

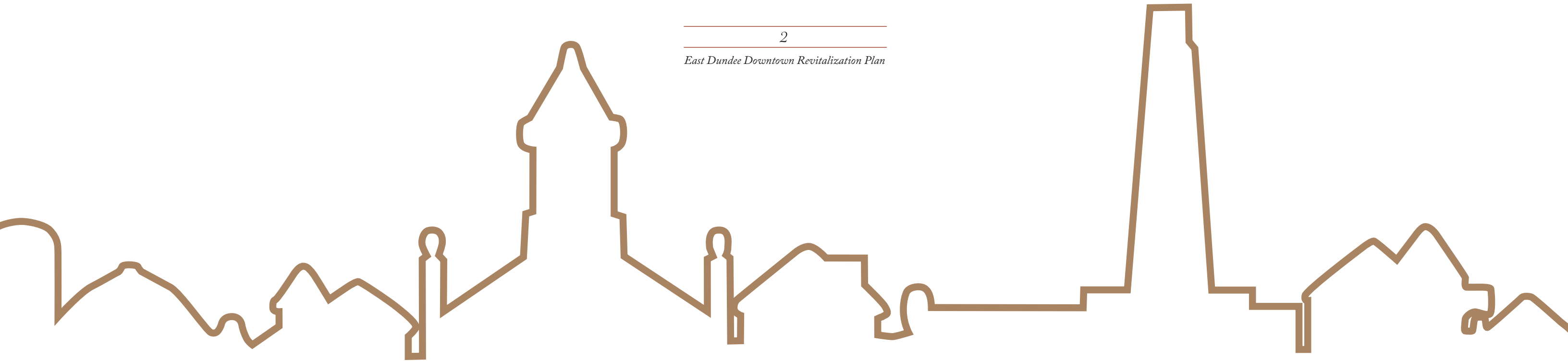


# *East Dundee Downtown Revitalization Plan*



Vandewalle & Associates  
Madison · Milwaukee

November 13, 2007



Historic Photos Courtesy of Dundee Township Historical Society



Downtown East Dundee is a community rich with a history and brick-solid authenticity rare in suburban Chicago. Nestled in the Fox River Valley, downtown East Dundee is rich in the recreational amenities, unique riverside landscape, and cultural offerings residents dream of finding as a place to call home. It's no surprise why residents from other suburban communities—from young professionals to empty-nesters—are flocking to Dundee to live, shop, and recreate.

**Discover a place built on history**

The community's rich history stems back to the Scottish and German settlers that claimed this spot on the Fox River in the mid-1800's. Brick makers and farmers came to Dundee to take advantage of the river and the Chicago-Northwestern train line to transport their products to Chicago.

Today this rich history is still alive on both sides of the Fox River. Downtown East Dundee, located on the east bank of the river, is spotted with treasures of the past. The historic depot, Haeger Potteries—still in full production, and historic River Street bring a sense of place to downtown absent from most suburban communities and strip-mall developments in this region.

*Live well, establish roots*

East Dundee is ready to welcome more authenticity-loving residents and unique specialty businesses to the downtown district. Changing land uses in the riverfront district are creating the potential for redevelopment projects that can bring a renewed vibrance to this historic downtown, making this special place once again the hub commerce, with a wonderful mix of shops, artisans, hospitality, recreation, and riverfront living. Consider East Dundee your opportunity to work well, live well.

# Opportunity: Build on downtown's small town charm

## Healthy Lifestyles

East Dundee already caters to cyclists and runners making use of the Fox River Bike Trail. Coupling this amenity with additional river activities and riverfront living, stands to make downtown East Dundee a regional destination for healthy living. Retail establishments selling sporting equipment and health foods may find their niche in the new downtown district.



