



# DOWNTOWN & SUBAREA PLANNING

## RELEVANT PROJECT EXPERIENCE

Communities are often characterized by smaller subareas that each has its own identity, history, assets, issues, opportunities, and stakeholders. A downtown is a particular subarea known for its distinct attributes that contribute to the identity of the overall community. My project experience includes a variety of downtown and subarea plans that generally share the same objective: improve the physical, social, economic, and recreational connections and opportunities offered by the subarea to the overall community.

In addition to the projects listed to the right, I have completed several other subarea plans as part of a larger project, such as a comprehensive plan or transit oriented development (TOD) study.

**MAJOR THEMES**

GUIDING THE HIGHWOOD DOWNTOWN TOD PLAN

**SHARED STREET CONCEPT**

Assess the potential to enhance certain downtown streets using the "shared street" concept to accommodate cars, pedestrians, and bicycles.

The shared street concept should be explored on Webster Avenue on the west side of the railroad, as well as North Avenue on the east side. Creating a shared street along Webster Avenue and Clay Avenues helps connect pedestrians and bicyclists from the McCory Path westward to the core downtown area. This would also help to activate the eastern perimeter edge of the downtown area, particularly along Lake View Avenue. On the west side of the tracks, creating a shared street concept along North Avenue would have the benefit of traversing past Everts Park and opening up a view corridor eastward towards the Metra station (see page 80 for a concept design for this area).

**RECOMMENDATION**

Ensure decisions about downtown expansion and redevelopment reflect local market support and financial feasibility.

Continue to expand Downtown Highwood's brand as a food destination—“everything food”

Explore ways to differentiate the village's identity as a special district within the city

Provide a coordinated parking management system to maximize existing resources (both public and private)

Create zoning that allows more “by-right” uses (rather than variances or special uses)

Expand events during off-peak times by exploring “flexible” event spaces like open air or temporary structures

Improve the pedestrian and cyclist experience, regarding them as the primary users of downtown

Maintain the presence of civic uses in the downtown area (e.g., City hall, library, community center, etc.)

Support the future of downtown by its ability to cater to the needs of Gen Y/Millennials (ages 20-36)

Build on local resources to expand marketing and brand image

Ensure better integration of the Metra station with the downtown core area

Seek regional cooperation to further enhance the village's identity and ability to expand market opportunities

**POTENTIAL**

Pedestrian Access Eyesore Grocery Store  
New Businesses Restaurants Revitalize  
Pedestrianfriendly Parks BikeAccess IceCream  
Volleyball Fields StreetScapleImprovements  
FarmerMarket Quaint Attractive  
Parks Parks Bikefriendly Destination

## DOWNTOWN PLANS & DESIGN STANDARDS

Canton Downtown Streetscape Master Plan | CANTON, IL  
Fox River Grove Downtown Redevelopment Plan | FOX RIVER GROVE, IL  
Highwood Downtown Project Guidebook | HIGHWOOD, IL  
Lake Zurich Downtown Redevelopment Strategy Plan | LAKE ZURICH, IL  
Loveland Downtown Design Standards Update | LOVELAND, CO

Northbrook Downtown Area Plan | NORTHBROOK, IL  
Thornton Downtown Plan | THORNTON, IL  
Western Springs Downtown Plan | WESTERN SPRINGS, IL

## SUBAREA PLANS

Central Main Street Redevelopment Plan | WEST CHICAGO, IL  
Fox River Corridor Plan | KENDALL COUNTY, IL  
Industrial Lane Redevelopment Plan | WHEELING, IL  
Lake Villa Redevelopment Strategy | LAKE VILLA, IL  
Sugar Grove Main Street Plan | SUGAR GROVE, IL  
Tolentine Estates Architectural Pattern Book | OLYMPIA FIELDS, IL

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NOTE: Unless noted otherwise, all projects were completed by Todd Vanadilok while with his previous employer, Teska Associates, Inc. All graphics and text shown below were created and written by Todd. Projects completed by Egret+Ox Planning, LLC are denoted with a blue tag .



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