



DEER PARK

Comprehensive Plan Update

The Village of Deer Park is purposefully and constantly evolving. As a community, we keep advancing by meeting the needs of the present while building towards a more vibrant, economically viable future.

Established in 1957, the Village of Deer Park has long been a place residents and businesses are proud to call home. Built on a rural, picturesque foundation, the community is known for its rustic charm, walkable and thriving Town Center, beautiful and diverse housing stock, and abundant access to nature.

A key element to Deer Park's success has been outstanding governance. The Village is committed to providing excellent services, facilities and infrastructure. Through strategic investments, strong partnerships and ongoing planning, we come together daily to ensure the needs and goals of our residents, businesses, and community are prioritized.



Adopted July 2023
Prepared by Teska Associates, Inc.

Photos taken by Brian Lipchick or Erin Cigliano unless otherwise noted.



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Deer Park Village Office



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CHAPTER 1

Introduction

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Since the adoption of the first 1981 Comprehensive Plan, the Village of Deer Park has maintained a strong tradition and support for planning. A progressive community, the Village is dedicated to the preservation of its natural surroundings and picturesque hometown character, while fostering development that is attractive, sustainable and resilient.

Residential and commercial density has been added gently and strategically over the years to ensure ongoing beauty, balance, growth and vibrancy. The evolving scope of Deer Park's visionary tale, from a low density residential community to a quaint and bustling regional destination is reflected in planning documents and the existing rural and urban landscape.

How to Use This Plan

The Comprehensive Plan should be used in a number of capacities in managing future growth and development, including:

Review of Development & Zoning Proposals

Proposed development should be compared with recommendations in this Plan. When consistent, the Village should generally view the project favorably. When inconsistent, the proposal should be examined more closely for benefit to the community. It is acknowledged that changes in economy, environment, and other factors will evolve over time and suggest an alternative use or development approach may be appropriate. In such cases, it is recommended that the Village modify this Comprehensive Plan to reflect such changing conditions.



Capital Improvement Planning

The Future Land Use Plan should be used when planning for future infrastructure improvements including water and sewer capacity, roadway extensions, and stormwater management.



Grant Applications

The Village should pursue grants that will assist in implementation of the plan's vision. Having a current plan, and pursuing grants that support the plan, will increase the opportunities of leveraging local resources with outside funding.

Modifications of Development Regulations

The Village should review zoning, subdivision, and other development regulations to ensure consistency with the vision outlined in this Comprehensive Plan.



Definition:

A Comprehensive Plan is the framework or “planning guide” for future development. As a forward looking document, it identifies development and redevelopment opportunities, visions and values, and offers a road map for managing and shaping change. The Comprehensive Plan Update should be used together with the Village’s zoning, subdivision and other ordinances to direct the future of Deer Park.

Intent & Purpose

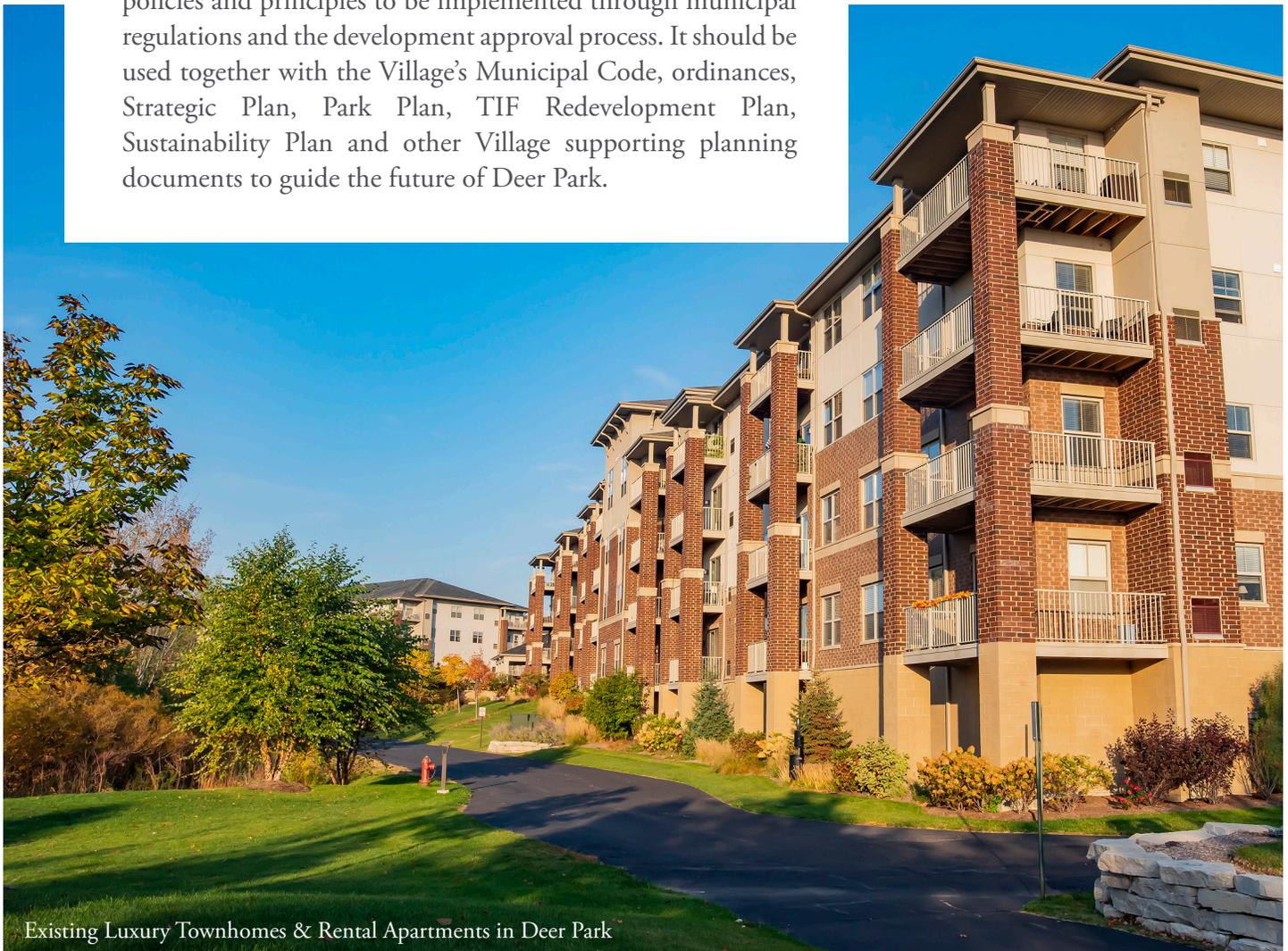
All of the planning efforts Deer Park has initiated to date are beautifully summed and realized via the hometown community and prime retail destination the Village is today. Featuring a variety of major upscale tenants, the Deer Park Town Center is renowned for its quality architecture, design standards, attention to detail via streetscape, landscape, and building features, and overall community cohesion.

The 2023 Comprehensive Plan is a tool through which the long-term viability of the Village will continue to be guided. It is based on prior and ongoing planning efforts, studies and plans, an analysis of conditions and developments, market data, housing and demographic trends.

Recognizing that planning must be an ongoing process, the Comprehensive Plan provides Village officials with a set of policies and principles to be implemented through municipal regulations and the development approval process. It should be used together with the Village's Municipal Code, ordinances, Strategic Plan, Park Plan, TIF Redevelopment Plan, Sustainability Plan and other Village supporting planning documents to guide the future of Deer Park.

“The Village of Deer Park is purposeful and constantly evolving. As a community, we keep advancing by meeting the needs of the present while building towards a more vibrant, economically viable future.”

- Beth McAndrews
Village Administrator

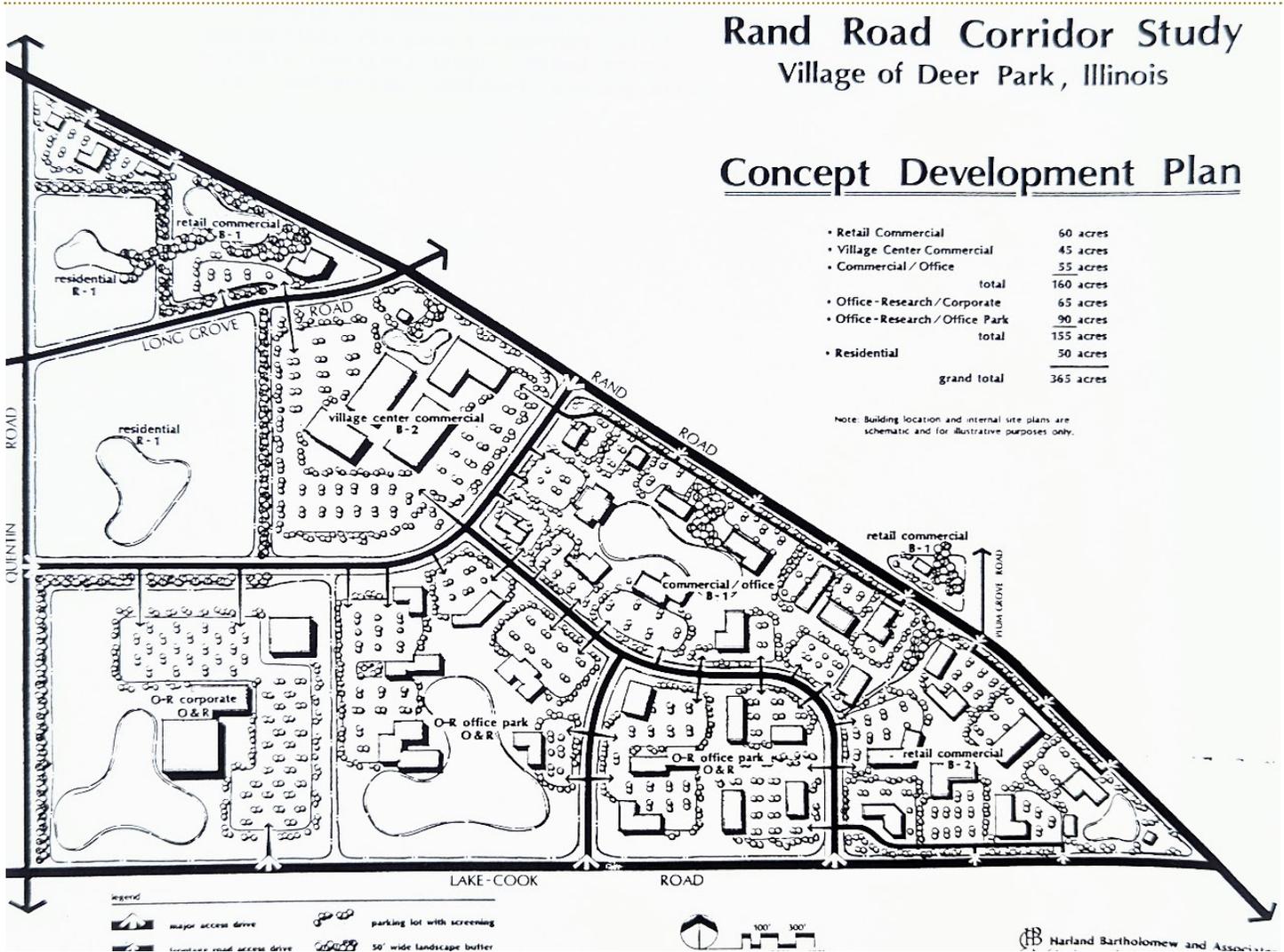


Existing Luxury Townhomes & Rental Apartments in Deer Park

Planning History

The Village's first Comprehensive Plan, adopted in 1981 portrayed Deer Park as a predominately low-density residential community, without a central water or sewer system. In that Plan, the goal of Village Officials was to ensure the orderly expansion of the community by retaining its high quality character through a well planned approach to new residential and commercial development. The Plan provided for the filling in or extension of existing residential areas, and the development of office/research and commercial uses within the "triangle" area - an area of approximately 300 acres, bounded on the east and north by Rand Road, on the south by Lake Cook Road and on the west by Quentin Road.

Until the mid 1990s, most new development that occurred consisted of residential subdivisions consistent with the low-density, semi-rural character of the Village. Commercial development, composed primarily of small independent service businesses and retail establishments, was limited to areas along the Rand Road corridor. However, during this period the Village received an increasing number of development proposals for the "triangle" ranging from multiple family residential projects to major shopping centers. Expanding development along the Rand Road corridor, both north and south, was further evidence that the area was emerging as a major regional commercial location.



Concept Plan from the Village of Deer Park's 1981 Comprehensive Plan

1981-1996

Recognizing the need to address pressures for new growth and development in the Village and along Rand Road, the 1981 Comprehensive Plan was updated to ensure new development would fit into and enhance the quality character already established in Deer Park. In 1996 the Village retained Teska Associates, Inc. (Teska) to update the Village's Comprehensive Plan, with the primary focus being the preparation of planning and design principles for the "triangle" area. Teska worked closely with Village officials to determine the type and character of development that would be appropriate for the "triangle." A "visioning" process revealed that community leaders wanted a new approach to the conventional form of commercial development -- one that reflected Deer Park's character, as well as created a stronger identity and "sense of place" for the Village and its residents. Following the 1996 visioning activities by the Village, the "Triangle Area" was named "Deer Park Center" and the following statement was adopted as a guideline for future development:

1996 Vision Statement

"Deer Park Center will become the focal point of the community and will consist of a planned, integrated mixed-use development that accommodates a variety of uses and user needs in a high quality environment that compliments the Village's identity. Designed as a mixed-use complex, this area will exemplify a comfortable multidimensional atmosphere for retail, business, civic, recreational and residential needs."

"The Deer Park Center redevelopment area will create a sense of place and community identity through the use of thoughtful design standards, the integration of a supportive pedestrian atmosphere and natural open space. Situated prominently at the southeastern entrance of Deer Park, this area shall promote a positive visual character and be seen as a unique area within the community and region."



Vehe Barn in 1999, Pre-Restoration



Vehe Barn in 2023, Post-Restoration

1997-2014

The 1997 Comprehensive Plan Update came at a key turning point that allowed the Village to have a significant influence on the type of growth it experienced, specifically relative to the Deer Park Town Center. Adherence to the principles and recommendations contained herein proved to be important relative to day-to-day decision making, while also enhancing the high aesthetic standards for Deer Park over the long term. Soon after adoption of the 1997 Plan, the Village began the process of reviewing several development proposals. In recognition of new trends and development pressures, Village officials found it necessary to reexamine the vision and design standards for the “Deer Park Center” and consider new approaches that were sensitive to Deer Park’s character, but would also create a stronger identity and “sense of place” for the Village and its residents. The 2001 Comprehensive Plan provided guidance for decisions on growth and change in the community. And thirteen years later, in 2014 the Village updated the Plan to establish economic development strategies that responded to market trends.



Historic Farmhouse that served as Deer Park’s Village Office until 2019

2015-2023



The new Village Office was constructed on the site of the Old Farmhouse (note the same trees / photo angle as image above) and completed in 2022.

Many successful developments came to fruition based on the vision and guidance provided by the 2014 Comprehensive Plan, later amended in 2017. Additional commercial, office, townhomes and luxury multi-family housing units were constructed, sidewalks and trailway network expanded, wetlands and natural areas maintained and enhanced, and development review procedures improved. Between 2019 and 2021, the Village updated their Strategic Plan, adopted a Sustainability Plan, built a new Village Office, implemented ongoing infrastructure improvements, and secured Lake Michigan Water rights.

Following the pandemic, with a renewed interest in open space access, outdoor community gatherings, and fiscal resilience, the Village explored and deployed new economic development tools and planning strategies. A Tax Increment Financing (TIF) Redevelopment Plan was adopted to support investment along the Rand Road Corridor. Properties previously in Kildeer were annexed into the Village. The Parks Master Plan was updated with a dedicated focus on Town Center Park and providing equitable access to active recreation and community greenspace. And a village-wide rebranding effort was undertaken resulting in a fresh and sophisticated look, updated website and social media, and enhanced community-wide communication strategies.

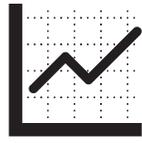
With a depth of new plans, goals, updated municipal boundaries, TIF incentives, enhanced communications, and momentum in place, the Village embarked on a 2023 update to the 2017 Comprehensive Plan.

Visual Timeline



1981

Village adopts first Comprehensive Plan. Focus is on orderly expansion of rural, residential community.



Mid-1990's

Commercial expansion along Rand Road and developer interest grows surrounding Triangle Area.



1996

Village hires consulting firm Teska Associates to prepare planning and design principles to guide development consistent with the quality character of Deer Park.



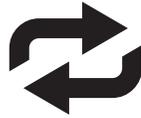
1996

A Vision Statement for the Deer Park Center (i.e. Triangle Area) is decided upon by the community.



1997

Village adopts the 1997 Plan that includes the vision statement and design guidelines for the Deer Park Center.



2001

The 1997 Plan undergoes an update including design guidelines and development opportunities. These amendments frame and create the positive character of development within the Deer Park Town Center.



2014

In light of steady developer interest and prime retail offerings, Deer Park undergoes a Comprehensive Plan Update that focuses on market opportunities, development strategies, and enhanced design guidelines.



2019-2020

Board of Trustees Visioning Workshop facilitates Strategic Plan Update and creation / adoption of a Village-Wide Sustainability Plan and focused achievements herein.



2020-2021

Properties annexed into Deer Park, infrastructure improved, and Lake Michigan Water Rights secured.



2022

Tax Increment Finance District and Redevelopment Plan, entitled "Re:NewRand" is adopted for properties along Rand Road; Village rebranding commences and new Village office built.



2023

Parks Master Plan Updated with a dedicated focus on Town Center Park and providing equitable access to community greenspace for active recreation and outdoor gatherings.



2023

Comprehensive Plan is amended to reflect considerable planning and implementation. efforts, development, boundary amendments, and renewed economic goals and park planning objectives.

Community Pillars

Cultivating Quality of Life & Sustainable Vibrancy



1

**Resilient & Thriving
Mixed-Use Economy**



2

**Quality Housing &
Lifestyle Amenities**



3

**Parks, Recreation &
Environmental Stewardship**



4

**Walkability Meets
Regional Access**



5

**Quality of Life &
Wellbeing By Design**



6

**Outstanding Governance
& Infrastructure**

Community Pillars 1 & 2



RESILIENT & THRIVING MIXED USE ECONOMY

Deer Park prides itself in providing a walkable and vibrant mix of shops and experiences for our residents and visitors to enjoy. A shining example of this is our Town Center, a thriving 75-acre regional destination filled with national retailers, high-end restaurants, casual outdoor dining, greenspace and year-round events.



QUALITY HOUSING & LIFESTYLE AMENITIES

Our community offers a range of quality housing types and amenities for all ages and lifestyles. From single-family estates to picturesque townhomes, condominiums and apartments, density has been added gently and strategically over the years to ensure ongoing beauty, balance, growth and vibrancy.

Community Pillars 3 & 4



PARKS, RECREATION & ENVIRONMENTAL STEWARDSHIP

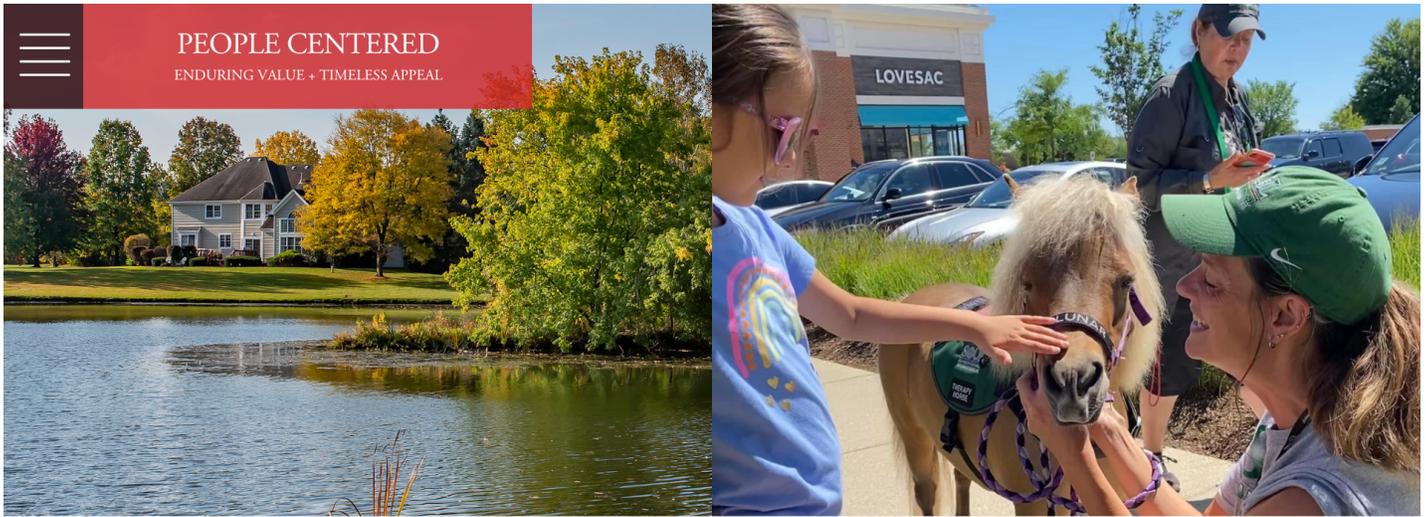
The Village's thriving commercial scene is beautifully balanced by its surrounding natural environment and a bevy of recreational offerings. Top tier facilities, pristine parks and a regional trail network that connects to Barrington and beyond offers a kaleidoscope of social and sensory experiences to enjoy throughout the seasons.



WALKABILITY MEETS REGIONAL ACCESS

Deer Park's quick regional access is complemented by the Village's pedestrian experience and ongoing attention to ensure destinations are connected. Walkability plays a major role in the satisfaction and experience felt by our residents and visitors. Ensuring our Village is inviting, safe and accessible to all is an ongoing community objective.

Community Pillars 5 & 6



PEOPLE CENTERED
ENDURING VALUE + TIMELESS APPEAL

QUALITY OF LIFE & WELLBEING BY DESIGN

Deer Park's heritage and sustainable environment provide the highest quality of life and framework for investment. Decades of planning and human-scaled design standards have created neighborhoods, shopping centers, and office parks with enduring value and timeless appeal.



COMMUNITY PARTNERS

Village Administrator, Beth McAndrews (right) with
Commissioner Alena Horsky-Gust (left)

OUTSTANDING GOVERNANCE & INFRASTRUCTURE

Our Village is committed to providing excellent services, facilities and infrastructure to our residents and business community. Through strategic investments, strong partnerships and ongoing planning, we come together daily to ensure the needs and goals of our residents, businesses, and community are prioritized.



