Village of Deer Park

COMPREHENSIVE PLAN UPDATE

Adopted December 2014 | Amended April 2017

Prepared by Teska Associates, Inc.
“In 1957 when a developer sought to put more than four houses on an acre in Deer Park, the community banded together to incorporate as a village and passed an ordinance restricting residences to one house per acre.”
- Encyclopedia of Chicago

Since its founding -- the key element to Deer Park’s success and continued developer interest has been the thoughtful planning and steadfast oversight of Village officials, staff, and residents. Established in 1957, the Village of Deer Park has long been a community residents are proud to call home. Built on a rural, picturesque foundation with ample open space and lush forest preserves, the Village has thoughtfully developed over the years into a vibrant, living and shopping destination. The success of the Deer Park Town Center, a premiere regional shopping center built in 2001, has since attracted numerous retail, office and residential accompaniments. The Town Center Promenade, a 90 acre Business Park, and Hampton Inn & Suites have all sprouted from “plans-to-developments” in the past ten years. And that’s not all! Also in the works is the Solana Senior Living Center (currently being built). Wonderful access to and from Chicago and beyond provide residents with the comfort of “home” in a place with all the fixings for fun, entertainment, and most importantly -- quality of life.

Contact

Village Hall
23680 W. Cuba Road
Deer Park, IL 60010
phone: 847.726.1648
fax: 847.726.1659

Office Hours
M-F 8am to 4pm

For more information visit
www.villageofdeerpark.com
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>INTRODUCTION</td>
<td>p01</td>
</tr>
<tr>
<td>2</td>
<td>GENERAL DEVELOPMENT PLAN</td>
<td>p13</td>
</tr>
<tr>
<td>3</td>
<td>CONCEPTUAL MASTER PLAN</td>
<td>p29</td>
</tr>
<tr>
<td>4</td>
<td>DESIGN GUIDELINES</td>
<td>p35</td>
</tr>
<tr>
<td>5</td>
<td>TRANSPORTATION PLAN</td>
<td>p45</td>
</tr>
<tr>
<td>6</td>
<td>ECONOMIC STRATEGY ACTION PLAN</td>
<td>p53</td>
</tr>
<tr>
<td>A</td>
<td>APPENDIX</td>
<td>p67</td>
</tr>
</tbody>
</table>
Chapter 1
Introduction

Background

A progressive community, the Village of Deer Park is dedicated to the preservation of its natural surroundings and picturesque hometown character. Deer Park is also steadfast on furthering quality economic development that compliments and caters to a healthy, aesthetically pleasing, vibrant life for residents and visitors. The evolving scope of Deer Park’s visionary tale, from a low, density residential community to a quaint residential hub complimented by a major shopping destination is reflected in past planning documents and realized via the Village’s existing surrounds and landscape.
A bit of history...

The Village’s first Comprehensive Plan, adopted in 1981 -- nearly thirty-five years ago -- 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 and regional malls. 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, evidenced by shopping center growth in Palatine and Lake Zurich.

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.
“Deer Park Center” takes root

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:

“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.”

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 Update relays this information and provides an overview of the work elected and appointed officials did to carry out the Plan for the development of the “Deer Park Center”.

In light of steady developer interest and prime retail offerings, Deer Park undergoes a Comprehensive Plan Update in 2014 that focuses on market opportunities and development strategies.
Intent and Purpose

The 2001 Comprehensive Plan provided guidance for decisions on growth and change in the community. Now, thirteen years later, the Village is once again seeking to revisit the Comprehensive Plan to establish and renew economic development strategies and goals that are reflective of and respond to market trends. The 2014 Comprehensive Plan Update serves as a guiding tool through which the long term viability of Deer Park is accounted for and based.

All of the planning efforts Deer Park has initiated to date, are beautifully summed and realized via the home-town community and prime retail destination the Village is known as. 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 2014 Comprehensive Plan Update is based on an analysis of Village conditions, the findings of which are highlighted in the chapters that follow and included within the Appendix. To assist with these efforts, Teska completed site tours, analyzed existing conditions, market data, current development procedures and review criteria, and conducted interviews with key stakeholders. These collective efforts provided data and insight relative to economic trends, retail gaps, development opportunities, community ideals, and possible development strategies, that when taken together, ensure the planning decisions set forth in this update are rational and considerate of community goals and objectives.

Recognizing that planning must be an ongoing process, with the 2014 Update, the Village of Deer Park articulates its goals, objectives and plans for the next stage in its growth and refinement. 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 zoning and subdivision ordinances, Town Center Guidelines and the 2014 Park Plan to direct and guide future development in Deer Park.

DEFINITION

A Comprehensive Plan is the framework or “planning guide” for future development based on an assessment of existing conditions, development trends, goals and objectives for the future.

The 2014 Comprehensive Plan Update should be used together with the Village’s zoning, subdivision and other ordinances to direct the future of Deer Park.
Deer Park’s location in the heart of the Chicago metropolitan region has provided significant opportunities for growth and development, specifically as it pertains to the Rand Road Corridor. Multiple development proposals, the continued success of the Deer Park Town Center, as well as recent amendments/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) traverse through and around Deer Park, providing access to the Village and key destinations therein.
Major Assets

Residential Housing Stock
Housing in Deer Park consists of primarily detached, two-story country/manor-style homes. The village is composed of single family and limited town homes.

Natural Amenities
Deer Park is known for its rural roots and natural charm -- present in the form of parks, regional trails, and plentiful open space.

Deer Park Town Center
High-end 350,000 sf shopping center located at intersection of Rt 12 and Long Grove featuring over 70 retailers, restaurants, and a theater.

SURROUNDINGS

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

Town Center Promenade
Adjacent to the Town Center, is the Town Center Promenade, which is anchored by Dick’s Sporting Goods.

Regional Access
Major state and local routes include US Route 12 (Rand Road), Lake Cook Rd, State Route 53, State Route 68, and Northwest Highway.

Deer Park Office Center
A 90 acre office campus with 900,000 SF of tenant space (part of the 230 acre master-planned Triangle area).

Hampton Inn & Suites Hotel
Situated adjacent to the Office Center, the Hampton Inn & Suites accommodates visitors and office center needs relative to overnight stays for conferences and events.

Quality Architecture
Design Guidelines paired with the Planned Development process and Village officials ensures high-end, unified architecture is present throughout the Village.

People Who Care
Deer Park’s staff, Plan Commission, and Village Board provide attention to details, oversight, and care to ensure only quality establishments are built.
Deer Park’s location in the heart of one of the fastest growing areas of the Chicago metropolitan region has provided significant opportunities for growth and development, specifically as it pertains to the Rand Road Corridor. Many recent developments, highlighted below and on the pages that follow, are testimony to the strength of the Deer Park market.

Deer Park Town Center

The “Deer Park Town Center” - a retail “lifestyle” center developed by Poag & McEwen of Memphis, Tennessee - encompasses 75 acres of land on the northeast end of the triangle. This shopping center was approved for a 550,000 sq. ft. retail complex, theater, and upscale “tablecloth” type restaurants. Through a planned development zoning process the Village successfully negotiated several unique site planning concepts and amenities.

Among the unique features of this development are:

- 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.;
- 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;
- No freestanding pole signs;
- Extension of the Village’s bike path through the project, adding one mile to the trail system;
- Clustering freestanding buildings along Rand Road into more pedestrian oriented and attractive environments;
- Extensive landscape zone along Rand and Long Grove to screen parking and create a high quality image for the community;
- Reduction in the height and light level of poles along the periphery of the property, in addition to maintaining low overall light levels;
- Addition of decorative, pedestrian oriented light poles along major pedestrian paths to help create unique image; and
Deer Park Business Center

Located immediately south of the shopping center, several building have been constructed in the Deer Park Business Center - an office park being developed by Hamilton Partners of Buffalo Grove, IL. This project on 90+ acres will include multi-story office buildings, in addition to an existing hotel and senior living facility.

Amenities that the Village have secured include:

- Donation of 5+ acres for a new community level park;
- Extension of the Village’s bike path through the project (over 2.5 miles of new path);
- No freestanding pole signs;
- Preservation of over 16 acres of wetlands;
- Three-level parking structure to reduce the amount of surface parking and increase open space;
- Extensive landscape zone along Quentin and Lake Cook Roads to screen parking and create a high quality image for the community;
- Extension of the high quality boulevard established by the Town Center shopping center; and
- Reduction in the height and light level of poles along the periphery of the property, in addition to maintaining a low light level.

Continental (Formerly Motorola)

The Deer Park Center area received its third major user with the approval of the Motorola office and research campus (now Continental), which will consist of four interconnected buildings totaling 880,000 sq. ft. In addition to new state-of-the-art office facilities, over 70% of this 70-acre site is preserved with enhance wetlands, native woodland savannas, lakes, and the extension of the Village bike trail system by adding one mile of trails.
Other recent developments include:

- **Town Center Promenade**

  A retail center that emulates many of the design qualities of the larger Town Center, including dedicated pedestrian paths, expansion of the Village’s bikeway system and extensive landscape features. The Promenade is located on a 15-acre site in the triangle area extending west from the intersection of Long Grove Road and Rand Road (U.S. Route 12). Dick’s sporting goods anchors the center, with other retail, household goods, and limited food businesses.

- **Solana Senior Living Community**

  The Solana Senior Living development includes 102 independent living units, 86 assisted living units, an approximate 215 residents, and 125 employees. The 200,000 square foot building is located on Lot 9 of the Deer Park Office Center, in the northwest quadrant of Hamilton Parkway and Lake Cook Road. This development has and will continue to impact Village demographics and local needs of residents. Access to the development is provided via two full ingress/egress access drives on Hamilton Parkway.

- **Deer Park Crossing (Under Construction)**

  Deer Park Crossing is a 236-unit luxury, multifamily development. The clubhouse and first series of units will be move-in ready in summer 2017 and the entire project will be complete in fall 2018. Located at the southwest corner of Deer Park Boulevard and Field Parkway, just north of Lake Cook Road, Deer Park Crossing will offer residents easy access to a dynamic mix of shopping, dining, recreation and entertainment options. The community is adjacent to Deer Park Town Center.
Economic Factors and Market Considerations

Deer Park’s ability to continue 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. The recently completed projects mentioned previously represent approximately 70% of the total land within the “triangle.” The remaining development parcels must now compete with existing projects in Deer Park, as well as in other nearby communities.

Rand Road provides good access to markets to the north, which are experiencing expanded commercial activity at Rand Road and Route 22 in Lake Zurich. To the south, west and east, competing commercial areas are a 10 to 15-minute drive from the Village. Other factors impacting the development potential in Deer Park are changes in retailing and e-commerce. The proliferation of “big box” retailers occupying buildings of 50,000 to over 100,000 square feet of floor area in stand-alone facilities or larger shopping centers, referred to as “power centers,” have resulted in overbuilding in certain markets.

