

Village of Rosemont

Commercial Design Guidelines

VILLAGE OF ROSEMONT COMPREHENSIVE PLAN

ROSEMONT COMPREHENSIVE PLAN

Sub-Area Plan

I. Background for Planning:

A comprehensive plan is an official public document adopted by a local government as a policy guide to decisions about the physical development of the community. It indicates in a general way how the leaders of the government want the community to develop over the next five to ten years.

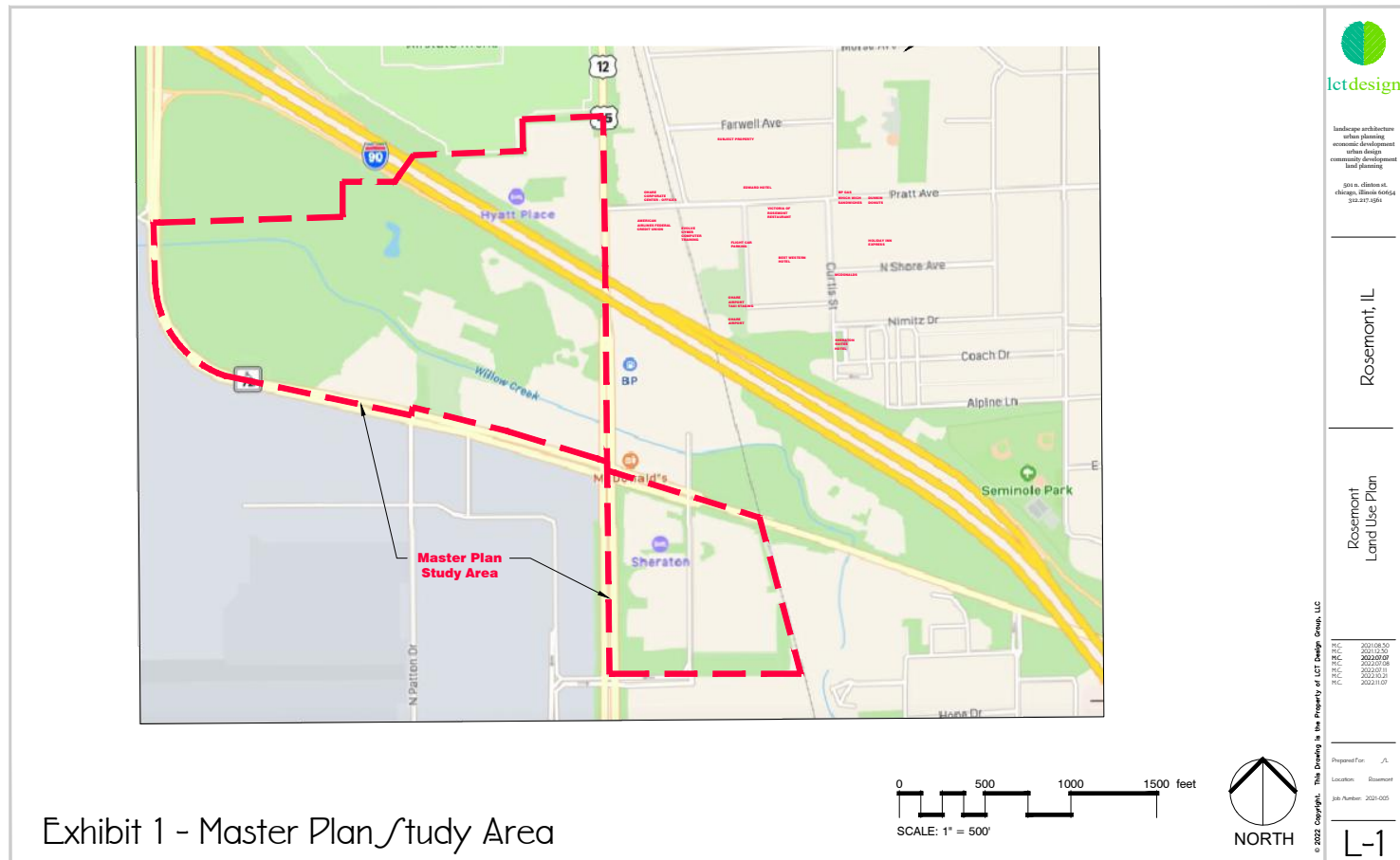
Historically the Village of Rosemont has developed into a dynamic cultural, entertainment as well as a residential hub. The Village of Rosemont has created a thriving mecca of tourism, entertainment and convention and trade-show business, attracting visitors from around the world. Rosemont was Incorporated in 1956 and is conveniently located five minutes from O'Hare Airport and twenty minutes from Chicago's downtown. Rosemont is known, for the Donald E. Stephens Convention Center, a wide variety of hotel and dining options, the Allstate Arena, Rosemont Theatre, the lively entertainment districts and The Pearl District and the Fashion Outlets of Chicago.

