on-street parking configuration in Downtown Huntley consists of parallel parking spots and 45 degree angled parking spots that are inconsistently marked. Initial observations indicate that opportunities for parking reconfiguration exist. Reconfiguration options may add additional on-street parking spaces to the Downtown, while widening sidewalks and enlarging the Village Square.



Issues and Concerns

- Downtown residents and business owners perceive a parking and traffic problem associated with the U.S. Post Office.
- On-street parking around the Jim Dhamer Square is not consistently marked with striping and/or signage.

Potentials

- Opportunities for parking reconfiguration may exist within the Core Downtown.

Appendix C

Market Analysis



Village of Huntley **Downtown Revitalization Plan**

This market overview and analysis has been provided to determine the general trends, supply, demand, and potential for residential and commercial uses within the Downtown study area. This analysis examines Huntley's competitive position within the market, identifies the issues the Village is facing and will likely face, and creates a foundation to assist with future land use designation and planning objectives. For purposes of this analysis, data related to the Village of Huntley is assessed independent of and in comparison to the larger market area.

In order to better assess the competitive environment of the Village, retail and residential market areas were identified. The retail market (illustrated on the Retail Market Area graphic on page 67) is defined as the area within a ten minute drive of the Downtown. This area is used because it best defines the estimated distance that a potential consumer will likely travel to patronize a Downtown business. Drive times in excess of ten minutes are more typically associated with larger shopping destinations including neighborhood level grocery anchored centers or community level shopping that includes stores such as Target, Kohl's and related retailers. Regional centers such as the Prime Outlet Mall attract from an even greater distance.

In terms of identifying a residential market area for the Village, a much larger geographic area is defined (illustrated on the Residential Market Area graphic on page 72). This represents the area from which Huntley may draw potential home buyers as well as being the location of competitive residential developments. Although not in the Downtown, an important side note relates to the Del Webb Sun City Development. Typically, downtown housing units are most appealing to the "empty nester" and to a lesser extent, young professionals. The proximity of the Sun City development presents an alternative that does not exist in most municipalities. While the

development is an asset to the community, it does impact the potential for downtown residential development.

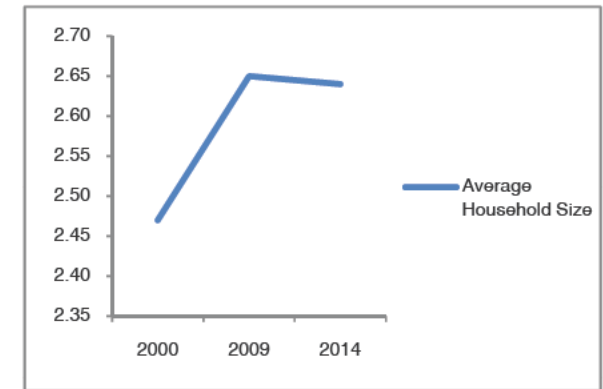
Market and demographic trends are tracked over time and include (as relevant) 2000 Census figures, 2009 estimates and 2014 projections. Market data for this analysis were obtained from ESRI Business Analyst, a nationally recognized provider of market and demographic data.

Demographic Profile

Since the 2000 census, the population of the Village of Huntley has increased from 5,730 to a current population of 23,229. In the larger market area (within a 10 minute drive from downtown), the current population is 46,345 and is projected to increase to 57,378 by 2014. This is a growth rate of approximately 4% annually. The number of households and families is also projected to grow annually at 4%. Median household income over the next five years is projected to increase at an annual rate of 1.4 % to reach \$98,801 in 2014.

While population and number of households are expected to increase, indications are that average household size has peaked and will taper slightly in the next five years.