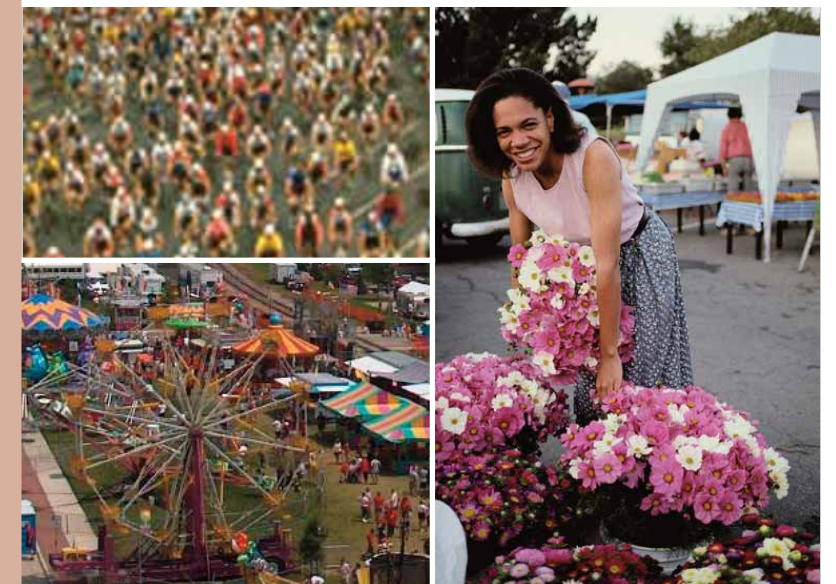
## Downtown Opportunities

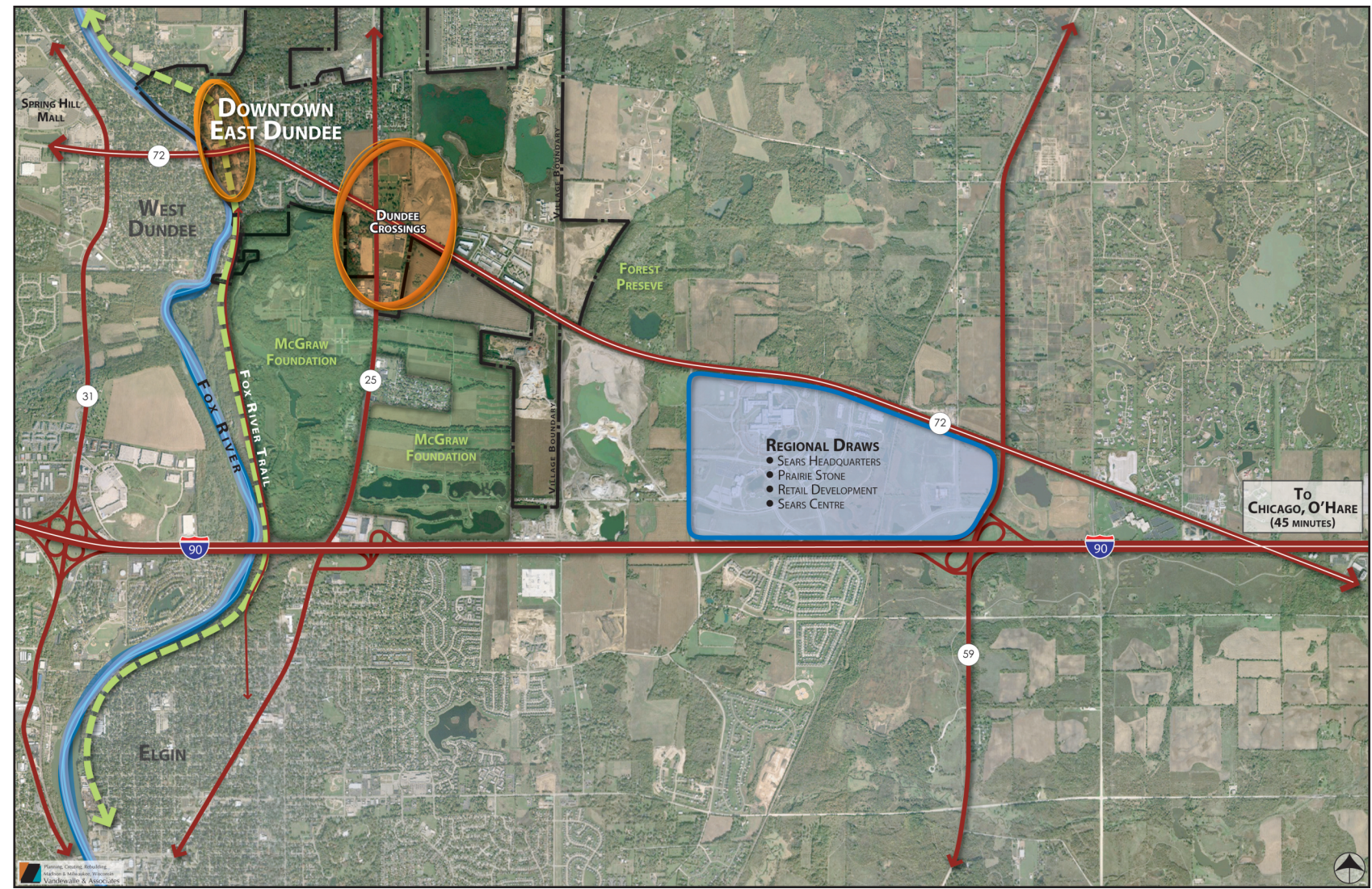
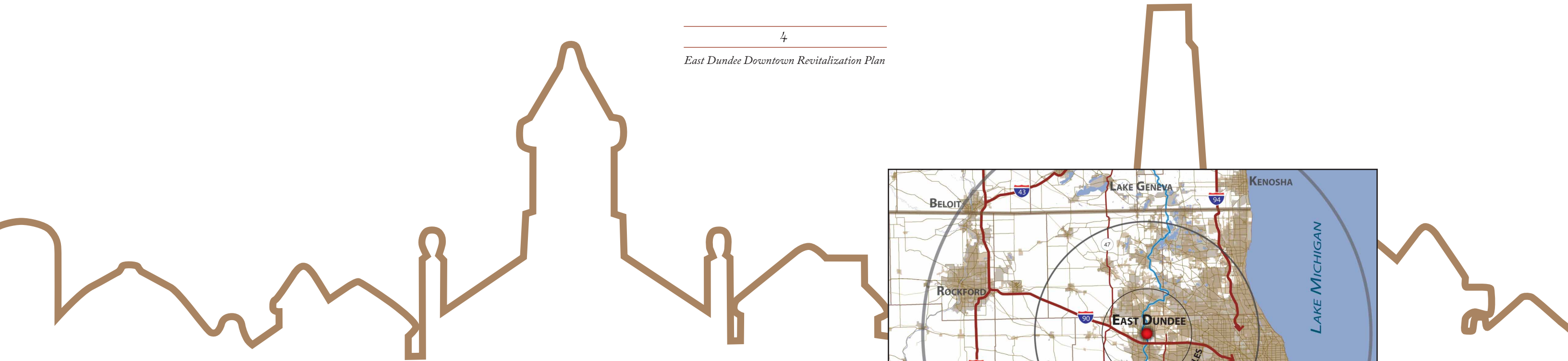
Riverfront Living: With 10,000 office employees working 5 miles down the road at Prairie Stone, downtown East Dundee is in a strategic geographic location to offer riverfront urban living options aimed at young professionals. The development sites along the river are well suited for townhome or mixed-use commercial/residential development. Downtown living would be complemented with the establishment of a wi-fi zone for residents and business patrons. New retail establishments may include coffee shops and restaurants to create an urban nightlife experience.



## Regional Destination

East Dundee is already recognized as a regional gathering space – for farmer's markets, Heritage Fest, and sidewalk sales. With renewed interest in downtown development, East Dundee can position itself to cater to the region's recreation and cultural appeal. This may include river-related events – fishing tournaments, kayaking and canoeing events, and family events on the riverfront. Festivals and fairs may be held on historic River Street. Many of these types of events would benefit from a partnership with West Dundee – allowing the events to spill over both sides of the river.





# Location, Location, Location

The Village of East Dundee is located 40 miles northwest of Chicago. The community enjoys excellent access to the regional transportation network and incredible recreation amenities. Located in the path of suburban development that is charging to the north and west of Chicago, East Dundee has been fortunate to maintain its small-town character while also welcoming new residents and businesses.

While residents enjoy the history and authenticity of downtown East Dundee, they also benefit from the suburban amenities in the region. The Prairie Stone development offers jobs and retail development just 5 miles down the road in Hoffman Estates. The Randall Road shopping corridor is just a quick jaunt to the west.