Given the location of Deer Park’s limited trade area and current oversupply of large retail centers and suburban office parks, a new major regional level shopping center or office park in Deer Park is not likely a reasonable expectation. However, the commercial potential along Rand Road cannot be overlooked. Furthermore, the annexation of properties west of Rand Road, currently in Kildeer and unincorporated Lake County, and the development of a future public road connecting Deer Park Boulevard and Plum Grove Road is key to ensuring a safe and efficient flow of public vehicular traffic to parcels and positive economic development of sites herein. The public road is necessary for the safe and efficient flow of public vehicular traffic which will help alleviate traffic congestion on Rand Road and in turn benefit the businesses along the Rand Road corridor. Said public 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.

The key planning issue for Deer Park is to identify its niche in an area of increasing competition and declining number of big box retailers, which results in a development that maintains and is reflective of the Village’s high quality residential image.

“The key planning issue for Deer Park is to identify its niche in an area of increasing competition and declining number of big box retailers, which results in a development that maintains and is reflective of the Village’s high quality residential image.”

***See full Economic Market Report in Chapter 4: Market Assessment***
Trends with Mixed Use Centers

Mixed-use projects strengthen the market for and economic performance of all uses within the project in that they are mutually supportive and more successful than if they were freestanding. Mixed-use projects also provide joint and shared market opportunities and are helpful to business and property owners during periods of cyclical demand for a particular use. Mixed-use centers also provide lifestyle choices for an increasing number of people seeking to “downsize” by moving from their single family home into higher density housing in or near attractive village centers that provide opportunities for entertainment and daily convenience needs.

This is now evident in the current national trend in renovating existing centers by making them architecturally appealing, pedestrian friendly, and turning them into mixed-use community centers. Even regional malls now seeing the loss of their competitive edge are examining ways to become true town centers in order to survive (e.g. Randhurst Village Center in Mount Prospect IL). The aim of this new trend is to diversify and create more reasons for people to visit - add enough complementary, traffic-generating uses (i.e. day-care, play-care, senior citizen and teenager centers, government offices, libraries, offices, housing, hotels) to achieve a mixed-use synergy needed to create a “Main Street” atmosphere.

Other comparable projects with mixed-uses, including high-density multiple-family development, are occurring in the new village centers in the Villages of Lincolnshire, Northbrook and Deerfield IL. The condominiums at “Lincolnshire Village Green” provide an upscale living environment near shopping, offices and municipal center. Northbrook is considering a nine story, 347-apartment complex with a 102,000 square-foot retail component, which will be anchored by a Mariano’s Fresh Market.

The recent Northbrook project, called NorthShore 770 (rendering below), is one of several mixed-used projects under way or being planned in the northern suburbs amid a strong suburban apartment market and a retail market. Regency Centers Corp. and Focus Development Inc. are also transforming a 20-acre site in Glenview, for example, with a new Mariano’s and apartments. Other developers are proposing mixed-use deals in Morton Grove and Lincolnwood.

Commitment to Open Space + Enhancement of Parks / Trails

Rendering of NorthShore 770, a 347-unit apartment project slated to debut in a Northbrook, IL mixed-use development.
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. For more information please refer to Deer Park’s 2014 Comprehensive Park Plan Update.

The abundance and preservation of open space and native landscaping in Deer Park provides lush buffers between uses and green vistas along roadways and throughout the Village.
Chapter 2
General Development Plan

The BIG Picture

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 growth is influenced by many factors that rely on geography and proximity, including the primary roadway system, retail concentrations of various types (neighborhood, community, and regional centers), and regional open spaces and trail systems. The purpose of the ‘General Development Plan’ is to relay the basic planning and development principles that form the organizational structure for existing and future development in Deer Park. This chapter focuses on the basic, physical organizational characteristics of the Village and surrounding areas that will provide guidance for the development of more specific opportunities and plans.
Land Use Categories and Guiding Principles

The initial Land Use Plan* for the Village of Deer Park was 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 planning principles or guidelines, listed at right, were applied to the organization and location of future land use types listed below and expanded upon on the following page:

- Low Density/Single Family Residential
- Town Center Commercial
- Mixed Use
- General Commercial
- Business Park / Office / Research
- Recreation / Public Open Space
- Conservation / Private Open Space
- Institutional

*See Appendix (pages 71-72) for Existing Land Use Plan

GUIDING PRINCIPLES

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.

Minimize Land Use Conflicts
Ensure there are compatible relationships between different land use types through the application of transitional use categories, 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 and plans with adjacent municipalities.
FUTURE LAND USE PLAN

What is the Future Land Use Plan? The Future Land Use Plan provides Village officials and other interested parties with an understanding of what exists and what Deer Park should look like in the future. It is a planning tool and a statement of land development policy which directs the growth of the Village. It serves as a long-range guide for describing the general types of uses that Village officials have determined are necessary and consistent with its vision and goals for the community, while reflecting market realities. (Note: The recommended uses are not a direct, immediate indication of the appropriate zoning regulations that apply to a specific parcel of land.)

The Future Land Use Plan (Exhibit 1 - Page 17) 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 provided below and illustrated on Exhibit 1 are intended to be a guide to subsequent zoning decisions for vacant lands and potential redeveloped areas of the Village.

FUTURE LAND USE PLAN CATEGORIES: The purpose of the following 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. All recommended residential densities described below are based upon the “gross buildable acreage” or “net acreage” of a site. The gross buildable part of the land is determined by subtracting those portions of the property which cannot or should not be developed due to flood plains, wetlands, poor soils, protected wildlife and natural areas, and woodland areas. The land use categories described below are illustrated on the Future Land Use Plan Map (Exhibit 1).

Low Density, Single Family Residential

Not to exceed 1.0 dwelling unit per gross buildable (net) acre. 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. Public sewer and water service is not required for development in this category. All parcels smaller than one (1) gross buildable acre should be served by public water and sewer.

Senior Housing

This land use category applies to land designated for senior and assisted living/housing (i.e. the Solana).

Town Center Commercial

This category describes the location of the Deer Park Town Center, a 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 uses.
**Mixed Use**

This category promotes the redevelopment of the “triangle area” as envisioned on the Deer Park Center Master Plan for a mix of uses. This use category is intended to encourage an integration of residential, retail, and office uses under a planned development process which encourages creativity in site planning by allowing flexibility in lot and building arrangements and the mix of uses on a parcel.

**General Commercial**

The General Commercial land use category provides for 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 roads, heavily traveled major arterial roads. The purpose of this category is to provide for commercial activities which require large land areas, are oriented to the automobile, and do not depend upon adjoining uses for reasons of comparison shopping and pedestrian trade.

**Business Park / Office / Research**

This land use category provides for a 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**

The Public Open Space/Recreation category includes existing public open space and recreation facilities owned or operated by the Village of Deer Park, existing natural areas and wildlife habitats owned by Lake County Forest Preserve District.

**Conservation/Private Open Space**

This category identifies 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**

This land use category applies to those public lands used for Village administrative and educational facilities.
Future Land Use Map

LEGEND | LAND USE CLASSIFICATIONS

- Low Density Residential (1 Torpy Acre)
- Senior Housing
- General Commercial
- Town Center Commercial
- Institutional
- Mixed Use
- Recreational/Public Open Space
- Conservation/Private Open Space

VILLAGE OF DEER PARK COMPREHENSIVE PLAN UPDATE

November 2014 | Teska Associates, Inc.
DEER PARK CHARACTER ZONES

The following character zones further define the unique aspects of the Village’s position in the region and achievements.

REGIONAL CORRIDORS

Rand Road serves as a regional corridor that with it brings the existing presence and future opportunity for large-scale, auto-oriented businesses. Commercial developments and shopping centers, such as the existing 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 the planned four story, 200,000 square foot Solana Senior Living Community.

SHOPPING NODES

Deer Park Town Center, 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.
COMMUNITY 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.

OPEN SPACE + 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 trails and branded signage, as well with adjacent communities.

KEY DEVELOPMENT AREAS

There are several specific areas that are noted due to their special significance to the Village and will be given special attention in this update to the comprehensive plan. Each of these development opportunity areas will receive particular attention for redevelopment strategies, land use and zoning recommendations and will be expanded up on in later chapters.

- Parcels along Rand Road
- Area north of Hampton Inn adjacent to the future Senior Living Center ‘The Solana at Deer Park’
- 90 North Property
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 “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.

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 on the following page, 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.
Village of Deer Park Sanitary Sewer Atlas
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.

PUBLIC SAFETY

Police
Deer Park is policed by the Lake County Sheriff department. The contract, which was approved in November 2011, 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
The Lake Zurich Fire Protection District provides service to the Village of Deer Park; this includes fire protection and ambulance/paramedic service. Fire Station #4 is one of two fire houses that are located outside Lake Zurich’s borders. This station is in Deer Park, but serves a portion of Lake Zurich. There are four fire stations total.
Library
The Village of Deer Park is served by the Barrington Area Library and the Ela Area Library. The Barrington Area library, which includes a book dropoff point at Charlie Brown Park, 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. The Ela Public Library is located just off of Old Rand Road at 275 Mohawk Trail in Lake Zurich. Renovations are planned between 2014-2015.

Schools
Residents of Deer Park are served by two public school districts; Barrington Community School District #220 and Lake Zurich Community School District #95. Private schools include St. Francis DeSales Catholic, St. Viator Catholic High School, Carmel High School, St. Matthew Lutheran School, and St. Anne Catholic School. Day-care and early education is provided by Bright Horizons. Colleges in the area include the College of Lake County (Community College District #532), located in Grayslake, and William Rainey Harper College (Community College District #512), located in Palatine.

Barrington School District #220
- Barrington High School
  616 West Main Street
  Barrington, IL 60010
- Barrington Middle School
  40 Dundee Road
  Barrington, IL 60010
- Arnett C. Lines Elementary School
  217 Eastern Avenue
  Barrington, IL 60010

Lake Zurich School District #95
- Lake Zurich High School
  300 Church Street
  Lake Zurich, IL 60047
- Lake Zurich Middle School
  South 435 W. Cuba Road
  Lake Zurich, IL 60047
- Isaac Fox Elementary School
  395 W. Cuba Road
  Lake Zurich, IL 60047
**PARKS AND RECREATION**

*Please refer to the ‘2014 Comprehensive Park Plan Update’ for a detailed analysis of Deer Park’s parks, trails, passive and active open spaces.