Chart 1



Source: ESRI Business Analyst; Houseal Lavigne Associates

Table 1. Demographic Summary of the Retail Market Area: 2009-2014

	2009	2014	2009-2014 Total Change	2009-2014 Annual Rate	2009-2014 Compound Annual Growth Rate
Population	46,345	57,378	23.81%	4.76%	4.36%
Households	15,906	19,745	24.14%	4.83%	4.42%
Families	13,184	16,183	22.75%	4.55%	4.18%
Median Age	34	34			
Median HH Income	\$92,182	\$98,801	7.18%	1.44%	1.40%
Average HH Income	\$109,471	\$111,608	1.95%	0.39%	0.39%
Per Capita Income	\$36,867	\$37,726	2.33%	0.47%	0.46%

Source: ESRI Business Analyst; Houseal Lavigne Associates

Retail Market Area

Retail Market Assessment

The largest concentration of commercial development is located south of Downtown Huntley along Illinois Route 47. Existing and planned developments are positioned to take advantage of proximity to I-90. Within a ten minute drive from Downtown Huntley, annual consumer expenditures exceed \$652 million, with total retail sales amounting to approximately \$140 million. This means that over \$512 million is spent outside of the defined market area. While it is not possible to capture 100% of this retail "leakage", it is possible to make informed decisions and develop strategies to maximize capture of market share.

Using a formula based on retail sales benchmarks and consumer behavior patterns, it is possible to estimate potential sales within the market area.

Table 2. Village of Huntley

Total Expenditures	\$652,404,881
Total Sales	\$140,264,821
Leakage	\$512,140,060
Potential Sales	\$658,169,041