The enhancement of East Dundee's riverfront will be fueled by the numerous opportunities, amenities, and momentum already coursing through the district. These include:

### **Fox River**

The Fox River runs through the downtown and offered unlimited opportunities for recreation, gathering spots, riverfront living and dining. Currently the downtown district has its back turned to the river. The rebirth of downtown will undoubtedly be centered on the river. Several potential redevelopment sites line the river and offer opportunities for new housing, businesses and a riverwalk system to allow access and enjoyment of this great asset.

### **Route 72**

Over 50,000 cars a day pass through downtown East Dundee on Route 72.

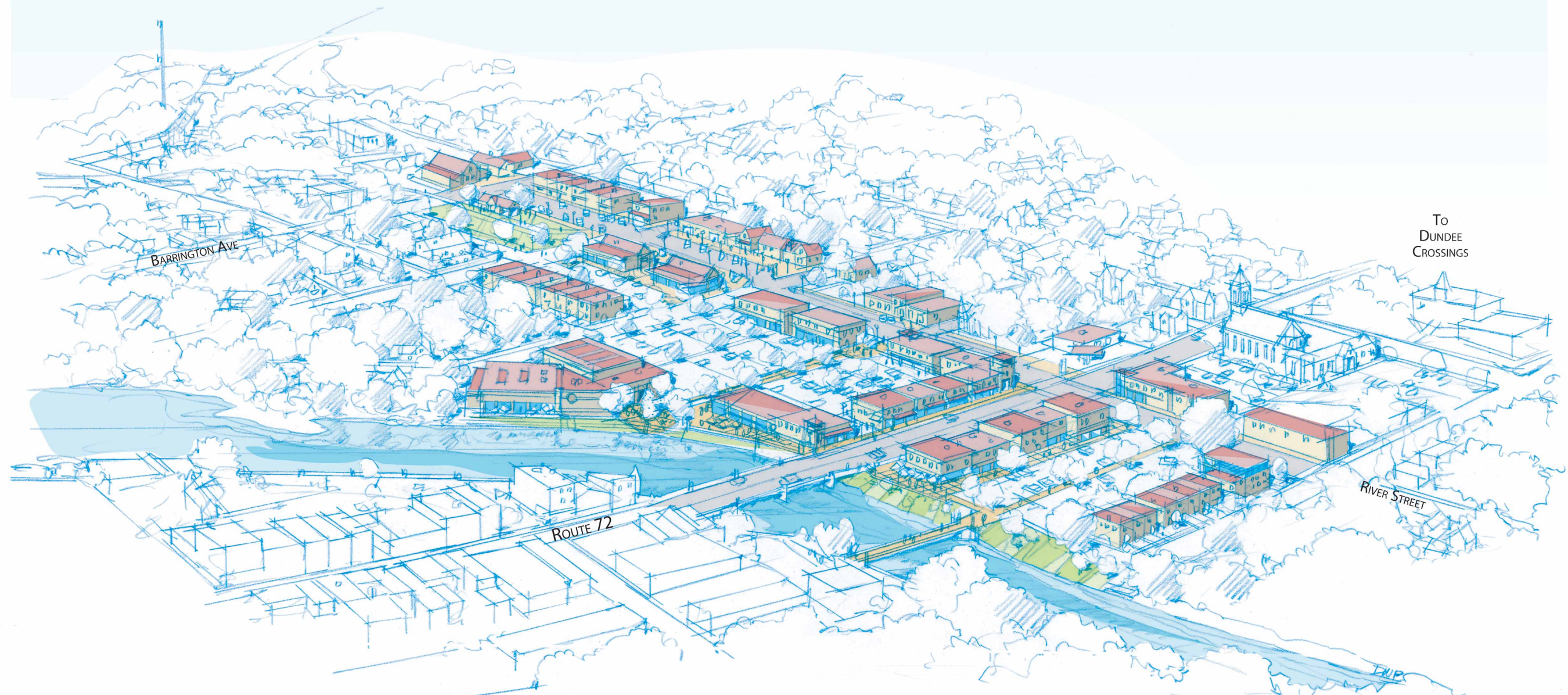
### **High Profile Industries**

East Dundee is the home to two businesses with regional recognition and history – Haeger Potteries and D'Angelo Water. These businesses are located in East Dundee due to the unique natural landscape that provides the pottery clay and spring water. Highlighting these businesses and drawing greater ties between their products and East Dundee can create a mutually-beneficial relationship.

The Haeger Pottery studio is located at the southern end of the downtown district. Haeger has been located in East Dundee since 1852 – first making bricks from the riverfront clay and now a world renowned pottery studio.

D'Angelo Springs. A fascinating, but little known amenity in East Dundee, is the natural spring located just east of downtown. D'Angelo Water has been selling pure spring water for over 80 years from East Dundee. This truly unique land formation is indicative of East Dundee's rich history and landscape.