> “The Vision for the Vehe Farm property is that it is a functioning asset of the Village for the use and enjoyment of the residents in recreation, in learning and in hosting community events that build community spirit while meeting the financial objectives of the Village”.
> - Vehe Barn Vision Statement

<table>
<thead>
<tr>
<th>Parks</th>
<th>Location</th>
<th>Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bramble Park</td>
<td>22454 Bramble Lane</td>
<td>wetland</td>
</tr>
<tr>
<td>2 Chapel Hill Park</td>
<td>21585 Chapel Hill Drive</td>
<td>soccer field, tot lot, tennis courts, and parking</td>
</tr>
<tr>
<td>3 Charles E. Brown Park</td>
<td>23125 Long Grove Road</td>
<td>baseball field, basketball court, soccer field, tot lot, tennis courts, benches, walking trails, pond, and parking</td>
</tr>
<tr>
<td>4 Dover Pond Park</td>
<td>20347 Wallingford Lane</td>
<td>basketball court, tot lot, tennis courts, benches, and parking (drainage concern)</td>
</tr>
<tr>
<td>5 Ferndale Park</td>
<td>23072 Circle Drive</td>
<td>open space, rain garden</td>
</tr>
<tr>
<td>6 Hamilton Estates Park</td>
<td>21707 Inglennook Lane</td>
<td>open space, tot lot</td>
</tr>
<tr>
<td>7 Michael D’Angelo Park</td>
<td>20365 Rue Jardin</td>
<td>soccer field, baseball field, tot lot, benches and walking trail</td>
</tr>
<tr>
<td>8 Old Farm Road Park</td>
<td>22020 Old Farm Road</td>
<td>walking trails, benches and a tot lot</td>
</tr>
<tr>
<td>9 Peterson Park</td>
<td>22922 Corners Drive</td>
<td>soccer field, pond, benches and walking trail</td>
</tr>
<tr>
<td>10 Squires Park</td>
<td>23410 Mallard Court</td>
<td>pond, benches</td>
</tr>
<tr>
<td>11 Swansway Park</td>
<td>20777 Landmark Lane</td>
<td>native wetland plantings</td>
</tr>
<tr>
<td>12 Town Center Park</td>
<td>21880 Field Parkway</td>
<td>walking/bicycle trail, a baseball field and parking</td>
</tr>
<tr>
<td>13 Vehe Farm Park</td>
<td>23570 Cuba Road</td>
<td>soccer field, pond, wetlands, butterfly garden, walking trails, parking, and the Village Board meeting room</td>
</tr>
</tbody>
</table>
The ultimate development of Deer Park as envisioned on the Future Land Use Plan (Exhibit 1, pg 17) is subject to many factors, key among which is that several sites remain under the jurisdiction of Lake County. While the Village has been successful in expanding its boundaries with the approval of the Deer Park Business Park and Motorola campus, the ability of Deer Park to fully implement its objectives, particularly for the “triangle” area, is dependent upon the annexation of several key sites.

As exhibited on the Future Land Use map, (Exhibit 1) there are limited areas within Deer Park’s planning area that could be annexed to the Village. Many of these sites are either existing subdivided properties, or properties that offer limited development potential, with the exception of the “triangle” area. As provided for in the boundary agreement with the Village of Kildeer adopted in 2003, all properties on the west side of Rand Road will ultimately be controlled by the Village of Deer Park, with the properties east of Rand Road to be under the jurisdiction of Village of Kildeer. Properties currently within the Village of Kildeer west of Rand Road will be de-annexed per the agreement, and properties currently in Deer Park east of Rand Road will also be de-annexed. Pursuing the potential annexation of parcels on the west side of Rand Road is a high priority for Deer Park, as is the creation of a public road to connect properties / parcels located between Deer Park Boulevard and Plum Grove Road.
Chapter 3

Conceptual Master Plan

Introduction

In 1997 the Village embarked on a "visioning" process as a method to understand existing conditions, trends and future opportunities. The Village of Deer Park's visioning effort was directed toward the preparation of a preferred redevelopment scheme for the "Deer Park Center" area. The conceptual development vision plan for the Deer Park Center is a long-range guide or "blueprint" for determining the quality and character of development that will likely take place in the Village of Deer Park over the next ten years. This plan update for the “Deer Park Center” area builds on the principles and design guidelines of previous plans, integrates Deer Park's accomplishments in attracting high quality retail and office uses, extensive open space and trail systems, and responds to new market realities.
The Deer Park Center Master Plan (Exhibit 2, pg 33) provides the Village with a sound foundation upon which redevelopment activities, negotiations, promotion, and potential land acquisition can be based. The illustrative Master Plan for the Deer Park Center describes the principal land uses, traffic circulation, road access, pedestrian oriented public and private spaces, and design principles that serve as guidelines for future development. The Master Plan is not an inflexible statement of a specific development scheme that must be strictly adhered followed. It is an example of one possible approach that satisfies the planning principles set forth in this Plan.

Maintaining the high quality “Deer Park Center” brand identity should be continually reinforced by ensuring all development contributes to creating a “sense of place,” – a central place with a strong image and purpose. The “Deer Park Center” plan is based on Village goals and objectives as expressed in the vision statement, and the assessment of development trends and market limitations.

**GENERAL LAND USE STRATEGY**

The development of the Town Center, Hamilton Business Park and Continental campus (previously Motorola) have established the character and quality of development, as well as defined the market opportunities for remaining parcels. The opportunity for a significant amount of new retail and large scale office use is limited, requiring a land use strategy that seeks to provide a balanced range of complimentary land uses, that when considered in aggregate, will achieve the original goals of the 1997 plan to develop the triangle area as a mixed-use center that will be a high quality destination. “Mixed-use development” is defined as including three or more revenue-producing uses such as retail, office, residential, hotel, recreation, and entertainment that are functionally and physically integrated with pedestrian activities under a unified development plan. The implementation of this plan will require amending the current Planned Development zoning to permit residential uses at higher densities.

In each of the land use options presented on the Deer Park Center Master Plan, emphasis is placed on maintaining generous landscape setbacks from all major roads, with the incorporation of a substantial amount of open space to maintain a “pastoral” theme that blends with the rural character of the Village. The overall pattern of land uses as recommended on the plan map for Deer Park Center consists of five major components – Rand Road, Lake Cook Road, Long Grove North, Quentin Road and Open Space/Greenway System - all fully integrated into a unified and sustainable development.
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 and 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 public road connecting these parcels between Deer Park Boulevard and Plum Grove Road is key to ensuring and supporting positive economic development of remaining parcels.

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 the Hamilton and Motorola projects, is of primary importance. Remaining parcels should offer a continuation of high quality business/office uses. In response to market conditions and trends over the past 10+ years, recommended land uses for the Hamilton Business Park now include mixed-use options, allowing for consideration of small scale, accessory retail or restaurant uses part of office projects, and high density multiple-family buildings. 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 Solana senior living community was the first departure from the limited use business park. Extensive landscaping, setbacks, water features, low signs and other amenities have been used to establish a high quality character.

Long Grove Road North
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. A “village/civic center” area is an alternate use for this area 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, Village administrative facilities, 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. (Please refer to the Deer Park Comprehensive Park Plan Update for more information relative to parks and Village-wide planning efforts)

Other Land Use Strategy Recommendations
The location and expansion of Village administrative facilities, currently housed in the Vehe home building, was identified by several community leaders as important to the long-term successful provision of Village services and accommodation of residents in adequate meeting spaces. Although no specific location has been determined, stakeholders identified options including the reuse and conversion of Vehe farm building, and possible relocation to another site. If relocated, a site within the Deer Park Center area would provide the greatest opportunity to both build on this area as an important destination within the community with open space, trails, and businesses nearby. Furthermore, activity generated by Village Hall functions would bring more potential customers in close proximity to local businesses.

The success of Deer Park Center is dependent upon a developer’s ability to assemble large tracts of land, to create a master plan, sell off parcels to be developed by others in accord with the master plan if necessary, and execute a development timetable that ensures that each area is developed in a continuous sequence. To achieve this, the Village should take a proactive position through such actions that will facilitate this process, including overcoming utility service hurdles, assistance in financing improvements and achieving cooperation among major landowners, and zoning incentives in return for more open space and the assembly of larger parcels. The public roadway that links Deer Park Boulevard to Plum Grove Road speaks to this effort. A public road provides much needed cross access and is in the best interest of the Village to ensure viable economic development.
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 71,839 GPD (gallons per day). Likewise, the tally for all green sites (i.e. sites within the Hamilton Office Park) must be at or below 28,210 GPD. The site scenarios depicted meet this criteria.

- **Conversion Chart**
  - Retail: 0.10 GPD/SF
  - Office: 0.10 GPD/SF
  - Residential: 3.0 PE/UNIT
  - Restaurant: 0.85 GPD/SF
  - Hotel: 0.25 GPD/SF
  - Gym: 0.33 GPD/SF
  - Grocery: 0.08 GPD/SF
  - Auto Dealer: 0.14 GPD/SF

- **2014 Allocation Summary**
  - Village of Deer Park Reserves: 120,000 GPD
  - Hamilton Partners Office Park: 79,000 GPD
  - Deer Park Town Center: 75,000 GPD
  - Continental: 71,000 GPD
  - Total: 345,000 GPD

- **Remaining Sub-Total**
  - Village of Deer Park Reserves: 71,869 GPD
  - Hamilton Partners Office Park: 28,210 GPD

- **Site Scenarios**
  - LONG GROVE NORTH “A”
    - Total Site Area: ~3.5 Acres
    - Retail: 50,000 Square Feet
      - Conversion: 50,000 sf (0.10) = 5,000 GPD
    - Total Water Demand: ~13,075 GPD
  - LONG GROVE NORTH “B”
    - Total Site Area: ~5 Acres
    - Retail / Office: 35,000 Square Feet
      - Conversion: 35,000 sf (0.10) = 3,500 GPD
    - Total Water Demand: ~3,500 GPD
  - RAND ROAD NORTH “A”
    - Total Site Area: ~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
  - RAND ROAD NORTH “B”
    - Total Site Area: ~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
  - HAMILTON PARKWAY “A”
    - Total Site Area: ~18 Acres
    - Hotel: 48,000 Square Feet
      - Conversion: 48,000 sf (0.25) = 12,000 GPD
    - Office: 160,000 Square Feet
      - Conversion: 160,000 sf (0.10) = 16,000 GPD
    - Total Water Demand: ~28,000 GPD
  - HAMILTON PARKWAY “B”
    - Total Site Area: ~1 Acre
    - Office/Bank: 10,000 Square Feet
      - Conversion: 10,000 sf (0.10) = 1,000 GPD
    - Total Water Demand: ~1,000 GPD
  - TOTAL SITE AREA: ~3 ACRES
  - MULTI-FAMILY RESIDENTIAL
    - Conversion: Five, 4 Story Bldgs | 400DU Total
      - 400 DU (3 PE) x 100 = 12,000 GPD
    - Total Water Demand: ~28,880 GPD
Chapter 4
Design Guidelines

Stroll through Deer Park Town Center.
Drive by residences in Deer Park Place.
Cycle to Charlie Brown Park.
What do you see?

From pedestrian oriented building configurations and distinctive sign designs, to lush landscaping and architectural styling -- a trip through or 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, compliment 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 use type.

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

Collectively they shall apply to all areas within the Village. They are in addition to the prescribed requirements set forth within the Municipal Code. Any retail, office, or commercial developments that are zoned ‘Planned Development’ (PD) must satisfy the requirements set forth in Chapter 153 of the Code.

Note: The Deer Park Town Center has its own set of Design Guidelines (Exhibit ‘E’ of Ordinance 99-24). Those seeking to develop retail, commercial and/or office developments should refer to these guidelines as a rule of thumb for the type of upscale design standards the Village will seek to see within development proposals.

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.
- Gooseneck and simple, decorative facade lighting is encourage.
## COMMUNITY ENTRYWAYS

- Encourage a sense of arrival through the placement of landmark buildings and attractive architectural facades.
- Improve visual aesthetic of roadway through the use of landscaping and streetscape amenities (signage, lighting, pedestrian paths).
- Highlight the design of entry points and boundaries of the Village.
- Include well-designed gateways signs with complimentary landscaping that reflects the high quality character of Deer Park.

### SETBACKS

Facades/building setbacks and roof pitch are varied to create a more complex and pleasing environment.