CHAPTER 2

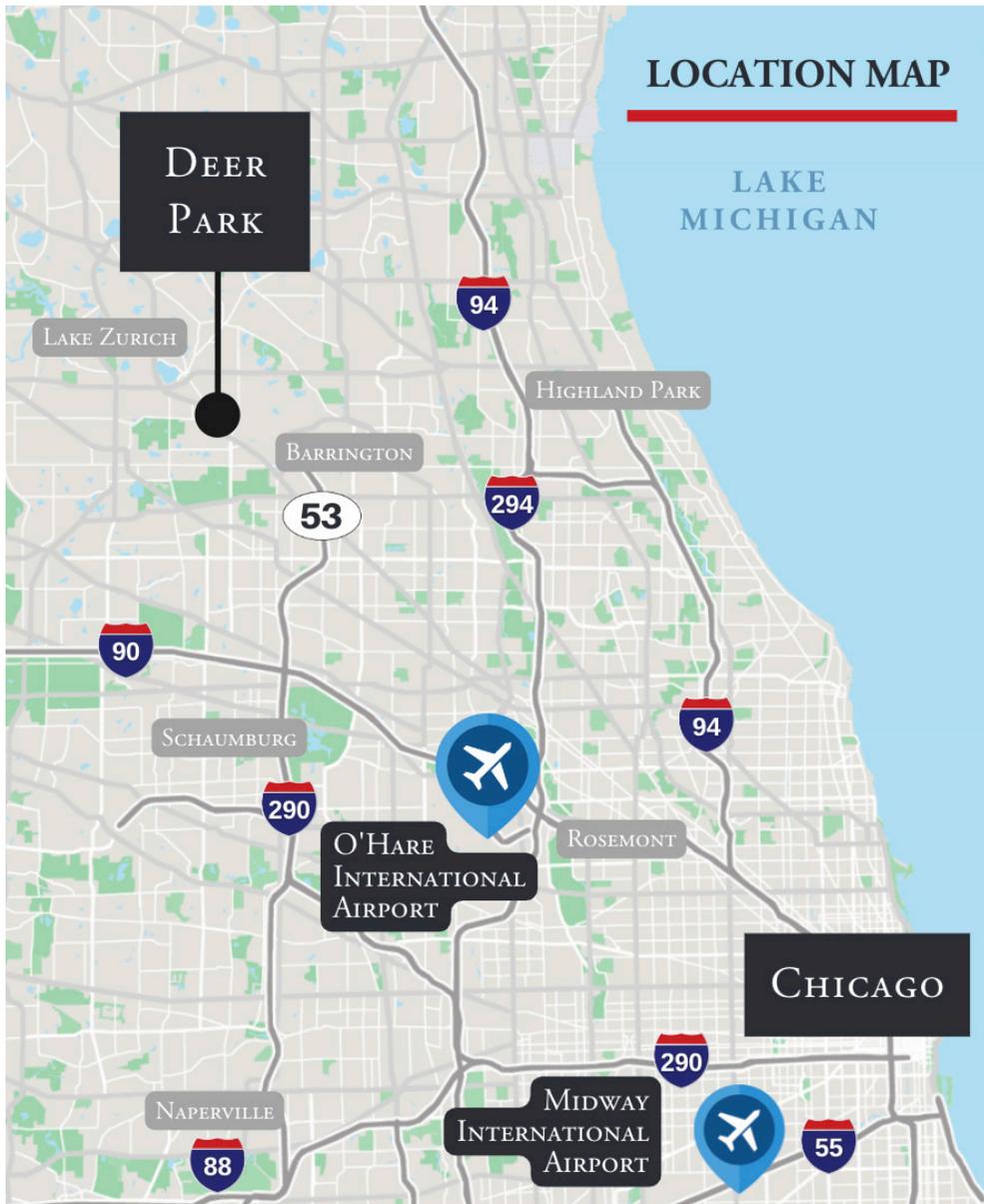
Community Profile

CHAPTER CONTENTS

- Regional Location Map
- Village Boundary Map
- Values & Vision
- Community Facilities
- Demographic Snapshot
- Community Pillars

Long range planning for the Village of Deer Park must be understood within the context of its position in both the region and in proximity to its neighbors. Deer Park’s long term resilience is influenced by many factors. By assessing internal and external forces, demographic factors and market influences, the Village can better position itself for success, sustainability, and distinct competitive advantage.

This chapter focuses on Deer Park’s locational assets, geography, demographic data trends, values, vision and community pillars.



Neighboring Communities

- Lake Zurich -1.3 miles

- Kildeer -1.4 miles

- Barrington -1.6 miles

- Forest Lake -1.8 miles

- North Barrington -1.9 miles

- Inverness -1.9 miles

- Palatine -2.0 miles

- Hawthorn Woods -2.1 miles

Data Source: www.city-data.com

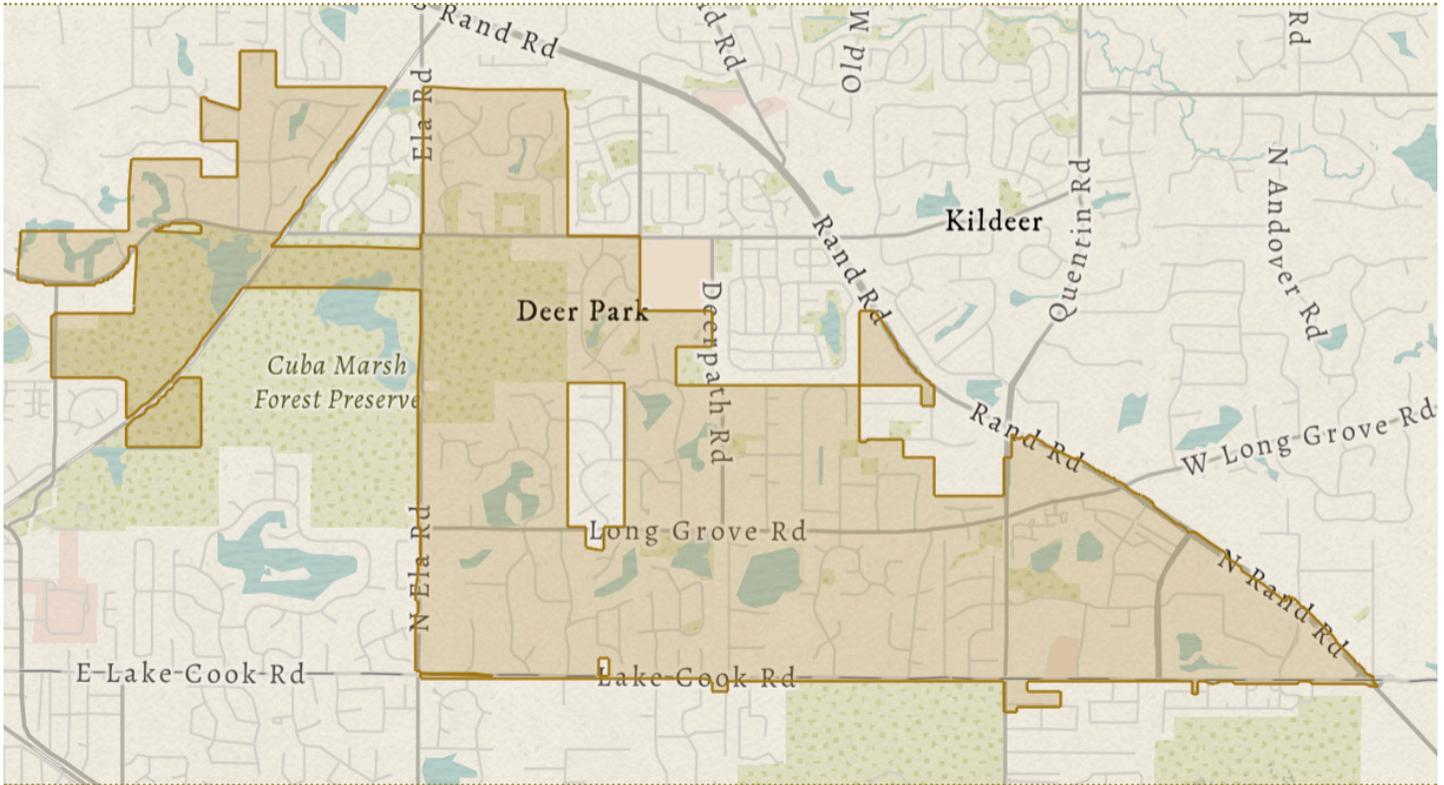


Regional Location Map

Deer Park’s location in the heart of the Chicago Metropolitan Region offers extraordinary access and transportation advantages. The continued success of the Deer Park Town Center, as well as improvements to ordinances that help govern the Village, are testimony to the strength of the Deer Park market. Major state and local routes, including US Hwy 12 (Rand Road), Lake Cook Rd, and State Route 53 (Hicks Road) provide access to the Village and key destinations therein.

- Quick access to Route 53, I-90, I-290
- 2 Miles to Barrington, Lake Zurich, Palatine
- 25 Minutes to O’Hare International Airport
- 35 Miles northwest of Downtown Chicago

Village Boundary Map



Values & Vision

Our Values celebrate what matters most to us as a Village, helping inform and guide our decision-making.

Commitment to Serve:

- Provide a safe and well-maintained Village with quiet, serene neighborhoods
- Efficient and professional delivery of services and infrastructure
- Treat our residents and business partners with mutual respect

Enhance Deer Park:

- Provide, and where possible, enhance the quality of life for our residents and visitors
- Provide community activities that bring residents, visitors and the business community together
- Provide year-round shopping, dining, and entertainment options

Prepare for the Future:

- The area of Lake Cook/Quentin/Rand Road provides a vibrant, mixed-use environment/lifestyle
- Be a good neighbor to each other and surrounding communities by partnering to improve quality of life
- Manage change to ensure resident lifestyles and community cultures are maintained

Our Vision describes our “future-self” within a realistic, aspirational, and concise lens. Deer Park is a resident-focused, business-friendly, forward-looking community that provides a high quality of life based upon sustainable growth, preservation of neighborhood open space, and strong partnerships with our business community.

Community Facilities



Parks and Recreation

	Parks	Location	Amenities
1	Bramble Park	22454 Bramble Lane	wetland
2	Chapel Hill Park	21585 Chapel Hill Drive	soccer field, tot lot, tennis courts, parking
3	Charles E. Brown Park	23125 Long Grove Road	baseball field, basketball court, soccer field, tot lot, tennis courts, benches, walking trails, pond, parking
4	Dover Pond Park	20347 Wallingford Lane	basketball court, tot lot, tennis courts, benches, parking
5	Ferndale Park	23072 Circle Drive	open space, rain garden
6	Hamilton Estates Park	21707 Inglenook Lane	open space, tot lot
7	Michael D'Angelo Park	20365 Rue Jardin	soccer field, baseball field, tot lot, benches, walking trail
8	Old Farm Road Park	22020 Old Farm Road	walking trails, benches, tot lot
9	Deerpath Park	22922 Corners Drive	pond, benches and walking trail, tot lot
10	Squires Park	23410 Mallard Court	pond, benches
11	Swansway Park	20777 Landmark Lane	native wetland plantings
12	Town Center Park	21880 Field Parkway	soccer fields, walking/bicycle trail, baseball field, parking
13	Vehe Farm Park	23570 Cuba Road	soccer field, pond, wetlands, butterfly garden, walking trails, parking, and the Village Board meeting room



Town Center Park

*Village of Deer Park Envisions
Future Enhancement to
Town Center Park*

*Refer to the Parks Master Plan,
available on the Village Website*

Community Facilities (continued)



Public Safety

Police

Deer Park is policed by the Lake County Sheriff department. The contract, includes 24-hour coverage in the residential areas and 17-hour coverage in the commercial areas. The Village is seeking a long term relationship with the Lake County Sheriff's Department for continued service.

Fire

Most of Deer Park is in the Lake Zurich Fire Protection District, except for the far eastern part of the village, which belongs to the Long Grove Fire District. The extreme northwestern sector in Cuba Township belongs to the Barrington Fire District and Hillcrest Drive in Cook County belongs to the Inverness Fire Protection District. All fire departments are well equipped.



Photo: Lake County Sheriff @lakecoilsheriff



Education

Library

The Village of Deer Park is served by the Barrington Area Library and includes a book dropoff point at Charlie Brown Park. The library is located at 505 N. Northwest Highway in Barrington and was renovated in April of 2013 to update the 1970s-era building into a 21st century community space.

Schools

Residents of Deer Park are served by:

Public School Districts:

- Barrington Community School District #220
- Lake Zurich Community School District #95
- Palatine Community School District #15
- Palatine Township High School District #211

Private Schools:

- St. Francis DeSales Catholic
- St. Viator Catholic High School
- Carmel High School
- St. Matthew Lutheran School
- St. Anne Catholic School

Daycare & Early Education:

- Bright Horizons

Local Colleges:

- College of Lake County in Grayslake (Community College District #532)
- William Rainey Harper College in Palatine (Community College District #512)



Barrington District #220

Barrington High School
Barrington Middle School
Arnett C. Lines Elementary School

Lake Zurich District #95

Lake Zurich High School
Lake Zurich Middle School
Isaac Fox Elementary School

Palatine District #15

Lincoln Elementary School

Palatine District #211

Palatine High School

Demographic Snapshot

Population



The Village of Deer Park has seen a slight increase in population since the last comprehensive plan, from 3,200 in the 2010 census to 4,000 in 2020. The population has since decreased to 3,638 in 2021. Overall the population has changed by 15% between 2010-2020. The variety of mix-use and housing developments Deer Park has to offer have helped accommodate these ebbs and flows in population while preserving the character of the neighborhood. The current population is 47% male and 53% female.

Education & Employment



Of the population 25 years or older, 67.5% have obtained a bachelor's degree or higher. This level of educational attainment is reflected also in the high median household income of the community at \$214,000 (2023 Esri Data). Of those individuals who obtained a bachelor's degree, 31.5% studied business, 18.9% studied the arts and humanities, 10.1% studied education, and 39.5% studied fields in or adjacent to science/engineering.

With respect to employment, there are 1,889 people of ages 16 years or older that are in the workforce and 98.2% of that population are employed. The top industry sectors in which Deer Park residents are employed are: White-Collar Professional, Healthcare, Education, Retail, and Real Estate/Finance.

Race



With respect to race, Deer Park has a diverse population, which is predominantly white, followed by asian, hispanic, and black. As the population changes, the Village will continue to assess the appropriate services required to support each demographic group. According to the 2020 census, the total population of white individuals came to 86.8%, followed by asian at 10.9 percent, and hispanic at 1%.

Spending Power



Out of the average median income per household, the average disposable income is \$149,000. This amount is \$70K higher than the Illinois state average; due to this, high-end retail development has been created within the village to strengthen the local economy. For residents who live within the village boundary, the median home value for the area is \$527,500. Housing costs are typically 53% of the median income per household in the area, and transportation costs are around 24%. Within a 10-minute drive of these developments, there is a trade area population of 134,000 people.

Demographic Snapshot

Age

The age of residents is important to understand and anticipate relative to the type of housing stock, amenities and services needed in the community. The image below breaks down the population by generation. The two largest generation populations are Gen X and Gen Z, which indicates families make up a large amount of the population.

While ages of children and teens have varied throughout the past decade, there has been a 4% decrease in young adults ages 20-24 since 2014. However, outside of this age group the population has trended younger with a median age of 44 and a slight decrease of 3.9% for ages 40-69. The construction of a senior living facility introduced the possibility of aging in place, which helped increase the population ages 75 and older by 5.8% (according to ACS data).

Over the next 30 years we will see the community's predominant workforce (ages 25-54) gradually retiring and maybe even downsizing into lower maintenance properties. In order to address these changes, the Village will need to continue to create an environment that is attractive to a variety of age groups. This includes, as you will see in the next section, supporting a wide array of housing that meets the needs of young adults looking for starter homes, empty-nesters, multi-generational families, etc.



AVERAGE
DISPOSABLE INCOME

\$149,000

Village of Deer Park, Illinois
~ \$70K Higher than State Average
2023 Esri Data



AVERAGE
HOUSEHOLD INCOME

\$214,000

Village of Deer Park, Illinois
2023 Esri Data



MEDIAN
HOME VALUE

\$527,500

Village of Deer Park, Illinois
2023 Esri Data

Multigenerational Community · Deer Park Demographics



Demographic Snapshot · Housing



MEDIAN
HOME VALUE
\$527,500
Village of Deer Park, Illinois
2023 Esri Data

Housing

According to 2023 Esri Data, the median home value for the area is \$527,500. Between 2016-2020, there were an average of 1,558 housing units, 11.6% that were vacant and 88.4% that were occupied; of those occupied units, 88.4% are owner-occupied. (CMAP Community Data Snapshot).

Much of the housing stock (52.3%) was built between 1970-1999, but new reinvestment and development have led to an increase in the amount of new construction. A majority of the housing units in Deer Park are large single-family homes with 3-5 bedrooms. Prior to 2015, there were no multi-family developments in Deer Park (according to CMAP Land Use Inventory). However, in recent years the community has added more living options within multi-generational and mixed-use environments.

Planning Spotlight | Multi-Generational Housing

While it is important for villages to retain the charming character of their housing stock, it is also important to account for the growing and changing needs of its population. Communities like Deer Park are starting to incorporate more options for multi-generational housing that allow residents to thrive and learn from each other within the place they call home. The introduction of an assisted and independent senior living complex to the village has allowed more seniors to stay in Deer Park as they age (the population of people ages 75+ has increased by 7% since 2014).

Additionally, new townhomes and apartments in Deer Park Crossing have provided more options for young families looking for their first home as well as empty nesters looking to downsize. Low density accessible rental housing, while not a current product in the Village, is also ideal for empty-nesters looking to sell homes but stay in the community, and new families looking to join the community but are not ready to purchase a home. Historical zoning simply has low density single family and multifamily, ignoring many versions of lower density attached housing products that strengthen inclusive, multi-generational living.



Deer Park offers a range of quality housing types and amenities for all ages and lifestyles. From single-family estates to picturesque townhomes and condominiums.



SINGLE FAMILY RESIDENCES



APARTMENTS & TOWNHOMES



INDEPENDENT & ASSISTED LIVING



TOWNHOMES



Single Family Residential Estate in Deer Park



Deer Park Village Senior Living

CHAPTER 3

Balanced Land Use

CHAPTER CONTENTS

- Guiding Principles
- Future Land Use Plan
- Land Use Categories
- Deer Park Concept Plan
- Land Use Strategies
- Character Zones

Land use planning, housing and development principles form the organizational structure for existing and future development in Deer Park. This chapter focuses on the basic, physical organizational characteristics of the Village, including primary roadway corridors and retail concentrations, and surrounding areas that will provide guidance for the development of more specific opportunities and plans.

Guiding Principles

The initial Land Use Plan* for the Village of Deer Park is based upon various kinds of information regarding Deer Park’s vision, physical conditions, and economic characteristics both now and in the future. To synthesize these factors, the following guiding principles were applied to the organization and location of land use types as highlighted in the Future Land Use categories and map that follow.

□ Accessibility

Ensure the relationship between “function” and “capacity” of the road network to serve adjacent land uses. For example, higher intensity uses like shopping centers which generate high amounts of traffic are oriented to arterial roads.

□ Connectivity & Walkability

Provide, improve and plan for safe, attractive and intuitive multimodal travel routes and connectivity between adjacent and surrounding sites and communities via sidewalks, bikeways, roadways, multi-use trails, wayfinding and signage.

□ Minimize Land Use Conflicts

Ensure there are compatible relationships between different land use types through the application of transitional uses, buffers and screening.

□ Natural Resource Preservation

Encourage the preservation and sensitivity to natural resources, such as flood plains, wetlands, wildlife habitats, and woodlands.

□ Community Goals & Objectives

Consider community goals and objectives as reflected in the vision statement and policy recommendations expressed by officials and through Village ordinances.

□ Intergovernmental Boundary Agreements

Create long-term growth plans that respect previously established intergovernmental agreements / plans with adjacent municipalities.



Future Land Use Plan

The Future Land Use Plan (*Exhibit 1*) identifies locations within the Village for the variety of land uses that will make the community a vital and attractive place to live, work and operate a business. The land use classifications are intended to be a guide to subsequent zoning decisions for vacant lands and potential redeveloped areas. The purpose of the land use categories is to provide for a rational and gradual transition between different areas of the community, while allowing for a variety of land uses necessary to ensure the development of a balanced community.