In reviewing these existing developments and land uses a clear picture of a mature community which has developed largely according to the Village's goals and objectives. Therefore, this plan will focus on redevelopment opportunities.

Rosemont has generally fared better in terms of the real estate economy than most of the country. The dual impacts of the 2009 economic downturn and the more recent covid pandemic have resulted in widespread vacancies and bankruptcies in much of the country. However, unlike other areas of the Village, the Sub-Area has experienced disruptions to the land uses. This plan addresses recommendations to address the need to see redevelopment compatible with the Village's goals, objectives,

The Village of Rosemont adopted a Comprehensive Plan in 2015. This Sub-Area Plan upon adoption will function as a supplement and update to the Comprehensive Plan. It will also supersede all previous plans for the subject sub- area. Exhibit 1 below illustrates the study area of this plan.

Master Plan Study Area

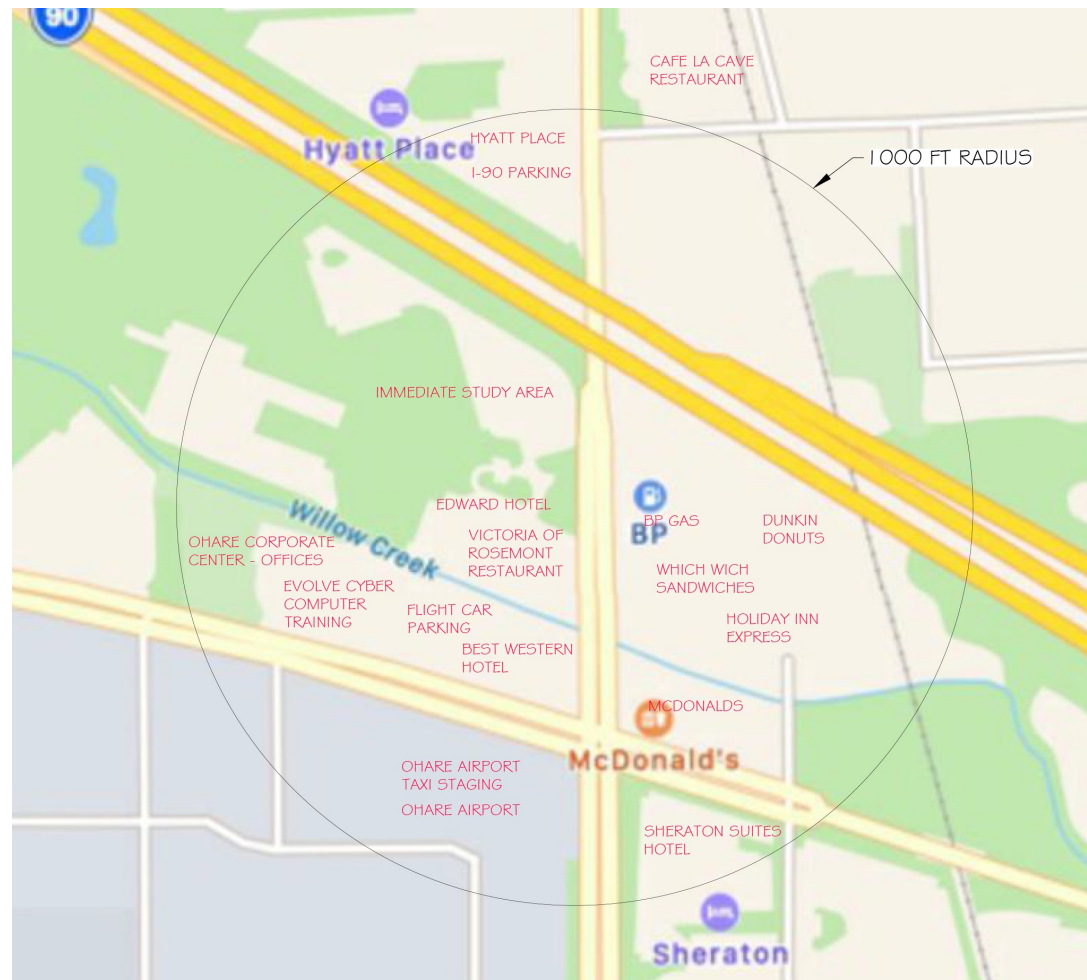