### CASE STUDY #1

**“Defining Spaces”**

Vary building setbacks and site elements thoughtfully to create versatile, dynamic spaces that cater to visitor needs.

### SIGNAGE

Sign is scaled for pedestrian viewing and stylized to compliment the architecture of adjacent buildings.

### BRICK PAVERS

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

### WALKWAYS

Width of walkway is adequate and can comfortably accommodate pedestrians passing each other from either direction.

### AMENITIES

Pedestrian area integrates attractive site furnishings (benches, landscaping, and trash receptacles) oriented away from parking.
## 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.

**ARCHITECTURE**

Dormers, tower features, and repeated architectural column features create an articulated and upscale building.

**CASE STUDY #2**

“Consider the pedestrian”

Integrate design elements that work together to create a safe and inviting space for visitors.

**LANDSCAPING**

Landspeed median within the Town Center’s internal circulation separates traffic, provides safety for pedestrians, and adds a pleasing visual dynamic.

**BUFFERS**

Curbside landscaped beds provide an aesthetic buffer between pedestrians and vehicles.

**LIGHTING**

Gooseneck lighting, awnings, benches, and outdoor patio seating create an inviting pedestrian scaled environment.

**CROSSWALKS**

Pedestrian crosswalk is attractively defined via brick pavers. This design element is repeated throughout the development adding rhythm and design consistency.
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.
- Front yard setbacks of any new construction should continue the setback patterns of adjacent buildings.
- 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.
- 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.
- Structures and landscaping should be placed to respect privacy of neighbors, and minimize obstruction of views from neighboring properties.
- 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 scale and proportion of new construction must be compatible with adjacent buildings to create unity and harmony of the streetscape.
- The mix of materials on facades of structures and garage doors should be consistently applied and should be harmonious with adjacent materials.
- Materials used for new construction should be suitable with those used in neighboring buildings, and should not stand out in contrast.
- In general only high quality materials such as brick, stone, and wood should be employed.
- 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 AND 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.
Chapter 5
Transportation Plan

Overview
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 (labeled on the SRA Map shown left) 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). The Lake Cook SRA generates traffic to Deer Park and serves as a primary access / gateway to the Village. 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.

**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 4 | 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 land 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 between Lake Cook and Hamilton Parkway; further north, as it extends towards Long Grove Road, Quentin Road narrows to one lane in each direction. 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 and 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.
EXHIBIT4 | Transportation Network
TRAFFIC COUNTS

The highest volumes of traffic in Deer Park are concentrated in and around the Triangle Area on Rand Road and Lake Cook. Quentin Road experiences the second highest volumes of traffic in the Village. Truck traffic is concentrated solely on Rand Road, a Class II Designated Truck Route (noted in blue on the map below).
PUBLIC TRANSPORTATION

In addition to planned roadway 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 8:30 a.m. and running until 1:30 p.m. Extended hours are available until 3:45 p.m. for doctor, dentist, and Good Shepherd Hospital appointments.

Barrington Metra Station is located nearby and has daily parking options as well as parking by permit. It may also be reached also by means of a shuttle bus that operates between Lake Zurich and Barrington.

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 Dial-a-Ride Service Area Pick-Up

MODE OF TRAVEL TO WORK, 2012

<table>
<thead>
<tr>
<th></th>
<th>Deer Park</th>
<th>Lake County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>81.6%</td>
<td>81.4%</td>
</tr>
<tr>
<td>Carpool</td>
<td>7.5%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Transit</td>
<td>8.6%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Walk or Bike</td>
<td>0.4%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Other</td>
<td>2.0%</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Source: 2012 American Community Survey
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 expanded.

OTHER PLANS TO CONSIDER

Extension of Route 53

The Blue Ribbon Advisory Council (BRAC) made up of state and local officials, environmentalists, and business leaders reached consensus and recommended that the Illinois Toll Authority study an extension of Rt. 53 through Lake County northward to Rt. 120. The right of way for the proposed extension is on the eastern border of Kildeer and an interchange with Rt. 22 is included in the proposal. The Toll Authority accepted the recommendation and is studying the extension proposal.

The extension of Route 53 involves two main studies: 1) A Feasibility Study – is there enough funding (studies are still underway to determine if necessary funding exists) and; 2) a Corridor Study – which asks the question, “How do we plan for the best possible outcomes that factor in environmental sensitivity and land use planning, while bringing communities together for collective coordination?” The Study Area for the Route 53 Extension spans approximately 1 mile on either side of the roadway, which encompasses the triangle area and commercial properties along Rand Road in Deer Park. Regarding goals and objectives of such, it is expected that the Route 53 extension will relieve traffic issues / congestion along Route 12, without relieving so much pressure as to have negative consequences on existing retailers via traffic counts and visibility.
OTHER PLANS TO CONSIDER (continued)

- **Kildeer Bike Path**
  Construction is underway for phase 1 of a regional bike path that will ultimately connect the Quentin Collection with a yet be built bike path along Quentin Road north to Rt. 22 (phase 2) and then east along Rt. 22 to Egret Marsh Forest Preserve and then onto Heron’s Creek Forest Preserve (phase 3). Phase 2 will be part of Lake County’s Quentin Road Improvement project that is scheduled to begin sometime in 2015. Phase 3 will be part of the State of Illinois Rt. 22 Road Improvement project that is included in IDOT’s five year project list.

- **Triangle Area Improvements**
  Comprehensive traffic studies performed by the traffic engineering firms of Kenig, Lindgren, O’Hara, Abouna, 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 the 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.
Chapter 6
Economic Strategy

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 (see map above).

The chapter that follows includes the following four sections:

- Part 1. Market Opportunity Summary
- Part 3. Action Plan
- Part 4. Funding Sources
Part 1. Market Opportunity Summary

BUILD ON DEER PARK’S BRAND

Since the founding of the Village, the key element to Deer Park’s success and continued developer interest has been the thoughtful planning and steadfast oversight of Village officials, staff, and residents. Built on the principal of creating high quality through strict development controls since its inception, the Village has thoughtfully developed over the years into a vibrant living and shopping destination. The success of the Deer Park Town Center, a premiere regional shopping center built in 2001, the Hamilton Business Park, a Class A office and business center, and the corporate offices for Motorola (now Continental Automotive, of which the majority of building space is yet to be built), has since attracted many other high quality retail, office and residential projects that have emulated the design standards and quality tenants established in these initial developments.

The result is that Deer Park is now widely recognized as one of the most successful regional shopping, entertainment, and business centers in the Chicago area. This attention to detail and demand for high quality development is now Deer Park’s “brand.” It is this ‘brand’ image that has made Deer Park a very desirable location for businesses seeking to capitalize on the energy and activity generated by the quality of existing businesses.

As such, Deer Park is well positioned to capture commercial development that may exceed typical market limitations given its reputation as a high quality regional destination. All future economic development efforts should be targeted at maintaining and expanding this “brand” image and strengthening Deer Park’s regional position.

The recommendations and strategies that are part of this Economic Development Plan started with an understanding of the market potential of Deer Park’s trade areas (see Community Assessment). This analysis evaluated existing market conditions for all types of commercial development. The Retail Gap Analysis indicates the supply and demand, or the retail potential for different business classifications. Overall, the data shows that for most retail categories there is sufficient demand for goods with few opportunities for new retail uses, meaning people are coming into the trade area to do their shopping and local demand is met. To achieve new economic growth the Village should seek to attract comparable uses to expand its market area draw. The page that follows includes a summary of the key opportunities within Deer Park’s trade area.

NICHE BUSINESS OPPORTUNITIES

NATIONAL CHAIN STORE POTENTIAL

BUILD ON STRENGTHS
NICHE BUSINESS OPPORTUNITIES

There are only a few retail categories that have a potential opportunity or gap in supply. In the local trade area there is potential for a specialty high-end vehicle dealership. Consistent with the character of Deer Park and the high quality retail provided in the Town Center, there may be an opportunity to attract a smaller, customized high-end car or motorcycle dealership that caters directly to nearby communities. Opportunities to expand restaurants and entertainment establishments also have potential in the local and regional trade areas. The strategy here should be to build upon the high quality brand and restaurant cluster established by the Town Center to include high-end, fine-dining style restaurants and bring in even more regional customers seeking the quality experience provided by the Town Center and other retail destinations.

NATIONAL CHAIN STORE POTENTIAL

A building materials and supply store (e.g. Lowes) and pharmacy (e.g. CVS) are the only other categories within the regional trade area that may have potential for expansion in Deer Park. There already exists several big box home improvement stores within the regional trade area that provide these materials (Home Depot, Menards), but the demand may be sufficient to support a competing store. However, to maintain a consistent character within the Town Center it may be challenging for Deer Park to identify appropriate sites and to establish whether the market is large enough to accommodate a large big box store. Although well represented within the regional trade area, analysis of the local trade area also suggests possible opportunity for an additional pharmacy. A national pharmacy chain may be successful within the Village given the opening of a new Solana senior living facility in Deer Park, the presence of high quality regional destination uses, and potential for expanded mixed-use development.

BUILD ON STRENGTHS

Although other retail categories appear to have sufficient demand, Deer Park should focus on what it does well by building on current strengths. There are several industry groups (food, personal care, electronics, and clothing) that are thriving within the community. The Town Center already has an identity as a high-end retail and entertainment environment, which provides an opportunity to build on this identity and the traffic volume it generates. Typically, people support these types of destination retailers within the local and regional trade areas regardless of the high supply. Deer Park’s economic strategy should focus on the potential expansion of these use types to solidify and capitalize on the identity it has already established. This is especially true for clothing stores. Deer Park provides specialty clothing retailers that are not abundant throughout the region. By continuing to pursue unique and trending clothing stores, Deer Park will continue to bring in more shoppers from farther away.

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 the 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 also consider the impact of its development standards and processes on a developer/business owner’s ability to secure necessary approvals in a timely manner. Several people interviewed as part of this process and who have development experience in the Village indicated that while the zoning process is flexible, the approval process can be complicated and cumbersome, resulting in uncertainty about the ability to secure necessary approvals. Specifically, stakeholders indicated that the Village needs to update its codes to reflect the design standards of approved projects and revise outdated parking standards.
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 the character that is Deer Park. 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.
### Part 3. Action Plan

*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.

<table>
<thead>
<tr>
<th>1. COMPONENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goals define where efforts are heading. Objectives define the strategies necessary to achieve goals. Action steps outline specific procedures for meeting each objective.</td>
</tr>
</tbody>
</table>

*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.

<table>
<thead>
<tr>
<th>2. PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The purpose of the Action Plan is more pervasive than just directing output. The Plan is intended to:</td>
</tr>
</tbody>
</table>

- 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.

<table>
<thead>
<tr>
<th>3. SCALED SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendations are organized into short-term and long-term actions.</td>
</tr>
</tbody>
</table>

- **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.

<table>
<thead>
<tr>
<th>4. ENSURING SUCCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation cannot be left to random actions, it requires a strategic plan.</td>
</tr>
</tbody>
</table>

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.
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.
## DEVELOPMENT REVIEW AND ZONING PROCESS

- **Goal 1:** A development review process that ensures a predictable and consistent approach leading to continued high quality development in the Village.

