Invest in the Past to Plan for the Future
Richmond, Illinois

Technical Assistance Panel

Co-Sponsored by

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*Invest in the Past to Plan for the Future* is the second in a series of Technical Assistance Panels convened by the Urban Land Institute Chicago and Campaign for Sensible Growth. The 2002 series of panels also focused on Chicago and Highwood, Ill.

For more information on the series visit www.growingsensibly.org or call 312/922-5616.

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Problem Statement and Panel’s Assignment

After 20 years of virtually no population growth, the Village of Richmond has begun to grow, approving hundreds of units of new residential property. Richmond’s current Comprehensive Land Plan includes provisions for cluster housing, limited multi-family housing and growth in commercial, office/research and industrial (CORI) space. Village leaders believe their plan is forward thinking, but are concerned with maintaining a sense of community and protecting natural resources once a proposed bypass of Richmond is constructed. The fear is that the bypass will split the community in two and could either help or hurt the commercial area around Route 12, depending on how it is planned and executed.

The Village has been successful in annexing and zoning land surrounding it and requiring that 60 percent of space remains open. The challenge that remains is to design a bypass around Richmond while maintaining community character, being sensitive to the environment and expanding the Village on both sides of the bypass corridor while maintaining a cohesive whole. In addition, village leaders want to see Metra commuter rail service restored to the area, but on an alternative route currently used for freight. Residents and community leaders also want answers to the following questions:

- How should state-of-the-art methods to design a new bypass be used?
- How can the financial health of the existing downtown be maintained and encouraged to grow?
- Are the Village’s environmental guidelines appropriate, and how can adverse impacts on the environment be minimized?
- How should the Village plan for land uses west of the proposed bypass?
- How should the Village proceed with the build-out of land already annexed between Route 12 and the proposed bypass?
- Where should a proposed Metra station be located and how should it relate to the overall development of the study area? How should its raised rail line barrier be addressed in the study area?
- What public process should take place to develop consensus and begin the implementation of the plan?

On August 1 and 2, 2002, a team of developers; market analysts; lawyers; transportation and natural resources experts; and regional nonprofit leaders met at the Tamarack Conference Center in Richmond, Ill. to answer the questions above, and offer insight into the planning and development of the area.
The designated study area was identified as north to the Wisconsin border, south to Glacial Park, east to Route 12 and west to Keystone Road.

Panelists were provided a wealth of background information to address the challenge. Briefing books were compiled on a variety of issues. Village officials offered insight into the historical, geographic and political history of the area. Panelists toured the area to gain first-hand knowledge of the area’s topography and existing infrastructure. Fifteen local residents offered their perspectives on development in the area. Informal conversations were held with at least two dozen more Richmond residents.

With this information, the panel drafted and presented a vision that addresses natural resource preservation, community building and the planning process, transportation alternatives, strengthening the central business district, and a two-year, start-up plan to propel the Village toward its goals.

It should be noted that, given the short amount of time of the panel, this final report should be construed as a strategic direction for the Village rather than a detailed analysis.

Information Gathering

Briefing Binders

Prior to arrival, panelists were given materials prepared by ULI and the Campaign for Sensible Growth, based on information provided the Village of Richmond. This included Richmond’s Comprehensive Plan, marketing materials, maps, annexation agreements, a sample Request for Qualifications (RFQ) from the Illinois Department of Transportation, zoning/subdivision ordinances, census information, school demographics and a business profile. Panelists referred to this information throughout the event.

Village Presentations

Village President Kevin Brusek and Economic Development Commission Co-Chair Charles Eldridge represented the Village of Richmond. Together, they offered the panel a primer on the development history of Richmond and later led a bus tour of the area.

The Village of Richmond is located in McHenry County in northern Illinois, on the Illinois-Wisconsin border. Incorporated in 1872, it boasts a population of more than 1,000 residents, a significant percentage of whom are senior citizens living on fixed incomes. The Village has seen a population increase of only 23 residents over the past 20 years.
Richmond is along the main corridor from Chicago to southern Wisconsin. Truck traffic to and from Wisconsin, as well as tourist traffic to Lake Geneva and beyond, contribute to a traffic problem through the historic district of Richmond, the two-lane Route 12, especially on weekends.