The northwest quadrant of the Village of Rosemont present opportunities as well as challenges going forward. The graphic on the following page delineates the study and focus of this Sub-Area Comprehensive Plan. This geographic area is separated from the larger body of the village by Mannheim Road as well as the I-90 Northwest Tollway. This area is also in close proximity to O'Hare International.

II. Existing Land Uses:

The sub-area is generally located at the northwest corner of Higgins and Mannheim Roads and extending north to the Northwest Tollway and westerly along Higgins Road approximately 1,700 feet. The planning sub-area consists of approximately thirty acres in total area. Approximately two thirds of the total planning sub-area is either vacant or is occupied by vacated structures. The area north of the I-90 is developed with the All-State Arena and commercial land uses along the west side of Mannheim Road and extending north to Touhy Avenue. The far northwest portion of the village is an area of mixed uses including multi-family residential uses, recreational uses and smaller commercial uses.

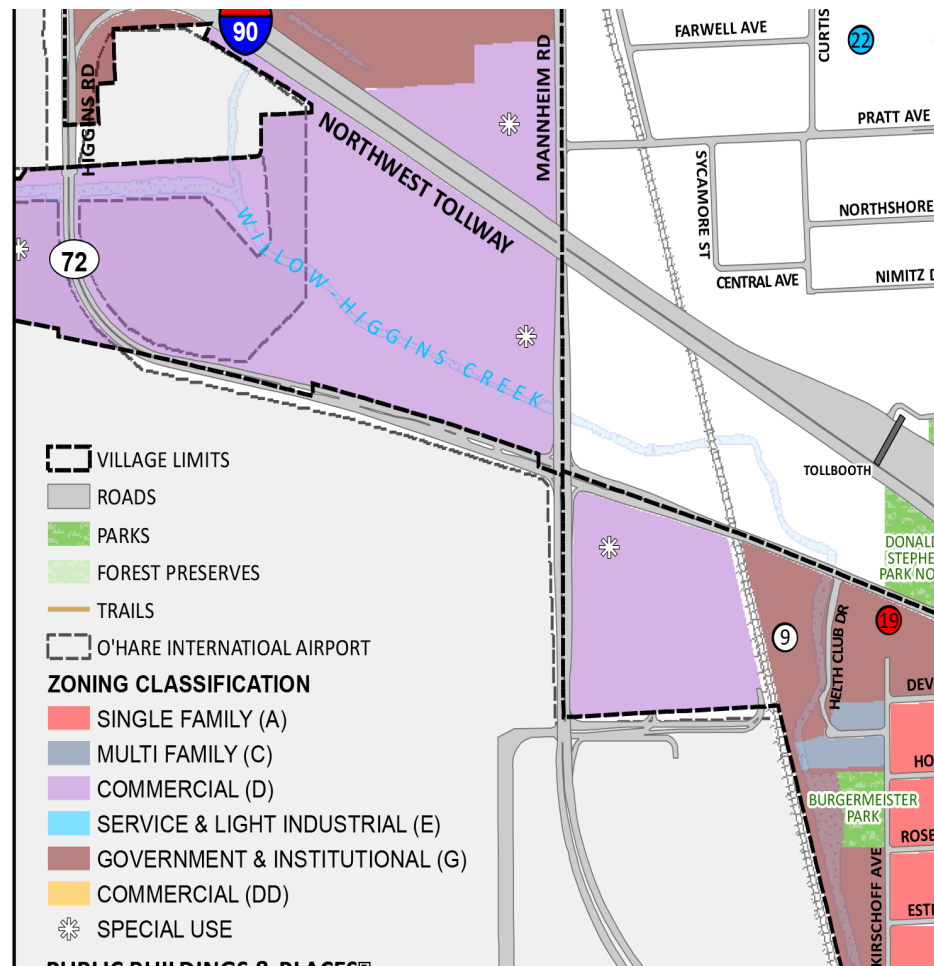
Exhibit 2, below illustrates the existing land uses in and about the subject sub-area.