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>ACTION ITEMS</th>
<th>RESPONSIBILITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TASK 1A</strong></td>
<td>Provide information about the development review process to prospective developers clearly, specifically, and early on in their process.</td>
<td>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.</td>
<td>Village Staff Consultants</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1a.2 Place development approval process information on the Villages web site.</td>
<td>Village Staff</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1a.3 Provide checklists to applicants of the items to be submitted, agencies to be consulted, meeting dates and other frequently asked questions.</td>
<td>Village Staff Consultants</td>
</tr>
</tbody>
</table>

| **TASK 1B** | Review the Zoning and Planned Development processes to support a predictable development approval process. | 1b.1 Increase coordination with those agencies regarding procedures and submittal requirements: such as Village of Kildeer, Village of Palatine, Lake Zurich Fire District and the MWRD. | Plan Commission Village Staff Consultants | On-going |
| | | 1b.2 The pre-application processes should be continued as a required element of the review process, and formalized as part of a regular interdepartmental/interagency meeting on an adhoc basis to coordinate all development and permitting issues. | Village Staff Consultants | On-going |
| | | 1b.3 Eliminate the redundancy in the required referral process for pre-applications to establish that either the Plan Commission is the sole review body, or the Village Board shall review all pre-applications prior to the initiation of the formal zoning process. | | |
| | | 1b.4 Consider expanding the number of Plan Commission meetings each month to accommodate quicker approvals and review of changes. | Plan Commission Village Staff Village Board | Short-term |
| | | 1b.5 Consider eliminating Village Board approvals for individual water allocation plans once the final plan is approved. | Village Staff Village Board | Short-term |
Goal 2: Ensure that Village development ordinances encourage and promote economic growth.

<table>
<thead>
<tr>
<th>TASK 2A</th>
<th>ACTION ITEMS</th>
<th>RESPONSIBILITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2a.1</strong> Determine if GB and O &amp; R Districts are not going to be applied elsewhere in the Village. If not, they should be eliminated and useful elements (such as the land use designations) should be included in the PD Ordinance.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
<td></td>
</tr>
<tr>
<td><strong>2a.2</strong> Standards for major and minor changes to approved planned developments should be spelled out in the Planned Development Ordinance.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
<td></td>
</tr>
<tr>
<td><strong>2a.3</strong> Regulations should be modified so that requirements for landscaping and setbacks are more in line with approval of previous developments.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
<td></td>
</tr>
<tr>
<td><strong>2a.4</strong> Requirements should be reviewed for light pole heights and refuse standards. These have been routinely varied in the past and an established standard (based on experience with previous developments) can be used to identify most desirable standards.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
<td></td>
</tr>
<tr>
<td><strong>2a.5</strong> Parking standards should be reviewed and updated as needed to provide for better differentiation between types of restaurant.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
<td></td>
</tr>
<tr>
<td><strong>2a.6</strong> Parking standards for all types of businesses should be reconsidered to be more in line with latest best practices.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
<td></td>
</tr>
</tbody>
</table>

**TASK 2B**

<table>
<thead>
<tr>
<th>ACTION ITEMS</th>
<th>RESPONSIBILITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2b.1</strong> Consider requirements/incentives for sustainable infrastructure to highlight Deer Park as a ‘green’ oriented community that values conservation.</td>
<td>Village Board Village Staff</td>
<td>Short-term</td>
</tr>
<tr>
<td><strong>2b.2</strong> Consider allowing temporary signs but with specified guidelines to ensure upscale aesthetics and a limited duration of time.</td>
<td>Plan Commission Village Staff Village Board</td>
<td>Short-term</td>
</tr>
</tbody>
</table>
# ECONOMIC DEVELOPMENT

**Goal 3:** Create a marketing strategy to target desirable and attainable retail and compatible mixed uses.

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>ACTION ITEMS</th>
<th>RESPONSIBILITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TASK 3A</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encourage commercial development that offers unique options and design elements consistent with Deer Park’s high-quality brand.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3a.1</td>
<td>Provide financial incentives, including use of tax rebates, tax increment financing, special service area and business district financing.</td>
<td>Village Board Staff Consultants</td>
<td>On-going</td>
</tr>
<tr>
<td>3a.2</td>
<td>Develop consistent gateway and wayfinding signage that creates a sense of arrival, expresses Deer Park’s brand and sense of place throughout the Village.</td>
<td>Village Staff Plan Commission Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td>3a.3</td>
<td>Expand the established high quality design and business 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.</td>
<td>Village Staff Plan Commission Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td><strong>TASK 3B</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establish a support/advocate group to assist Village staff and Trustees in implementing the economic development plan.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3b.1</td>
<td>Establish an economic development commission to oversee implementation of economic plan, composed of village officials, property and business owners, and local citizens with a background in economic development related businesses.</td>
<td>Village Board</td>
<td>Short-term</td>
</tr>
<tr>
<td>3b.2</td>
<td>Establish a marketing/communication/recruitment committee, reporting to the economic development commission to initiate outreach efforts. Participate in regional and national retail trade expos.</td>
<td>Village Staff Plan Commission Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td>3b.3</td>
<td>Prepare marketing materials and outreach to business and developer opportunities.</td>
<td>Village Staff Plan Commission Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td><strong>TASK 3C</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain a flexible approach to implementing the development plan as market conditions change.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3c.1</td>
<td>Adjust the Village’s Comprehensive Plan and zoning as necessary in response to changing market conditions.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>On-going</td>
</tr>
<tr>
<td>3c.2</td>
<td>Maintain the PD district as a flexible approach to zoning, and as a tool to address changing market conditions.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>On-going</td>
</tr>
<tr>
<td>3c.3</td>
<td>Provide a clear and efficient development review process to more easily facilitate desired development, including assistance with outside agency approvals.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
</tr>
</tbody>
</table>
## ECONOMIC DEVELOPMENT

### Goal 3 (continued)

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>ACTION ITEMS</th>
<th>RESPONSIBILITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TASK 3D</strong></td>
<td><strong>Require that all new buildings and public improvements comply with adopted design guidelines.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3d.1</td>
<td>Adopt an urban design manual for the Triangle Area and Rand Road corridor to provide more detailed guidelines and standards for new projects and changes to existing businesses.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td>3d.2</td>
<td>Establish a facade and landscape/site improvement program to encourage improvements to existing businesses. Consider extending this program to encourage the use of monument signs in trade for the removal of pole signs.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Short-term</td>
</tr>
</tbody>
</table>

| **TASK 3E** | **Expand the Village’s tax base.** | | |
| 3e.1 | Develop new revenue sources to facilitate redevelopment, to provide complimentary and supportive land uses for local commercial, residential and office uses, and to enhance the market for local businesses through housing options in non-prime commercial locations. | Village Board Plan Commission | On-going |
| 3e.2 | Permit restaurants and retail uses as part of office complexes. | Plan Commission Village Staff Consultants | Short-term |

| **TASK 3F** | **Expand the Village residential base to provide supportive uses for commercial and business centers.** | | |
| 3f.1 | Expand options for high-density housing in locations proximate to business centers to provide opportunities for living near work, shopping and entertainment uses, and to provide options for attainable housing for workers in local businesses and public services. | Plan Commission Village Staff Consultants | Short-term |

<p>| <strong>TASK 3G</strong> | <strong>Create a desirable development/investment environment.</strong> | | |
| 3g.1 | Improve and streamline the Village’s zoning process to clarify requirements, and to assist developers in securing necessary permits. | Plan Commission Village Staff Consultants | Short-term |
| 3g.2 | Provide simplified handouts to answer common zoning process and business-related questions to assist in understanding the Village’s approval and permit processes. | Village Staff Consultants | Short-term |
| 3g.3 | Acquire strategically located parcels to facilitate future land assembly when available. | Village Board | On-going |
| 34 | 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 | Long-term |</p>
<table>
<thead>
<tr>
<th>TASK 3H</th>
<th>ACTION ITEMS</th>
<th>RESPONSIBILITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development partnerships with the private sector to accomplish redevelopment plans.</td>
<td>3h.1 Prepare and distribute development RFQs and RFPs to identify preferred developers.</td>
<td>Plan Commission Village Staff Consultants</td>
<td>Long-term</td>
</tr>
<tr>
<td></td>
<td>3h.2 Create development agreements with preferred developers to establish funding requirements and to facilitate desired projects.</td>
<td>Village Board Staff</td>
<td>On-going</td>
</tr>
<tr>
<td></td>
<td>3h.3 Partner with land owners in marketing efforts, such as with the Continental property owners, and work with other developers in aggregating parcels.</td>
<td>Village Staff Consultants</td>
<td>Short-term</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TASK 3I</th>
<th>ACTION ITEMS</th>
<th>RESPONSIBILITY</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish a process to assist in tenant and developer recruitment.</td>
<td>3i.1 Develop a recruitment packet than can be used with both developers and tenants.</td>
<td>Village Board Village Staff Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td></td>
<td>3i.2 Establish contacts with regional brokers and local economic development agencies that have strong tenant and developers ties.</td>
<td>Village Staff Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td></td>
<td>3i.3 Create a web page dedicated to information on Village economic incentives and availability of sites for tenants and redevelopment projects.</td>
<td>Village Staff Consultants</td>
<td>Short-term</td>
</tr>
<tr>
<td></td>
<td>3i.4 Create a social media presence, promotional events, marketing packets, and long- and short-form marketing videos.</td>
<td>Village Staff Consultants</td>
<td>Short-term</td>
</tr>
</tbody>
</table>
Part 4. Funding Sources

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 is a list of typical local and state programs.

- **Tax Increment Financing (TIF)**
  A Tax Increment Financing (TIF) District is a special area designated by the City to make public improvements within the district that will help generate private-sector development. Taxes derived from increases in assessed property values (i.e. the tax increment) resulting from new development are used to retire bonds issued to originate the development or leverage future growth in the TIF district. 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

- **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 development/redevelopment 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

- **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.

- **Other Tools and Funding Strategies**
  - 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, as applicable.
  - 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.
Appendix

Overview

1. COMMUNITY PROFILE

2. ENGAGEMENT

3. MARKET ANALYSIS
Appendix

1. Community Profile

A Look at Trends, Land Use, and Demographics...

In order to plan for future growth and development in Deer Park it is important to understand how the community has changed over the years by looking at its demographics, housing and employment patterns.
**POPULATION**

The population of Deer Park has remained stable over the past decade, with a slight decrease since 2000 from 3,396 to 3,200 residents according to the 2010 Census. This compared to Lake County which had a 9% increase in population between 2000 and 2010. Given the limited vacant land and existing residential build-out within the Village’s planning area, this stability in population is expected. Currently, the population is 50.5% male and 49.5% female.

**AGE**

The age of the residents is important to understand and anticipate relative to the type of housing stock, amenities and services needed in the community. The charts below show that between 2010 and 2013 there has been a 4% increase in those aged 18 to 44 and a 4% decrease in those 45 years or older. These factors indicate that more youths and young adults are living and staying in Deer Park for educational reasons or to pursue work. Additionally, those older than 45 may also be leaving the Village to for various living accommodations (senior homes, smaller houses, etc.) elsewhere. This may be a contributing factor to the decrease in median age from 45.7 years (2010) to 43.4 years (2013). This is a positive characteristic, especially when compared to Lake County where the median age increased from 33.8 to 36.7 between 2000 and 2010; an increase of 2.9 years or 9%.