The village is a well-known destination for antique shoppers. The downtown area is predominantly antique shops, with sales contributing a significant amount of tax to the Village. Richmond proudly defines itself as an “antique town,” and many are concerned that increasing through-traffic is contributing to the demise of this retail specialty. According to President Brusek and Commissioner Eldridge, storeowners are convinced that people just want to “get out of Richmond traffic as soon as they can,” whereas they used to stop and shop on their way to Wisconsin.

Richmond spends approximately $100,000 annually on tourist trade advertising via its Web site, direct mail and antique magazines. The antique, craft and ice cream shops are key to the economic success and cultural identity of Richmond, and there is a desire to invest in protecting existing businesses.

Richmond has historically had an anti-growth mindset. This fear of development was exacerbated in 1990 when the village annexed property to the south of downtown. The first annexation since 1955, this project suffered from poor marketing on the part of the developer and inexperience on the part of the Village. After seven years, only eight houses and a series of unfinished roadways had been constructed. The developer almost went bankrupt and the Village lost support for any future development. In response, Richmond created development criteria and impact fees to ensure it would not be a victim of poor planning again.

The Village is extremely proud of its Comprehensive Plan, with President Brusek calling it a “model for smart growth.” Critical issues for Richmond are transportation, quality of life and historic preservation, Brusek says. Since 1984, it has been his goal to solve these problems through the construction of a bypass around the historic downtown area.

There is a significant interest in improving the residents’ quality of life and maintaining tourist appeal by reducing traffic. There is also a burgeoning interest in developing Richmond to accommodate new growth. The question President Brusek posed to the panel was, “how do we make this happen?”

**Bus Tour**

On a site tour of the area guided by Commissioner Eldridge, panelists were shown possible locations for a new Metra station, a multi-family development currently under construction, annexation areas (including the 11,000-acre Tamarack property to the south and west of downtown), the proposed bypass
location and the downtown. Along the way, Eldridge provided a historical perspective on the area, as well as an assessment of the current political climate as it affects development.

Community input

After presentations by the Village, the panel heard from 15 residents about their concerns and hopes for Richmond development. Community members cited environmental concerns, economic benefits, school considerations, religious/community concerns as key issues. The developers of Tamarack also offered their perspective. (See page 19 for list of interviewees.)

Environmental Concerns

A state official was concerned that the area’s resources were contained in fragmented “islands,” which may cause bio-extinction. He suggested making the islands as large as possible and actually linking them together.

A community activist had significant concerns about the impact of development on the environment and the downtown area. She noted that the Tamarack property was home to a diverse set of natural resources and located in the area’s watershed. The resident offered several ideas to mitigate environmental damage, such as developing greenways and wildlife passageways, improving wetlands, and striving to reduce amounts of impervious surfaces.

Economic Benefits

A downtown business owner believed that traffic was having a negative impact on sales. Since Richmond was an antique hub, she believed a bypass would eliminate through-traffic from the downtown area without losing destination traffic.

Another resident was pleased that Tamarack was annexed for development, as the Village was losing too much of its tax base by the acquisition of land by the McHenry County Conservation District (MCDD).

A general manager for a local industrial facility that employs low-skilled workers did not think traffic was a problem for his company, though he said it was difficult to find employees who lived nearby because housing was not affordable. Another resident added that the problem with bringing industrial business to the region was that Richmond was too far from the nearest interstate highway.

School Considerations

A school administrator’s primary concern was the quality of life and education of children. He recognized that an increase in development would result in an increase in the school population. Local elementary schools cur-
rently have class sizes of less than 15 students. He did not want to see that increase.

The district is already anticipating 10 percent annual growth for the high school. While classroom construction may seem like an easy answer, the school administrator warned that Richmond's small town values may preclude construction of a high school with a 2,000-student capacity.

Another school administrator stressed that creation of neighborhood schools should be a planning goal. He believed children should be able to walk to school and that bussing should be minimized. This resident estimated the development of Tamarack would result in hundreds of new students in the system. In terms of school construction, that could result in additional costs that he believed would need to be passed on to the taxpayers.