III. Existing Zoning:

It is important to note that the Village Zoning map shown here is correct with respect the study area. Areas depicted outside of the study area need to be updated.

The areas South of the Northwest Tollway are entirely zoned commercial. The area North of the tollway and west of Mannheim is a mixture of commercial, multi-family, and government and institutional uses. The existing zoning map also shows an area North of the tollway and west of Mannheim as being zoned for service and light industrial. However, all the service and light industrial uses no longer exist. As the uses of this area have transitioned, it is recommended that the zoning of the area to the west be rezoned to the government and institutional zoning district so that it accurately reflects and corresponds to the actual use and development of this property.



IV. Opportunities and Constraints:

Constraints: The greatest constraint to redevelopment within the planning sub-area is O'Hare International Airport. The immediate proximity of the airport constrains the height of new development. It is also likely that access will be modestly limited. The illustration on the following page depicts the O'Hare Runway Protection Zone.

Opportunities: While O'Hare International Airport is the single greatest constraint to redevelopment within the planning sub-area it is also the single most important opportunity. In 2019, prior to the covid pandemic over eighty-four million passengers passed through O'Hare Airport. In addition, the sub-area is generally located at the convergence of two major thoroughfares, Higgins and Mannheim Roads. Equally important is that visibility from the adjacent toll road is excellent.

Another significant positive is the size of the Sub-Area. The Sub-Area has approximately 900 feet of frontage on Mannheim Road and approximately 1,700 feet of frontage on Higgins Road.

V. Future Land Uses:

"Build-out" is a planning concept that projects the capacity of undeveloped land to be developed, and offers a community new homes, jobs, and amenities, such as parks, stores, restaurants, and services. As communities build-out, they typically add large tracts of vacant land, organized as master planned subdivisions, business parks, and shopping centers. New construction provides potential new businesses and residents with properties that meet current development trends. Home buyers and business owners pay a premium to obtain these on-trend properties.

Because Rosemont has only a single isolated pocket of unused land, it is classified as a fully built-out community. Fully built-out communities can best remain attractive to potential developers seeking these on-trend formats if they can capitalize on opportunities to redevelop obsolete or vacant properties. Therefore, Rosemont must identify redevelopment opportunities and address the complications of adjacent uses, less than optimal site size and configuration, and land preparation costs. Although those considerations tend to raise costs, redevelopment sites can offer savings because infrastructure (roads, water, and sewers) is already in place. The savings allow fully built-out communities to provide incentives that reduce the higher redevelopment costs.

Rosemont's advantageous property tax rate as well as locational advantages, make the current redevelopment opportunity very attractive.

Within the study area two distinct land use elements are evident. The area bounded by Mannheim Road to the east, I-90 on the north and Willow Creek on the south and west is essentially vacant while the balance of the study area is fully developed with a mix of commercial and office uses. This dichotomy necessitates two different approaches, short term plans, goals, objectives and policies and long-term recommendations.