**Age Variation in Deer Park 2010 - 2013**

![Age Variation Chart]

Data Source: U.S. Census Bureau
Over the next 30 years we will see the predominant workforce of the community (ages 25 to 54) gradually retiring and maybe even downsizing into lower maintenance properties. In order to address these changes, the Village will need to attract more young adults and families to move back into the larger dwellings by highlighting the availability of good schools and quality life available to those living in Deer Park, while also ensuring that there are adequate facilities and services for seniors. Housing values and availability of a variety of housing types will also be important factors.

**RACE**

With respect to race, Deer Park is predominantly white. In 2010 the total population of white individuals came to 92.9%, followed by asian at 4.3%, and hispanic at 3.4%. According to the 2013 American Community Survey, since 2010 the population of white individuals decreased from 92.9% to 90.3%, whereas both asian and hispanic populations increased (4.3% to 6.8% for asian and 3.4% to 4.5% for hispanic). Although small, it is important the Village be aware of this changing demographic to ensure service needs for population groups is well addressed.

**EMPLOYMENT**

Approximately 93.4% of the civilian population over the age of 16 are employed according to 2013 ESRI data. Of those who are employed, 77.8% have white collar occupations (27.4% business/financial/management, 25.7% professional, 14.3% sales, and 10.4% administrative support). The rest are distributed among other service and blue collar occupations including production, transportation/material moving, and construction. This labor force is supported by jobs available in the region and not just within the Village.

Regarding educational attainment, 66.2% of Deer Park residents over the age of 25 have earned a Bachelor’s Degree or higher, far higher than that for Lake County which is 41.8%. This high level of educational attainment is reflected also in the high median household income of the community at $144,881 - also higher than Lake County, which is at $79,085.

**HOUSING**

As previously noted, current median household income is $144,881 in the area, nearly double that of Lake County which has a median household income of $78,423. Currently, 93.0% of the 1,144 housing units in the area are owner occupied; 3.5% renter occupied; and 3.5% are vacant. In 2010, there were 1,140 housing units in the area - 92.8% owner occupied, 3.4% renter occupied, and 3.8% vacant. The annual rate of change in housing units since 2010 is 0.16%.

Median home value in the area is $407,012, compared to a median home value of $280,900 for Lake County. In five years, median value for homes in Deer Park is projected to increase by 5.01% annually to $519,830.

Source: 2012 American Community Survey five-year estimates & ESRI Data
EXISTING LAND USE COMPOSITION

The Village is divided into four major land use types that reflect the existing, primary built nature of the community.

**Low Density, Single Family Residential**
(Not to exceed 1.0 dwelling unit per gross buildable (net) acre. The Low Density Residential land use category represents the predominate pattern of large-lot, detached single family residential developments already present within the Village. This land use category also serves to preserve the semi-rural character of Deer Park and natural features of the land, including wetlands, woodlands and other vegetation or wildlife habitats. Public sewer and water service is not required for development in this category. All parcels smaller than one (1) gross buildable acre should be served by public water and sewer.

**Commercial / Mixed Use**
This category includes the Town Center, Promenade, Hamilton Business Park, and other office, retail establishments, and shopping nodes predominately situated along Rand Road. This land use category is all encompassing being that it is reviewed via the Planned Unit Development process. It is intended to provide for a compatible mixture of office, research, and retail establishments that offer a wide range of goods and services in locations that abut or front, and have access to, either directly or via frontage roads, heavily traveled major arterial roads (i.e. Route 12, Rand Road). Relative to access, it is important to note the double frontage that exists along Lake Cook Road, providing an interesting and perhaps advantageous approach to access relative to land use.

This category requires a master site plan approach for the planned development of large parcels incorporating high quality design standards for building, landscaping and signs. It is also intended to encourage an integration of uses that encourage creativity in site planning by allowing flexibility in lot and building arrangements. These areas are served by public water and sewer utilities and well-buffered from adjacent residential uses.

**Open Space**
The Open Space land use category includes existing public open space, parks, and recreation facilities owned or operated by the Village of Deer Park, existing natural areas and wildlife habitats owned by Lake County Forest Preserve District. This category also integrates lands sensitive to development, which contain unique environmental characteristics that should be preserved, including 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. (Note: Deer Park’s Park Plan is currently being completed by Hitchcock Design Group, updates of which will be integrated within the final Comprehensive Plan Update).

**Public Land District**
This land use category applies to those public lands used for Village administrative and educational facilities, including the Village offices.
Over the course of June and July 2014, interviews were conducted with 16 community stakeholders/leaders. Community stakeholders included Village Trustees, Plan Commissioners of local developers, business and property owners, and Village staff. The purpose of these interviews was to seek local knowledge, information, perceptions and aspirations about the community from a variety of people who have specialized knowledge and involvement in the day-to-day issues facing Deer Park. A number of wide-ranging issues covered included such topics as economic development and finances, community services, housing, transportation, and infrastructure. A summary of the major themes and issues that were shared is provided below. An expanded summary of comments is provided in the Appendix.
The strongest growth potential is in the area of entertainment, particularly higher end food-related uses, and other uses that provide the option of food and beverage. Both the Village of Deer Park and existing business in this sector would benefit from extended hours of operation, as sales tax resources are the main source of Village revenues. Retail development should focus along Rand Road, a ‘large-format’ retail store concept on Rand or Lake Cook should be considered, and there is a limited opportunity to explore luxury auto sales. Local hotels are at high occupancy and Deer Park may be able to sustain an additional high quality hotel.

Most new office projects are locating near areas of better transportation access and near transit facilities.

Speculative office development is unlikely to occur and current plans for office development will not likely be realized. Attention should be given to broadening the uses within Deer Park’s existing office/business parks with the addition of high quality multiple-family developments, and entertainment and recreational opportunities which would offer life-style choices for employees existing Deer Park residents.

To remain competitive Deer Park needs to work with property owners to create desirable development sites, establishing reasonable price expectations, providing necessary infrastructure and providing incentives like Special Service Area(s) to fund ongoing maintenance of commercial areas and a tax increment financing (TIF) district.

Community Facilities /Services Deer Park provides a high quality of life for both residents and business due to its accessibility and local amenities. With reorganization and additional, active programming, better use could be made of existing facilities, providing enhanced quality of life for Deer Park residents.

Deer Park is limited in the amenities and services it is able to provide. Village offerings should be enhanced to better serve residents with recreation options (Note - The Deer Park Park Plan is nearing completion) and exploration should be made into the possibility of residents gaining access to facilities in adjacent communities in exchange for same access to improved Deer Park facilities.
The Village utilizes outside staff support services for building, zoning and plan reviews. This has worked well for the Village and outside firms have been responsive and timely with reviews. Communication between Village staff and consultants would benefit from more coordination early on in the process.

The Planned Unit Development process is not a barrier to development, and staff provides clear and profession assistance. While flexible, The Village review process is complicated and cumbersome and desired outcomes lack clarity. Coordination with and the inclusion of other agencies like the Lake Zurich Fire District, IDOT, MWRD, etc. in a pre-application process would help determine how best for applicants to move forward.

Streamlining the approval criteria would simplify decision making and expedite the entire process, seen as particularly necessary in the case of minor changes to existing businesses.

The codes are not obstructive to the approval process and they work well to reward larger property assemblages with more development potential, reducing small scale, piecemeal development. Most issues related to codes are logistical, requiring clarification in order to better understand development requirements, particularly in regard to utilities.

The Village needs to clearly establish the utility, ownership and annexation requirements and conditions, or to resolve these issues prior to advance the development of remaining sites in partnership with Kildeer. Landscaping, lighting, and setback requirements should be modified to better align with previously approved developments and parking standards updated to relate more specifically to differing restaurant types.
TRANSPORTATION AND INFRASTRUCTURE ISSUES

Local and regional roads serve Deer Park well but expansion will likely be necessary to handle increased traffic. The extension of Route 53 would enhance access to Deer Park businesses while also helping to alleviate traffic congestion for trips that are not seeking a Deer Park destination. Work with IDOT and regional transit agencies to explore the additional traffic signals to enhance access to development sites and to explore the expansion of public transportation options in coordination with BACOG.

Local roads are heavily used by bicyclists and expansion of pedestrian paths and bike lanes on local roads will improve connectivity throughout the Village.
Focus Group and Stakeholder Interviews

LIST OF INTERVIEWEES

- Frank Comber, Plan Commissioner
- Ron Lunt, Hamilton Partners
- Mike Rolfs, Hamilton Partners
- Jan Koe, Plan Commissioner
- Robert Kellermann, Village President
- Dale Sands, Trustee
- Alan Czarnik, Trustee
- Lisa Blaszinski, DDR/Town Center
- Joel Thomason, Trustee
- Mark Van Ryne, Trustee
- Len Kleinjan, Haegar Engineering
- Todd Shaffer, Haegar Engineering
- Rita Finley, Trustee
- David Heidtke, Plan Commission Chair
- Bill Koutsis, Plan Commissioner
- Tim Beechick, Partner, Hamilton Partners
- Daniel Cooper, Partner, Head of North America at 90 North Real Estate Partners LLP

SUMMARY OF FOCUS GROUP AND STAKEHOLDER INTERVIEWS

Provided below is a summary of the comments provided to the consultant team organized by topical area. Recurring ideas and comments that are shared among a majority of people interviewed are noted below in **bold/Italic lettering**. The comments were dividing into the following topic areas:

- Community Facilities/Services
- Economic Development
- Zoning and Development Review Process
- Transportation and Infrastructure
- Community Facilities/Services
Focus Group and Stakeholder Interviews (continued)

Community Facilities/Services

- Need clarification on availability and capacity of water service currently supplied by the Village of Palatine.
- **Identify water allocations as they relate to the development of each remaining vacant or underutilized property along Rand Road and the triangle.**
- Village should explore water service from other nearby communities or the County.
- The Planned Unit Development process is not a barrier to development, and staff provides clear and profession assistance.
- **Explore the relocation of the Village Hall on the current site or other location in the Village as part of a long range facility plan (3-7 yrs.). Consider conversion of the Barn for administrative uses and eliminate special events as they are not profitable.**
- **The barn and site is an underutilized asset. Consider potential reuses, and expand programming – more civic/holiday functions, fishing ponds.**
- Fire District station in the triangle will likely be vacated.
- Due to Deer Park's limited population residents are required to pay non-resident fees for recreational facilities in adjacent communities. Explore benefits Deer Park can offer in return for reducing fees.
- The Village is limited in the services it provides its resident due to limited municipal facilities and staffing. Village services should be enhanced to better serve residents.
- **Continue to expand recreation options through improvements in local parks (programs, pool). Need to move away from parks as passive open spaces and better utilize for programs and active uses.**

Economic Development

- As the Village matures there need to be a better understanding of the amenities, resources, and types of development that will sustain the Village as a high quality community.
- Focus on attracting young professionals and families (millennial) to enhance the market for retail and entertainment uses.
- Attract more employees to provide the local day-time support for local businesses.
- Demand for speculative office development is not likely to occur in the near future. Current plans for large 7 story buildings will not likely be realized. Most new office projects are locating near area of better transportation access and near transit facilities.
- **The trend of development within traditional business parks is to provide for a variety of uses to encourage living, working, entertainment and recreational opportunities for employees.**
- Consideration should be given to broadening uses within Deer Park's office park with high quality multiple-family developments to offer life-style choices for employees and older residents of Deer Park seeking simpler living arrangements. Typical multiple family development are 250-300 units to provide sufficient economies of scale for ongoing management and amenities (community...
Focus Group and Stakeholder Interviews (continued)

centers, recreation) in a ‘club’ environment.