*Downtown Assets*



**BIRDS EYE PERSPECTIVE  
DOWNTOWN & RIVERFRONT DISTRICT**

*East Dundee, Illinois*

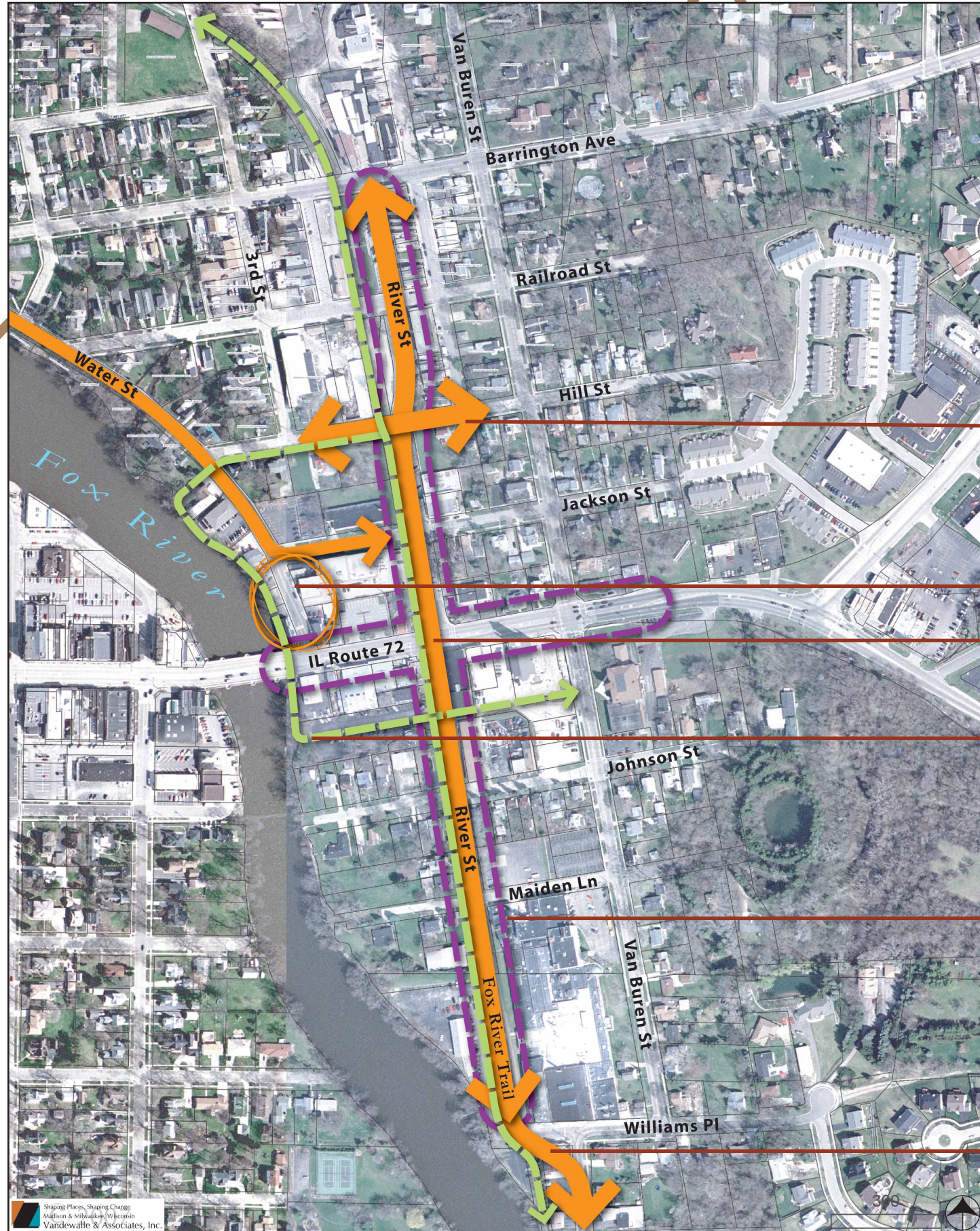
Realizing the potential in downtown East Dundee will take a two-pronged approach focusing on enhancing and maintaining the historic character on River Street as well as maximizing the adjacent redevelopment opportunities. River Street sets an important tone in both its business mix and architecture style. Enhancing

this character will involve targeted efforts to recruit complementary businesses and infill the “missing teeth” along the corridor.

Downtown revitalization will be very greatly influenced with the redevelopment of three key

sites: Route 72 Corridor, the Riverfront Redevelopment Sites, and the North End. The redevelopment of these three key sites, presents the opportunity to build off the existing success and character on River Street and create a downtown district focused on the river and the regional traffic on Route 72.

## *Redevelopment and Revitalization Opportunities*



Extend Hill Street

Re-direct Water Street

Re-align River Street 1

Enhance Bike Path

Enhance Streetscape

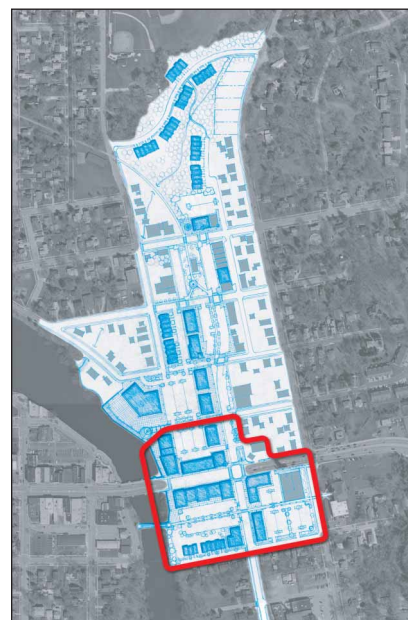
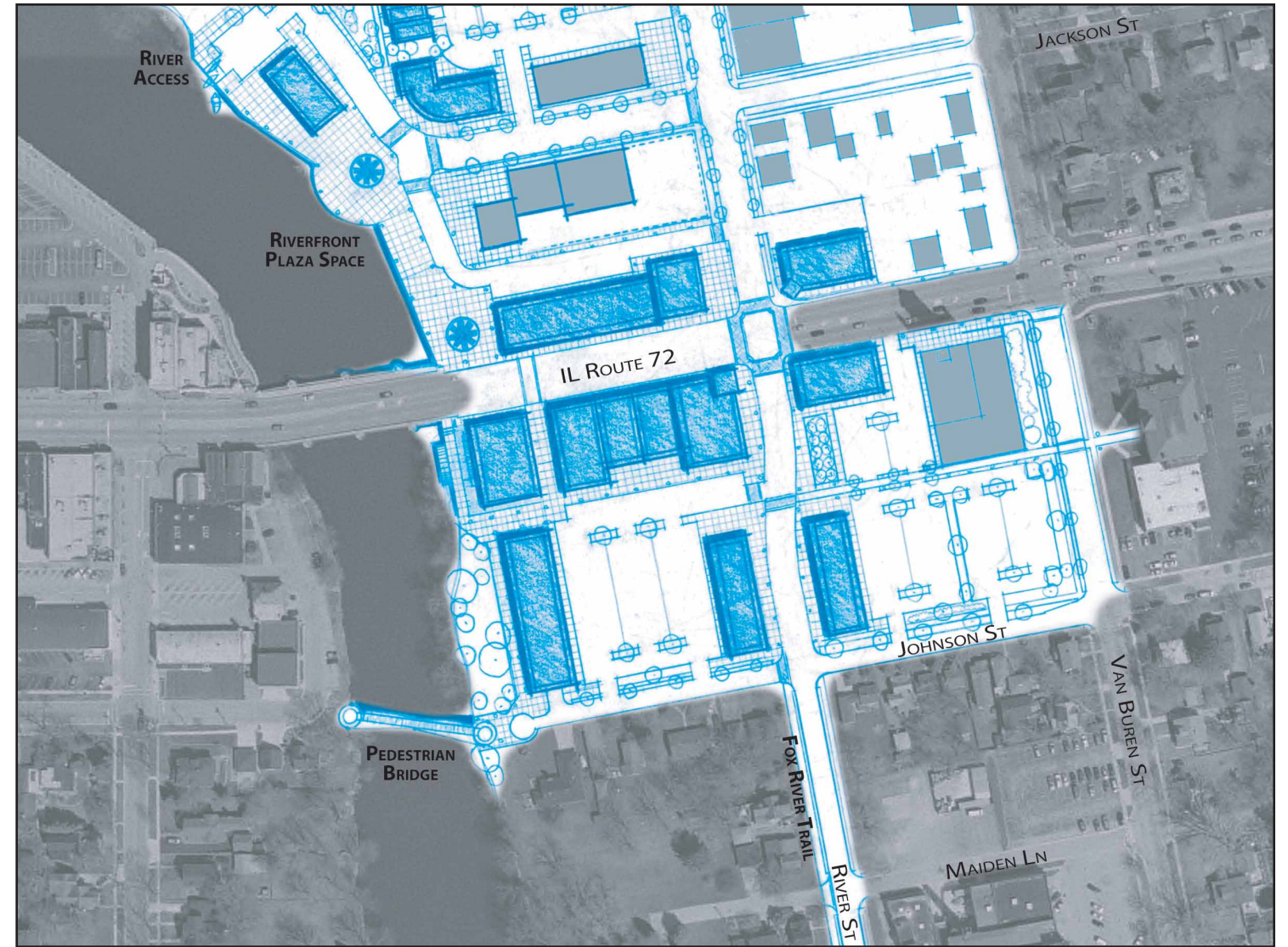
Re-align River Street 2