Source: ESRI Business Analyst; Houseal Lavigne Associates

Key Corridors



-  Interstate 90
-  Illinois Route 47
-  Randall Road

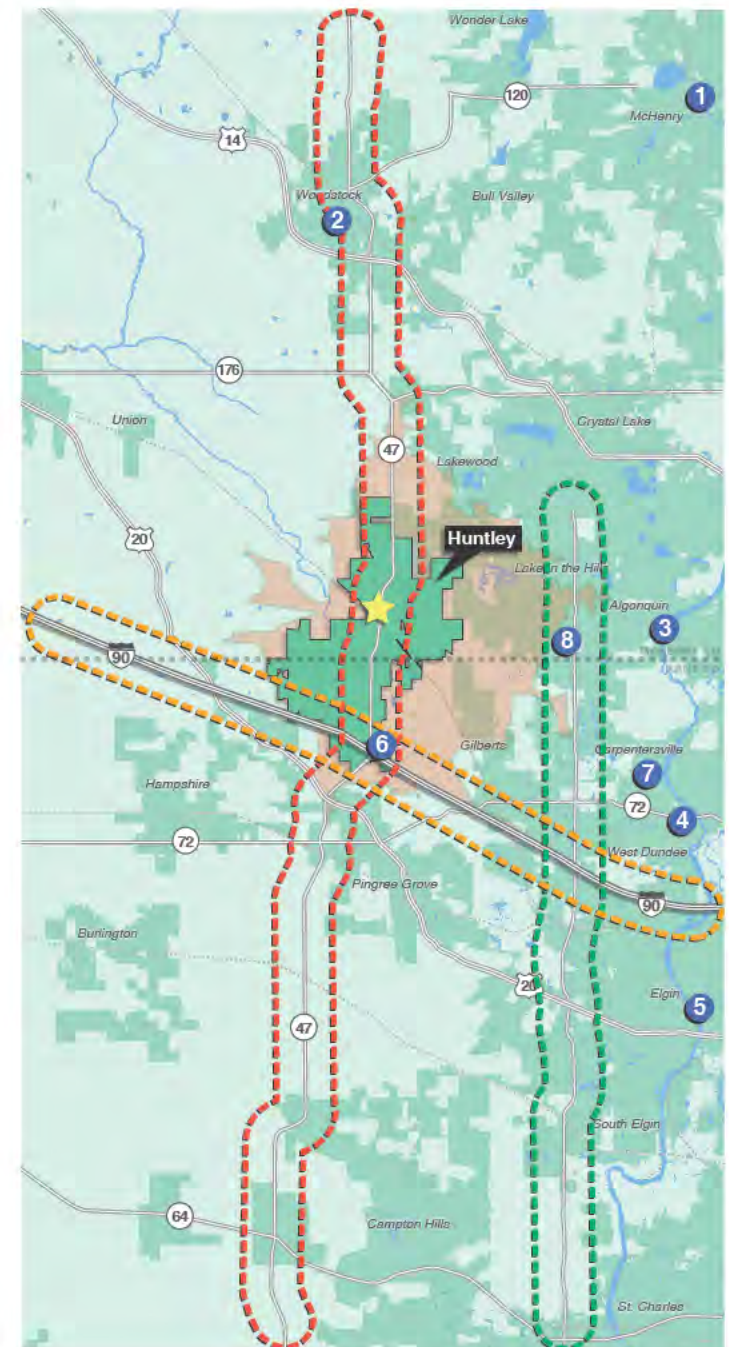
Downtowns in the Region

- 1 McHenry
- 2 Woodstock
- 3 Algonquin
- 4 West Dundee
- 5 Elgin

Regional Shopping Centers

- 6 Huntley Prime Outlets
- 7 Springhill Mall
- 8 Algonquin Commons

-  Downtown Huntley
 10 Minute Drive Time



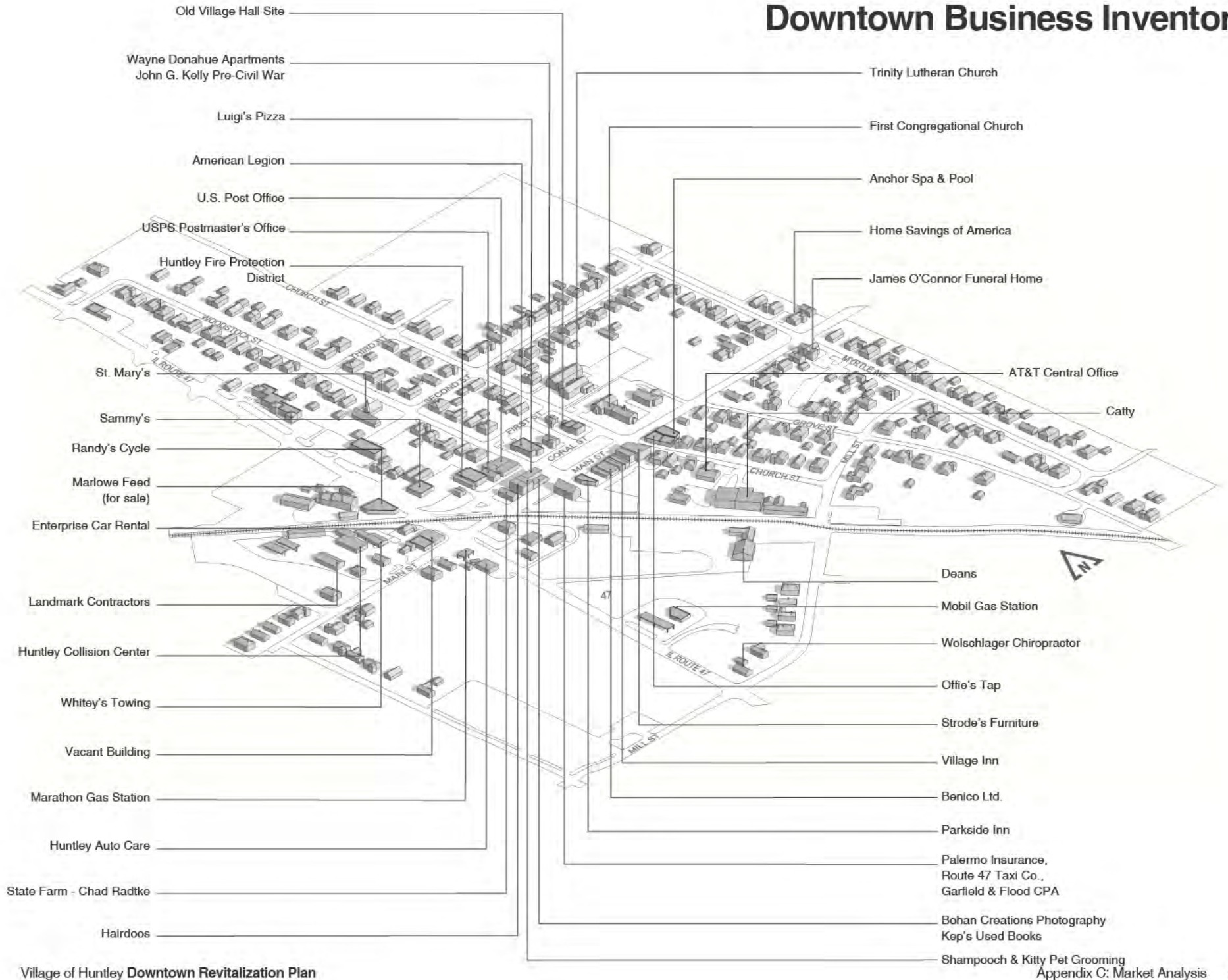
Although sales vary greatly depending on store type and individual retailer, an industry benchmark of approximately \$350 per square foot of sales can be applied to the aggregated total. This translates to a potential for over 1.4 million additional square feet of space in the market area.