Land Use Categories

See detailed descriptions on page 28

- Single Family Residential
- Multifamily & Senior Housing
- Town Center Commercial
- Mixed Use
- General Commercial
- Business Park / Office / Research
- Recreation / Public Open Space
- Conservation / Private Open Space
- Institutional

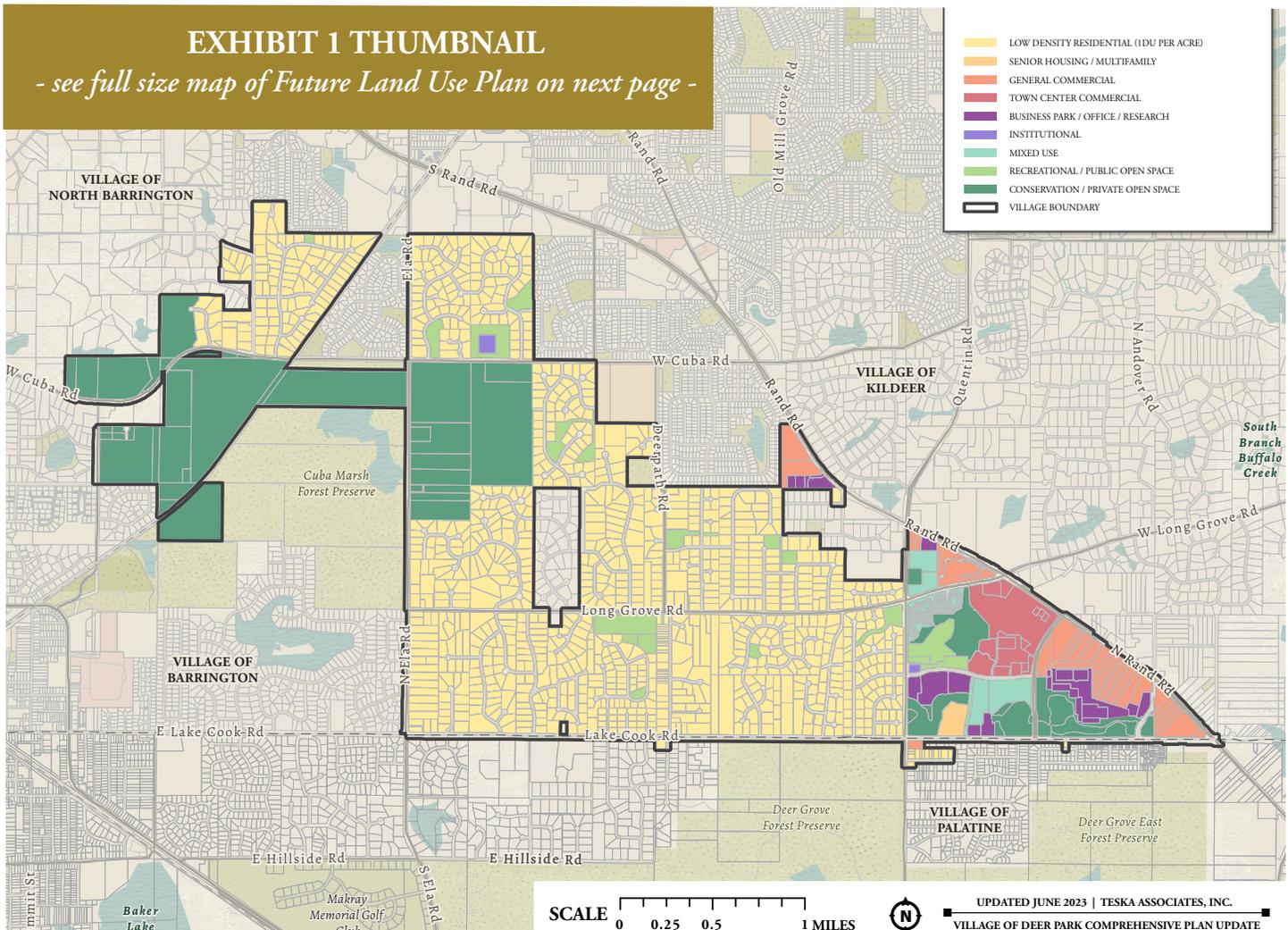
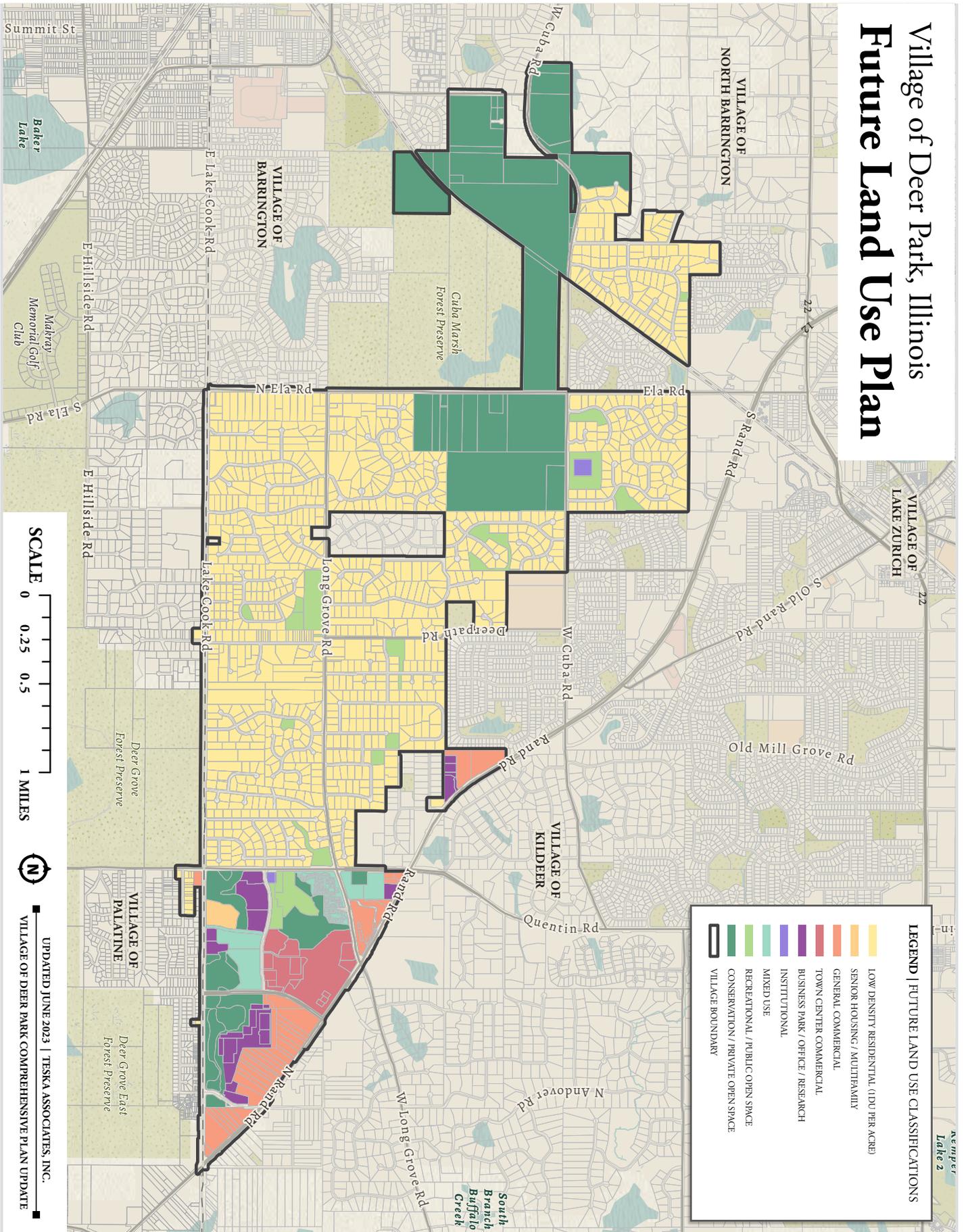


EXHIBIT 1 | FUTURE LAND USE MAP

Village of Deer Park, Illinois Future Land Use Plan



Land Use Categories & Descriptions

Low Density Single Family Residential

The Low Density Residential land use category represents the predominate pattern of large-lot, detached single family residential developments within the Village, to preserve the natural features of the land, such as the wetlands, woodlands and other vegetation or wildlife habitats worthy of protection, and to maintain the semi-rural character of Deer Park.



Multifamily & Senior Housing

Land designated for multi-family residential, senior and assisted living/housing that are accessible and provide a high quality of life, access to greenspace, amenities, etc.



Town Center Commercial

Mixed-use commercial development, encompassing the Town Center retail development at the northeast end of the "triangle," consisting of a mix of retail shops, sit-down type restaurants, office, service and entertainment.



Mixed Use

Promotes the redevelopment of the "triangle area" as envisioned on the Deer Park Center Concept Plan and Re:NewRand TIF Redevelopment Plan. This use category is intended to encourage the integration of commercial, retail, restaurant, hospitality, and office uses, under a planned development process that encourages creativity in site planning by allowing flexibility in lot and building arrangements and mix of uses. Residential uses may be considered outside of the Rand Road TIF Area, not within.



General Commercial

Retail, dining and entertainment establishments which offer a wide range of goods and services in locations which abut or front, and have access to, either directly or via frontage and arterial roads. The purpose of this category is to provide for commercial activities which require large land areas. Site design, connectivity and pedestrian access is important.



Business Park / Office / Research

Compatible mixture of office, research, high technology, and hospitality and senior residential uses located near, and with principal access from, major arterial corridors. Limited retail and restaurants may be allowed as an accessory use. Most of the land in this category is developed as the Hamilton Business Park. The intent of this category is to require a master site plan approach for the planned development of large parcels incorporating high quality design standards for building, landscaping and signs. These areas shall be served by public water and sewer utilities and well buffered from adjacent residential uses.



Recreation/Public Open Space

Existing public open space and recreation facilities owned or operated by the Village, existing natural areas and wildlife habitats owned by Lake County Forest Preserve.



Conservation/Private Open Space

Lands sensitive to development which contain unique environmental characteristics that should be preserved. These characteristics include: wetlands, floodplains, woodlands and prairies. In addition to their sensitive nature, these areas also provide the Village with such natural functions as flood storage and conveyance, pollution control, and wildlife habitats.



Institutional

Lands used for Village administrative and educational facilities.



Deer Park Center · Triangle Area

Maintaining the high quality and brand identity of Deer Park should be continually reinforced by ensuring all development contributes to creating a “sense of place,” – a central place with a strong image and purpose.

► General Land Use Strategy

The development of the Town Center and multi-tenant office centers established the character and quality of development within the larger “Triangle Area” bound by Lake Cook Road, Rand Road, and Quentin Road.

The opportunity for a significant amount of new commercial, restaurant, retail and large scale office use is limited, requiring a land use strategy that seeks to provide a balanced range of complimentary uses, that when considered in aggregate, will achieve the goal of developing the triangle area as a high quality destination. “Mixed-use development” is defined as including three or more revenue-producing uses such as retail, office, hospitality, recreation, and entertainment that are functionally and physically integrated with pedestrian activities under a unified development plan. Residential uses may be considered in areas outside of the Re:NewRand TIF District.

In each of the land use options presented on the Deer Park Center Concept Plan (*Exhibit 2* that follows), emphasis is placed on maintaining landscape setbacks from major roads, with the incorporation of sidewalks, connectivity, plazas, open space and common greenspace that bring the community together and blends with the rural character of the Village.

The overall pattern of land uses as recommended on the concept map highlight four major corridors, key opportunity sites, passive and active recreation space, and the importance of public private partnerships as a catalyst for development. These focus areas and components are fully integrated into a unified and sustainable development pattern concept.



Community connectivity, improved walkability, and access to active greenspace and common public areas is a priority of future land use planning and resilience.

Sidewalk along Quentin Road at the corner of Long Grove Road.

Deer Park Center Concept Plan

The Deer Park Center Concept Plan (*Exhibit 2*) provides the Village with a sound foundation upon which redevelopment activities, negotiations, promotion, and potential land acquisition can be based. The illustrative Plan notes the existing principal land uses, road access, design principles, and opportunity sites / land use options that serve as guidelines for future development.

The Concept Plan is based on Village goals and objectives as expressed in the vision statement, assessment of development trends and market insights. It is not an inflexible statement of a specific development scheme but rather an informed approach that satisfies the planning principles set forth in this Plan.

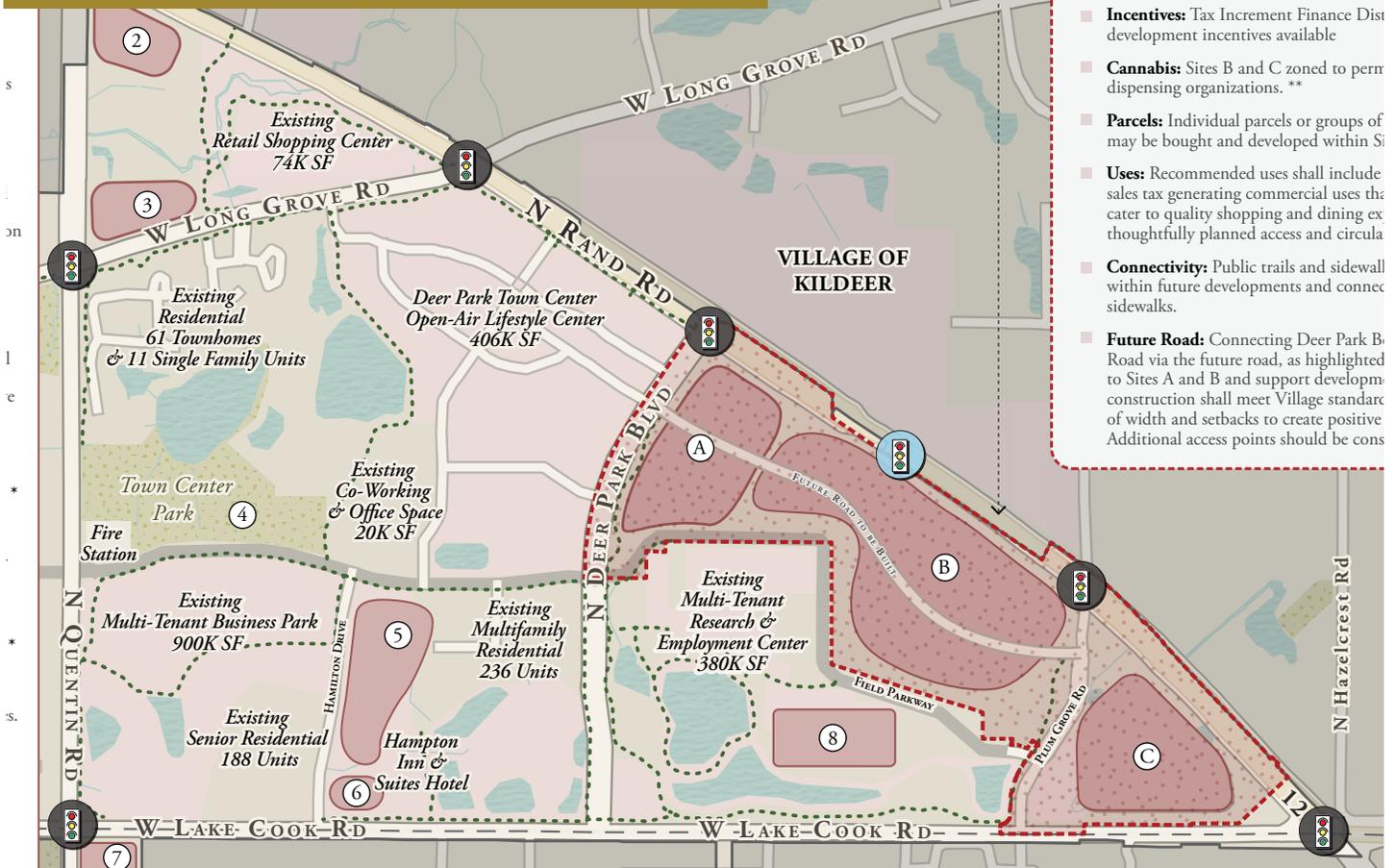
Focus Areas

See detailed descriptions that follow

- Rand Road
- Lake Cook Road
- Long Grove Road
- Quentin Road
- Open Space/Greenway System
- Town Center Park
- Public Private Partnerships

EXHIBIT 2 THUMBNAIL

- see full size map of Concept Plan on next page -



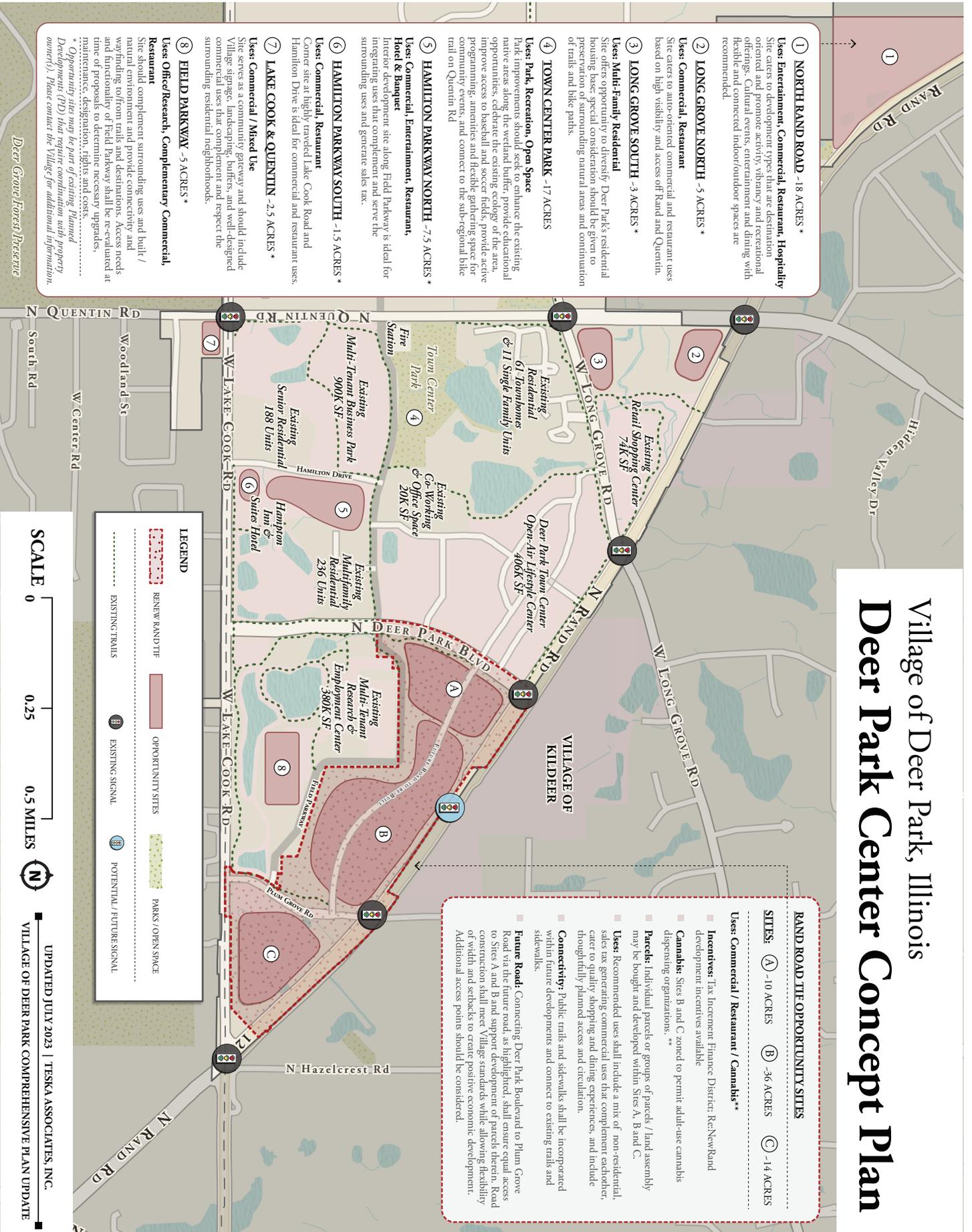
SITES: (A) -10 ACRES (B) -36 AC

Uses: Commercial / Restaurant / Cannabis

- **Incentives:** Tax Increment Finance Dist development incentives available
- **Cannabis:** Sites B and C zoned to permit dispensing organizations. **
- **Parcels:** Individual parcels or groups of may be bought and developed within Si
- **Uses:** Recommended uses shall include sales tax generating commercial uses that cater to quality shopping and dining ex thoughtfully planned access and circula
- **Connectivity:** Public trails and sidewalk within future developments and connec sidewalks.
- **Future Road:** Connecting Deer Park B Road via the future road, as highlighted to Sites A and B and support developm construction shall meet Village standar of width and setbacks to create positive Additional access points should be cons

EXHIBIT 2 | DEER PARK CENTER CONCEPT PLAN

Village of Deer Park, Illinois Deer Park Center Concept Plan



1 NORTH RAND ROAD -18 ACRES *
Uses: Entertainment, Commercial, Restaurant, Hospitality
 Site caters to development types that are destination oriented and promote activity, vibrancy and recreational offerings. Cultural events, entertainment and dining with flexible and connected indoor/outdoor spaces are recommended.

2 LONG GROVE NORTH -5 ACRES *
Uses: Commercial, Restaurant
 Site caters to auto-oriented commercial and restaurant uses based on high visibility and access off Rand and Quentin.

3 LONG GROVE SOUTH -3 ACRES *
Uses: Multi-Family Residential
 Site offers opportunity to diversify Deer Park's residential housing base. Special consideration should be given to preservation of surrounding natural areas and continuation of trails and bike paths.

4 TOWN CENTER PARK -17 ACRES
Uses: Park, Recreation, Open Space
 Park improvements should seek to enhance the existing native areas along the wetland buffer, provide educational opportunities, celebrate the existing ecology of the area, improve access to baseball and soccer fields, provide active programming, amenities and flexible gathering space for community events, and connect to the sub-regional bike trail on Quentin Rd.

5 HAMILTON PARKWAY NORTH -7.5 ACRES *
Uses: Commercial, Entertainment, Restaurant, Hotel & Banquet
 Interior development site along Field Parkway is ideal for integrating uses that complement and serve the surrounding uses and generate sales tax.

6 HAMILTON PARKWAY SOUTH -1.5 ACRES *
Uses: Commercial, Restaurant
 Corner site at highly traveled Lake Cook Road and Hamilton Drive is ideal for commercial and restaurant uses.

7 LAKE COOK & QUENTIN -2.5 ACRES *
Uses: Commercial / Mixed Use
 Site serves as a community gateway and should include Village signage, landscaping, buffers, and well-designed commercial uses that complement and respect the surrounding residential neighborhoods.

8 FIELD PARKWAY -5 ACRES *
Uses: Office/Research, Complementary Commercial, Restaurant
 Site should complement surrounding uses and built / natural environment and provide connectivity and wayfinding w/ from trails and destinations. Access needs and functionality of Field Parkway shall be re-evaluated at time of proposals to determine necessary upgrades, maintenance, designation, rights and costs.

** Opportunity may be part of existing Planned Developments (PD) that require continuation (with property owners). Please contact the Village for additional information.*

RAND ROAD TIF OPPORTUNITY SITES

SITES: A -10 ACRES B -36 ACRES C -14 ACRES

Uses: Commercial / Restaurant / Cannabis**

Incentives: Tax Increment Finance District; ReNewRand development incentives available

Cannabis: Sites B and C zoned to permit adult-use cannabis dispensing organizations. **

Parcels: Individual parcels or groups of parcels / land assembly may be bought and developed within Sites A, B and C.

Uses: Recommended uses shall include a mix of non-residential, sales tax generating commercial uses that complement each other, cater to quality shopping and dining experiences, and include thoughtfully planned access and circulation.

Connectivity: Public trails and sidewalks shall be incorporated within future developments and connect to existing trails and sidewalks.

Future Road: Connecting Deer Park Boulevard to Plum Grove Road via the future road, as highlighted, shall ensure equal access to Sites A and B and support development of parcels therein. Road construction shall meet Village standards while allowing flexibility of width and setbacks to create positive economic development. Additional access points should be considered.

LEGEND

- RENEW RAND TIF
- OPPORTUNITY SITES
- PARKS / OPEN SPACE
- EXISTING TRAILS
- EXISTING SIGNAL
- POTENTIAL / FUTURE SIGNAL

SCALE 0 0.25 0.5 MILES



UPDATED JULY 2023 | TESKA ASSOCIATES, INC.
 VILLAGE OF DEER PARK COMPREHENSIVE PLAN UPDATE

► Rand Road Corridor

The land use strategy for the Rand Road corridor has and will continue to encourage high quality commercial development that is well landscaped and attractively designed. This is planned to project a positive image on Rand Road, building on the quality image presented by the Town Center. The vision for the remaining Rand Road frontage, south of the Town Center, is to divide it into three districts or zones. The two northernmost zones, between Deer Park Boulevard and Plum Grove Road could accommodate a "big box" retail store, auto dealership, hotel, smaller retail stores, offices, day care, and restaurants. The southern zone is planned for a "landmark" quality commercial (office/retail/hotel) development that should be designed as a "showcase" project to serve as a "gateway" to Deer Park. The planned road connecting these parcels between Deer Park Boulevard and Plum Grove Road is key to ensuring and supporting positive economic development of remaining parcels.

The *Re:NewRand Tax Incremental Financing District*, adopted in 2022, extends from Lake Cook Road north to Deer Park Boulevard. This is a compelling economic development tool through which the Village can help incentive and attract development that aligns with their vision for commercial reinvestment and connectivity.