### Catalytic Public Improvements

The three key redevelopment sites will be created or greatly enhanced with initial investment in public improvements in the downtown. These improvements are aimed at improving the traffic circulation and thereby creating an inviting environment to downtown patrons. Specifically these catalytic improvements include:

#### OVERALL PUBLIC IMPROVEMENTS

- Circulation for vehicles, bicyclists, and pedestrians separated into distinct “zones”
- Enhanced Crosswalks with accent materials improve pedestrian crossing
- Streetscape on Route 72 and River Street is enhanced
  - Accent paving, decorative streetlights, furniture, landscaping, in R.O.W.
  - Street trees are encouraged where room is available
- On-site parking is located internally to the block, not in front of the building
- Buildings have high quality designs, materials, and attention to the pedestrian scale
- Buildings have awnings, canopies, storefront windows, and/or change in materials on the ground floor level to further emphasize pedestrian scale
- Ground floor uses include specialty retail and restaurants (auto-oriented uses are discouraged)
- Upper story uses include office and/or residential
- On-street parallel parking provided where possible
- Sustainable storm water management solutions are incorporated into the urban design
- Fox River Trail runs along west side of River Street, minimizing street crossings



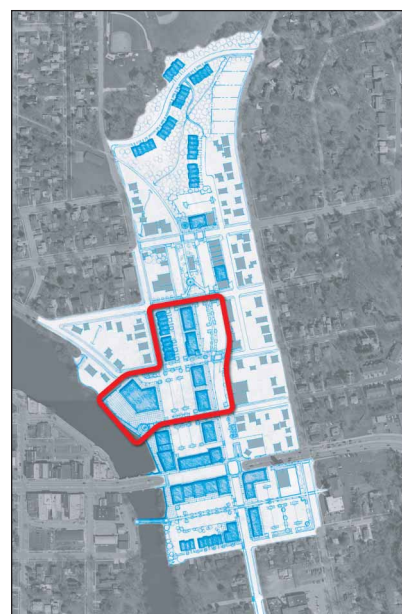
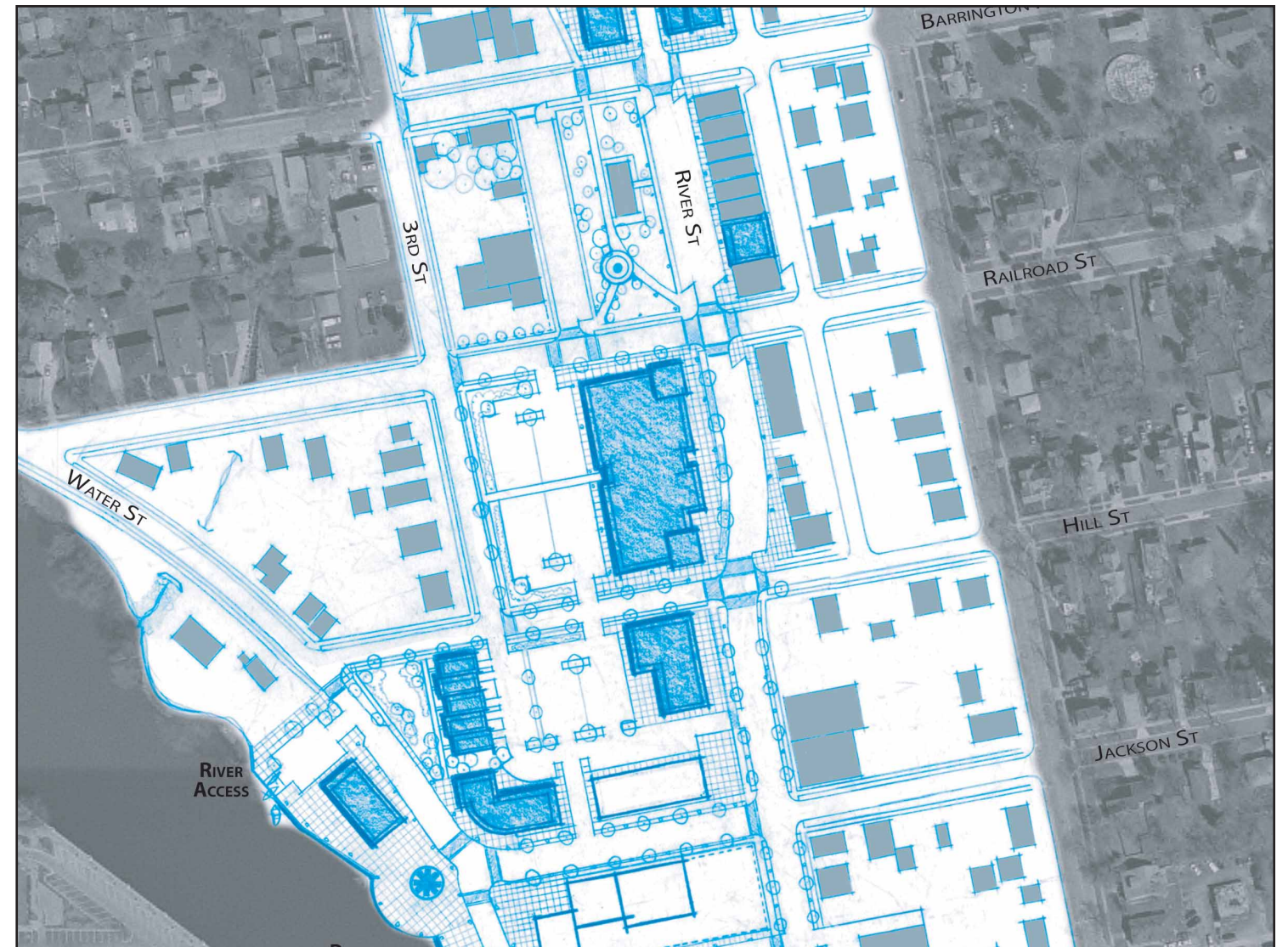
**Route 72 Corridor**