Due to site constraints within the Downtown study area and the presence of several planned commercial centers along Route 47, it is unlikely that the Downtown can capture much of the demand potential. However, based on indications of demand in nearly all retail and food/drink market categories, Downtown Huntley could be positioned to capture some of the demand for new restaurants and smaller niche retailers that are better suited for a small town center environment. Locations such as the intersection of Main and Route 47 may be suited for smaller convenience retail uses.

Office uses may be supportable, but not likely to represent a significant percentage of total square footage. Future office development in the Downtown is likely to be in the form of professional uses such as real estate, insurance, legal, financial etc. Medical/dental offices are more likely to locate within the Route 47 corridor due to parking and access.



Downtown Business Inventory



Detailed Business Inventory

Luigi's Pizza

Use: Restaurant/Tavern
Height: 2 Stories/32 feet
Footprint: 2,200 sq. ft.

Legion Home - American Legion

Use: Public/Semi-Public
Height: 1 Story/14 feet
Footprint: 4,750 sq. ft.

Old Village Hall

Use: Public/Semi-Public
Height: 2 Stories/26 feet
Footprint: 3,000 sq. ft.

US Post Office

Use: Public/Semi-Public
Height: 1 Story/13 feet
Footprint: 2,800 sq. ft.

USPS - Postmaster's Office

Use: Public/Semi-Public
Height: 1 Story/13 feet
Footprint: 3,000 sq. ft.

Palermo Insurance, Route 47 Taxi Co., Garfield and Flood CPA

Use: Office
Height: 3 Stories/40 feet
Footprint: 3,300 sq. ft.

Bohan Creations Photography

Use: Commercial Service
Height: 2 Stories/20 feet
Footprint: 1,875 sq. ft.

Parkside Inn

Use: Restaurant/Tavern
Height: 1 Story/11 feet
Footprint: 1,700 sq. ft.

Main Street Flooring

Use: Commercial Service
Height: 1 Story/14 feet
Footprint: 1,200 sq. ft.

Benico Ltd - Insurance and Employee Benefits

Use: Office
Height: 1 Story/16 feet
Footprint: 2,600 sq. ft.

Village Inn

Use: Restaurant/Tavern
Height: 1 Story/20 feet
Footprint: 3,300 sq. ft.

Strode's Furniture

Use: Commercial Retail
Height: 2 Stories/36 feet
Footprint: 4,000 sq. ft.

Catty

Use: Vacant/Industrial
Height: 2 Stories/24 Feet
Footprint: 20,000 sq. ft.

Kep's Used Books

Use: Commercial
Height: 2 Stories/20 feet
Footprint: 1,875 sq. ft.

Shampoooch & Kitty Pet Grooming

Use: Commercial Service
Height: 2 Stories/32 feet
Footprint: 1,500 sq. ft.

Hairdoos

Use: Personal Service
Height: 2 Stories/34 feet
Footprint: 1,600 sq. ft.

State Farm - Chad Radtke

Use: Office
Height: 2 Stories/25 feet
Footprint: 1,800 sq. ft.

Huntley Fire Protection District

Use: Public/Semi-Public
Height: 1 Story/17 feet
Footprint: 6,000 sq. ft.

First Congregational Church

Use: Church
Height: 1 Story/32 feet
Footprint: 8,500 sq. ft.

Trinity Lutheran Church

Use: Church
Height: 1 Story/28 feet
Footprint: 11,750 sq. ft.

St Mary's

Use: Church
Height: 1 Story/65 feet
Footprint: 6,250 sq. ft.

Home Savings of America

Use: Office
Height: 2 Stories/24 feet
Footprint: 2,000 sq. ft.