Community/Religious Concerns
One resident expressed concern over the lack of planning, saying, "Richmond has to grow, but we’re concerned about the process. We have no plans, only guesses, of what the bypass will be." She believed the bypass was a long-term need but in the short-term, reducing traffic congestion on Route 173 was a priority. She also expressed concern about integrating new developments with the old village.

A leader of a local church had been warned, he said, to prepare the elder members of his congregation for change and rapid growth in the area. He was concerned because this unknown future was a cause of anxiety for many people.

Another religious leader wondered if a bypass would divide Richmond. He agreed that most people wanted a cohesive community without artificial boundaries. His church was planning to relocate to a 40-acre property to the west of the proposed bypass.

Developer Perspective
A principal in the company that wants to develop Tamarack had been working with local residents and elected officials for 14 months, “getting a handle on the issues and learning about the needs of the community.” While the construction of a bypass would probably expedite development of Tamarack, he believed the design of a bypass was best left to the experts.

A planner for the Tamarack property envisioned a development that could stand alone alongside the old downtown. He was interested in pursuing a traditional neighborhood development (TND) with greenways and walking trails throughout the system. He asserted that the walking trails would be a tremendous marketing asset for the entire area, not just the development.
RECOMMENDATIONS

With this information, the panel divided into two sub-groups, each charged with answering specific development questions. The following recommendations highlight the community building, resource preservation, transportation and village center revitalization possibilities that Richmond should consider as it moves forward.

Preserving Natural Resources

Richmond is a unique village. It is not a traditional suburb or a rural hamlet. Richmond’s best economic position is to take advantage of its unique natural resources, protecting critical resources in perpetuity for all to enjoy. The panel believed the Village should first take a natural resources inventory to assess the quality of the environment throughout the area and make plans to protect its assets. This information should be made available to the public and presented in a format that is easy to understand by the average citizen.
Flooding plains, endangered species, sedge meadows and wetlands should all be identified and assessed before any changes are made to the overall environment, i.e., before any development begins. Citizens should be given the opportunity to provide their opinions on what natural areas are most valuable.

From this inventory, natural resources should be prioritized to ensure valuable components are not lost during development. Once prioritized, the Village should incorporate these natural resources into its ordinances as suggested in Richmond’s Comprehensive Plan. (There currently is a disconnect between the Plan and the ordinances that support it.) Developers should refer to this inventory throughout the development process.

Richmond should also consider the eco-tourism opportunities that the region presents. The prospect of hiking through Glacial Park or riding new bicycle trails could bolster tourist interest in the area. Currently, there are few markers to indicate the natural attractions and no linkages in promotion between the Village and MCCD.

The community needs to bind together its natural resource and economic development goals. The latter will not be successful without attention to the former.

Community Building

Open Planning Process
Based on research and conversations, it is clear that the village needs a substantial planning process. This should include a participatory visioning process that incorporates a spectrum of community interests. Community workshops are an excellent method for encouraging such participation. Local ideas are often the best ideas, and Richmond would be well served to encourage alternative visions based on the input of its residents. Upon receiving input from all possible interests, the Village should evaluate the impact of each vision and seek consensus on a viable plan that best addresses all concerns. Professional planning experts – paid for by developers – should be part of the process.

Community Consensus
Participants in the development process need to recognize that new growth is going to happen regardless of whether they plan for it. By taking the proactive step of developing a plan, residents can be better assured that the region will grow in a way that is favorable to everyone. It is the panel’s understanding that the Village is poised to sponsor such a process with the assistance of the Northeastern Illinois Planning Commission.

Consensus is critical to the success of the planning process. Specific ele-
ments of the plan that need to be discussed by area residents include:

- Improving traffic circulation
- Revitalizing downtown
- Accommodating new residential growth
- Attracting new business
- Protecting and enhancing natural resources
- Developing a fiscal plan
- Designing a new Metra station

There will undoubtedly be many opinions on how to achieve these goals, some of which may be mutually exclusive. The Village should strive to educate residents about the trade-offs of each, and allow the community to develop a plan that works for everyone. Active participation by residents, school district leaders, MCCD and residents of the unincorporated areas of the township will be crucial during this process.

Just as land planning requires broad input, the fiscal implications of development should also be discussed throughout the community, as they affect homeowners and the municipality alike.