Route 72 Redevelopment Sites: Over 50,000 cars a day pass through downtown East Dundee on Route 72. As the aging commercial properties on Route 72 are considered for potential redevelopment, the opportunity exists to create a master planned development that offers ample parking and commercial offerings to Route 72 motorists.

- River Street is re-aligned at Route 72 in to relieve traffic/pedestrian/bicycle conflicts
- Alternative “A” shows a shift in the R.O.W. north of Route 72
- Alternative “B” shows a shift in the R.O.W. south of Route 72
- River Street is widened and converted to allow two-way traffic south of Route 72
- Village informational sign is relocated to landscaped “Gateway” feature on corner

- Riverfront plaza space is connected to River Street and Downtown
- Public river access provided – kayak/canoe launch and takeout access
- Sustainable storm water management solutions are incorporated into the urban design
- Potential pedestrian bridge location lines up with landscaped pedestrian connection between the Fox River and the church on Van Buren
- Development on River Street coordinates

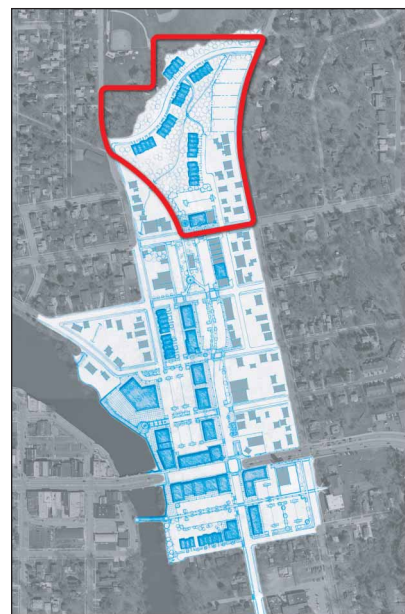
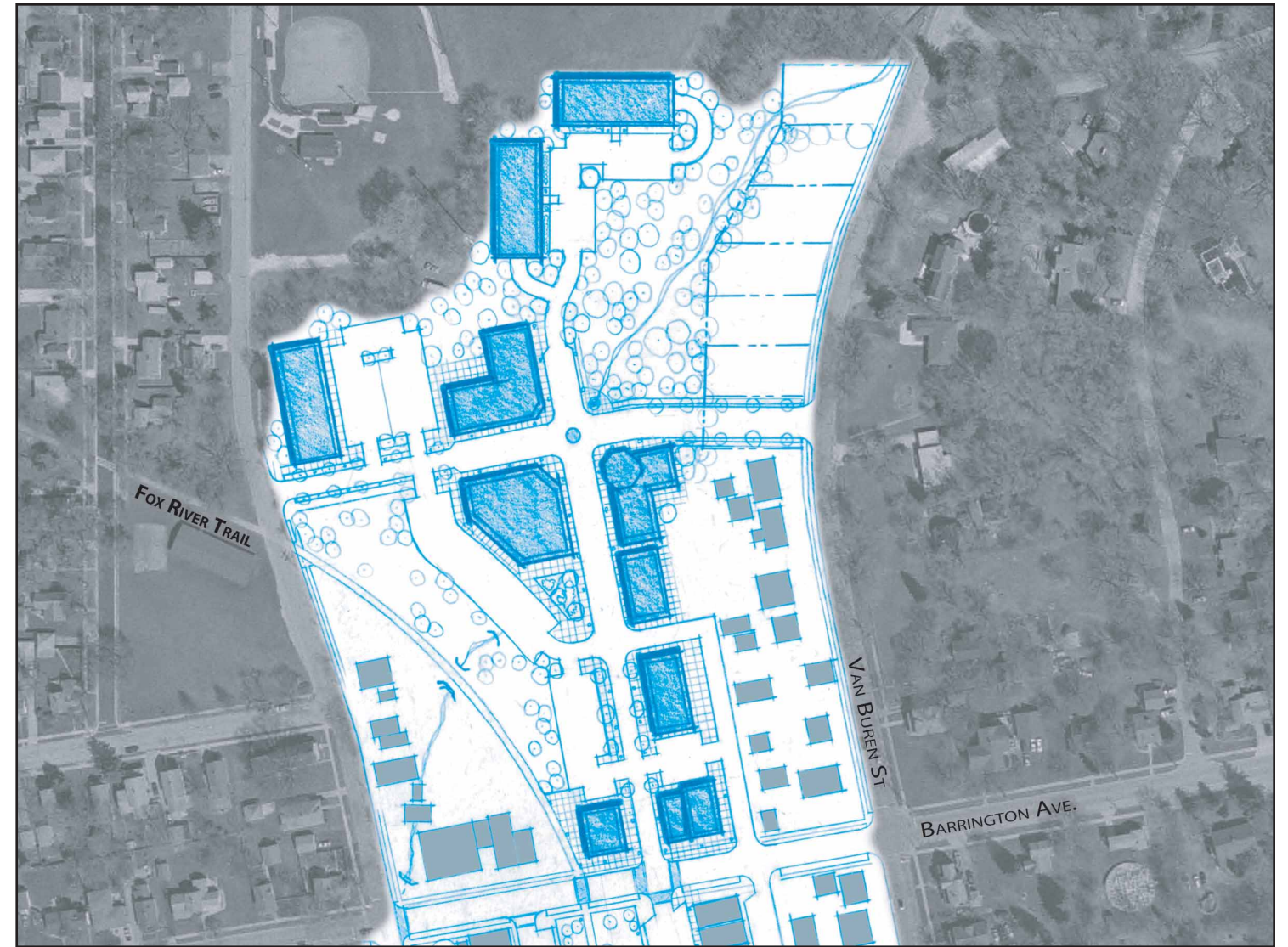
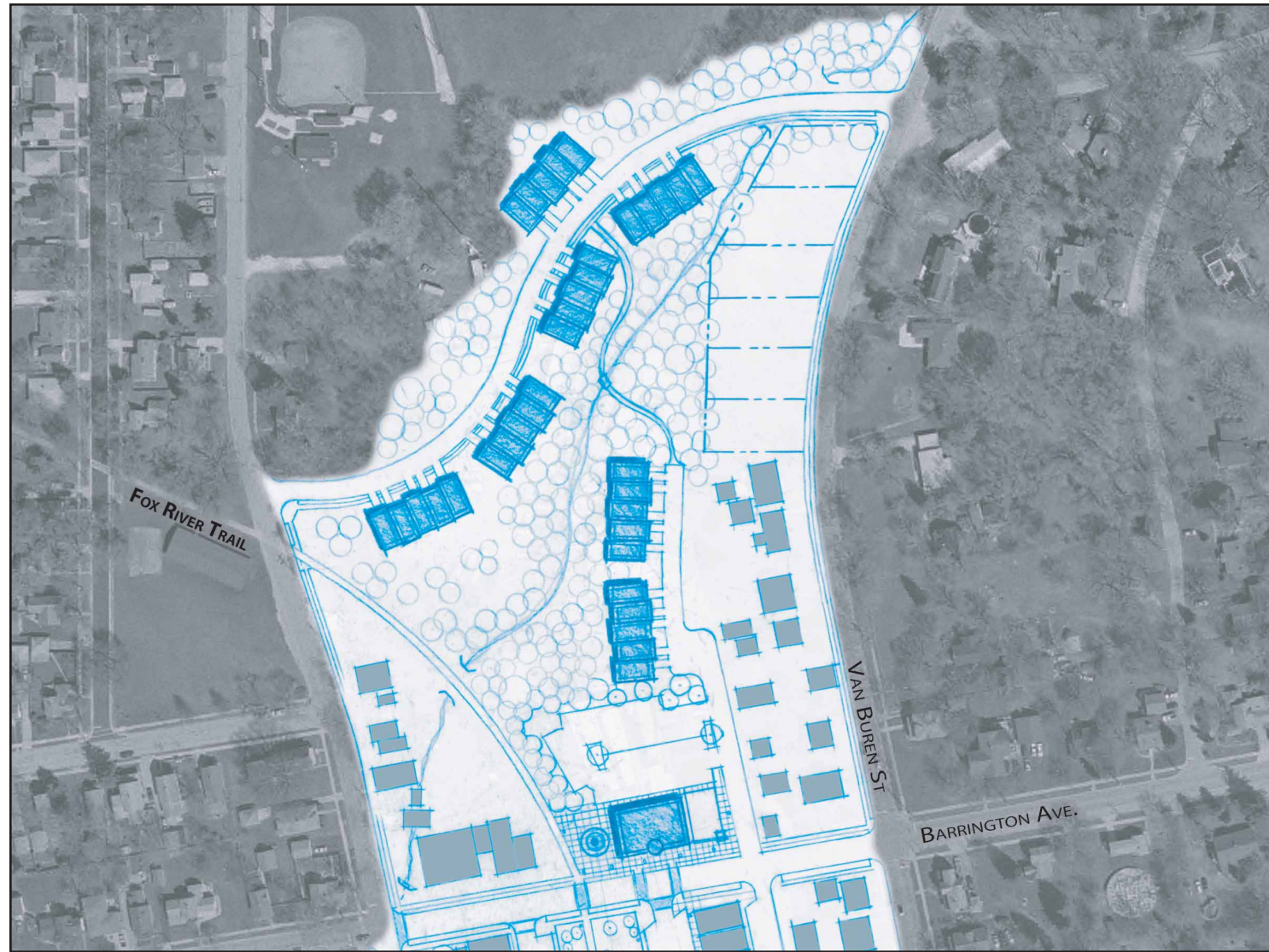
- parking space with church, utilizing different peak hours of use and minimizing impervious surfaces
- Outdoor dining/cafés are encouraged
- Buildings along Route 72 and River Street redeveloped into mixed-use
- Buildings are 2-3 stories in height, and pulled up to the sidewalk
- 2-3 story townhomes/condos transition to single family housing south of Johnson St