James O'Connor Funeral Home

Use: Commercial Service
Height: 2 Stories/38'
Footprint: 2,800 sq. ft.

AT&T Central Office

Use: Office
Height: 1 Story/22 feet
Footprint: 4,350 sq. ft.

Offies Tap

Use: Restaurant/Tavern
Height: 1 Story/12 feet
Footprint: 2,000 sq. ft.

Anchor Spa and Pool

Use: Commercial Retail
Height: 1 Story/16 feet
Footprint: 4,500 sq. ft.

Huntley Collision Center

Use: Auto-Oriented Commercial
Height: 1 Story/20 feet
Footprint: 10,000 sq. ft.

Enterprise

Use: Auto-Oriented Commercial
Height: 1 Stories/24 feet
Footprint: 1,700 sq. ft.

Whitey's Towing

Use: Auto-Oriented Commercial
Height: 1 Story/18 feet
Footprint: 4,000 sq. ft.

Marathon Gas Station

Use: Auto-Oriented Commercial
Height: 1 Story/12 feet
Footprint: 750 sq. ft.

Landmark Contractors

Use: Office
Height: 1 Story/21 feet
Footprint: 5,500 sq. ft.

Sammy's

Use: Restaurant/Tavern
Height: 1 Story/15 feet
Footprint: 6,000 sq. ft.

Marlowe Feed (for sale)

Use: Commercial Retail
Height: 2 Stories/40 feet
Footprint: 12,200 sq. ft.

Huntley Auto Care

Use: Auto-Oriented Commercial
Height: 1 Story/16 feet
Footprint: 2,800 sq. ft.

Mobil Gas Station

Use: Auto-Oriented Commercial
Height: 1 Story/12 feet
Footprint: 2,950 sq. ft.

Wolschlager Chiropractor

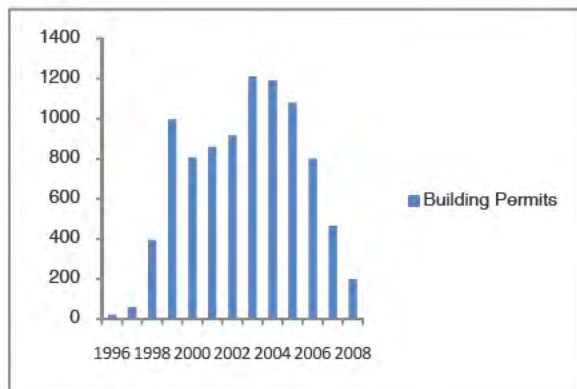
Use: Office
Height: 1 Story/17 feet
Footprint: 1,800 sq. ft.

Residential Market Area

Residential Market Assessment

The Village of Huntley has experienced significant residential growth over the last 10 years. Growth peaked earlier this decade and has decreased annually since 2003, though building permit activity indicates that the Village continues to be a leader in the Chicagoland area.