► Lake Cook Road Corridor

Maintaining the overall character of the Lake Cook Road corridor as a high quality, open space image, established through the design standards approved for existing business parks and employment centers, is of primary importance. Remaining parcels should offer a continuation of high quality business/research /employment uses. Mixed-use options should allow for consideration of small scale, accessory retail or restaurant uses, multiple-family buildings with active ground floor / service uses, and integration of common greenspace and plazas.

Providing alternative housing opportunities for residents of Deer Park, corporate executives and other employees of nearby offices, in proximity to family and work, would satisfy local needs, as well as meet regional "smart growth" objectives to create a better balance between jobs and housing. Developing a part of this area residentially will reduce the number of auto trips to commercial or office projects and enhance the customer base of local business in the Deer Park Center. The approval of the senior living community was the first departure from the limited use business park, followed by rental apartments and townhomes at The Crossing. Extensive landscaping, setbacks, water features, low signs and other amenities have been used to establish a high quality character and that should continue.



Lake Cook Road in Deer Park



Hampton Inn & Suites in Deer Park



Deer Park Village Senior Living



► Long Grove Road Corridor

Large wooded areas, wetlands, steep slopes and ravines associated with a small tributary creek dominate the character of the land use strategy for the part of the “Deer Park Center” north of Long Grove Road. This site commonly referred to as the “Little Triangle” is intended to serve as a transitional area, permitting lower intensity uses and requiring extensive open space preservation. Land on the north side of Long Grove is appropriate for low intensity commercial business/office sites, and multiple-family uses. An alternate use for this area is to provide for a mix of uses which cater to the everyday needs of Deer Park residents, such as a day care center, health care, medical offices, and convenience oriented retail uses.

Alternative uses that would benefit from proximity to high quality scenic open spaces, and would require less land coverage due to limited surface parking demand, include high-density residential and senior living developments. Each of these uses would provide high quality housing options for residents seeking to stay within the community, and for employees of the corporate offices located south of Long Grove Road. Each of the development options is consistent with the existing design requirements of the current Planned Development zoning, with the exception of potential residential uses.

► Quentin Road Corridor

Serving as the transition between the more intensively developed areas of the triangle and single family neighborhoods, the Deer Park Center plan recommends lower intensity land uses and building heights along the Quentin Road corridor that are compatible with residential areas to the west. Buildings adjacent to Quentin Road should not exceed three stories, with taller heights allowed if buildings are setback at greater distances than required, and shall provide extensive landscaped berms within the required 100-foot minimum setback zone. Light levels and glare should be kept at the lowest illumination level practical, with the use of flush mounted light fixtures, shields, and reduced pole heights.

► Open Space/Greenway System

Preservation of several large wetland areas and their interconnection with other stormwater retention areas and bike trail system through an extensive greenway is integral to and provides the framework around which the Village’s land use strategy is developed. It is this system of open spaces and trails that provides the appropriate balance between developed and non-developed lands, in a manner consistent with the low intensity, rural countryside character of the Village, as well as providing recreation access for Village residents.

► Town Center Park

Town Center Park is a 17-acre park located on the far east side of Deer Park. It is the only community park serving eastside residents. The park is currently home to one baseball field, two soccer fields, and a parking lot constructed in 2005. The existing sports fields do not have any active programming through the village but rely on private organizations and leagues for scheduling. No additional amenities are currently offered in this location as most the park’s acreage is overgrown and inaccessible.

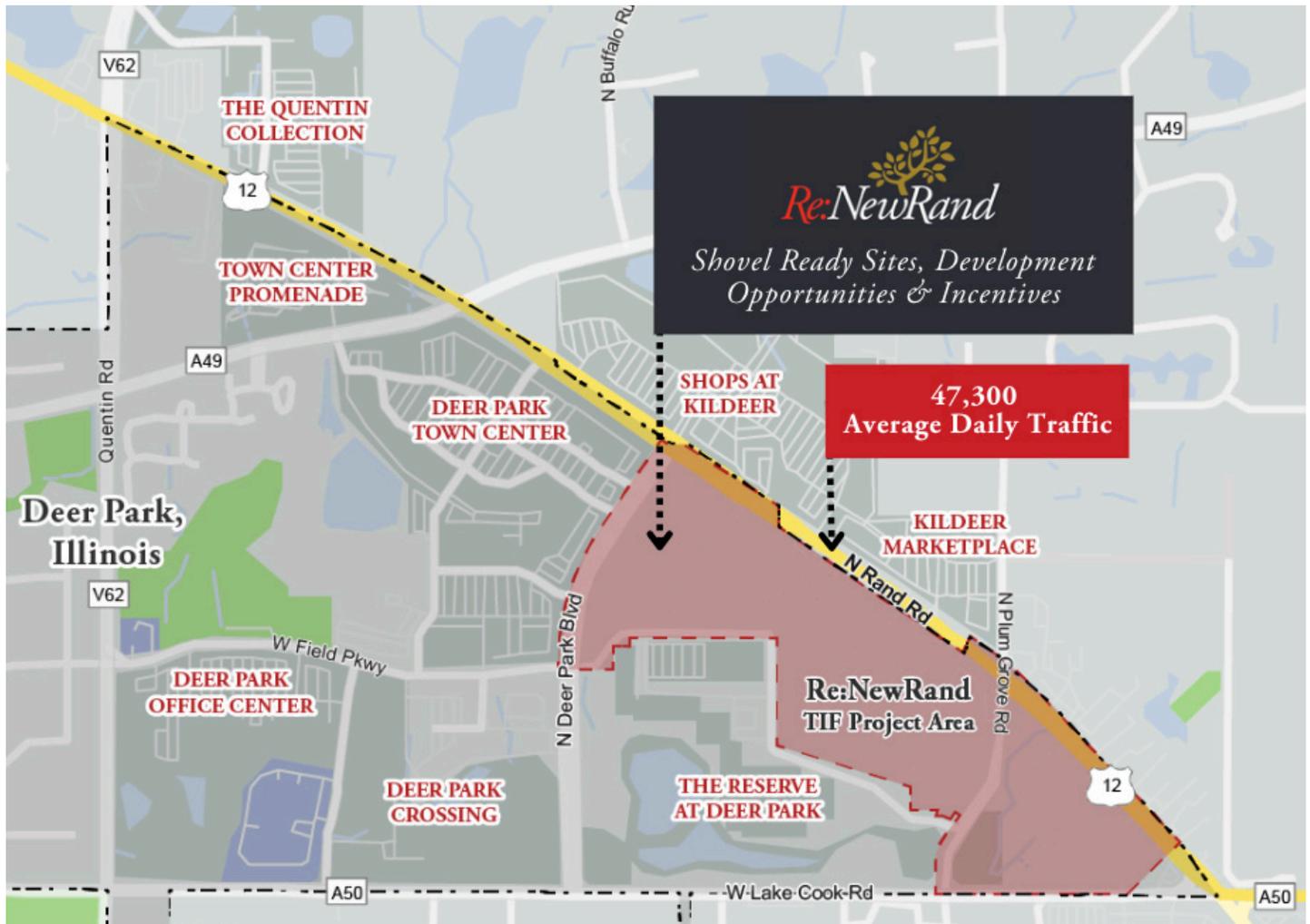
Town Center Park’s proximity to the Deer Park Town Center development makes it an ideal location for community gathering spaces and events. The existing natural areas associated with a nearby wetland need revitalization and enhancement due to the presence of invasive species. The addition of accessible walkways would open the park up to a wider population as well as aid in the maintenance of the native area enhancements. Residents of adjacent senior living and townhome communities would benefit from new active amenities catering toward both older generations and young families.

Please refer to the Parks Master Plan for more information relative to parks initiatives and Village-wide planning efforts.

► Public Private Partnerships

Successful development of opportunity sites, namely those along Rand Road south of Deer Park Boulevard, is dependent upon a developer's ability to assemble tracts of land, create a master plan that aligns with Village plans, sell off parcels to be developed by others in accord with the master plan if necessary, and execute a development timetable. To achieve this, the Village should continue efforts with taking a proactive position to help facilitate this process. Potential measures include providing assistance with financing improvements via the Re:NewRand TIF District, communication strategies to help achieve cooperation among major landowners, and offering zoning incentives in return for more open space, connectivity improvements, and assembly of larger parcels. The roadway that links Deer Park Boulevard to Plum Grove Road speaks to this effort. A connector road provides much needed cross access and is in the best interest of the Village to ensure viable economic development.

Re:NewRand is a reinvestment area situated along the highly trafficked Rand Road Corridor that pairs opportunity sites with TIF incentives. Located near Rt 53, I-90, I-290, only 35 miles to Chicago, and a 25 minute drive to O'Hare International Airport, the reinvestment area also benefits from 47,300 Average Daily Traffic.



Deer Park Center Character Zones

Regional Corridors

Rand Road serves as a regional corridor that with it brings the existing presence and future opportunity for large-scale, mixed-use and commercial developments. Shopping centers, such as the Town Center, are ideally situated at concentrated 'nodes' or intersecting major roads. These areas maximize the connections between uses as well as take advantage of the dynamics created by the proximity to offices, restaurants, employment activities, and access routes.

Business Nodes

Located immediately south of the shopping center is the Deer Park Business Center - an office park developed by Hamilton Partners. This project, on 90 acres, includes 800,000 sq. ft. of office space and 80,000 sq. ft. of hotel, i.e. the Hampton Inn & Suites. Abutting the site on the northwest corner of Hamilton Parkway and Lake Cook road is a four story, 200,000 square foot Senior Living Community.

Shopping Nodes

Deer Park Town Center (DPTC), a mixed use commercial development, encompassing 75 acres of land is situated on the northeast end of the "triangle." Included within this development is a retail complex with high-end retail shops, sit-down type restaurants, and a theater. The Town Center Promenade, located adjacent to the DPTC along Rand and Long Grove is the second largest retail lifestyle center in the Village and is anchored by Dick's Sporting Goods.

Gateways

The primary gateway to Deer Park is located at the intersection of Rand Road and Lake Cook. Continuing north on Route 12, the expansive landscape buffer along Rand Road paired with the masonry, monument signs at each of the Town Center's turn-in entries further establish this as not only the gateway entrance but gateway corridor. Through the Planned Development process the Village has instilled a sense of place and roadside character via the placement of landmark buildings, lush landscaping, and attractive facades. The entry point and landscaped median located on Quentin near Rand, serves as a secondary gateway.

Connectivity

Strong connections are vital for maintaining a strong, cohesive Village while unifying the entire community. Connections take the form of streets, bike paths, environmental corridors, wayfinding signage and branding to connect them. Deer Park is well located and within proximity to major local and regional open spaces and trails that provide connectivity within the Village and to the region. Existing and proposed bike paths provide connections where streets cannot. Connections and wayfinding should be strengthened within the Village, via sidewalks, trails and branded signage, as well with adjacent communities.

Opportunity Sites

There are several specific opportunity sites and redevelopment areas that deserve special attention in this update to the comprehensive plan. Each of these areas will receive particular attention for enhancement and/or redevelopment, as well as land use and zoning recommendations. The Re:NewRand TIF District is a major focus for redevelopment and enhanced economic resilience. Town Center Park is another opportunity site that holds major potential for enhancing quality of life and providing access to active recreation and community greenspace for residents and visitors.



Deer Park Town Center

CHAPTER 4

Design Guidelines

CHAPTER CONTENTS

- Getting Started
- Commercial Guidelines
- Town Center Case Study
- Arts, Culture & Identity
- Residential Guidelines
- Deer Park Crossing Case Study

From pedestrian oriented building configurations and distinctive sign designs, to lush landscaping and architectural styling -- a trip to Deer Park provides visitors and residents with aesthetically pleasing vistas. The Village's attention to detail and design over the years make Deer Park not just a place but a destination. The guidelines that follow translate the existing character and overall vision for Deer Park into specific design ideals. These principles should be referenced, upheld, and collectively promoted to integrate uses, celebrate natural resources, and cater to varying user needs from the motorist, to the pedestrian, to the cyclist.

HOW TO USE THESE GUIDELINES?

The guidelines that follow are divided into two sections based on land use type and are in addition to the prescribed requirements set forth within the Municipal Code.

- **PART 1: Commercial Guidelines**
- **PART 2: Residential Guidelines**

These guidelines provide recommendations on the type, character and quality of the built environment and are a tool to communicate the design intent for future redevelopment.

Existing building and zoning codes regulate the use of property and set standards for how land can be developed. Design guidelines work to ensure new construction, and changes to existing buildings are compatible with desired architecture, aesthetics, site design, and reflect community context.

Note: The Deer Park Town Center has its own set of Design Guidelines. Those seeking to develop retail, commercial and/or office developments may also refer to those guidelines as a rule of thumb for the type of upscale design standards the Village seeks within development proposals.



PART 1. Commercial Design Guidelines



PART 2. Residential Design Guidelines

PART 1. COMMERCIAL DESIGN GUIDELINES

▶ SITE PLANNING



▶ ARCHITECTURE & SIGNS



▶ COMMUNITY ENTRYWAYS



▶ LANDSCAPE TREATMENTS



▶ PEDESTRIAN ORIENTATION





Site Planning

- Vary setbacks of building facades to add dimension and depth to site.
- Place buildings close together and orient towards public areas to create pedestrian areas that are safe and attractive.
- Provide sidewalks of adequate width to promote safety from traffic and ease of motion.
- Create buffers and screens (landscape, structural, earthen) to separate vehicular and pedestrian areas.
- Maintain and enhance active/passive parks and open spaces; areas should incorporate and serve as an extension of the trail system.
- Minimize impact of lighting and ensure it does not spill over into residential areas.
- Maintain safety and pedestrian comfort within parking and circulation areas.
- Promote shared parking facilities to minimize visual impacts of expansive lots.
- Place large parking facilities to the side or rear of buildings along prominent road corridors to obscure from view.
- Create multiple small parking lots in place of a few large lots to increase the visual quality of public areas.
- Maintain appropriate distances between major vehicular entrances for safety and ease of traffic flow.
- Consolidate entry points and driveways to minimize traffic conflicts, congestion and to create easily identifiable circulation system.



Architecture & Signs

- Provide an appropriate hierarchy of building sizes, roof types, and facade styles.
- Maintain appropriate building character; provide human scale along street/pedestrian corridors by encouraging storefront windows, covered walkways, and highlighted entrances.
- Encourage varying and complimentary roof types and design elements. Discourage the use of long continuous facades of similar design.
- Tenants may incorporate decorative design elements such as awnings and canopies that project beyond the facade.
- Projecting elements, including canopies and awnings, shall be designed and located so that they do not create a significant visual barrier to adjacent uses.
- Storefront materials should be of high quality and richly finished. Material palettes should remain restrained, with an emphasis on the articulation of the enclosure.
- Maintain continuity and rhythm with building materials and architectural details.
- Style of signs (monument, directional, directory, tenant) should reflect and compliment the architecture of the building they are associated with.
- Primary facade signage should be centered and located below the roof or cornice line. Overall signage area shall conform with local ordinances and codes.
- Scale of signs should be consistent with their use, i.e. larger signs for vehicular traffic areas and smaller signs for pedestrian use areas.
- Limit lettering styles, colors, and pieces of information that are permitted on signs to promote legibility. Signs that are backlit or are interior illuminated shall be subject to approval.
- Decorative facade lighting that aligns with building architecture is encourage.



Community Entryways

- Encourage a sense of arrival through the placement of landmark buildings and attractive architectural facades.
- Highlight the design of entry points and boundaries of the Village.

- Improve visual aesthetic of roadway through the use of landscaping and streetscape amenities (signage, lighting, pedestrian paths).
- Include well-designed gateways signs with complimentary landscaping that reflects the high quality character of Deer Park.

DESIGN CASE STUDY

Defining Human-Scaled Places & Spaces

Varying building setbacks, architectural delineation and site elements are thoughtfully incorporated to create versatile, dynamic spaces that cater to visitor needs, support community programming and are pedestrian friendly.



SETBACKS

Building setbacks are varied to create public gathering spaces, corner plaza and alfresco dining.

MATERIALS

Brick pavers provide attractive delineation of pedestrian walkway while adding quality streetscape character.

AMENITIES

Outdoor area integrates attractive site furnishings (benches, landscaping, and trash receptacles) oriented away from parking; walkway width comfortably accommodates accessibility and pedestrians.



Landscape Treatments

- Unity of landscape design shall be encouraged via the use of consistent plant varieties, other materials and by correlation with adjacent developments.
- Break up parking areas with the use of planting islands, walkways, seating areas and medians.
- Landscaping should be designed in a manner that is consistent with the low intensity countryside character of the Village.
- Maintain continuity and rhythm of plant species, heights, textures, and colors.
- Provide human scale and comfort by softening building facades and creating canopies with street and plaza tree plantings.
- Require office and technology uses to provide extensive landscaped areas and open spaces to reduce visual intensity of developments.
- Preserve and enhance native vegetation and tree masses.
- Where building sites limit planting, the placement of trees in parkways or along paved areas shall be encouraged.
- Separate incompatible adjacent uses, i.e. parking areas and pedestrian walkways with landscaped areas.
- Buffer parking and roadway areas with multiple screens, such as earthen berms, masonry walls, fences and vegetation.
- Balance plant areas with canopy, understory, and groundcover plants as well as with evergreen and deciduous plant varieties.
- Enhance the character and continuity of the streetscape and pedestrian walkways with the use of mature vegetation.
- Use vegetation to highlight entrances to parking areas and buildings.
- Landscaping should be high-quality and include native species.
- Groupings of planters should be incorporated along main pedestrian routes and key vistas to provide scale and visual interest.
- Landscape treatments should be selected to provide seasonal plantings and color variety throughout at least 3 or 4 seasons.



Expansive landscaped berm and treeline along Rand Road obscures visibility of parking. Furthermore pedestrian access and connectivity of trails is provided via a landscaped path.



Large parking area is sub-divided into smaller lots via landscaped medians. Bioswales are provided, in addition to pervious pavers, to enhance stormwater management.



Pedestrian Orientation

- Include special paving and vegetation to highlight building entrances and crosswalks at pedestrian and vehicular intersections.
- Provide sidewalks of adequate width to promote safety from traffic and ease of motion by pedestrians.
- Encourage outside dining and patio areas provided they do not interfere with pedestrian access and public safety concerns.

- Within pedestrian areas, incorporate amenities and site furnishings such as benches, water fountains, news racks, and bike parking facilities.
- Maintain strong definition of the public street corridor with street trees, lighting, and continuity of building facades.
- Encourage pedestrian coverings such as awnings and canopies to provide shelter, spatial enclosure, and design interest.

DESIGN CASE STUDY

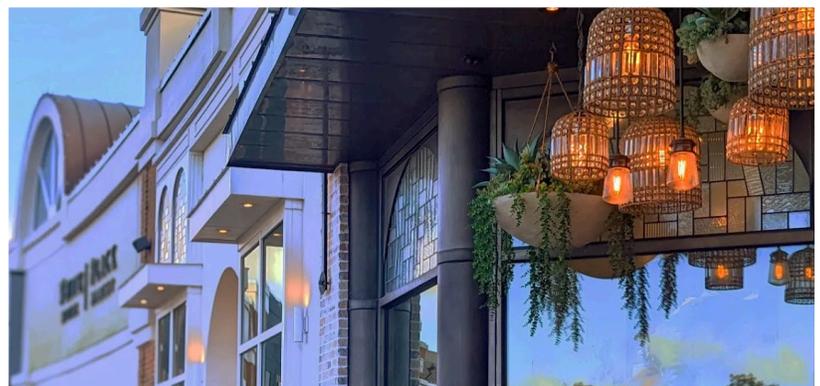
Architectural Delineation, Entryways & Awnings

Projecting elements including awnings and pedestrian-scaled blade signs, as highlighted in the local Deer Park images below, are encouraged and serve a multitude of functions including:

- Defining an inviting pedestrian-scaled environment;
- Delineating floor heights and building rhythm;
- Shaping an enjoyable shopping experience and providing shade;
- Celebrating the personality and brand of individual businesses.

SEASONAL ENJOYMENT

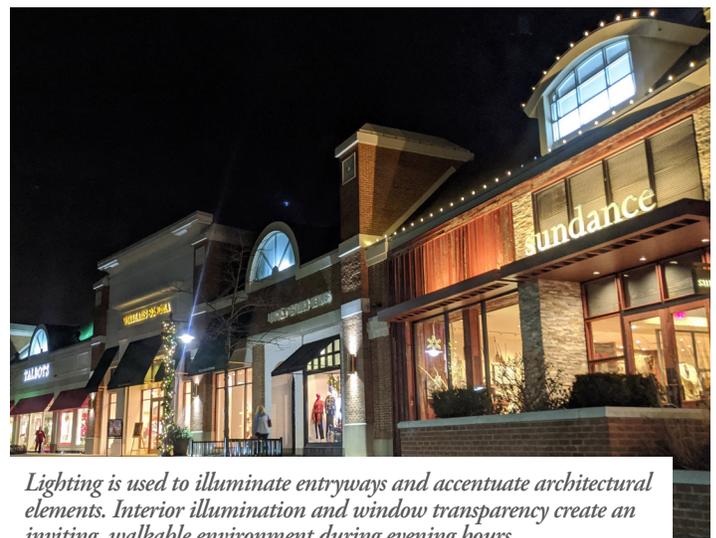
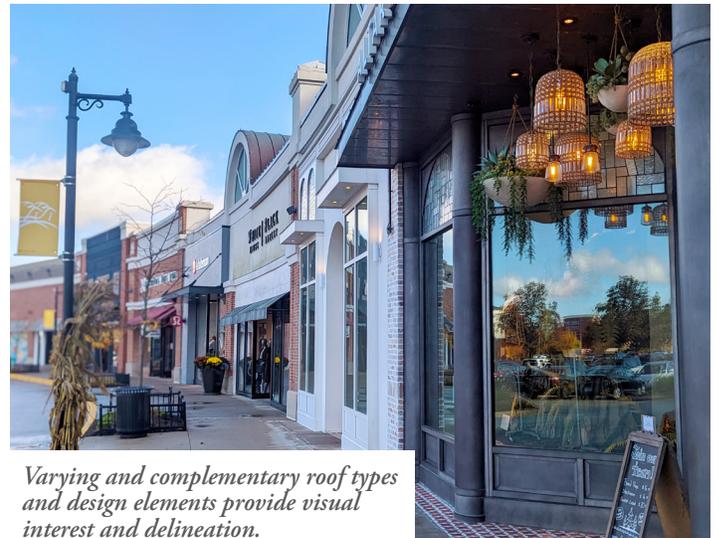
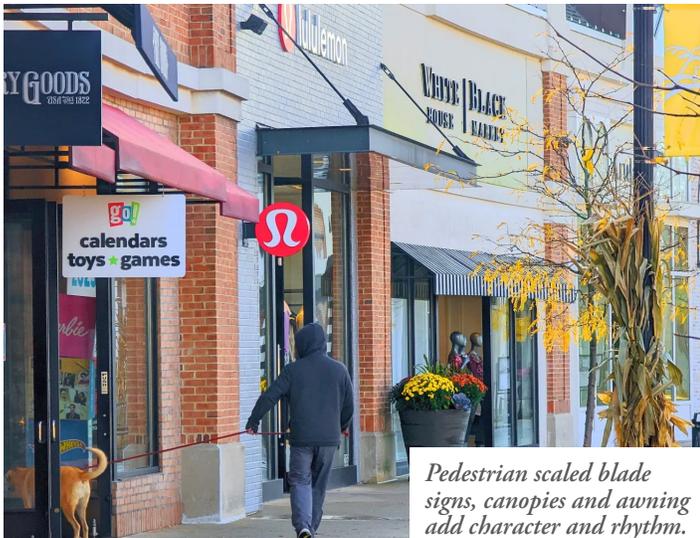
Design features that enhance seasonal use and enjoyment of spaces, such as sliding / retractable windows for open air dining, may be explored so long as they do not detract from building architecture.