**Transportation Alternatives**

Panel members were presented with a planning problem that assumed a bypass would be part of the solution. It is strongly recommended that the Village first conduct a comprehensive alternatives analysis to determine the fiscal and traffic impacts of any plan, and determine whether a bypass is needed, or if the solution lies in upgrading other road systems in the area. Preference should be given to the alternative that best balances low cost and highest benefit.

While a bypass certainly would alleviate congestion in the downtown area, it will not necessarily benefit the downtown economic redevelopment goals of the Village. Construction also could take years to complete. Low traffic counts and the dramatic disruption of land further the argument that a bypass may not be the best option. To this end, the panel offered upgrading the Keystone Road Arterial as a short-term, alternative solution.

If a bypass is pursued, the panel recommended a limited access arterial design. Interstate design standards are not warranted and will divide the Village in half. The Village should work toward securing a Metra station. The extension of the Metra line from Fox Lake to Richmond could reduce traffic, improve quality of life of residents and increase tourism. A Metra station would ideally be located in a mixed-use complex to reduce car trips and promote cluster development in the area. Creating walking and bicycling
options should be of the highest priority throughout the village and in development areas.

**Keystone Road Arterial**
Fifty years ago, state agencies acquired land to build a major highway that would in part create a bypass around Richmond. To date, there has been no major progress on this project, due to the lack of political consensus and lack of traffic to justify the expenditure. In the event that construction does not begin soon, a Keystone Road Arterial would provide a quick, affordable solution to downtown traffic congestion.
Currently, an existing country road to the west of the downtown area, Keystone Road, would take drivers approximately two miles out of their way (along Keystone Road from Route 12 to Route 173) to bypass the city. Increased travel speeds would offset increased travel times, particularly during the weekends and busy summer months.

On the surface, Keystone Road and East Tryon Grove Road are in good condition. Engineers would need to assess the structural capability of the roads, but it seems that Keystone could be easily upgraded to accommodate truck traffic and additional traffic volume. In the short-term, there is no reason to widen the road beyond its two existing lanes, though it could become a three-lane road without difficulty.

The intersections of Keystone Road and Route 173 would need to be upgraded to facilitate increased turning volume, as would the intersection of Routes 173 and 12. Alternatively, Keystone could be connected to Wisconsin directly by building a new bridge to Highway 12. Vacant parcels in these locations could probably accommodate these upgrades in either case. Signage is needed to restrict through-traffic of trucks on Route 12 from entering downtown through the downtown area. If the Keystone Road Arterial were developed, signage would be needed on Route 12 (U.S.), Route 31 (Illinois) and Route 173 (Illinois) to encourage through auto traffic to select Keystone as an alternative route.

To further encourage using Keystone, traffic circles could be constructed at the north (at Route 173) and south (at East Tryon Grove Road) ends. Traffic circles would keep traffic moving easily and more safely.

**Bypass Plan**

The long-term plan of a new bypass presents many unknown variables. For instance, it was not known whether flood plains and a savanna to the north would provide problems for connecting the new bypass with existing roads.

A best-case scenario would be a two-lane arterial with managed access at routes 173 (Illinois) and 12 (U.S.) that could be later expanded to four lanes, if needed. The bypass would be aligned along the western edge of the new Tamarack development, include state-of-the-art design features, and have managed access and east-west connections for pedestrian, bicycle and auto traffic. As with the Keystone Road Arterial, traffic circles could facilitate the goals of the system.

The Village should consider making the highway a greenway, complete with bikeways and green buffers. Full cut-off/trespass lighting would mitigate light pollution, the natural landscape buffer would reduce noise pollution, and state-of-the-art construction techniques could reduce groundwater pollution by reducing discharge into surface waters. Assuming an 800-foot right of
way, developers should cede land to allow for an extra 200 feet of setback. Wildlife tunnels (300 feet wide at a minimum) should be established, with pedestrian and bicycle tunnels available at frequent intervals and at each road crossing.

Developers should look to Sawmill River Road and Taconic Parkway in New York for examples of best practices.