Chart 2



Source: Village of Huntley, Houseal Lavigne Associates

Key Corridors

- Interstate 90
- Illinois Route 47
- Randall Road

Downtowns in the Region

- 1 McHenry
- 2 Woodstock
- 3 Algonquin
- 4 West Dundee
- 5 Elgin

Regional Shopping Centers

- 6 Huntley Prime Outlets
- 7 Springhill Mall
- 8 Algonquin Commons

- Downtown Huntley
- Residential Market Area

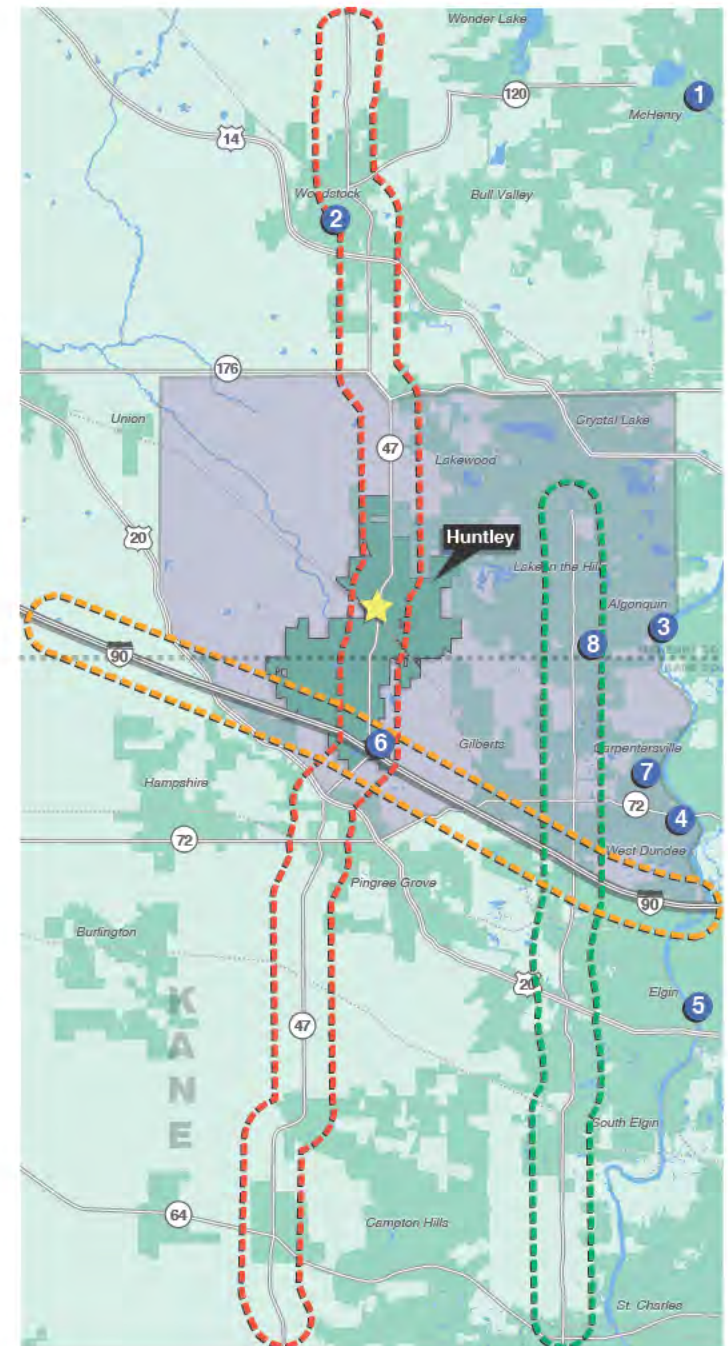
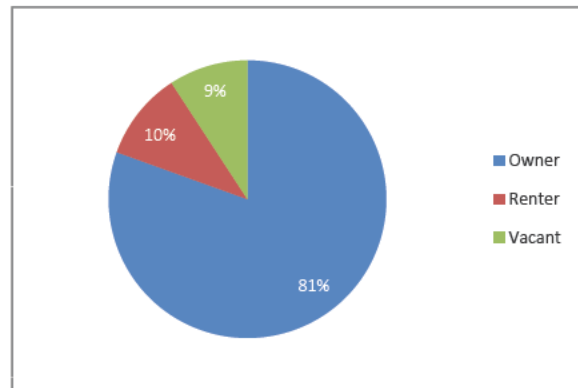
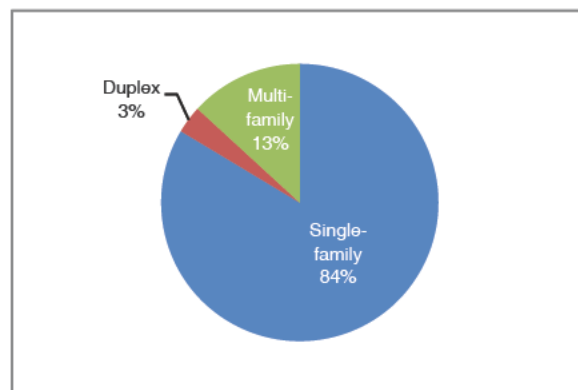