ENTRANCES & LIGHTING

Storefronts are encouraged to include prominent doors, recessed entrances, large display windows, and accent lighting to define the space and sense of arrival.

Commercial Design Examples



Commercial Case Study | Deer Park Town Center

Deer Park Town Center is a 75 acre regional destination and lifestyle center in the northwest suburbs. Featuring over 70 stores including many national chains and sit-down restaurants, the center hosts year round events, festivals and community programming. Drawing residents as well as visitors from throughout the northwest suburbs, Lake and Cook Counties, Deer Park Town Center showcases unique site planning concepts and amenities within a walkable, pedestrian, dog-friendly shopping environment.

- 406,304 SF retail property on 75 acres
- 70+ Stores and restaurants
- Apple, Crate & Barrel, Pottery Barn, Lululemon
- Dominant lifestyle center in northwest suburbs
- Regional destination for Lake & Cook Counties
- Great visibility and easy access from Rand Road
- Hosts year round events, festivals, and programs

Design Strategies

- A pedestrian oriented shopping center, with a small cluster of “village shops,” reminiscent of a traditional main street, including a central plaza that can be stage for local concerts, art fairs, markets, etc.;
- No freestanding pole signs;
- Clustering freestanding buildings along Rand Road into more pedestrian oriented and attractive environments;
- Reduction in the height and light level of poles along the periphery of the property, in addition to maintaining low overall light levels;
- Creation of a high quality boulevard consisting of extensive and varied landscaped medians, parkways and gateway features for a new major collector road connecting Lake Cook Road with Rand Road;
- Extension of the Village’s bike path through the project, adding one mile to the trail system;
- Extensive landscape zone along Rand and Long Grove to screen parking and create a high quality image for the community;
- Addition of decorative, pedestrian oriented light poles along major pedestrian paths to help create unique image;



Deer Park Town Center

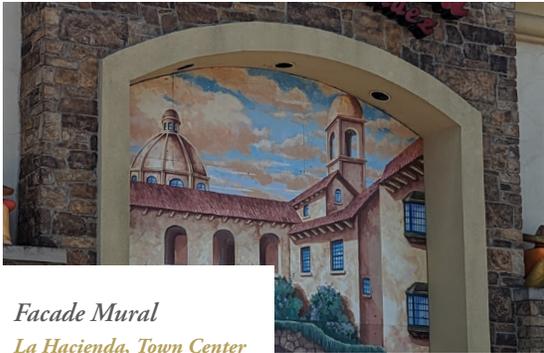
Introducing art to public spaces can be a powerful way to establish and strengthen community identity, making places more interactive and memorable. The combination of art and nature may be integrated to create, shape and enhance a place, setting or environment (i.e. water features to soften the sound of traffic, wind to create elements of music and place, etc.).

Interactive art, fountains and sculptures can add visual interest while providing a calming presence and safe place for families to play. The Village of Deer Park should explore and encourage the integration of arts and culture to build on the village’s brand and provide additional opportunities for residents and visitors to gather, interact and connect. Below are some local and national examples.

Local Examples & Future Inspiration



Interactive Chess Installation
Deer Park Town Center



Facade Mural
La Hacienda, Town Center



Nature Inspired Art Pavillion
Studio Gang, Nature Boardwalk



Green Wall "Tapestry"
Worth Avenue, Palm Beach



Deer Inspired Fountain
Photo Credit: Eiteljorg Museum



Interactive Water Feature
Photo Credit: Delta Fountains



PART 2. RESIDENTIAL DESIGN GUIDELINES

► **SITE PLANNING & PARKING**



► **SCALE & MATERIALS**



► **FACADES & ROOFLINES**



► **GARAGES & ACCESSORY STRUCTURES**



► **OPEN SPACE**



“QUICK-CHECK” CHECKLIST

The set of questions listed below are framed in such a way that if your answer is “yes” - it is likely that the design of the residential structure is on the right track towards contributing to the type of character and quality Deer Park seeks to maintain. The photos shown to the right are examples of residences within Deer Park that fulfill these design ideals.

Note: All new residential construction, building additions, and development in general must comply with the Zoning Ordinance regulations pertaining to setbacks, height, use and area coverage.

1. Does the structure’s design, scale and placement create a visually pleasing aesthetic from the street line? **Yes**
 No

2. Does the structure’s architecture delineate and highlight the primary entrance or entrances? **Yes**
 No

3. Are the materials used on the primary residence and accessory structures complimentary to the natural setting and aesthetic Deer Park maintains? **Yes**
 No

4. Does the roofline integrate more than one style / articulation? **Yes**
 No

5. Does building architecture compliment and fit the character of adjacent structures - consider scale, setback, roofline? **Yes**
 No

6. Are there step-backs to the facade or architectural details such as bay windows that add dimension? **Yes**
 No

7. Are there interesting landscaped features integrated on site that compliment the residence? **Yes**
 No

8. Do sidewalks and pathways provide connectivity between individual residences? **Yes**
 No





Site Planning & Parking

- Floor plans and facades of single family homes should provide a variety of form and architecture; repetition of identical forms should be avoided.
- Single family homes should have a strong orientation to the street. Primary entrances to homes should be located in the front of the house oriented to the public way.
- Structures and landscaping should be placed to respect privacy of neighbors, and minimize obstruction of views from neighboring properties.

- Front yard setbacks of any new construction should continue the setback patterns of adjacent buildings.

- Home placement and orientation should minimize the visual impact of garages as they relate to the street. Side load garages or recessed front load garages should be utilized wherever possible.

- Parking lots should be substantially landscaped to minimize visual impact. In higher density projects, large monotonous and undivided parking lots should be avoided.



Scale & Materials

- The scale of structures should be within a human scale, reflective of traditional neighborhoods, so as not to overwhelm or dominate surroundings.
- The mix of materials on facades of structures and garage doors should be consistently applied and should be harmonious with adjacent materials.
- In general only high quality materials such as brick, stone, and wood should be employed.

- The scale and proportion of new construction must be compatible with adjacent buildings to create unity and harmony of the streetscape.

- Materials used for new construction should be suitable with those used in neighboring buildings, and should not stand out in contrast.

- Repetition of identical forms should be avoided as it creates an undesirable and monotonous streetscape.



Duplex is composed of natural materials and a neutral palette; architectural details are utilized nicely to draw attention to the primary entrances and articulated roofline.



Facade step-backs, landscaping, and architectural elements, including balconies, window treatments and horizontal banding, help soften the scale of larger multi-family structures.



Facades & Rooflines

- Multifamily structures should be broken up to give the appearance of a collection of smaller structures. This articulation can be accomplished via balconies, setbacks and projections.
- To the extent possible, each unit of a multifamily structure should be individually identifiable.
- For multifamily structures, long, unbroken facades and box-like forms should be avoided.
- The proportion of window and door openings in new construction should be similar to that of the existing surrounding architecture.
- Roof pitch and shape should be representative of the design and scale of the structure and surrounding dwellings.
- Flat and A-frame type roofs are discouraged unless appropriate to the architectural style.
- For sloped roofs, both vertical and horizontal articulation is encouraged.
- New construction should relate to surrounding structures relative to massing, height, roof pitch, proportion of facade openings, porch projections, architecture and materials.



Garages & Accessory Structures

- The design of accessory structures should be compatible with the main structure, particularly where visible from the street.
- Garage doors should relate to the particular architectural style of the main structure.
- The location of the garage at the rear of the lot is preferred; orientation of the garage door should be away from the street.
- Varied garage placement is encouraged to avoid a monotonous streetscape.
- The visual impact of garages should be concealed or minimized.
- Garages should never dominate the facade of any residential structure.
- For multifamily structures private access drives are a desirable way to hide individual garages.
- Townhomes and other attached single-family units are encouraged to be rear loaded with strong architectural elements that define the non-vehicular portions of the unit.



Open Space

- All residents should have safe and efficient access to usable open space, whether public or private, for recreation.
- Common open space should be conveniently located for the majority of units.
- Open space should provide a focal point for the community both visually and socially.
- Activate open areas not used for buildings, driveways, parking, recreational facilities, or pedestrian amenities with landscaping.
- Conservation design techniques should be used to preserve natural resources present on development sites.
- For multifamily developments, private open spaces should be contiguous to the units they serve, have direct access from the unit and be screened from public view.

Residential Design Examples



Garage doors should relate to the architectural style of the main structure.



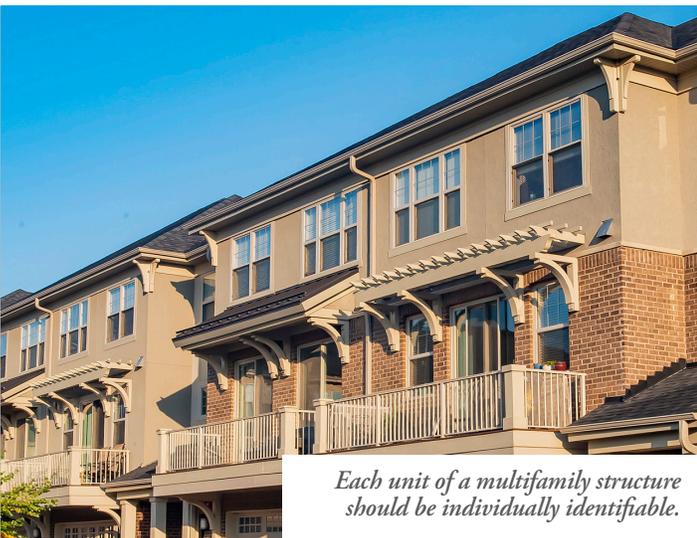
Common open space should be conveniently located and accessible.



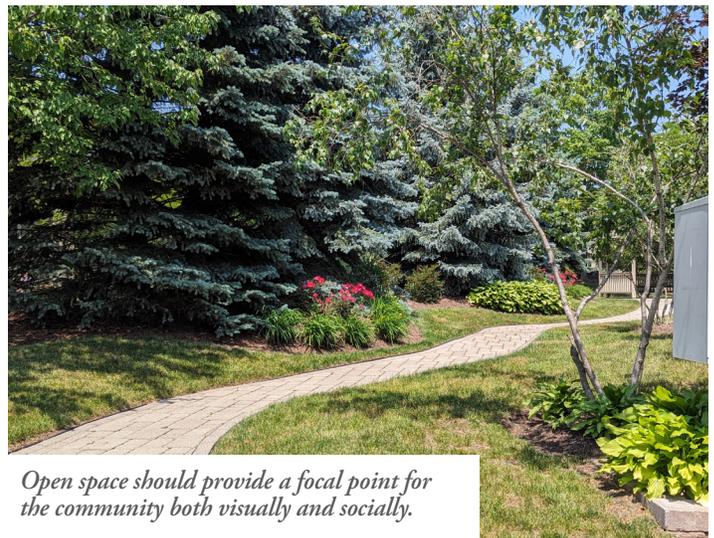
High quality materials such as brick, stone, and wood should be employed.



Safe and intuitive connectivity should be provided via varying types of paving, markings and signage.



Each unit of a multifamily structure should be individually identifiable.



Open space should provide a focal point for the community both visually and socially.

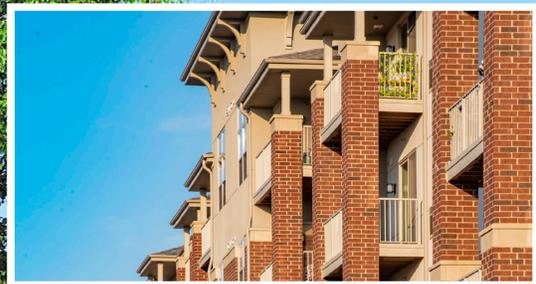
Residential Case Study | Deer Park Crossing

Density has been added to the Village gently and strategically over the years to capitalize on and celebrate our community's natural vistas. Situated on 11+ acres overlooking scenic wetlands and nature trails, Deer Park Crossing is a 236-unit residential development within a 5-minute walk of the Town Center and development sites on Rand Road. The overall design of the neighborhood celebrates traditional brick construction found throughout Deer Park's existing building stock, with character defining elements that bring a sense of individuality to each unit.

- 11+ Acres overlooking wetlands and nature trails
- 236-Unit luxury townhome & apartment complex
- 1-3 Bedroom units including attached garages
- Electric vehicle charging station
- 24/7 Fitness center, spin bikes & on-demand classes
- Outdoor pool with spacious deck & cabanas
- On-site property maintenance
- Private dog park
- 5-Minute walk to Town Center and Rand Road

Design Strategies

- Attached single-family structures and apartments have entrances and facades oriented towards the primary street and driveway courtyard.
- Buildings setback behind a modest, landscaped greenlet with complementary landscaping throughout.
- Buildings use high quality traditional architecture and incorporate a variety of interesting design elements, including clearly defined entries, porches, covered balconies and eaves.
- Varied entries and porch styles, both modest and traditional, are included.





CHAPTER 5

Transportation & Infrastructure

CHAPTER CONTENTS

- Roadway Hierarchy
- Transportation Network
- Public Transit
- Bikes & Trails
- Infrastructure

A safe, reliable, accessible, and balanced transportation system enhances a community's economic prosperity, sustainability, and ultimately its quality of life. Investments in a variety of transportation modes provides improved access to jobs, schools, services, and recreational opportunities. Deer Park's transportation system consists of various types of arterials, collectors and streets, regional trail network, bicycle and pedestrian facilities. Each of these modes serves an important role in supporting community vitality, wellbeing and economic health. This chapter examines transportation and mobility in Deer Park and discusses how it can be enhanced to promote economic development, neighborhood improvement, connectivity, sustainability, safety, health, and other community goals.



Roadway Hierarchy

Arterials

Arterial roadways consist of Federal or State highways or heavily traveled streets that carry a high volume (ADT 10,000+) of regional, or inter-community traffic. Arterial roads form the basic framework of the transportation network of the Village.

Deer Park includes two Strategic Regional Arterials as identified by IDOT; these include US 12 (Rand Road), and Quentin Road. Lake Cook Road is not considered an SRA within the Village Deer Park, however it is an SRA leading up to such within Kildeer, between Illinois Route 53 and US 41 (Edens Expressway). Strategic Regional Arterials are intended to function as part of a regional arterial system, carrying high volumes of long-distance traffic in conjunction with other SRA routes and the regional expressway and transit systems. The Lake Cook SRA generates traffic to Deer Park and serves as a primary access / gateway to the Village.

Major Arterial

Major arterial streets are generally the extension of regional access roads where they enter the Village. State Routes and county roads are typically the highest traffic volume corridors in the region. Service to abutting land uses is prohibited or strictly controlled to assure safe and efficient movement of through traffic. Major arterial roads in the Village include Rand Road (State controlled) and Lake Cook Road (County controlled). Route 53 provides limited highway access to the Chicago metropolitan region within a few miles of the Village of Deer Park.

Minor Arterial

Local streets interconnecting with and augmenting the major arterial system. This system places more emphasis on land access and distributes traffic to smaller geographic areas than major arterials roads: Long Grove, Quentin, Ela, and Cuba Roads.

Collectors

Collector Streets serve the dual function of moving traffic from arterials to the local street system (ADT 3,500). These streets are intended to provide direct access to abutting properties and should be restricted to through truck traffic.

Major Collector

Major collector streets penetrate neighborhoods, collect traffic from local streets within neighborhoods, and channel it on to the arterial street system. Collectors primarily provide access to adjacent land uses and carry local traffic movements within residential neighborhoods, and commercial and industrial areas. Collector streets are not intended to interconnect adjoining neighborhoods or to carry regional through traffic. The spacing between collector streets should, generally, not exceed one-half mile.



Roadway Characteristics

For reference, please see 'Exhibit 3 | Transportation Network' on the page that follows.

Lake Cook Road is an east-west arterial roadway that provides two lanes in each direction. Lake Cook is signalized at its intersection with Deer Park Boulevard and Quentin Road. At its unsignalized “T” intersection with Hamilton Parkway, Lake Cook Road provides an exclusive left-turn lane and two through lanes on the west approach. The east approach provides a through lane and a combined through/right-turn lane. Lake Cook Road has a posted speed limit of 45 mph and is under the jurisdiction of the Cook County Department of Highways. It carries an average daily traffic (ADT) of 18,800 vehicles.

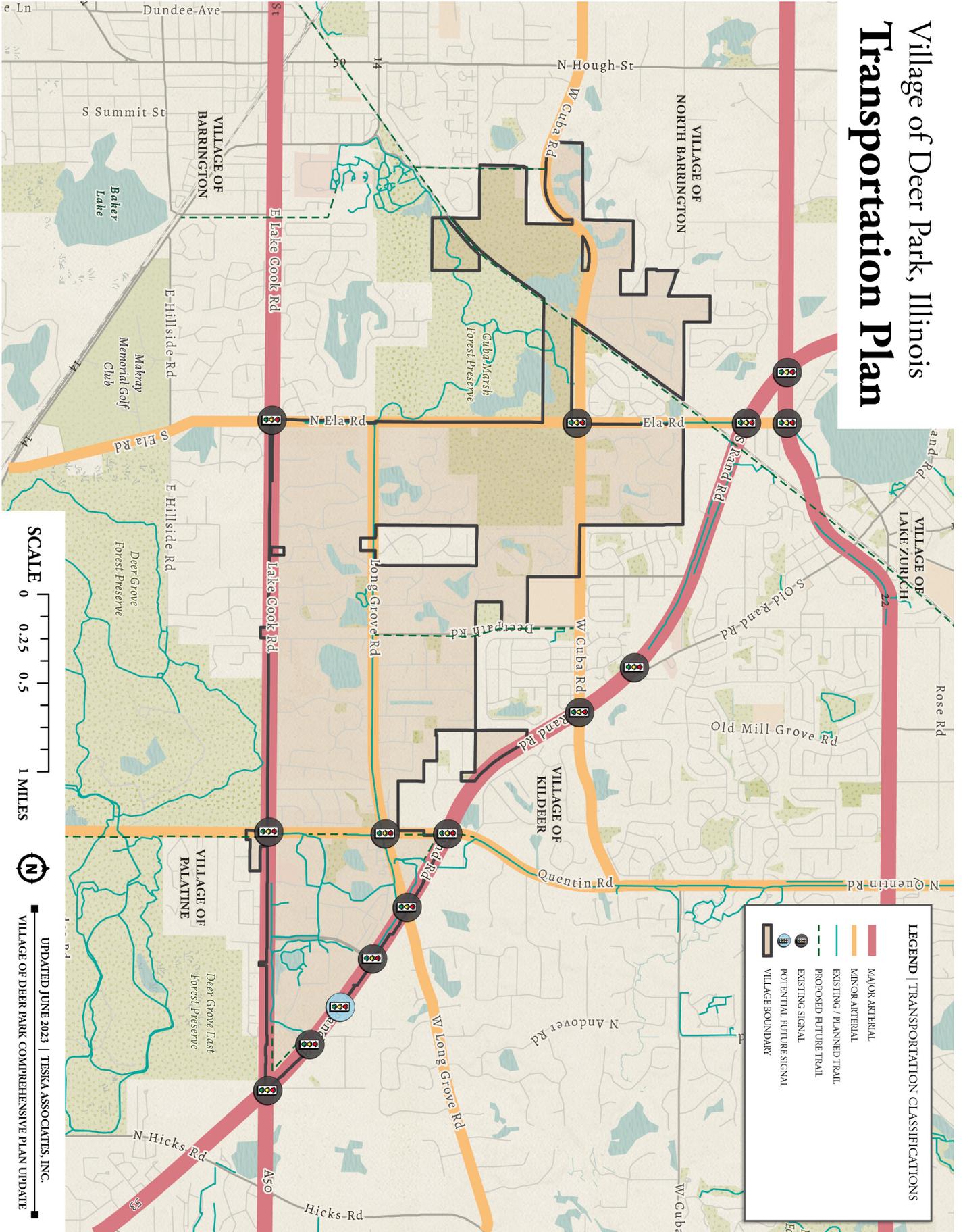
Rand Road (Illinois Route 12) is a north-south roadway under the jurisdiction of the Illinois Department of Transportation (IDOT) that carries an average daily traffic (ADT) of approximately 48,800 vehicles. Rand Road provides two lanes for traffic in each direction divided by a raised median with a posted speed limit of 45 mph. At its signalized intersection with North Deer Park Boulevard near the Town Center, Rand Road provides dual left-turn lanes, two through lanes and an exclusive right-turn lane on the southeast approach. The northwest approach provides an exclusive left-turn lane, two through lanes and an exclusive right-turn lane. Rand Road has been designated by IDOT as a Strategic Regional Arterial (SRA). Long term plans for Rand Road include potential widening to a 6 lane cross section or 3 lanes in each direction.

Quentin Road is a north-south roadway that provides two lanes in each direction throughout Deer Park. Quentin Road is signalized at its intersection with Rand Road, Long Grove Rd, and Field Parkway. A central median divides Quentin Road with exclusive left turn lanes at intersections. Quentin Road carries an ADT of 14,300 vehicles.

North Deer Park Boulevard is a four-lane east-west road divided by a raised landscaped median that extends from Lake Cook Road northeast to its terminus at Rand Road. At its signalized intersection with Rand Road, the southwest approach is widened to provide dual left-turn lanes, a through lane and an exclusive right-turn lane. The northeast approach serves the Shops at Kildeer shopping center and provides an exclusive left-turn lane, a through lane and an exclusive right-turn lane. No exclusive turn lanes are provided at its unsignalized intersections with the Deer Park Town Center right-in/right-out and full ingress/egress access drives. North Deer Park Boulevard has a posted speed limit of 30 mph and is under the jurisdiction of the Village of Deer Park.

EXHIBIT 3 | TRANSPORTATION NETWORK

Village of Deer Park, Illinois Transportation Plan



Public Transportation

In addition to planned road improvements, alternative forms of transportation should be considered and promoted to reduce congestion on local and regional roads, provide transit options for elderly, and provide more cost effective means of bringing employees to businesses in the Deer Park Center. In addition to the planned roadway improvements sited above, alternative forms of transportation should be considered and promoted in each project to reduce congestion on local and regional roads, and to provide more cost effective means of bringing employees to businesses in the Deer Park Center. The Village should require the establishment of transportation demand management plans by major employers and developers to encourage ride-sharing, car and vanpooling, staggered work hours, and other methods to reduce the peak-hour vehicle trips. The Village should work with the regional bus service (PACE) and promote other forms of transit service, such as shuttles between commuter rail stations.