RECOMMENDATIONS:

- Adopt Sub-Area Plan recommendation of "**Regional Commercial**" **for** the area bounded by Mannheim Road to the east, I-90 on the north and Willow Creek on the south and west
- Adopt design guidelines contained in the Sub-Area Plan
- Eliminate the Industrial zoning district and service and light industrial district from the zoning ordinance and map

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General Commercial Architectural & Planning Design Guidelines

The guidelines provided here are intended to provide a framework for the future retail development in the Village of Rosemont. This framework requires a basic level of architectural variety, compatibility of scale with surrounding uses, pedestrian and bicycle access, and recognition of the historical context of the Village of Rosemont. This framework is not to be interpreted as limiting architectural or planning creativity. These guidelines are intended to guide future provisions found in annexation agreements, zoning and subdivision ordinances. It is the Village of Rosemont's desire that these guidelines will serve to promote commercial development that is both aesthetically and commercially successful.

A.) Guidelines for Large Commercial Uses:

In order to promote a desirable land plan for a large commercial site, the following guidelines are recommended:

1. Access road traffic shall be clear and unencumbered by parking stalls. Access points shall be minimized.
2. The perimeter of the property shall provide for a landscape buffer strip.
3. The perimeter of the site adjacent to a street shall provide for commercial outlots.
4. Parking for all outlots shall be placed away from the access roads.
5. Parking for all outlots shall be screened from the adjoining street system by the building and shall be provided on the exterior ring road or between buildings, but not on access road frontage.
6. All entrances to the development shall be allowed to provide for a large monument sign. One per entrance. Size of sign to be determined by the Village of Rosemont.
7. Direct access from adjoining residential neighborhoods is strongly encouraged.

B.) Guidelines Regarding Street Orientation:

1. Facades should be articulated to reduce long unbroken lines and provide interest. Facades greater than one hundred (100') feet in length should incorporate wall plan projections or recesses.
2. Ground floor facades that front on public streets shall have arcades, display windows, entry areas, awnings, or similar features.
3. Buildings shall incorporate architectural features and patterns that provide visual interest, at the scale of the pedestrian.
4. The elements noted in these guidelines shall be an integral part of the building rather than superficially applied trim, graphics, or paint.
5. Building facades must include a repeating pattern that shall include no less than two of the elements noted in the guidelines. At least one of the elements shall repeat horizontally. It is recommended that these elements include:
 - Color change
 - Texture change
 - Material module change



Examples of Large
Commercial Facades



C.) Guidelines for Roofs:

1. Variations in roof lines shall be used to add interest to and reduce the massive scale of large buildings.
2. Roof features shall complement the character of adjoining neighborhoods.
3. Roofs shall have no less than two of the following features:
 - Parapets concealing flat roofs and rooftop equipment (i.e. HVAC) units from public view. Such parapets shall feature three - dimensional cornice treatments.
 - Overhanging eaves on sloping roofs are acceptable.
 - Low sloping roofs are not encouraged.



Example of Variations in Roof lines, Pitches, Materials, and Projections



D.) Guidelines for Materials and Colors:

Exterior building materials, geometrics, and colors compromise a significant part of the visual impact of a large building; therefore, they should be aesthetically pleasing and compatible with materials and colors used in adjoining neighborhoods. Elevations facing a street shall be either brick, sandstone, or other native stone or tinted, textured concrete masonry materials. The use of no more than two to three materials on the exterior elevation is recommended

E.) Guidelines for Entryways:

1. Entryway design shall give orientation and aesthetically pleasing character to the building.
2. Each principal building on a site shall have a clearly defined, highly visible customer entrance(s) featuring at least three of the following:
 - Canopies, overhangs, or porticos
 - Recesses/projections
 - Arcades
 - Peaked roof forms
 - Arches
 - Outdoor patios
 - Display windows
 - Architectural details such as tile work and moldings that are integrated into the building structure and design
 - Integral planters or wings that incorporate landscaping



Example of
Materials and

General Commercial Architectural & Landscape Design Guidelines

A.) Parking Lot Landscaping Guidelines and Recommendations:

1. All commercial parking lots that have twenty-five or more spaces shall submit a landscape plan for the parking lot consistent with these guidelines. Developments with fewer than twenty-five spaces shall provide interior landscaping equal to five percent (5%) of the vehicular use area.
2. Parking lots consisting of twenty-five spaces or greater shall not have less than seven and one-half percent (7 ½%) of the interior of the parking lot devoted to landscaping. Perimeter landscaping may be counted against the requirement where a greater than required setback has been incorporated into the plan. Required foundation landscaping may not be counted against this requirement.
3. Landscape Areas Design :
 - Disperse interior landscaping throughout the parking lot area.
 - Interior parking lot landscaping areas shall be a minimum of one hundred and twenty (120) square feet in area, with a minimum width of seven (7) feet. All landscape islands shall have a minimum depth of topsoil of three feet (3').