• Significant development capacity exists on the Continental property (400,000 to 500,000 square feet of development potential). Property still attractive as office site, but a lot of vacant office space in the market will discourage development. Will need lease commitments before development of new buildings.

• Explore interim uses on vacant sites until the market demand surfaces.

• Consider establishing a Special Service Area(s) to fund ongoing maintenance of commercial areas and for continued economic development programs.

• Concern that overall taxes and fees currently too high and could discourage development.

• **Expand the Village role in attracting desirable commercial development through the use of financial incentives such as tax increment financing (TIF).**

• **Focus on retail development along Rand Road (banks, restaurants, home improvements, luxury auto, indoor sport center), particularly higher end food related businesses. Other food options like fast-casual restaurants are likely already absorbed by other developments in adjacent communities.**

• A ‘large-format’ (big-box) retail store concept on Rand or Lake Cook Roads (similar to Meyers on Lake Cook Road) should be considered.

• **To remain competitive Deer Park needs to be proactive in working with property owners to create desirable development sites, providing incentives, and establishing reasonable price expectations, and providing the necessary infrastructure in a timely fashion.**

• Retail development along Lake Cook Road not desirable by businesses due to setback from the Road.

• **Consider expanding high quality hotels (Hilton, Hyatt) as this market is underserved in Deer Park, and there is a growth in the limited service and extended stay hotel formats with 4-6 stories (ex: Schaumburg area hotels being developed). Currently local hotels at high occupancy. Future hotel uses tied to future of Continental property reuse and expansion.**

• There are limited opportunities to explore auto sales uses given competing locations nearby, with the exception of possible exclusive, luxury automobiles, similar to offerings in Highland Park and Hinsdale IL.

• Need to consider reuse options for larger users that may be subject to change over the next 5 years.

• The Village should assist in the marketing of vacant sites and buildings.

• Explore the establishment of a health club business, and other complimentary uses such as youth sports and department stores within the triangle.

• Consider small commercial use for the Sheppard property, and explore partnership with Palatine.

• Local office and retail vacancies, particularly for medical building and Promenade center, due to high rent and lack of cooperation from ownership due to foreclosure process.

• **Strongest growth potential in entertainment sector (restaurants), and other uses that provide food and beverage options. Extend hours of operation.**

• Need to expand sales tax resources as this is the main source of Village revenues.

• Prohibit residential uses on Rand Road.

• Continue to explore senior assisted living options as they have positive impact on the community, and families, and provide options for residents to remain in the Village.

• Need to communicate the positive attributes of the Village (green orientation, hotels, parks, trails, high end retail) as incentives for new residents and businesses.
Focus Group and Stakeholder Interviews (continued)

- Explore providing higher density multiple-family options at the NE Quentin-Long Grove intersection.

Zoning and Development Review Process

- Consider changes to PUD process to allow for minor deviations to standards without full review by the Village boards. Particularly for minor changes to existing storefronts. This will streamline the process for retailers who have a small window of time to open for key holiday seasons. Need to clarify level of required review – staff, Building Review Board, and/or Plan Commission.

- Consider allowing temporary signs to support retailers.

- **Need to create more certainty in the development review process by reducing conflicts and streamlining the review of projects, particularly minor changes.**

- The Village depends on outside staff support services for building, zoning and plan reviews. This has worked well for the Village and outside firms have been responsive and timely with reviews. However, communication between Village staff and consultants would benefit from better coordination early in the process.

- **Consideration should be given to requiring all applications be subject to a pre-applications review process with all staff and consultants present to secure consensus on issues and interpretation of local codes. Develop a plan review checklist for developers/petitioners to assist in understanding the Village process and requirements.**

- The current system of requiring developers to pay for plan review services is an effective approach to limiting addition Village staff, and not seen as a burden to developing.

- **The codes do not present a lot of problems, obstacles to the approval process; most issues are logistical, requiring better coordination to understand development requirements, particularly for utilities.**

- **The Village needs to clearly establish the utility, ownership and annexation requirements and conditions, or to resolve these issues prior to advance the development of remaining sites. Need to coordinate with Kildeer on procedures and submittal requirements. Eliminate Village Board approvals for individual water allocation plans once final plan determined.**

- Modify submittal requirements to make less burdensome. Coordinate with other agencies, like the Lake Zurich Fire District and the MWRD, to clarify processes and codes that apply. Include other agencies in pre-application process.

- The positive aspect of the Planned Development process is that it is flexible, but need’s more clarity on desired outcomes.

- Modify regulations clarify requirements for landscaping and setbacks to be more in line with approval of previous developments. Specify lighting requirements/heights, and refuse standards in code based on development history.

- Update parking standards to provide for better differentiation for restaurant types.

- The Village review process is complicated and cumbersome.

- Consider expanding staff to better manage work flow.

- The codes work well to reward larger property assemblages with more development potential, which reduces small scale, piecemeal development.

- Expand the number of Plan Commission meetings each month to accommodate quicker approvals and review of changes.
Focus Group and Stakeholder Interviews (continued)

Transportation and Infrastructure Issues

- *Flooding issues* – impact on local business, homes, and public services. Continue Village programs to address these issues.

- Support the extension of Route 53 to enhance access to Deer Park businesses. The extension would also help to alleviate traffic congestion for trips that are not seeking a Deer Park destination.

- Explore the expansion of health care and medical uses that cater to an aging population that can serve as activity generators for local businesses.

- Capacity of local roads should be improved, but expansion would likely conflict with residential areas. Higher speeds and more traffic on local roads may also conflict with bike and pedestrian paths.

- Local roads are heavily used by bicyclists. *Need expansion of pedestrian paths and bike lanes on local roads to improve connectivity throughout the Village.* Improve Cuba Road bike access to Cuba Marsh.

- Explore the expansion of public transportation options in coordination with BACOG.

- Work with IDOT to explore additional traffic signals to enhance access to development sites, and establish financing through recapture or SSAs.

- Consider establishing an area wide stormwater detention facility for the triangle area financed through recapture agreements.

- Developing an internal collector road along Rand Road is essential to improve access to potential development sites.

- Create a community wide signage wayfinding plan

Other Comments

- Deer Park maintains a high quality of life for both residents and business locations due to its accessibility and high quality local amenities.

- The long term vision for Deer Park should be to maintain its presence as the center of high quality commercial center for the northwest suburban area.

- Need to acknowledge that the vision for the Village is only 50% complete – focus should be on completing the vision by leveraging the Village’s assets – a center of area-wide high quality retail experience, residential areas, open spaces and recreation.

- Continue to build trust between residents and Village officials through outreach efforts and programs tailored to resident’s needs.

- Promote Deer Park as a ‘green’ oriented community that values conservation.
Appendix

3. market analysis

Overview

Deer Park has well established itself in the region as a high quality retail destination providing a variety of shopping, working and entertainment uses. As Deer Park plans for the next wave of economic activity, the analysis of the market potential for remaining vacant and underutilized properties is necessary to best position the Village in capturing new economic potential. This market analysis has been conducted to understand the specific market opportunities in Deer Park, by understanding local and regional trends and competitive developments. This assessment identifies Deer Park’s strengths through analysis of existing and trending demographic data as well as identifying retail opportunities and the potential for new business. This study will inform potential future land use recommendations within the Comprehensive Plan for key development areas.
Understanding markets is done through a review of a variety of data sources and analysis tied to specific trade areas. In order to analyze the market conditions for Deer Park, a trade area analysis was conducted for the following geographic areas:

- **Local Trade Area:** 5 Minute (Drive Time)
- **Regional Trade Area:** 10 Minute (Drive Time)

The Local Trade Area represents the primary locations where residents will seek to purchase goods at competing locations. It should also be noted that the Town Center has a much bigger impact on the region than those within a ten minute drive time, as this is considered a destination use. The trade area boundaries were centralized around the Deer Park Town Center as opposed to the Village’s geographic center. This was due to the Town Center being the largest commercial draw within Deer Park and the fact that the east side of the Village is the only part of community with commercial uses.

This analysis is not intended to match or attract a particular user to a specific site, or the community in general. The variables that factor into a business deciding on a location vary by site and by the types of business (and even between specific companies selling similar products). The purpose of the market analysis for the Comprehensive Plan is to identify the types of businesses that may seek a location in Deer Park, and are appropriate for the community. Commercial users considering Deer Park locations will conduct their own market evaluations for specific sites they may be considering. The opportunity through the Comprehensive Plan is to understand what uses are a good fit for the Village and set a process for attracting them.
Demographics

Assessing demographic data and trends will assist in telling the story on the characteristics of potential customers to businesses within the trade areas. Population trends and forecasts, household composition and income statistics, educational attainment, and employment information provide an understanding of the potential spending power within the trade area. While the demographics of Deer Park residents have been discussed in a previous chapter, the data provided for this market analysis specifically examines the characteristics of people living within both trade areas.

POPULATION & AGE

The overall population within the Local Trade Area is currently 29,191 and the population within the Regional Trade Area is currently 167,043. With respect to age, both the neighborhood and the regional trade area have a younger population with a median age of 37.1 and 40.5 respectively. To view it in another way, more than half the population in both trade areas are below the age of 45 and the largest percentage of the population are between the ages of 0 and 14.

HOUSEHOLDS

With an average household size of 2.84 for the Local Trade Area and 2.62 for the Regional Trade Area, the households are slightly above the state average of 2.47 (U.S. Census 2010). When examining household income, the residents within both trade areas have high median and average incomes. Households within the Local Trade Area have a median household income of $92,062, compared to households within the Regional Trade Area that have a median income of $87,024. The median home value is $360,334 for the Local Trade Area and $324,835 for the Regional Trade Area.
Demographics (continued)

**EDUCATION**

Both trade areas consist of highly educated populations. For those over the age of 25, about half the population of the trade areas have a 4-year bachelor’s degree and about 18% have a graduate or professional degree. Also, the number of people without a high school diploma is very low (under 10%) in both trade areas.

**EMPLOYMENT**

When analyzing adult employment (ages 16 and up) by occupation, about 74% of those within the Local and Regional Trade Areas work white collar jobs as professionals. A smaller amount (13%) work blue collar jobs in production and transportation/material moving. In terms of where Deer Park residents work, 98.2% of residents work outside the community. Mainly residents commute to Chicago, with the surrounding municipalities drawing a smaller selection. Those who are employed in Deer Park are typically from Chicago, Palatine, and Lake Zurich.