This permanent bypass would encourage development to the west of Richmond, particularly commercial development at Route 173. Richmond would need to be proactive in addressing development issues posed by a new bypass. The Comprehensive Plan should be updated to reflect the bypass, with new provisions to favor conservation development and mitigate sprawl.
Boundary agreements should be negotiated with surrounding towns to ensure other communities do not expand toward Richmond. Most developmental pressure is coming from the south and east, though pressure is increasing from the southwest from Wonder Lake. Currently, Illinois law grants a community some control up to 1.5 miles from its boundary. Richmond should capitalize on this opportunity to negotiate boundaries with its neighbors and effectively define its western border.

**Metra**

Ideally, a Metra station for the extension from Fox Lake should be located on Route 12. This location offers a connection to the old downtown and proximity to the new Tamarack housing development. Furthermore, its location above a major route would make it visible to many residents, encouraging patronage of the train and surrounding facilities. The height of the track was not deemed to be a major obstacle. From this station, a mixed-use neighborhood that fits the community character could sprout to the south.

A mixed-use facility could be developed into a “Market Square” environment, a centralized hub that provided amenities and was easily accessible on foot or bicycle. Commuter parking could be located to the east of Route 12, from which a new bridge could be constructed for easy pedestrian access.

Three other possible locations for a Metra station were considered: the east/west Route 12 near the new condominium development, within the new Tamarack development and at the proposed bypass. These locations were deemed inadequate because of lack of access, lack of visibility and – in the case of the bypass option – conservation issues and a lack of a connection with the downtown area.

**Strengthening Richmond**

**The Village Center**

When it comes to the future of the village center, the panel was clear: If Richmond does not invest in its downtown, it will have no future. Immediate investment is critical for survival. To that end, it is recommended that the Village conduct a market study, make capital improvements to the streetscape and reevaluate the Historic Overlay (zoning) District.

A market study will help determine demand and opportunities to diversify retail and services in the community. While there is potential for retail growth to the south of the central business district, the Village should identify opportunities for retail and non-tourist services. As an historic gateway to the city, Broadway Street should be emphasized and brought more into line with the city center. This may create more retail opportunities and consumer traffic.
Capital improvements are necessary to enliven the downtown area and make it more pedestrian-friendly. While the antique stores are an asset, pedestrian access is often limited and sometimes daunting. A pedestrian crossing south of Nippersink Court and a narrowing of routes 12 and 31 if the bypass is implemented, are possible areas to improve access. Decorative lighting and development of a park/riverwalk area around the Nippersink Creek could turn the drab streetscape into a welcoming downtown area. Programs exist to encourage façade improvements in downtown areas, which Richmond should investigate. Individual properties could qualify for matching grants of up to $50,000.

Historic Overlay District zoning needs to be reevaluated and used to stimulate investment. Richmond is fortunate to have a stock of high quality, historic homes. These mansions have unique character and would benefit from revitalization. A revised Historic Overlay District or adoption of a preservation ordinance would give new residents a reason to invest in these homes, thereby investing in Richmond. As one panel member expressed it, “develop this synergy and Richmond will take off. Ignore it and Richmond will slip into the Nippersink.”

Community Retail

As the Village prepares for growth, it needs to focus on community needs. Said one panelist, “if you want to grow, you need development that accommodates locals.”

A growing population could be initially served by a convenience store and later expand to grocery, pharmacy and other service retail such as dry cleaning. This community retail would be best situated at the intersection of routes 12 and 31. Convenient parking would need to be made available. These stores would benefit tourists, as well, especially if area attractions develop to the point where out-of-towners stay longer than one day. Moreover, the Village and schools will further benefit from increased tax revenue.

Traditional Neighborhoods

The development of traditional neighborhoods within the Tamarack property will go a long way toward strengthening the small town feeling of Richmond. Areas of Tamarack directly to the south and west of the existing downtown could easily be developed in this style and flow from the town’s existing core.

A continued street grid expanding from the downtown would help reduce congestion by evenly distributing traffic throughout the neighborhoods. Village-scale neighborhood parks would provide walkable, safe places for
children while fostering a sense of community among residents. Green corridors would protect the existing environment and increase the aesthetic value of neighborhoods. Mixed housing types would allow new homeowners, established families and retirees to thrive in one community.