Example of Interior Parking Lot
Landscape Treatments.

Example of Perimeter
Landscape Treatments.



4. Recommended Landscape Material:

- Preferred landscape material used in parking lots will feature canopy trees, 3" in diameter at the time of installation. Other plant material may be utilized to augment the shade trees, including flowers, shrubs, and groundcover.
- One canopy tree shall be provided for every one hundred and twenty (120) square feet of landscape area.
- A minimum of fifty (50%) percent of every interior parking lot landscape area shall be comprised of live vegetation; the remaining area may include boulders or similar hardscape accoutrements as approved by the Village of Rosemont

5. It is recommended that all planned commercial developments incorporate covenants. The covenants would include but are not limited to:

- How the common area maintenance will be administered and the remedies for delinquency.
- Provide for the formation of an architectural committee to review and approve future changes and revisions to then be submitted to the Village for approval.



Example of Foundation Landscape Treatments.

Example of Perimeter Landscape Treatments.

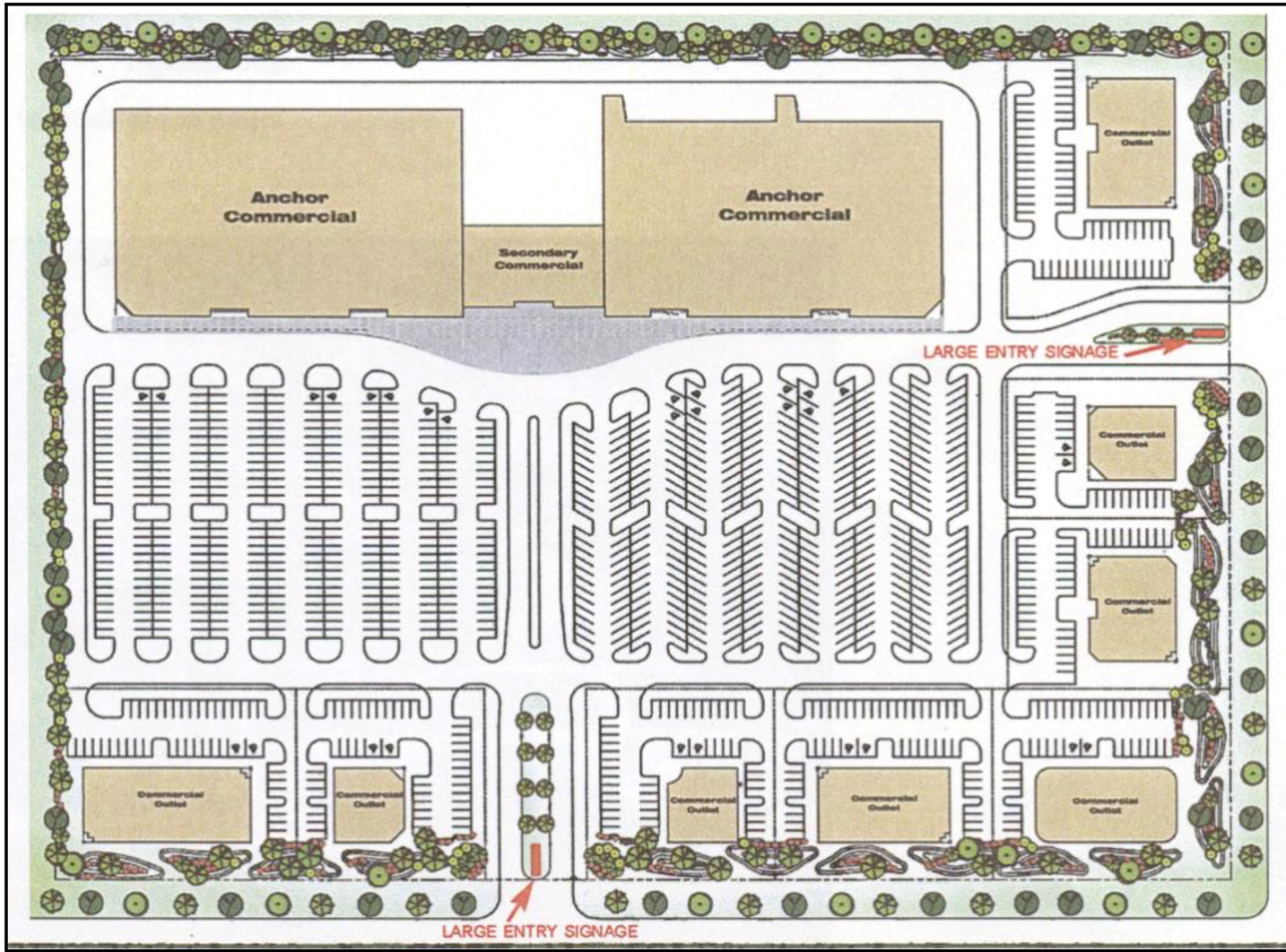


B.) Perimeter Landscaping Guidelines

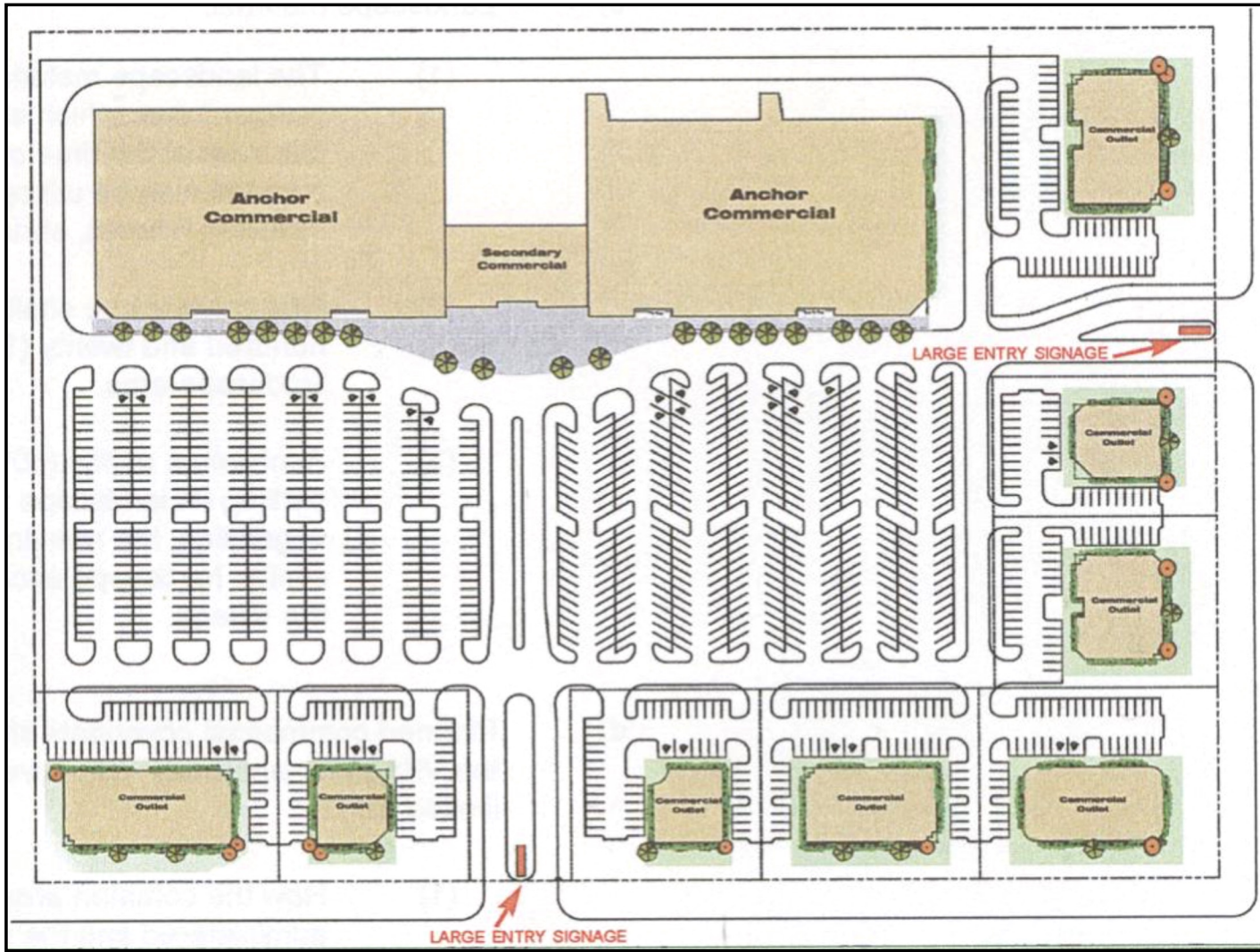
1. It is recommended that where a parking lot is contiguous to a residentially planned or zoned district or is separated from such a district by a right of way, a buffer yard will be installed effectively screening one hundred (100%) percent of the parking lot from view. Wherever possible, berms wouldu be incorporated into the landscape plan.
2. Evergreen trees and shrubs shall be incorporated into the landscaping plan to the greatest degree possible.
3. Where a parking lot is contiguous to a non-residentially planned or zoned district or is separated from such a district by a right of way, such yard shall effectively landscape to screen fifty (50%) percent of the parking lot from view. Wherever possible, berms shall be incorporated into the landscape plan.