**Riverfront District**

Riverfront Redevelopment Sites: Land uses in the downtown district are beginning to change. For the past 100 years, industrial and warehouse space has occupied land in the center of downtown – between historic River Street and the Fox River. As these sites are now potentially available for development, the opportunity exists to introduce downtown riverfront living.

- Hill Street is extended with relocation of sewer building
- River Street ties back into original alignment
- Riverfront plaza space is connected to River Street and Downtown
- Public river access provided – kayak/canoe launch and takeout access
- Potential for larger use that utilizes riverfront location or frontage on River Street
  - community center, market, civic uses, etc.
- 2-3 story mixed use buildings are pulled up to the sidewalk, maintain continuous façade, and define the space along the River Street corridor
- 2-3 story townhomes/condos transition to single family housing west of 3rd St
- Additional parking provided for the downtown along River Street
- Alternative “A” shows Water Street closure at Hill Street
- Alternative “B” shows Water Street closure at Jackson Street and shows how the existing SBC and bicycle garage buildings could fit into a redevelopment master plan
- If existing buildings remain, extensive landscaping, screening, and site coordination would help them fit into the Downtown character
- New building anchors corner at Water Street and Jackson Street



**North End**

The fire at the Dundee Lumber yard in Spring 2007 tragically destroyed a Village land mark and the visual terminus to River Street, but left behind a critical urban redevelopment opportunity. Behind the former lumber yard sits acres of undeveloped and underutilized land all waiting to be master planned and incorporated into the downtown district.