Ela Township Senior/Handicapped Bus Service is available to Ela Township and Deer Park residents who are 55 yrs. or older and/or handicapped. Buses are available for weekday use, Monday through Friday within Ela Township starting at 8:30am and running until 1:30pm. Extended hours are available until 3:45pm for doctor, dentist, and Good Shepherd Hospital appointments.

Palatine and Barrington Metra Stations are located nearby and have daily parking options as well as parking by permit. Express trains operate out of the Palatine Metra Station.

Pace Dial-a-Ride* is currently provided in Deer Park south of Long Grove, west of Deer Path, north of County Line, and east of Ela (see map below). Service is provided to seniors and those with disabilities, Monday through Friday from 9am to 4pm to shopping areas of Lake Zurich along Rt 12 between Miller and Cuba Rd, along Rt 22 between R12 and Ela, and along Ela between Rt 12 and Rt 22.



Pace Paratransit in Deer Park



Bikes & Trails

Pedestrian and bike paths should be an integral part of the transportation system, permitting alternative modes of movement to major activity centers of the Village, and providing recreation opportunities. The Village of Deer Park in conjunction with the Village of Barrington, the Barrington Council of Governments (BACOG) and Cook and Lake County Forest Preserves has established a coordinated local bike trail plan that also provides essential linkages in the regional “greenway” plan adopted by the Northeastern Illinois Regional Planning Commission (NIPC).

A grant awarded to the Village via the Federal ISTEA Act in 1994 allowed the Deer Park to construct a five foot wide shoulder along both sides of Long Grove providing bike lanes in each direction that connect to the Villages of Kildeer and Barrington. In May of 2013, an agreement between Lake County and the Village of Deer Park permitted the construction of a connecting segment of a sub-regional bike path along Quentin Road (County Highway 5).

The Deer Grove Trail runs through the Deer Grove Forest Preserve and includes a paved trail, nearly 4 miles long, that links to the Palatine Trail system. Within Deer Park, dedicated bike lanes exist along Long Grove Road between Rand and Ela Road, along Rand Road from Long Grove south to Deer Park Blvd; this path will be extended further south, along frontages and along Field Parkway between Quentin Rd and Deer Park Blvd, following future development.

Looking ahead, it is important to ensure local bike routes provide linkages to the regional trail system, schools, forest preserves, in addition to surrounding communities. Due to proactive planning by the Village and the requirement that major projects built within the triangle area provide a component of bike trails (as envisioned in the prior Comprehensive Plan), the local system of trails has been greatly improved.



Cuba Marsh Forest Preserve



Deer Grove Trail

Photo Credit: Brian Lipchick

Other Plans

Kildeer Bike Path

Construction is underway for a regional bike path that will ultimately connect the Quentin Collection with a future bike path along Quentin Road north to Rt. 22. The bike path will be developed in phases and go east along Rt. 22 to Egret Marsh Forest Preserve and then onto Heron's Creek Forest Preserve. The planned development phases are intended to coincide with Lake County's Quentin Road Improvement project and the State of Illinois Rt. 22 Road Improvement project, which is included in IDOT's five year project list.

Proposed Bike Lanes

For additional regional connectivity, the Village may consider advocating for a bike lane along Cuba Road from Quentin Road to the Cuba Marsh Forest Preserve and along Ela Road from the Cuba Marsh Forest Preserve with connectivity to the Deer Grove West Forest Preserve in Cook County. Cuba Road and Ela Road in Lake County are owned by the Lake County Department of Transportation (LCDOT) and require their partnership. The proposed paths continue through other municipalities and governing bodies including the Village of Kildeer, Village of Lake Zurich, and Palatine Township in Cook County.



Infrastructure

All single-family residential development within the Village of Deer Park currently operates through the use of private wells and on-site septic systems. While this situation may be adequate for residential areas, Village officials recognized that without a central sewer and water system the development of the “triangle” area cannot proceed. With significant new development proposals under consideration in the early 2000s, the Village of Deer Park, property owners and other governmental agencies worked together to devise a plan to insure that development within the “triangle” area can be supported with public sewer and water utilities.

► **Water**

Deer Park receives Lake Michigan water for the Triangle area through an agreement with the Village of Palatine approved in 1999. At that time, most of the Triangle area was eligible for water service and 320,000 gallons per day (GPD) was allocated to Deer Park customers. In 2013, the Agreement was amended to include those parcels not previously eligible for service in the original Agreement, and an additional 25,000 GPD were allocated to Deer Park. Users must be within the corporate limits of Deer Park to be a customer. Otherwise, wells are an alternative. Presently there appears to be sufficient water allocation to serve current and future customers, but if future development brings high water users, an additional allocation should be pursued.

Intergovernmental Agreement with Palatine for Lake Michigan

The Village of Deer Park extended its agreement with Palatine for Lake Michigan Water from 2023 until 2047 which increased water supply from 345,000 GPD to 450,000 GPD. The Village can predictably provide water supplies for all new developments in Deer Park.

► **Sewer**

The Village secured an agreement with the Metropolitan Water Reclamation District of Greater Chicago for sewer service for all potential development within the “triangle.” In 2014 the Village entered into an agreement with Lake County Public Works Department to service the sanitary sewer system. An updated ‘Sanitary Sewer Atlas’ is provided later in this chapter, which notes detailed locations of lift stations and sewer mains for the Deer Park Town Center, Promenade, Hamilton Business Park, and all other development within the triangle. The current sewer system meets the needs of existing development located herein. Prior to additional future development or changes to system demands herein, the locations and capabilities of lift stations and overall sewer system servicing the triangle area will require review and consultation with Village engineers to ensure demand can be met. Septic maintenance is required for all septic systems. In addition to the usual pumping required for the tank, homeowners with aerator systems are required to have their aerator inspected every six months.

► Circulation, Connectivity & Walkability

Improving pedestrian accessibility and connectivity within and to developments, and adjacent neighboring communities, is a major priority of the Village. By improving walkability, bikeability, sidewalks, bike facilities, and greenways Deer Park helps ensure it is a community for all users. As part of the development review process, Village staff, commissioners and planners place a dedicated focus on ensuring development projects install sidewalks, pathways and infrastructure to facilitate future connection with surrounding properties. Integration of landscape buffers and setbacks, clearly marked crosswalks, intuitive and inviting circulation patterns, and well placed signage all help to ensure safe and comfortable spaces for pedestrians, residents and visitors to enjoy. As new development occurs, the Village should continue to prioritize transportation projects that enhance connectivity, walkability, as well as identify job centers and commercial hubs to improve and fill service gaps.

► Financing Infrastructure Improvements

The financing plan used to pay for the extension of major utility lines and various road improvements consists of a Special Service Area District for only those properties in the “triangle” area. A special tax was levied against those properties that will receive the benefits from the infrastructure improvements. The additional revenues generated by new development will fund 100% of the development related costs, including direct developer contributions. Development within the “triangle” will not result in additional taxes to residents of the Village. Adherence to the development principles of the Comprehensive Plan, and conservative fiscal policy, has continued to allow the Village of Deer Park to provide essential municipal services without the imposition of a Village property tax.

In addition to the provision of utilities, Village officials had to address increasing financial burdens of providing administrative, police, fire and public works maintenance services to new development as envisioned on the Plan for the “Deer Park Center” area. Expanded services are financed from new development within the “Deer Park Center” area, generating revenues sufficient to support the municipal services required by it. In response, the Village expanded its police services and hours of coverage through a contractual arrangement with Lake County Sheriff. In early 2000 the Village Hall was established in its first permanent facility, occupying the farm house that is part of the Vehe Centennial Farm acquired by the Village.





Opportunity Site 5 See Deer Park Center Concept Plan on Page 31

OTHER PLANS TO CONSIDER

Triangle Area Improvements

Comprehensive traffic studies performed by the traffic engineering firms of Kenig, Lindgren, O’Hara, Aboona, Inc. (KLOA) and Metro Transportation, Inc. on behalf of the Village and the three recent major developers in the triangle, have concluded that other improvements to the arterial roads adjoining the triangle will be required to accommodate projected traffic volumes from these and other potential developments within the triangle and nearby communities. These improvements include:

- Providing additional turning lanes along Lake Cook Road at its intersection with Quentin Road;
- Widening of Rand Road to six lanes between Lake Cook and Long Grove Roads; and
- Providing turn lanes at the driveways serving the developments within the Triangle.

Proposed Access Control

In concert with IDOT and Cook County policy objectives, this Plan calls for minimizing curb cuts and intersections with access roads on major thoroughfares within and around the Deer Park Center area. By limiting access -- “Proposed Access Control” points, as indicated on the Transportation Plan map (Exhibit 4, page 48), the Village intends to ensure safe and efficient circulation throughout the Deer Park Center area. The proposed access points also represent an attempt to coordinate and consolidate access among the existing and proposed developments within the triangle.

EXHIBIT 6 | WATER ALLOCATION

Village of Deer Park DEER PARK TRIANGLE AVERAGE DAILY WATER ALLOCATION EXHIBIT 9 AUGUST 4, 2022

VILLAGE OF DEER PARK AVERAGE ALLOCATION

Development: 2,000 GPD
 Residential: 1,000 GPD
 Commercial: 1,000 GPD
 Industrial: 1,000 GPD
 Public: 1,000 GPD
 Total: 5,000 GPD

Development	Standard (GPD)	Excess (GPD)	Total (GPD)
Residential	1,000	0	1,000
Commercial	1,000	0	1,000
Industrial	1,000	0	1,000
Public	1,000	0	1,000
Total	4,000	0	4,000

DEER PARK TOWN CENTER AVERAGE ALLOCATION

Development: 140,000 GPD
 Residential: 70,000 GPD
 Commercial: 70,000 GPD
 Industrial: 70,000 GPD
 Public: 70,000 GPD
 Total: 280,000 GPD

Development	Standard (GPD)	Excess (GPD)	Total (GPD)
Residential	70,000	0	70,000
Commercial	70,000	0	70,000
Industrial	70,000	0	70,000
Public	70,000	0	70,000
Total	280,000	0	280,000

HAMILTON PARTNERS OFFICE PARK ALLOCATION

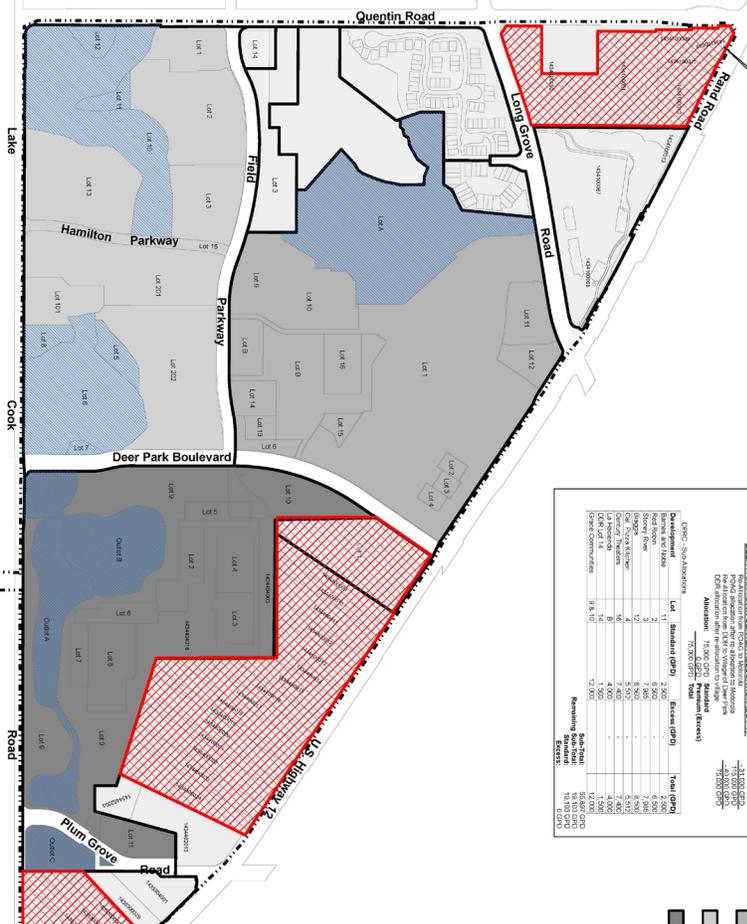
Development: 71,000 GPD
 Residential: 35,500 GPD
 Commercial: 35,500 GPD
 Industrial: 35,500 GPD
 Public: 35,500 GPD
 Total: 142,000 GPD

Development	Standard (GPD)	Excess (GPD)	Total (GPD)
Residential	35,500	0	35,500
Commercial	35,500	0	35,500
Industrial	35,500	0	35,500
Public	35,500	0	35,500
Total	142,000	0	142,000

GENERAL WATER ALLOCATION

Development: 218,000 GPD
 Residential: 109,000 GPD
 Commercial: 109,000 GPD
 Industrial: 109,000 GPD
 Public: 109,000 GPD
 Total: 436,000 GPD

Development	Standard (GPD)	Excess (GPD)	Total (GPD)
Residential	109,000	0	109,000
Commercial	109,000	0	109,000
Industrial	109,000	0	109,000
Public	109,000	0	109,000
Total	436,000	0	436,000



- EXISTING SERVICE AREA BOUNDARY
 - VILLAGE OF DEER PARK AREA BOUNDARY
 - DEER PARK TOWN CENTER - CDR DEVELOPMENT, FOOD & WAREHOUSE CENTER
 - HAMILTON PARTNERS OFFICE PARK CONTINGENT DEVELOPMENT
 - UNDEVELOPED SALES TAX SHARE PARCELS
 - UNDEVELOPED WETLANDS
- ALLOCATIONS**
- 218,000 GPD
 - 75,000 GPD
 - 86,000 GPD
 - 71,000 GPD
 - 450,000 GPD

Prepared by: **CHRISTOPHER B. BURKE ENGINEERING LTD.**
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 Rosemont, Illinois 60018
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EXHIBIT 9 DEER PARK TRIANGLE AVERAGE DAILY WATER ALLOCATION VILLAGE OF DEER PARK, ILLINOIS

NO.	DATE	DESCRIPTION	BY	SCALE	SHEET NUMBER
1	08/04/22	PRELIMINARY WATER ALLOCATION	CB	1"=300'	1
2	08/04/22	FINAL WATER ALLOCATION	CB	1"=300'	1

EXHIBIT 7 | FUTURE WATER DEMAND

Village of Deer Park, Illinois Future Water Demand Estimations + Allocations

The diagram below depicts a mix of uses for opportunity sites that collectively fall within the remaining sub-total of water allocated for the triangle area. The water demand totals for properties highlighted in the blue and green pods are estimates based on the types and densities of uses proposed. The conversion chart at right lists the ratios used to determine likely water demand. Remaining sub-totals of water available by area are noted in green and blue. The total water demand for all sites highlighted in blue must fall at or below 141,770 GPD (gallons per day). The tally for all green sites (i.e. sites within the Hamilton Office Park) must be at or below 13,710 GPD. However, the Village has the ability to transfer a portion of their allocation to the Hamilton Partners Office Park to meet the needs of a prospective use.

- ① **NORTH RAND ROAD -18 ACRES***
Uses: Entertainment, Commercial, Restaurant, Hospitality
Not shown on map, refer to Deer Park Center Concept Plan for location. Development requires well water or need to secure water rights from Village of Lake Zurich.
- ② **LONG GROVE NORTH -5 ACRES***
Uses: Commercial, Restaurant
Retail: 35K Square Feet (0.110) = 3,500 GPD
TOTAL WATER DEMAND -3,500 GPD
- ③ **LONG GROVE SOUTH -3 ACRES***
Uses: Multi-Family Residential
4-Story, 96 DU Total (3)B) x100 = 28,880 GPD
TOTAL WATER DEMAND -28,880 GPD
- ④ **TOWN CENTER PARK -17 ACRES**
Uses: Park, Recreations, Open Space
Water demand to be determined.
- ⑤ **HAMILTON PARKWAY NORTH -7.5 ACRES***
Uses: Commercial, Entertainment, Restaurant
Hotel & Banquet: 48K SF (0.25) = 12,000 GPD
Restaurant: 7K SF (0.85) = 6,000 GPD
TOTAL WATER DEMAND -18,000 GPD
- ⑥ **HAMILTON PARKWAY SOUTH -1.5 ACRES***
Uses: Commercial, Restaurant
Retail: 5K SF (0.10) = 500 GPD
Restaurant: 5K SF (0.85) = 4,250 GPD
TOTAL WATER DEMAND -4,750 GPD
- ⑦ **LAKE COOK & QUENTIN - 2.5 ACRES***
Uses: Commercial / Mixed Use
Deer Park has a separate GA with the Village of Palatine that specifies Palatine must supply 2,500 GPD.
- ⑧ **FIELD PARKWAY -5 ACRES***
Uses: Office/Research, Complementary Commercial and/or Restaurant
Office/Research: 30K Square Feet (0.10) = 3,000 GPD
Restaurant: 2K SF (0.85) = 1,700 GPD
TOTAL WATER DEMAND -4,700 GPD

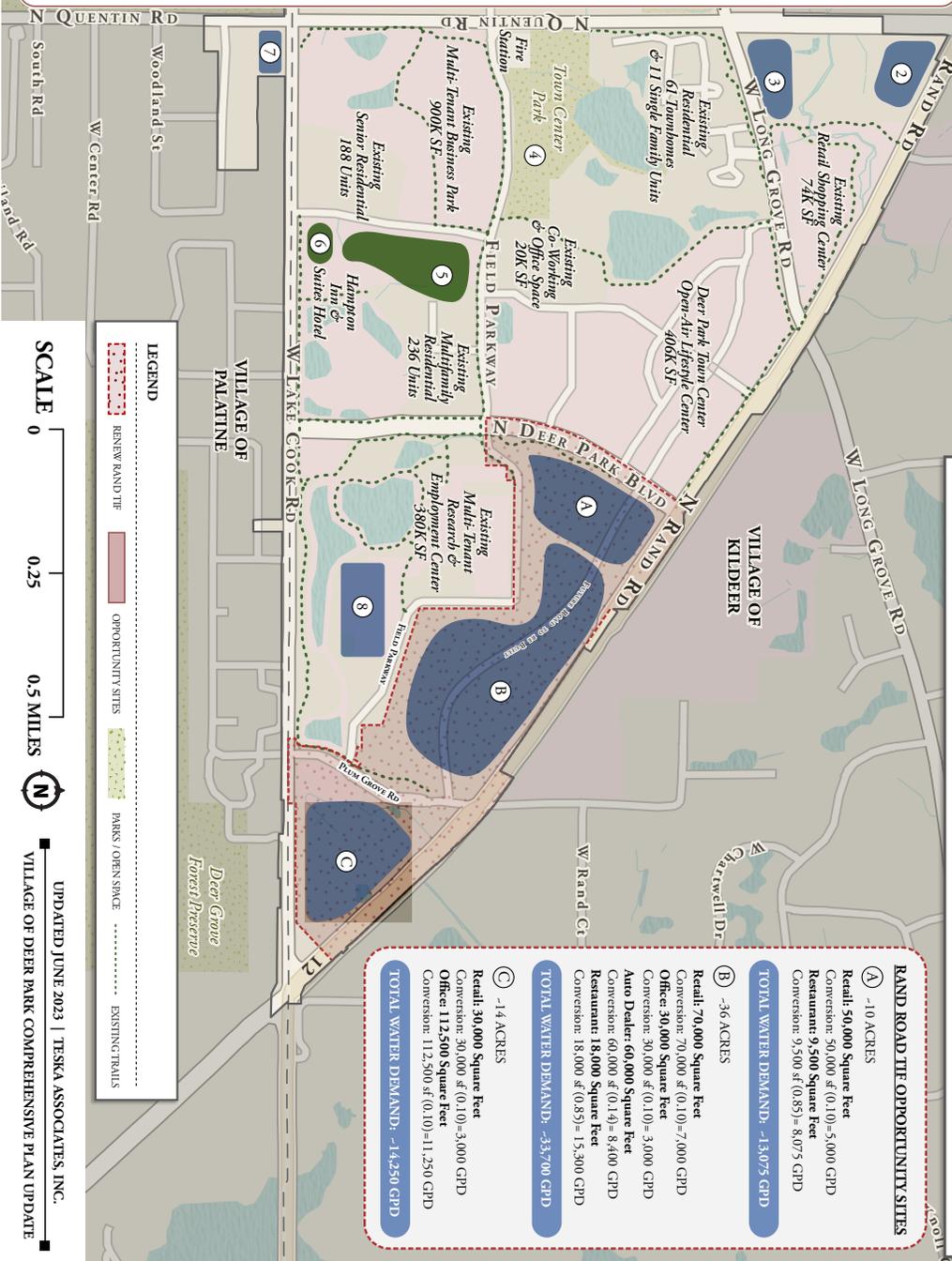
*Opportunity sites may be part of existing, planned developments (PD) that require coordination with property owners. Please contact the Village for additional information.

CONVERSION CHART WATER DEMAND BY TYPE OF LAND USE			
RETAIL	0.10 GPD/SF	HOTEL	0.25 GPD/SF
OFFICE	0.10 GPD/SF	GYM	0.33GPD/SF
RESIDENTIAL	3.0 PER/UNIT	GROCERY	0.08 GPD/SF
RESTAURANT	0.85 GPD/SF	AUTO DEALER	0.14 GPD/SF
*R = 25 GPD/Sec PE = Population Equivalent			

2023 ALLOCATIONS SUMMARY	
VILLAGE OF DEER PARK RESERVES	218,000 GPD
HAMILTON PARTNERS OFFICE PARK	86,000 GPD
DEER PARK TOWN CENTER	75,000 GPD
CONTINGENTIAL	71,000 GPD
TOTAL	450,000 GPD

Remaining Sub-Total	
VILLAGE OF DEER PARK RESERVES	141,770 GPD
HAMILTON PARTNERS OFFICE PARK	13,710 GPD

- Ⓐ **RAND ROAD TITE OPPORTUNITY SITES**
-10 ACRES
Retail: 50,000 Square Feet
Conversion: 50,000 sf (0.10) = 5,000 GPD
Restaurant: 9,500 Square Feet
Conversion: 9,500 sf (0.85) = 8,075 GPD
TOTAL WATER DEMAND -13,075 GPD
- Ⓑ **RAND ROAD TITE OPPORTUNITY SITES**
-36 ACRES
Retail: 70,000 Square Feet
Conversion: 70,000 sf (0.10) = 7,000 GPD
Office: 30,000 Square Feet
Conversion: 30,000 sf (0.10) = 3,000 GPD
Auto Dealer: 60,000 Square Feet
Conversion: 60,000 sf (0.14) = 8,400 GPD
Restaurant: 18,000 Square Feet
Conversion: 18,000 sf (0.85) = 15,300 GPD
TOTAL WATER DEMAND -33,700 GPD
- Ⓒ **RAND ROAD TITE OPPORTUNITY SITES**
-14 ACRES
Retail: 30,000 Square Feet
Conversion: 30,000 sf (0.10) = 3,000 GPD
Office: 112,500 Square Feet
Conversion: 112,500 sf (0.10) = 11,250 GPD
TOTAL WATER DEMAND -14,250 GPD





CHAPTER 6

Community Sustainability

CHAPTER CONTENTS

- Sustainability Planning
- Commitment to Open Space
- Recreation & Walkability
- Wellbeing by Design

“Sustainability focuses on meeting the needs of the present without compromising the ability of future generations. With increasing urbanization and population growth, sustainability concerns have increased in the last few years.”