**Conservation Development**

Southwest portions of the Tamarack development may be best suited for conservation development. Here, the emphasis should be on protecting critical natural areas with clustered housing, natural landscaping and the use of common open spaces. These developments could naturally link to Glacial Park, MCCD holdings and the Nippersink Creek corridor, creating a seamless extension of the natural area.

Low impact development does not mean simply “saving the good land and plowing over the bad.” Rather, houses should be clustered on developable area to save space and reduce infrastructure costs. These would not be one-acre estates but smaller sized lots with increased access and walkability throughout the development.

The goal of conservation development is to create a neighborhood while retaining rural character. These open spaces should be accessible to all residents of the township, not just Tamarack residents. Open space would include restored woods, prairies and water systems, as well as trails and bike paths. The Village should find natural solutions to stormwater and drainage issues.

**Environmental Standards**

Richmond has a wealth of environmental treasures. With rapid growth on the horizon, the Village needs to revisit its Comprehensive Plan and ensure that ordinances are in place that support the plan and protect natural assets (current ordinances do not address the goals of the Comprehensive Plan).

Recommendations for change include:

- Narrowing the definition of open space. Currently roadways, driveways, schools and golf course clubhouses qualify
- Adding ordinances to enforce the Comprehensive Plan (i.e., for woodlands protection and endangered species)
• Enforcing existing controls on tree protection and soil erosion
• Making sure annexation agreements reflect the goals of the Comprehensive Plan
• Addressing historic preservation issues

In order to achieve these environmental standards, the panel recommends a collaborative effort between MCCD and the township government. Both of these entities would bring unique expertise and knowledge to the table.

**Design Standards**

Curbcut restrictions, enforcement of signage regulations, upgrades to the streetscape downtown and sidewalk requirements (not just walking trails) in new residential areas are simple examples of how Richmond can shape new development. More than just “icing on the cake,” these standards will improve the aesthetics of the community and elevate the quality of life of its residents.

**Start-Up Plan**

The panel offered a two-year start up plan that reflected the goals and challenges listed above:

**Year One**
• Start community building/planning process
• Map natural resources
• Plan street and environmental connections to Tamarack
• Determine Metra site and funding
• Plan for downtown capital improvements
• Define scope of work for RFP to undertake alternatives analysis for Keystone Road and bypass solutions
• Secure funding for technical consultants for traffic, environmental and market study

**Year Two**
• Begin protection of critical lands
• Secure funding for downtown improvements
• Secure funding and acquire site for Metra station
• Begin planning Metra neighborhood
• Begin engineering for short-term traffic improvements
• Hire technical consultants
**Conclusion and Next Steps**

The Village of Richmond has the opportunity to preserve valuable natural resources, improve transportation, strengthen the central business district and build a stronger community. By using cutting-edge urban planning techniques, the Village can revitalize the downtown area while providing high-quality, livable neighborhoods for new residents.

These findings were presented to the Richmond Village Board on Aug. 6, 2002. Meanwhile, the Northeastern Illinois Planning Commission is implementing a public involvement process for the visioning of Richmond.

The Urban Land Institute Chicago and the Campaign for Sensible Growth will continue to stay involved as the Village moves forward.

**For More Information**

ULI Chicago and the Campaign for Sensible Growth would especially like to thank Nick Wilder, chair of the Panel and Kevin Brusek, Village President.

More information on these issues and the technical advisory program of ULI Chicago and the Campaign for Sensible Growth is available at www.ulichicago.org and www.growingsensibly.org.

**Appendix**

The Campaign for Sensible Growth and Urban Land Institute Chicago thank the following individuals who were interviewed by the panel:

Steven Byers, Illinois Nature Preserves Commission  
Robert Cowhey, Cowhey Gudmundson Leder Ltd.  
Terry Dufur, Pastor, Grace Lutheran Church  
Tim Hartnett, Village Engineer, Resident  
Charlotte Hollenbach, Antique Store Owner  
Richard Jacobson, Fire District Trustee, Farmer  
Father Kaiser, Priest, St. Joseph’s Church  
Mark Lehmann, Watlow Gordon  
Rommy Lopat, Resident  
Bob May, Developer  
Wayne Reisen, Superintendent, District 157  
Cindy Skrukrud, McHenry County Defenders, Friends of Nippersink Creek