- Buildings in both alternatives are 2-3 stories
- Alternative “A” shows a “landmark” building

placed at the north end of River Street to act as a cap to the retail corridor as well as a visual focal point

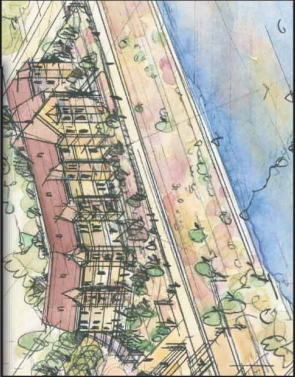
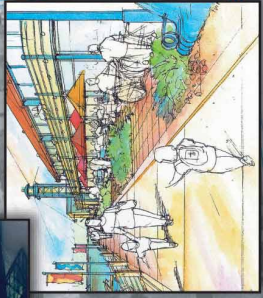
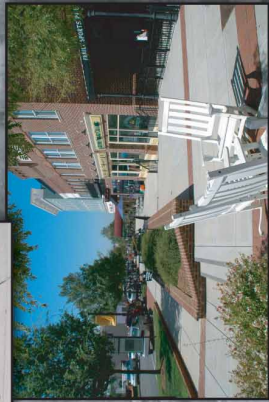
- This alternative focuses commercial activity to the existing downtown
- Potential consolidation of civic uses in “landmark building”
- Parking is located behind the retail buildings on Barrington Avenue
- Access is also provided for potential residential buildings
- “No Name Creek” is daylighted where

possible and highlighted as a natural amenity for adjacent development

- Connection made between 3rd Street and Van Buren Street, providing access to additional residential units with views onto the open spaces
- Additional single family homes along west side of Van Buren Street
- Alternative “B” shows the River Street mixed use corridor extended into the redevelopment parcels located north of Barrington Avenue
- Mixed-use retail located at intersection of

River and Barrington

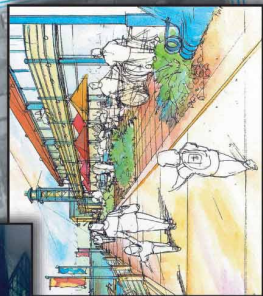
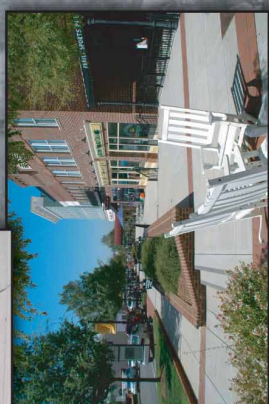
- Mixed-use, office, and residential uses north of Barrington frontage
- Connection between 3rd Street and Van Buren Street
- Parking for development could double as access to Fox River Trail
- Parcels should be assembled and master planned as a Planned Unit Development
- Additional single family homes along west side of Van Buren Street



**DOWNTOWN CONCEPT A**  
**DOWNTOWN & RIVERFRONT DISTRICT**  
*East Dundee, Illinois*

Created: 11.19.07





Created: 11.19.07

**DOWNTOWN CONCEPT B**  
**DOWNTOWN & RIVERFRONT DISTRICT**  
*East Dundee, Illinois*



## Implementation Approach and Strategies

The following general implementation strategies provide directives for the Village to implement the downtown vision. Implementation requires a comprehensive, coordinated strategy that includes detailed planning, financing, and project coordination. East Dundee should begin by focusing on the following six elements. Catalytic projects are identified in the list below. As shown on the graphic at the end of this section, these strategies can be applied to each of the Catalytic Projects to produce significant result.

### Catalytic Projects & Activities

- Main Street and River Road intersection realignment
- Tax Increment Financing District
- Extend Hill Street
- Route 72 streetscape improvements
- Riverfront Living Redevelopment Sites

## Elements of Implementation Strategy:

### 1. PUBLIC IMPROVEMENTS

- Determine optimal road layout to align the Main Street and River Road intersection
- Seek funding for property acquisition and construction for Main Street and River Road intersection
- Extend Hill Street from Water Street to River Street
- Develop concept plan for Route 72 streetscape improvements
- Determine optimal road layout to improve of River Street and Williams Street intersection
- Pursue property acquisition to improve of River Street and Williams Street intersection
- Once a development plan is identified, determine feasibility of closing Water Street and impact on River Street traffic

### 2. REDEVELOPMENT SITES

- Meet with key site owners starting with Riverfront Living Redevelopment Site
- Engage key site owners in the downtown revitalization process by focusing on mutual benefits to the Village, the community, and the private sector

- Create marketing materials aimed at the development community
- Target developers with specific strengths in downtown riverfront development
- Engage the development community as partners in East Dundee's redevelopment process

### 3. RIVER STREET REVITALIZATION

- Develop downtown design guidelines to guide the character of redevelopment and revitalization
- Seek development to infill the "missing teeth" on River Street
- Develop a campaign to recruit retail and service businesses to River Street

### 4. FUNDING STRATEGY

- Create a tax increment finance district to create a revenue source for participation in downtown redevelopment projects (both public and private improvements)
- Establish funding partnerships with federal, state, and regional leaders
- Seek transportation funding for the realignment of the Main and River intersection

- Apply for transportation enhancement funds for streetscape improvements to Route 72

### 5. HIGH PROFILE INDUSTRIES

- Encourage Haeger Potteries and D'Angelo Water to develop marketing efforts that root their products in place and celebrate the landscape and history of East Dundee

### 6. PARTNERSHIP WITH WEST DUNDEE

- Partner with West Dundee to plan events, festivals, and fairs
- Seek funding for pedestrian bridges as joint-applicants

### 7. IMPLEMENTATION STRUCTURE

- Define the role of the Village staff, elected officials and Plan Commission in the implementation plan. Set expectations for members of these groups in order to clarify who is responsible for local coordination and intergovernmental collaboration efforts.
- Review the Village's development review process
- Coordinate development relations and review process between Village staff, elected officials and Plan Commission.