C.) Foundation Planting Guidelines:

1. Foundation planting abutting all commercial and industrial buildings of not be less than ten (10') feet in width is recommended.
2. Foundation planting along the building foundation that is exposed to a public street is strongly recommended.
3. Particular attention will be paid to screening of dumpster pads, loading docks, and other visible ground level equipment in the review process.
4. Not less than eighty (80%) percent of the foundation landscaping shall be live vegetation is recommended. Hardscape such as benches, fountains and/or landscape boulders may be incorporated into the foundation planting plan and is encouraged.



EXAMPLE OF ILLUSTRATIVE BIG BOX DEVELOPMENT – PERIMETER PLANTING



EXAMPLE OF ILLUSTRATIVE BIG BOX DEVELOPMENT – FOUNDATION PLANTING



EXAMPLE OF ILLUSTRATIVE BIG BOX DEVELOPMENT – INTERIOR PLANTING

SIGNAGE GUIDELINES:

1. It is recommended that all signage blend harmoniously with the overall design. All signs shall be designed in accordance with the current sign ordinance, and be consistent in character, color, and size:
2. It is recommended that outside sales displays be minimized to avoid unnecessary sign clutter. If requested, an accurate sales display plan may be submitted for approval.

RECOMMENDATIONS:

- Employ bio-swales with all new and redevelopment opportunities
- Revise zoning ordinance to incorporate design criteria
- Promote inter-governmental cooperation leading to improved vehicular, and pedestrian connection for both Mannheim and Higgins Roads.
- Balance new development with sound ecological and sustainable improvements.
- Continue long-standing tradition of welcoming quality retail and commercial development
- The proximity to Willow Creek calls for improvements which capture and clean stormwater runoff.

ROSEMONT COMPREHENSIVE PLAN

- **ADDITIONAL RECOMMENDATIONS:**

- The reference to light industrial uses in the “Commercial Flex District” referenced in the Comprehensive Plan should be deleted. Given the actual development of the Village, such light industrial uses would no longer be compatible or appropriate for this Commercial Flex District.
- An area north of I-90 was acquired by the Village. As the Industrial uses no longer exist in this area, this rezoning is necessary to be compatible with the actual use and development of this property. Note that the Public Safety Facility, which at one time was being considered for development within this area will be developed in the southern portion of the Village outside of the study area.
- Industrial, manufacturing and warehousing uses are incompatible with the existing uses as well as the goals, objectives and policies of the Village. As such, these type uses should not be permitted in the Sub-Area.