– Deer Park Sustainability Plan

The Village of Deer Park has always been closely tied to its natural environment, wetlands, rural farmstead heritage and waterways. In 2019, the Village made a strong commitment to the environment and all elements of sustainability, as outlined in the Village’s Sustainability Plan. That commitment has remained strong, and is a key component to the Comprehensive Plan and the Village’s future.

Planning Spotlight | Cultivating Quality of Life & Sustainable Vibrancy

The Village of Deer Park has always been closely tied to its natural environment, wetlands, rural farmstead heritage and waterways. In 2019, the Village made a strong commitment to the environment and all elements of sustainability, as outlined in the Village's Sustainability Plan. That commitment has remained strong, and is a key component to the Comprehensive Plan and the Village's future. As part of strategic planning efforts the Village strengthened this commitment via the goal of Sustainable Infrastructure + Environmental Stewardship. The Village should continue these efforts and look to update its Sustainability Plan and Village ordinances to embrace new standards, metrics, technologies and help ensure a more resilient future.

Sustainable Action Items · Starter Items

- Explore engaging the Village Plan Commission and Board on update and implementation of Sustainability Plan.
- Continue to invest and maintain Village Infrastructure – roads, drainage, parkways, and parks; embrace sustainable approaches.
- Continue to integrate sustainability standards into codes, development review process, and Village practices, including complying with Electric Vehicle Charging Act, P.A. 103-0053.
- Work with local partners and nearby communities to create recycling events that encourage proper disposal and recycling of things that cannot be disposed or recycled in the traditional waste system; i.e. batteries, books, electronics, etc
- Improve energy efficiency, foster appropriately scaled and located local energy production and increase the use of renewable energy.
- Engage counties, BACOG, surrounding communities, and government entities to coordinate plans and work together to connect trails, neighborhoods, and sidewalks.
- Educate residents, businesses, schools, and partners about sustainable actions they can take. Promote efforts and metrics within Village marketing and social media.
- Identify opportunities to enhance pedestrian / bike safety via crosswalks, bump-outs, refuge islands, etc.



Deer Park should continue these efforts and explore future updates to their Sustainability Plan, Village codes and ordinances to embrace resilient best practices, development standards, and technologies.

Butterfly Garden at Vehe Farm Park

Commitment to Open Space & Enhancement of Parks

The Village of Deer Park has and continues to have a long-standing commitment to maintaining the open space character of the community by encouraging the preservation and enhancement of natural plant and wildlife habitats. Additionally, ensuring that existing and future parks meet the recreational and educational needs of Deer Park residents with respect to bike paths, nature trails, soccer fields, picnic areas, etc. is also important.



31 Acres

NEIGHBORHOOD
PARKS



49 Acres

COMMUNITY
PARKS



17 Acres

PER 1,000
RESIDENTS

Deer Park exceeds the National Recreation and Parks Association (NRPA) recommended level of service for Neighborhood Parks by 24 acres and Community Parks by 10 acres. The Village has a ratio of 17 acres / 1,000 residents; much higher than other communities in Lake County at 9.49 acres / 1,000 residents.

Cuba Marsh Forest Preserve is a natural gem right next door to the Village of Deer Park. There is a dedicated group of volunteers who maintain the marsh, removing invasive species, tending to the environment and planting new trees and native seeds. They are always looking for new volunteers who would be interested in helping to make Cuba Marsh beautiful and to learn about habitat restoration. Go to www.lcfd.org/cuba-marsh/ and click the volunteer button!

Recreation & Walkability

Deer Park offers a vibrant mix of shops and experiences for residents and visitors to enjoy. The thriving commercial scene is beautifully balanced by its surrounding natural environment and a bevy of recreational offerings. Top tier facilities, pristine parks and a regional trail network that connects to Barrington and beyond offers a kaleidoscope of social and sensory experiences to enjoy throughout the seasons. Quick regional access is complemented by the Village's pedestrian experience and ongoing attention to ensure destinations are connected. Walkability plays a major role in the satisfaction and experience felt by our residents and visitors so we work hard to ensure our Village is inviting, safe and accessible to all.

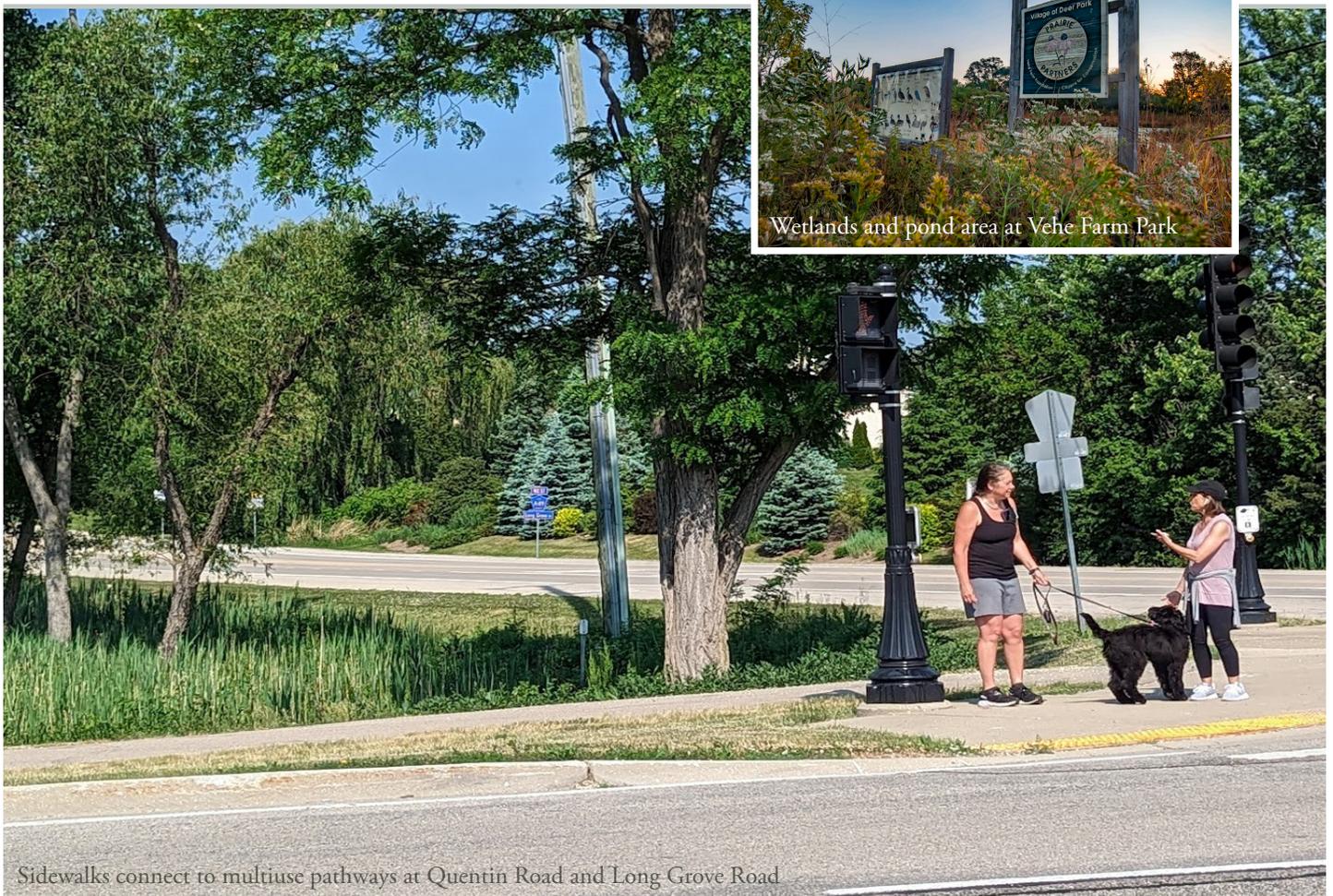
Deer Park offers a kaleidoscope of social and sensory experiences to enjoy throughout the seasons.



Bowlero Bowling Alley in Deer Park



Wetlands and pond area at Vehe Farm Park



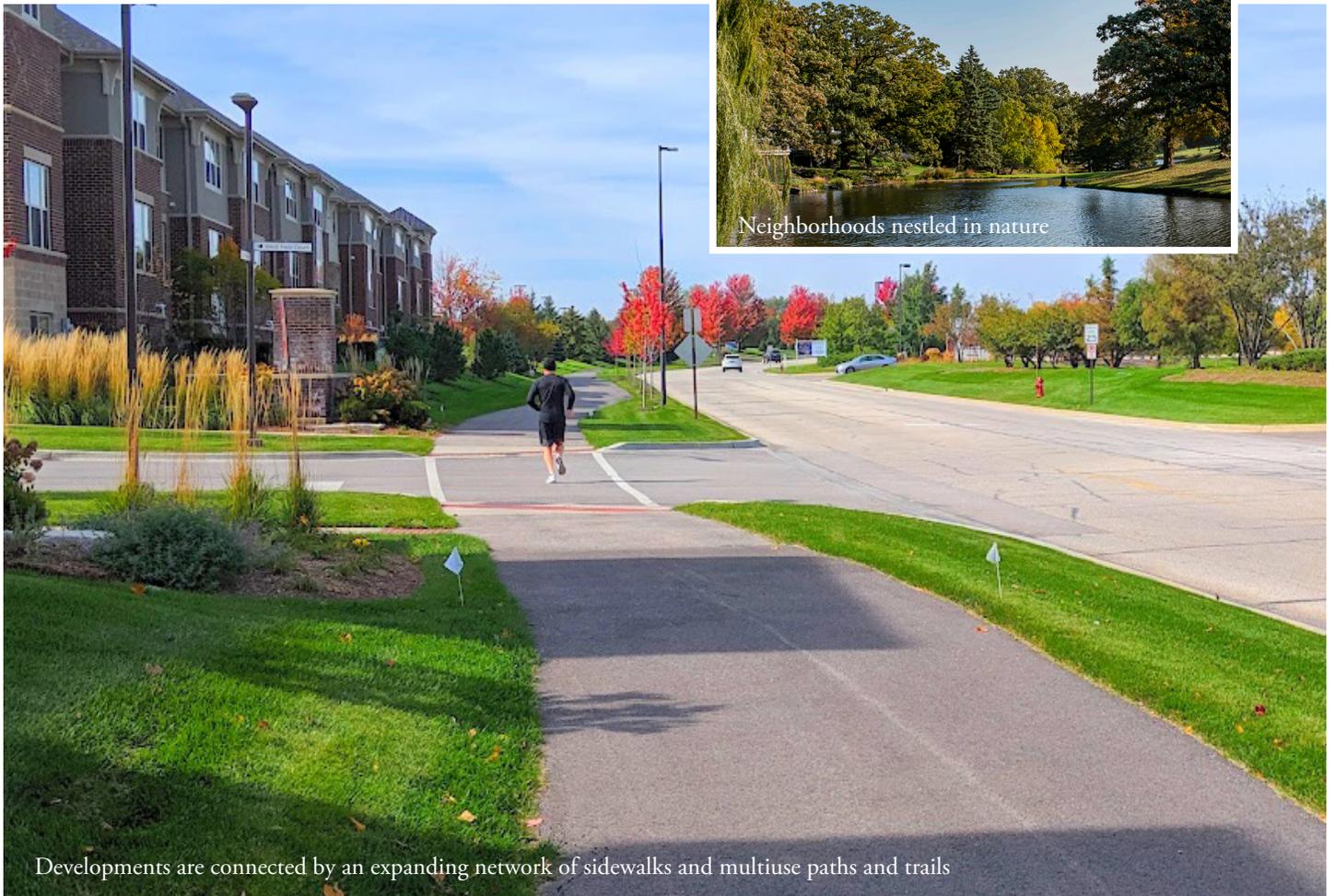
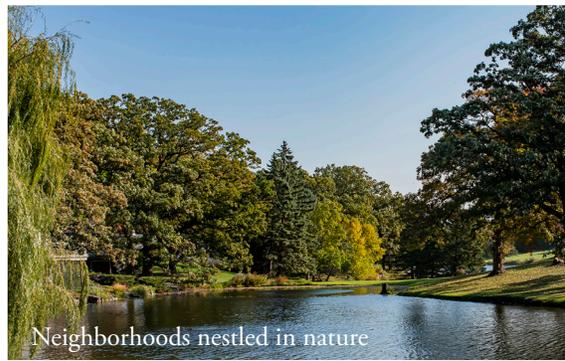
Sidewalks connect to multiuse pathways at Quentin Road and Long Grove Road

Wellbeing by Design

Deer Park's rustic heritage and sustainable, charming environment provide the highest quality of life and framework for investment. Decades of planning and human-scaled design standards have created neighborhoods, shopping centers, and office parks with enduring value and timeless appeal.

Our Village is committed to providing excellent services, facilities and infrastructure to residents and business community. Through strategic investments, strong partnerships and ongoing planning, we come together daily to ensure the needs and goals of our residents, businesses, and community are prioritized.

Density has been added gently and strategically over the years to ensure ongoing beauty, balance, growth and vibrancy.





CHAPTER 7

Economic Resilience

CHAPTER CONTENTS

- Economic Factors & Market Considerations
- Re:NewRand TIF
- Municipal Zoning & Development Review

As the Village plans for its future, it is clear that maximizing revenue potential through economic development is very important in order to maintain and enhance the quality of life and services in a manner that does not burden taxpayers. This Economic Development Plan is focused on identifying strategies to capture the market potential for specific types of retail, office, and mixed use projects that would be both appropriate and financially feasible for new development and redevelopment opportunities principally associated with properties within the ‘triangle-area,’ and other commercial properties along Rand Road. The triangle-area is bounded by Quentin Road, Rand Road and Lake-Cook Road.

Economic Factors & Market Considerations

The retail environment is very different than it was a decade ago. Technology is changing the way we shop (online), work (remote), socialize (text), and get around (rideshare, etc.). Development has adapted to these shifts by pairing complementary uses that offer a range of activities and experiences, everyday needs and services, and thoughtfully designed open space, walkways, public art, and plazas. This walkable mix of uses encourages people to stay in the area.

Deer Park's ability to expand its economic base is constrained by its limited trade area, encompassing parts of Cook and Lake Counties, and increasing development activity along Rand Road in adjacent communities. Further, the remaining development parcels in Deer Park Center aka "the triangle" are limited and must compete with existing projects and nearby communities.

Other factors impacting development potential in Deer Park are changes in retailing and e-commerce, development costs and land assemblage, transit accessibility and employment trends. That said, the commercial potential along Rand Road and recently enacted TIF cannot be overlooked.

Opportunities should be sought to attract development that aligns with and strengthens Deer Park's brand and community niche.



Future Opportunities & Considerations

Re:NewRand TIF District.

The recently adopted Re:NewRand TIF District along this major thoroughfare is intended to help fund future redevelopment projects, environmental remediation, public infrastructure and streetscape improvements.

Development Connectivity & Future Road.

The recent annexation of properties west of Rand Road, previously in Kildeer and unincorporated Lake County, and the development of a future road connecting Deer Park Boulevard and Plum Grove Road through the newly adopted TIF district is key to ensuring a safe and efficient flow of public vehicular traffic to parcels and positive economic development of sites herein. Said road should meet all Village construction standards as they relate to structure and depth but said standards should remain flexible with regards to width and setback requirements to create positive economic development along the Rand Road corridor.

Community Niche & Brand Alignment.

Deer Park should continue to identify, refine and advance its community brand and niche. In an area of increasing competition and a declining number of big box retailers, this will be important to attract development that maintains and is reflective of the Village's high quality image.

Sustainability & Community Wellbeing.

Implementing projects, plans and initiatives that are focused on sustainable development and advancing holistic community wellbeing should be pursued. Implementation of the Village's Parks and Open Space Plan and Sustainability Plan will help Deer Park continue to enhance its economic resilience, quality of life and strengthen its niche in a competitive market.

Re:NewRand TIF Redevelopment Area

What is the Re:NewRand TIF District?

Re:NewRand is a project area situated along the highly trafficked Rand Road Corridor in Deer Park. It pairs opportunity sites with TIF incentives near a thriving commercial and retail district, offering significant opportunity for growth. Opportunity sites are located near major interstate highways and benefit from 47,300 average daily traffic on Rand Road. Project partners who build within the district benefit from a streamlined development process in a readily available reinvestment area.

Quick Facts & Figures

880K

Square Feet of Surrounding Retail, Stores and Restaurants

47.3K

Average Daily Traffic on North Rand Road

\$167K

Village of Deer Park Median Household Income

134K

Trade Area Population 10-Minute Drive Time



Tax Increment Financing 101



Re:NewRand project partners benefit from a streamlined process, readily available reinvestment and development perks.

Tax Increment Financing (TIF) is a tool that leverages property tax increases to help finance improvement costs of new projects within the district. The Re:NewRand TIF in Deer Park helps fund:

- Redevelopment Projects
- Public infrastructure improvements
- Environmental remediation
- Streetscape and facade improvements

Trade Area Demographics

	5-MINUTE DRIVE TIME	10-MINUTE DRIVE TIME	15-MINUTE DRIVE TIME
POPULATION	13,285	134,371	325,426
HOUSEHOLDS	5,085	52,264	125,345
AVERAGE HOUSEHOLD INCOME	\$145,163	\$155,694	\$162,591
AVERAGE DAYTIME POPULATION	12,468	126,561	316,715

Data Source: Estimates from ESRI 2023

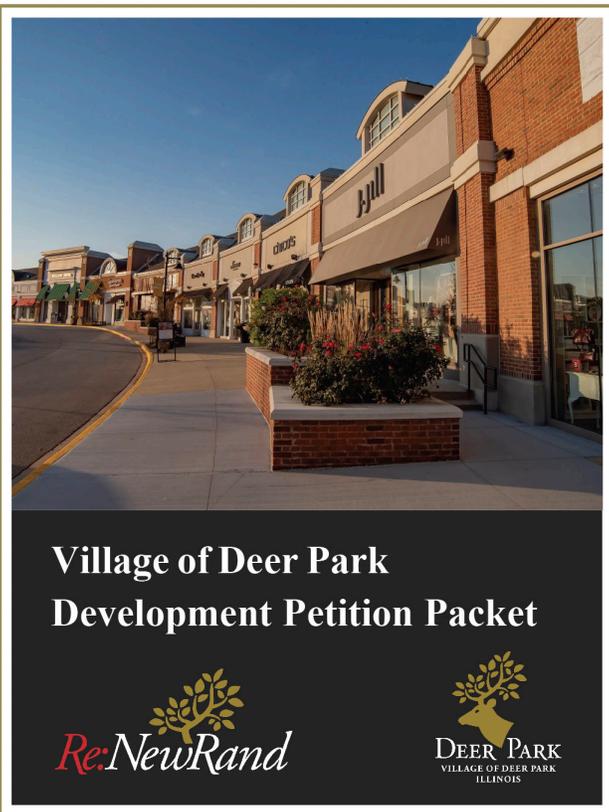
Municipal Zoning & Development Review Processes

The process of considering development proposals that come before the Village is an important aspect of local economic development. High quality development is the hallmark of Deer Park and the Village has established a status that attracts premier retail and commercial uses, as well as customers and workers from around the region.

To maintain this position, future development is expected to be of a comparable character and continue to advance the established look and feel of highest quality destination shopping, corporate offices, and other supportive uses.

These standards are established and maintained by the Village's development related codes and processes through which proposed developments are evaluated against the standards in those codes.

If Deer Park is to be successful in attracting new commercial projects, the Village must consider the impact of development standards, guidelines and processes on the ability of developers and property owners to secure necessary approvals in a timely manner. The current market, development costs, and surrounding competition relative to site selection must also be considered.



The Village offers a complementary pre-submittal meeting for developers and property owners to meet with staff and ask questions.

Deer Park Plan Review Submittal Checklist

The following plans below must be submitted for Village Review no less than **30 Calendar Days** prior to the Planning and Zoning Commission meeting(s). Petitioners are encouraged to contact the Building and Zoning Department to discuss their petition, required plans, pre-submittal options, preliminary vs. final requirements, timing considerations, and potential meeting details.

DIGITAL SUBMITTAL & 18 PRINT SETS REQUIRED 30 DAYS PRIOR TO PLAN COMMISSION MEETING:

Digital Submittal: Email Digital Submittal or download link to Josie Doniec at jdoniec@vodp.net

Questions: Contact Building & Zoning Department, Josie Doniec, 847-726-1648 x104

Print Submittals: Mail 18 Print Sets, Minimum Drawing Size 24 Inches x 36 Inches, to

Deer Park Village Office
Attn: Josie Doniec
23680 W. Cuba Road
Deer Park, Illinois, 60010

- Application and Written Statement** by developer which describes the proposed development, shows how proposed plan meets objectives of comprehensive plan, shows compatibility with surrounding land uses, benefits to public health, safety, welfare, and Village - economically and otherwise.
- Proposed Variations** – List of variations, if any, i.e. exceptions to municipal code requiring relief
- Proof of Ownership or Site Control** – Such as deed, purchase contract or authorization letter with the ownership matching either the county tax records or a title commitment
- Survey with Legal Description of the Property** – Boundary survey of the site
- Site Plan Preliminary and/or Final** – Indicate location of building(s) on property, signs, trash enclosure, bike path, sidewalks, parking spaces, access points, connectivity to neighboring properties, and call-out with pertinent site data to evaluate zoning standards (i.e. coverage, setbacks, floor area ratio, etc.)
- Engineering Plans Preliminary and/or Final - All drawings must be to scale and include dimensions** with sufficient detail to evaluate the topography, grading, sewer, water, sanitary, drainage, etc.
- Landscape Plan Preliminary and/or Final** – Including plant details, types, quantities, locations, installation, care & maintenance details, note landscaping for ground signs, and provide supporting details and cut-sheets for any fencing, planters, hardscape and other related amenities
- Architectural Plans Preliminary and/or Final**– Including elevations (with height shown), color renderings, material and dimensional call-outs, roof plans for non-residential structures and typical floor plans
- Signage Plan, Preliminary and/or Final**– Including locations, elevations (with dimensions shown), color renderings, material and dimensional call-outs
- Photometric (lighting) Plans Preliminary and/or Final** – Including calculations of required lighting per the village code and the State of Illinois Energy Code and calculations of what is being provided
- Development Schedule** – Including proposed start dates, completion dates and phasing
- Traffic Impact Study** –Provide engineers report of traffic study
- Protective Covenants** – Proposed documents, outline or narrative with salient points of covenants
- Plat of Consolidation, Preliminary and/or Final**– If simultaneous approval for consolidation is requested
- Plat of Subdivision, Preliminary and/or Final**– If simultaneous approval for subdivision is requested
- Tree Survey** – Include graphic showing location and list/description of trees; See [Chapter 95](#) of Code
- Other Submittals** which may be required by Planning and Zoning Commission including:
 - Proposed Water Allocation
 - Proposed Sanity Sewer Connection Stormwater Maintenance
 - Tax Impact Study
 - School Demographic Study
 - Other information requested by the Planning and Zoning Commission or Village Staff

**Please note this checklist is a summary of items outlined in the Village Code and in all cases the Village Code controls.*

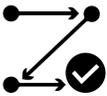
Please visit the Village website to download the latest Development Petition Packet and submission checklist.