Chart 3. Village of Huntley Housing Stock



Source: ESRI Business Analyst, Houseal Lavigne Associates

Chart 4. Housing Unit by Type

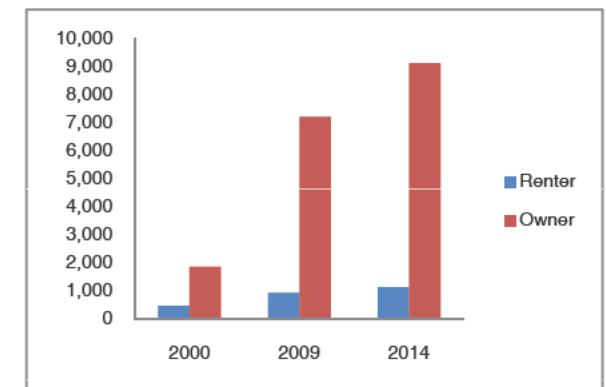


Source: ESRI Business Analyst, Houseal Lavigne Associates

The housing stock in the Village of Huntley is predominately single-family (84%) and owner-occupied (81%). Trends for future residential growth depend on the availability of land, the possibility for annexation and projections for demand. Demand can be assessed in terms of housing type and demographic trends (age and income in particular).

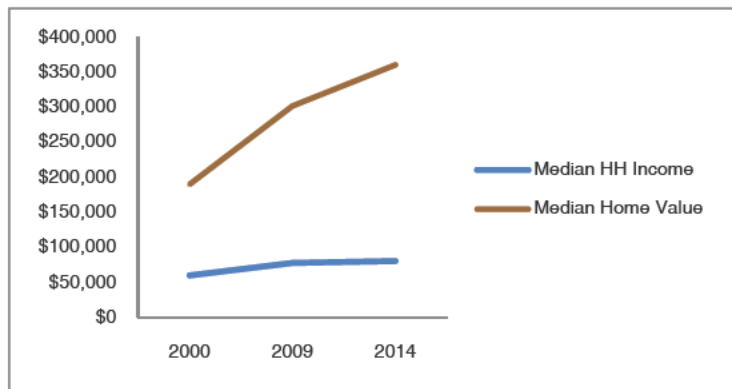
The number of owner-occupied housing units has increased since 2000 from 1,852 to an estimated 7,214 in 2009. Over the next five years, this is projected to increase to 9,127. The availability of rental housing has not occurred at the same pace. The percentage of rental housing has decreased from 18.9% in 2000 to a projected 10% in 2014. This is due in large part to new single-family home construction that is predominantly owner occupied. The largest residential development within the Village is the Del Webb's Sun City active adult community. To date, over 5,700 units have been approved with a total estimated population at build out of nearly 11,000 residents.

Chart 5. Number of Units by Property Ownership



Source: ESRI Business Analyst, Houseal Lavigne Associates

Chart 6. Median Household Income & Home Value

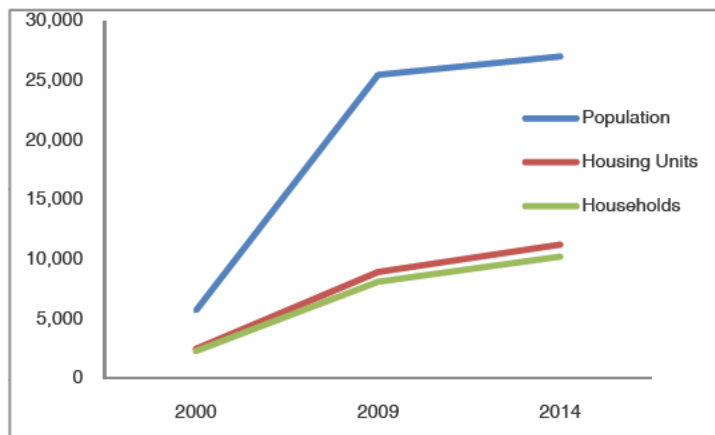


Huntley's median household income in 2009 was \$78,042 and is projected to rise by 3.7% to \$80,978 in 2014. Meanwhile, median home value is projected to increase 19.5% from \$302,263 in 2009 to an estimated \$361,042 in 2014.

The trend since 2000 has been an increase in the number of housing units, total households and population. The number of households, across all income levels, in the Village of Huntley is expected to increase with the most dramatic gains for households earning \$35,000-\$49,999 (32.9%) and \$100,000-\$149,999 (54.7%). By contrast, the larger residential market area is projected to experience a decrease in the number of households earning \$50,000-\$74,999 and \$75,000-\$99,999. Gains for households earning in other categories are not as dramatic as they are in the Village of Huntley.