Importance of Sound Development Review

The value of ‘new development’ is not just in the direct sales tax or jobs it generates, but the way it maintains Deer Park’s character. Preserving that character helps to attract other high end users and support the strong economic performance of the area. The Village’s development standards and approval process play key roles in supporting that desired outcome.

When implementing a development approval process that maintains the brand of Deer Park, it is important the Village continue to recognize that attracting and securing good development requires an understanding of the realistic business needs of quality development partners. Simply setting a high bar for property owners and developers to overcome does not bring desirable development. The purpose of good development regulations and review is to find the balance between securing high quality projects and creating a positive atmosphere for attracting development.



Current Development Approval Process

The current development approval process is defined by the Zoning and Planned Development Ordinances and administered by Village staff (the structure of government in Deer Park includes a modest number of staff that conducts the process with support from outside consultants and counsel).

The review process essentially has five steps:

1. Submittal of draft plan ideas to the Village;
2. Staff review and comment;
3. A courtesy review conducted with staff and the Plan Commission Chair;
4. Preliminary review with Plan Commission (and perhaps with Village Board); and
5. Formal submittal of preliminary development plan for public hearing.

The Village has worked to create a process that is flexible, in order to reflect the needs of developers, while also maintaining the Village’s high quality development standard. For example:

- The PD approval process typically includes two steps (preliminary and final – the latter includes more detailed final site design plans). Where possible and appropriate, the Village works with applicants to conduct preliminary and final approval in one step.
- Preliminary input to the developers before they formally submit (such as the courtesy review and preliminary Plan Commission review noted above) are considered very useful to developers as the discussions provide insight into the issues to be addressed in advancing their proposal.
- A key strength of the approval process is that the type and quality of development have been spelled out in previous planning efforts and are well understood by the Village staff, commissioners and elected officials. These standards are conveyed to applicants through the preliminary review meetings held in advance of formal applications. Such discussions allow developers to address issues likely to arise from their applications and maximize the potential for a successful proposal.



Current Development Codes

The Village Zoning Ordinance and Planned Development Ordinance, which applies to the triangle area, are key strengths of the development approval process. The Zoning Ordinance specifies essential standards for development such as type of land uses permitted, locations in which buildings can be located, and amount of parking required. The Planned Development Ordinance goes further to spell out standards for development in the triangle area at a higher level of detail and considers items such as building size, height, and location, property landscaping, site lighting, and overall traffic management. The details in this code help prospective developers understand the expected development quality.

In seeking to support the highest quality of development, the Planned Development Ordinance Code encourages development on larger properties and consolidation of smaller sites. Working with a larger property creates more flexibility for generating high quality projects, so the code seeks to reduce small scale, piecemeal development.



Refining the Development Process

The Village has endeavored to create a flexible and supportive working environment for development. The quality of development in the triangle speaks to the success of that effort. However, the nation's slow economic recovery has created a different environment than the one in which projects like Deer Park Town Center were more readily possible. As the Village continues to apply its development codes and approval process, a refined approach should be considered.

Continuing to attract quality development to the triangle area of the Village can be supported by optimizing the development review process. This is often thought of as finding ways to streamline the process. This implies a process with fewer steps and a shorter timeframe. Both are essential to attracting quality development as that business truly is one in which time is money (given the cost of borrowing funds, paying designers, etc.). However, it must be understood that a quick review process is not always appropriate in meeting the objectives and requirements of the Village. This is particularly the case for a small community with a lean staff, such as Deer Park.

Therefore, the objective to refining the development codes and approval method should be to maintain a predictable process. Development by the private sector includes many elements, and successful development requires keeping these implementation tasks moving forward. Least desirable in these efforts are unanticipated new or changed process steps, which cost time and money. While issues always arise and contingencies are not unusual, communities supportive of development strive to provide an approval process that is predictable. A final "yes" vote need not be assured, but the process of getting there (and getting permits for construction) must be clear and predictable. If the process does not support this approach, it becomes complex and may discourage otherwise desirable development.



CHAPTER 8

Action Plan



CHAPTER CONTENTS

- Overview & Purpose
- Core Strategies
- Implementation Matrix
- Funding Sources
- Other Plans & Resources

The Comprehensive Plan is a policy guide and framework for shaping and managing land use, development and future change. It establishes a framework for decision making that is further informed by other Village Planning documents, partnerships, and resources.

Deer Park's Comprehensive Plan Update does not stand alone. It should be used together with other Village Plans, Zoning, and Ordinances to direct the future of Deer Park. The Comprehensive Plan is a statement of policy, expressing Village objectives to develop a well-planned community and maintain a high quality of life.

Adoption of Deer Park's Comprehensive Plan Update does not signal the end of the planning process. Rather, it signals the beginning of continuous implementation and revisions to help guide the future of the community.

Overview

- ▶ **Action plans have several important purposes.** They outline when, how, and by whom the activities are to be carried out. Every plan benefits from a structure that organizes the plan into goals, objectives, and action steps.

1. COMPONENTS

Goals define where efforts are heading. Objectives define the strategies necessary to achieve goals. Action steps outline specific procedures for meeting each objective.

- Economic Development Plan Goal: To maximize the economic development opportunities in the Village of Deer Park through development of targeted programs and establishment of processes that promote economic growth in a manner that not only maintains but also advances the high quality development that emulates Deer Park's character.

2. PURPOSE

The purpose of the Action Plan is more pervasive than just directing output. The Plan is intended to:

- Act as a road map to guide decision makers in setting agendas and funding;
- Stimulate thinking of new ideas and make better use of resources;
- Inform current and new participants;
- Assist Village officials and others responsible for plan implementation;
- Provide direction for property owners and investors in Deer Park; and
- Provide a working document that can be modified and approved on a regular basis.

3. SCALED SOLUTIONS

Recommendations are organized into short-term and long-term actions.

- Short-term actions identify those items that are intended to be accomplished within the next three years.
- Long-term objectives serve as action steps that are necessary to advance recommended projects, but may not result in specific projects in the near term.

4. ENSURING SUCCESS

Implementation cannot be left to random actions, it requires a strategic plan.

Continued research, study, planning and promoting of the long-term objectives will be undertaken simultaneously with short-term projects, but will not necessarily result in completed projects. Long-term actions are necessary as part of the process to advance objectives into real projects. The feasibility of these actions is affected by outside influences, but is even more dependent on the commitment, preparedness, and work of local citizens and other stakeholders – public and private.

Core Strategies

► The successful implementation of the Deer Park Action Plan is shaped by these core strategies:

■ Effective Leadership

Competent, creditable, and enthusiastic individuals and organizations prepared to promote the plan, motivate others, and get the job done well.

■ Adequate Resources

The technical and financial where-with-all, enabled by the support of Village officials and interest groups throughout the community.

■ Coordinated Program

A prioritized list of actions with commensurate budgets, schedules, and responsibilities, linked together by a communications network.

■ Performance Evaluation

A method of regularly evaluating progress and accountability.

■ Enjoyment

The joy of working together and the celebration of accomplishment.

■ Continued Momentum

This Action Plan will be a working document, updated annually, and incorporated into the Village’s capital improvement programming. Often when a plan is finished, those participating in the process are tempted to breathe a sigh of relief and assume the job is done. That would be a huge mistake. The momentum for positive change has never been stronger. The residents of Deer Park who are committed to achieving the vision for the Triangle Area and Rand Road must remain engaged in the process.



Implementation Matrix

Development Review and Zoning Process

■ Goal 1: Village materials and development review processes are informative, consistent, and predictable.

OBJECTIVES	ACTION ITEMS	RESPONSIBILITY	TIME FRAME
TASK 1A			
Provide information about the development review process to prospective developers clearly, specifically, and early on in their process.	1A.1 Produce materials written in plain English (rather than as it is found in the municipal code) that outline and detail the approval process for developers and the public.	Village Staff Consultants	On-going
	1A.2 Place development approval process and information on the Village's website and continue to update and enhance such by integrating easy to understand visuals and process flowcharts.	Village Staff	On-going
	1A.3 Continue to improve / provide a clear and efficient development review process; provide/ update checklists and materials to applicants outlining items required for submittals, agencies to be consulted, meeting dates and other frequently asked questions.	Village Staff Consultants	On-going
TASK 1B			
Review the Zoning and Planned Development processes to support a predictable development approval process.	1B.1 Increase coordination with agencies regarding procedures and submittal requirements: such as Village of Palatine, Lake Zurich Fire District and the MWRD.	Village Staff Consultants	On-going
	1B.2 Pre-application process should be continued as a required element and formalized as part of a regular interdepartmental/interagency meeting on an adhoc basis to coordinate all development and permitting issues.	Village Staff Village Board	On-going

Development Review and Zoning Process

■ **Goal 2: Village ordinances and plans support progressive economic development with consistency and clarity.**

OBJECTIVES	ACTION ITEMS	RESPONSIBILITY	TIME FRAME
TASK 2A			
Review the Zoning and Planned Development Ordinances to ensure they reflect desired development objectives	2A.1 Respond to broader trends in land use mixes and identify nodes which can support healthy clusters of supporting commercial, retail and restaurant activities.	Village Staff Consultants Plan Commission Village Board	Short-term
	2A.2 Standards for major and minor changes to approved planned developments should be spelled out in the Planned Development Ordinance.	Village Staff Consultants Attorney	On-going
	2A.3 Parking standards for uses / businesses should be reviewed to ensure alignment with latest best practices and development / behavior shifts.	Village Staff Consultants Plan Commission	Short-term
	2A.4 Sustainability standards for uses / businesses should be reviewed to ensure alignment with latest best practices and development / behavior shifts.	Village Staff Consultants Plan Commission Village Board	Short-term
TASK 2B			
Review other Village codes and planning documents to ensure support of local programs, policies, and values.	2B.1 Consider requirements/incentives for sustainable infrastructure to highlight Deer Park as a 'green' oriented community that values conservation.	Village Staff Consultants Plan Commission Village Board	Short-term
	2B.2 Consider allowing temporary signs but with specified guidelines to ensure upscale aesthetics and a limited duration of time.	Village Staff Consultants	Short-term

Economic Development

- **Goal 3: Innovative planning approaches and economic growth strategies promote high quality development that aligns with Village character.**

OBJECTIVES	ACTION ITEMS	RESPONSIBILITY	TIME FRAME
TASK 3A			
Encourage commercial development that offers unique options and design elements consistent with Deer Park's high-quality brand.	3A.1 Develop consistent gateway, park and wayfinding signage that creates a sense of arrival, expresses Deer Park's brand and sense of place throughout the Village.	Village Staff Consultants	Short-term
	3A.2 Create a business recruitment and retention strategy to facilitate sale, assemblage, and development of properties on Rand Road.	Village Staff Consultants Attorney Property Owners	Short-term
	3A.3 Expand the established high quality design and character of the triangle area through an overall marketing theme that builds on Deer Park's brand. This should be reinforced through banners, signage, streetscape, lighting and marketing materials.	Village Staff Consultants	On-going
	3A.4 Prepare and continue to update marketing materials and outreach to business and developer opportunities.	Village Staff Consultants	On-going
TASK 3B			
Maintain a flexible approach to implementing the development plan as market conditions change.	3B.1 Adjust the Village's Comprehensive Plan and zoning as necessary in response to changing market conditions and ongoing development / implementation needs.	Village Staff Consultants	On-going
	3B.2 Maintain the PD district as a flexible approach to zoning, and as a tool to address changing market conditions.	Village Staff Consultants	On-going
	3B.3 Provide financial incentives, including use of tax rebates, tax increment financing, special service area and business district financing.	Village Staff Consultants	On-going
TASK 3C			
Require all new buildings and public improvements to comply with design guidelines and ongoing maintenance.	3C.1 Create stand alone urban design manual for sharing at pre-submittal meetings and within development review packets to facilitate design expectations for new projects and changes to existing businesses.	Village Staff Consultants	Short-term
	3C.2 Establish a 'Property Improvement and Maintenance Program' to ensure developments maintain properties; update codes and relevant ordinances to ensure future compliance.	Village Staff Consultants	Short-term

Implementation Matrix (continued)

Economic Development

- **Goal 3 (continued):** Innovative planning approaches and economic growth strategies promote high quality development that aligns with Village character.

OBJECTIVES	ACTION ITEMS	RESPONSIBILITY	TIME FRAME
TASK 3D			
Expand the Village’s tax base.	3D.1 Identify sales tax generators and encourage developments to incorporate tax generating uses, as relevant, within plan review process.	Village Staff Consultants	On-going
	3D.2 Allow restaurant, entertainment and retail uses as part of business parks and office developments.	Village Staff Consultants Plan Commission Village Board	Short-term
	3D.3 Identify hybrid day to evening uses that generate sales tax and build community cohesion.	Village Staff Consultants	Short-term
	3D.4 Provide options for housing in locations proximate to commercial/ retail / business centers to provide supportive uses and opportunities for living near work, shopping and entertainment.	Village Staff Consultants Plan Commission	Long-term
TASK 3E			
Facilitate a desirable development/investment environment.	3E1 Improve and streamline the Village’s zoning process to clarify requirements and assist developers in securing permits.	Village Staff Consultants Plan Commission	On-going
	3E2 Acquire strategically located parcels to facilitate future land assembly when available.	Village Staff Consultants Plan Commission Village Board	On-going
	3E.3 Work with IDOT and Lake County DOT to secure locations for full access signalized access points and access controls to enhance the redevelopment of key opportunity sites.	Village Staff Consultants IDOT / LCDOT	Long-term

Implementation Matrix (continued)

Economic Development

- **Goal 3 (continued): Innovative planning approaches and economic growth strategies promote high quality development that aligns with Village character.**

OBJECTIVES	ACTION ITEMS	RESPONSIBILITY	TIME FRAME
TASK 3F			
Forge development partnerships with the private sector to accomplish redevelopment plans.	3F.1 Prepare and distribute development RFQs and RFPs to identify preferred developers.	Village Staff Consultants Attorney	Long-term
	3F.2 Create development agreements with preferred developers to establish funding requirements and to facilitate desired projects.	Village Staff Consultants	On-going
	3F.3 Partner with land owners on marketing efforts and work with other developers in aggregating parcels.	Village Staff Consultants Property Owners	Short-term
TASK 3G			
Establish a process to assist in tenant and developer recruitment.	3G.1 Develop a recruitment packet than can be used with both developers and tenants.	Village Staff Consultants	Short-term
	3G.2 Establish contacts with regional brokers and local economic development agencies that have strong tenant and developers ties.	Village Staff Consultants	Short-term
	3G.3 Continue to build out Village website with online resources and information on Village economic incentives and availability of sites for tenants and redevelopment projects.	Village Staff Consultants	Short-term
	3G.4 Continue to strengthen the Village’s social media presence, plan promotional events, create marketing packets and long- and short-form marketing videos.	Village Staff Consultants	Short-term

Transportation and Infrastructure

■ **Goal 4:** Infrastructure investments enhance community connectivity, walkability and accessibility.

OBJECTIVES	ACTION ITEMS	RESPONSIBILITY	TIME FRAME
TASK 4A			
Promote continued investment in road infrastructure.	4A.1 Make improvements to arterial roads adjoining the triangle such as providing new turn lanes into developments and adding additional lanes where needed.	Village Staff Consultants	On-going
	4A.2 Minimize curb cuts and intersections with access roads on major thoroughfares within and around the Deer Park Center.	Village Staff Consultants	Long-term
TASK 4B			
Promote alternative forms of transportation to reduce congestion on roads and provide accessible transit options for a wider variety of demographics within the community.	4B.1 When considering new development, identify job centers and commercial hubs to improve and fill gaps in transportation service.	Village Staff Consultants	Long-term
	4B.2 Increase the amount of transit options for seniors and community members with disabilities.	Village Staff Consultants	On-going
	4B.3 Provide more access to commuter rail stations through shuttles, bus lines, etc.	Village Staff Consultants	Long-term
TASK 4C			
Improve pedestrian accessibility and connectivity throughout the Village.	4C.1 Build sidewalks and continue to fill gaps to connect developments, housing, neighboring communities and amenities within Deer Park.	Village Staff Consultants	On-going
	4C.2 Ensure local bike routes provide linkages to the regional trail system, schools, forest preserves, and surrounding communities.	Village Staff Consultants	On-going

Parks & Open Space

- **Goal 5: Implementation of Park Master Plan, with immediate focus on the Town Center Park Improvement, provides equitable access to community greenspace for active recreation and outdoor gatherings.**

OBJECTIVES	ACTION ITEMS	RESPONSIBILITY	TIME FRAME
TASK 5A			
Protect and enhance the ecology of the park through infrastructure improvements and local education.	5A.1 Enhance existing native areas along the wetland buffer.	Village Staff Consultants	Long-term
	5A.2 Provide educational opportunities celebrating the existing ecology of the area.	Village Staff Consultants	Short-term
TASK 5B			
Improve on existing amenities in the park and enhance community gathering spaces.	5B.1 Improve accessibility to existing baseball and soccer fields	Village Staff Consultants	Short-term
	5B.2 Create a flexible gathering space for community events.	Village Staff Consultants	Long-term
	5B.3 Provide active programming and amenities.	Village Staff Consultants	On-going
	5B.4 Provide spaces that cater to both older generations and young families that can serve residents of adjacent senior living and townhomes.	Village Staff Consultants	Short-term
	5B.5 Provide connections to adjacent sub-regional bike trail along Quentin Road	Village Staff Consultants	Long-term

Funding Sources

► Economic development incentives and other funding sources are commonplace for communities seeking to offer the greatest flexibility in regards to development/redevelopment assistance. The following are typical local and state programs:

■ Tax Increment Financing (TIF)

A TIF District is a special area designated by the Village to help generate private-sector development. Taxes derived from increases in assessed property values, resulting from property improvements and new development, are used to retire bonds issued to originate the development or leverage future growth in the TIF district. Deer Park currently has one (1) TIF on Rand Road. The following areas are subject to improvement via the use of TIF funds:

- Public infrastructure
- Streetscape
- Land acquisition / write down
- Planning costs
- Sewer and drainage
- Traffic control
- Landscaping
- Park improvements
- Demolition
- Utilities
- Street reconditioning and lighting
- Water supply
- Environmental remediation

■ Business Districts (BD's)

Similar to TIF's, specific areas of the community are designated which allow municipalities to capture up to an additional 1.0 % in sales tax which must be reinvested into the respective area. TIF eligibility standards are utilized to define Business Districts.

■ Special Service Assessment Districts

These districts generate revenue in the form of a special property tax, approved by property owners, in a defined district. The proceeds from this tax are used to fund improvements which benefit the property owners within the district. SSA funds can be used for infrastructure, maintenance, or area management purposes in a geography defined by Deer Park. Such revenues can support bonding or generate a revenue stream for specific projects for the defined geography. Typical eligible expenses include:

- Marketing
- Planning
- Streetscapes
- Maintenance
- Public/Private Management Organizations

■ Grants, Tools & Other Strategies

- Grants and loans for open space and park improvement projects (OSLAD), sustainable development and green infrastructure.
- Property tax, equipment tax, sales tax rebates.
- Façade improvement grants which may include consideration of internal build-outs and landscaping as an additional eligible expense.
- Use of liquor licenses to stimulate quality food and beverage business, which can be used in concert with facade improvement funds.
- Reductions or elimination of fees for selected development initiatives.

Additional information. Details related to the above-mentioned tools and programs can be obtained from the Department of Community and Economic Opportunity (DCEO) www.commerce.state.il.us/dceo/. A comprehensive array of programs are offered including, but not limited to, grants to municipalities; the Advantage Illinois Program (small business lending, start-up's, venture capital); local government assistance and training; a revolving business incentive fund; and others.

Other Plans & Resources

► **Deer Park's Comprehensive Plan Update does not stand alone.** A Comprehensive Plan is a policy guide and framework for shaping and managing land use, development and future change. It establishes a framework for decision making that is further informed by other Village Plans, partnerships, ordinances, and local / regional resources. It should be used together with other Village Plans, Zoning and Ordinances to direct the future of Deer Park. Please see reference list below:

Village Plans & Reference List

Village Plans listed below alphabetically:

- Compensation Plan
- Comprehensive Plan
- Emergency Operation Plan
- Parks & Open Space Plan
- Roadway Improvement Plan
- Strategic Plan
- Stormwater Management Plan
- Sustainability Plan

Note: Planning documents and resources are updated and created on an ongoing basis, both at the village level, locally, as well as regionally. This list is not intended to be viewed as static or all-inclusive, but rather a helpful starting point.

Spotlight on Strategic Planning

Deer Park's **Strategic Plan** outlines a shared community vision and identifies goals, strategies and actions to be implemented and funded. The plan responds to local and regional demographic trends and market data, and sets a course and direction for the Village around 4 primary goals:

- Goal 1 · Authentic Community Building and Engagement
- Goal 2 · Financial Stability and Excellent Economic Development
- Goal 3 · Sustainable Infrastructure and Environmental Stewardship
- Goal 4 · Outstanding Leadership, Service and Safety

Spotlight on Stormwater Management

Deer Park's **Stormwater Management Plan** describes the procedures and practices that can be implemented by the Village of Deer Park to effectively reduce the discharge of pollutants within storm water run-off and comply with Federal standards. Compliance with the plan is intended to protect water quality thus contributing to the following amenities:

- Cleaner lakes and streams
- Improved recreation opportunities & tourism
- Flood damage reduction
- Better aesthetics and wildlife habitat
- Safer and healthier environment

Spotlight on Sustainability

Deer Park's **Sustainability Plan** is a long-range plan for enhancing the quality of life for present and future generations of Deer Park Residents through sustainable practices. The purpose of the plan is to identify Focus Areas and Goals that the Village can use as a framework for making educated decisions based on resource conservation and life-cycle costs. Plan details are organized around 10 categories:

- Climate
- Economic Dev.
- Energy
- Land
- Leadership
- Mobility
- Municipal Operations
- Sustainable Communities
- Water
- Waste and Recycling