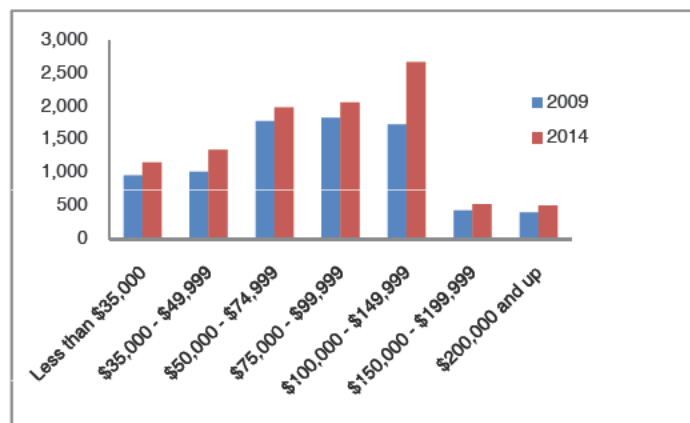
Source: ESRI Business Analyst, Houseal Lavigne Associates

Chart 7. Population and Housing Projections



Source: ESRI Business Analyst, Houseal Lavigne Associates

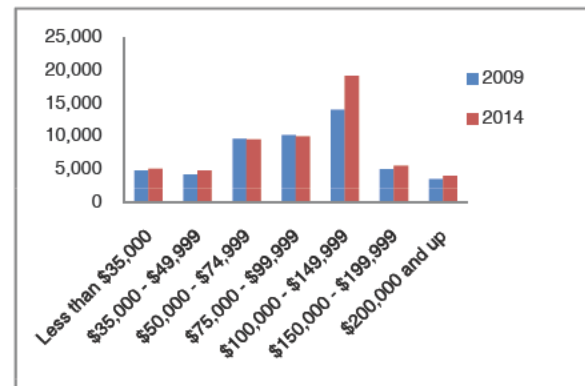
Chart 8. Estimated Households by Income Village of Huntley



Source: ESRI Business Analyst, Houseal Lavigne Associates

As mentioned earlier, Sun City is a tremendous draw for households over age 55. However, it also represents competition for Downtown housing. Given demographic projections there may be potential to accommodate the segment of the empty-nester market that is more attracted to a quaint downtown environment than the age restricted setting. In addition, a combination of young professionals, divorcees and individuals without children that are not inclined to purchase a single-family home may also be part of the target market. To that end, some upper floor spaces of commercial buildings could be developed for residential use. Depending on the site, there may also be potential for row homes, townhomes or a small standalone condominium building within the study area.

Chart 9. Estimated Households by Income Market Area



Source: ESRI Business Analyst, Houseal Lavigne Associates

Market Summary

Based on an inventory of existing properties and sites within the Downtown, most sites are suitable for small scale retail and restaurant uses. Near term redevelopment is most likely to occur in the form of reuse of existing buildings. Longer term development of market supportable uses may involve site assembly and redevelopment of vacant and/or underutilized sites (where feasible). Development economics dictates that new development must be able to recapture cost related to site acquisition and construction. Unless the Village is in a position to offer assistance to offset costs, it is unlikely that new speculative commercial development will be supported in the Downtown. This is due to the fact that the type of end user likely to locate downtown cannot typically afford the rent necessary to support new construction. However, the Downtown does have the potential for reuse and retrofitting of existing buildings in a manner that captures market potential and creates a destination environment.

Fostering and promoting small independent retailers and eating/drinking establishments will help to create the type of “town center” environment that cannot be duplicated in many of the newer development locations. With the exception of a select few downtowns in other municipalities such as West Dundee, McHenry, Woodstock and Algonquin a “town center” environment is absent in the market.

Key Market Findings

- Downtown development potential will continue to be impacted by site capacity and access as well as proximity to nearby commercial nodes along Routes 47 and Randall Road
- Downtown Huntley is positioned to capture some of the potential demand for restaurant and small independent specialty/niche retailing
- Residential development may occur in the form of upper floors above retail, townhomes, rowhomes or a small standalone condominium development in close proximity to Downtown amenities
- Downtown Huntley should be positioned as an attractive alternative to the newer large scale retail settings elsewhere in the market area