**FINDINGS**

The people who spend their dollars in the Deer Park markets are generally young, well-educated families with above average incomes. They live in the area but work outside of Deer Park, typically in white collar professional jobs. This demographic profile if favorable for high end retail businesses, such as those found in the Deer Park Town Center, and provides opportunities to expand commercial business offerings.
Deer Park is composed of two co-existing markets: convenience goods in which consumers tend to travel short distances, and specialized merchandise in which consumers travel 10 to 15 minutes or more. In this case, the center of the market area includes the Town Center that draws from the Regional Market Trade Area. Stores include Apple, Sephora, Crate & Barrel, William Sonoma, and Banana Republic. These stores specialize in providing guests with high end unique items such as kitchen appliances, business attire, and home décor.

For everyday goods, general merchandise can be found concentrated near the Village Square Shopping Center in Lake Zurich and Deer Grove Center in Palatine. Major “big box” retailers such as Wal-Mart, Target, Costco, Jewel, and Home Depot provide a wide variety of daily necessities and home improvement supplies to nearby residents in adjacent communities.
Understanding retail potential is determined by analyzing supply and demand through a Retail Gap Analysis. The data for this analysis is provided in the tables on pages 24 & 25. They show the retail potential and retail sales for different business classifications. The gap analysis illustrates differences between supply and demand within each category (the negative red values indicating a surplus in supply, and the positive green values revealing a retail gap, meaning local demand is greater than supply).

Overall, the data shows that most retail categories indicates that there is sufficient demand for goods with few opportunities for new retail uses, meaning people are coming into the trade area to do their shopping and that local demand is being met. However, on their own these numbers do not directly indicate the potential for a particular store. Even a seemingly large sales gap may not translate into the level of sales needed for a new retail store. To get an indication of the potential for new stores, the Retail Gap amounts should be divided by typical sales per square foot for types of stores to provide a complete understanding of the type and size of store that could be attracted to the trade area.
Based on the retail data it is clear that both trade areas have an adequate supply for many of the retail business groups. There are only a few categories which are considered to have a potential opportunity or gap in supply. In the Local Trade Area, there is potential for a specialty automobile vehicle dealership. Consistent with the character of Deer Park and the high quality retail provided in the Town Center, there may be an opportunity to attract a smaller, customized high end car dealership which caters directly to nearby residents. While auto dealerships tend to want large lots of land for their inventory, there are examples of these smaller dealerships which are successful, such as the Route 14 corridor in Highland Park, and along Ogden Avenue in Hinsdale, Clarendon Hills and Westmont.

Another retail use with potential in the Local Trade Area as well as the Regional Trade Area is Food Services and Drinking Establishments. The regional trade area gap is much larger than that of the local trade area. The Town Center already has a variety of high quality fast-food restaurant styles and types, but should focus on increasing this base to include high-end, fine-dining style restaurants that bring in even more regional customers seeking the quality experience provided by the Town Center.

Building materials and supply stores is the only other category within the Regional Trade Area that may have potential for growth. There already exists several big box stores within the regional trade area which provide these materials, especially Home Depot, but the demand may be sufficient to support a competing store. As discussed previously, to maintain a consistent character within the Town Center area it may be challenging for Deer Park to identify appropriate sites and to determine whether the market is large enough to accommodate a large big box store.

There may be an opportunity to attract a smaller, customized high-end car dealership which caters directly to nearby residents.
## Local Trade Area Retail Gap Table

<table>
<thead>
<tr>
<th>Industry Summary</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/ Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink</td>
<td>44-45, 722</td>
<td>$427,667,569</td>
<td>$584,144,209</td>
<td>-156,476,640</td>
<td>-17.8</td>
<td>238</td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>44-45</td>
<td>$380,297,168</td>
<td>$553,314,133</td>
<td>-173,016,965</td>
<td>-21.3</td>
<td>200</td>
</tr>
<tr>
<td>Total Food &amp; Drink</td>
<td>722</td>
<td>$47,370,401</td>
<td>$30,830,076</td>
<td>16,540,325</td>
<td>21.2</td>
<td>38</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/ Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle &amp; Parts Dealers</td>
<td>441</td>
<td>$79,254,130</td>
<td>$42,220,184</td>
<td>$37,033,946</td>
<td>30.5</td>
<td>20</td>
</tr>
<tr>
<td>Furniture &amp; Home Furnishings Stores</td>
<td>442</td>
<td>$9,360,305</td>
<td>$36,968,398</td>
<td>-$27,608,093</td>
<td>-59.6</td>
<td>21</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>443</td>
<td>$11,431,251</td>
<td>$52,991,547</td>
<td>-$41,560,296</td>
<td>-64.5</td>
<td>12</td>
</tr>
<tr>
<td>Bldg Materials, Garden Equip. &amp; Supply Stores</td>
<td>444</td>
<td>$15,583,798</td>
<td>$31,505,577</td>
<td>-$15,921,779</td>
<td>-33.8</td>
<td>12</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores</td>
<td>445</td>
<td>$66,486,389</td>
<td>$100,294,815</td>
<td>-$33,808,426</td>
<td>-20.3</td>
<td>22</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>446, 4461</td>
<td>$34,962,306</td>
<td>$88,939,046</td>
<td>-$53,976,740</td>
<td>-43.6</td>
<td>17</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>447, 4471</td>
<td>$41,982,119</td>
<td>$9,572,626</td>
<td>$32,409,493</td>
<td>62.9</td>
<td>6</td>
</tr>
<tr>
<td>Clothing &amp; Clothing Accessories Stores</td>
<td>448</td>
<td>$27,140,469</td>
<td>$48,823,516</td>
<td>-$21,683,047</td>
<td>-28.5</td>
<td>35</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>452</td>
<td>$74,133,136</td>
<td>$100,636,837</td>
<td>-$26,503,701</td>
<td>-15.2</td>
<td>7</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>453</td>
<td>$8,909,947</td>
<td>$13,001,520</td>
<td>-$4,091,573</td>
<td>-18.7</td>
<td>35</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>722</td>
<td>$47,370,401</td>
<td>$30,830,076</td>
<td>$16,540,325</td>
<td>21.2</td>
<td>38</td>
</tr>
</tbody>
</table>

Source: ESRI and Dun & Bradstreet, 2013
### Regional Trade Area Retail Gap Table

<table>
<thead>
<tr>
<th>Industry Summary</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/ Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Trade and Food &amp; Drink</td>
<td>44-45, 722</td>
<td>$2,454,514,945</td>
<td>$2,937,979,821</td>
<td>-$483,464,876</td>
<td>-8.3</td>
<td>1,192</td>
</tr>
<tr>
<td>Total Retail Trade</td>
<td>44-45</td>
<td>$2,183,199,512</td>
<td>$2,741,120,385</td>
<td>-$557,920,873</td>
<td>-10.5</td>
<td>961</td>
</tr>
<tr>
<td>Total Food &amp; Drink</td>
<td>722</td>
<td>$271,315,433</td>
<td>$196,859,436</td>
<td>$74,455,997</td>
<td>15.9</td>
<td>231</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/ Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture &amp; Home Furnishings Stores</td>
<td>442</td>
<td>$53,589,961</td>
<td>$97,481,325</td>
<td>-$43,891,364</td>
<td>-29.1</td>
<td>77</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>443</td>
<td>$65,411,056</td>
<td>$103,365,990</td>
<td>-$37,954,934</td>
<td>-22.5</td>
<td>64</td>
</tr>
<tr>
<td>Bldg Materials, Garden Equip. &amp; Supply Stores</td>
<td>444</td>
<td>$89,676,383</td>
<td>$75,811,201</td>
<td>$13,865,182</td>
<td>8.4</td>
<td>63</td>
</tr>
<tr>
<td>Food &amp; Beverage Stores</td>
<td>445</td>
<td>$383,440,444</td>
<td>$455,854,605</td>
<td>-$72,414,161</td>
<td>-8.6</td>
<td>115</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>446, 4461</td>
<td>$202,366,014</td>
<td>$351,136,184</td>
<td>-$148,770,170</td>
<td>-26.9</td>
<td>76</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>447, 4471</td>
<td>$240,579,202</td>
<td>$202,116,674</td>
<td>$38,462,528</td>
<td>8.7</td>
<td>30</td>
</tr>
<tr>
<td>Clothing &amp; Clothing Accessories Stores</td>
<td>448</td>
<td>$155,107,637</td>
<td>$170,893,389</td>
<td>-$15,785,752</td>
<td>-4.8</td>
<td>139</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book &amp; Music Stores</td>
<td>451</td>
<td>$63,028,698</td>
<td>$73,810,781</td>
<td>-$10,782,083</td>
<td>-7.9</td>
<td>82</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>452</td>
<td>$425,882,679</td>
<td>$587,249,566</td>
<td>-$161,366,887</td>
<td>-15.9</td>
<td>31</td>
</tr>
<tr>
<td>Miscellaneous Store Retailers</td>
<td>453</td>
<td>$51,201,477</td>
<td>$57,502,399</td>
<td>-$6,300,922</td>
<td>-5.8</td>
<td>226</td>
</tr>
<tr>
<td>Food Services &amp; Drinking Places</td>
<td>722</td>
<td>$271,315,433</td>
<td>$196,859,436</td>
<td>$74,455,997</td>
<td>15.9</td>
<td>231</td>
</tr>
</tbody>
</table>

Source: ESRI and Dun & Bradstreet, 2013
Building on Strengths

Deer Park should focus on what it does well by building on current strengths. There are several industry groups that are thriving within the community. The Town Center already has an identity as a high end retail and entertainment environment and should build on this identity and traffic volume it generates.

The retail categories which do the most amount of retail sales within the Local Trade Area are:

- General Merchandise Stores ($100,636,837)
- Food & Beverage Stores ($100,294,815)
- Health & Personal Care Stores ($88,939,046)
- Electronics & Appliance Stores ($52,991,547)
- Clothing & Clothing Accessories Store ($48,823,516)

Typically people support these types of retailers within the Local Trade Area regardless of the high supply. Deer Park should plan for the potential expansion of these types of to solidify and capitalize on the identity it has already established.

This is especially true for clothing stores. Deer Park provides the region specialty clothing retailers which are not abundant throughout the region. By continuing to pursue unique and rare clothing stores, Deer Park will continue to bring in more shoppers from farther away.

CURRENT COMMERCIAL PROPERTIES FOR SALE

<table>
<thead>
<tr>
<th>Address</th>
<th>Property Type</th>
<th>Lot Size (acres)</th>
<th>Asking Price</th>
<th>Price per Acre</th>
</tr>
</thead>
<tbody>
<tr>
<td>20346 N Rand Road</td>
<td>Commercial Land</td>
<td>6.37</td>
<td>$3,400,000</td>
<td>$533,752</td>
</tr>
<tr>
<td>000 Route 12 &amp; Quentin Road</td>
<td>Commercial Land</td>
<td>5</td>
<td>$1,500,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>21180 Rand Road</td>
<td>Office Land</td>
<td>7.4</td>
<td>$2,300,000</td>
<td>$310,811</td>
</tr>
<tr>
<td>W Field Parkway</td>
<td>Office Land</td>
<td>1.5</td>
<td>$1,200,000</td>
<td>$800,000</td>
</tr>
</tbody>
</table>

Source: Retail Properties for Sale, Loopnet 2012

OFFICE OPPORTUNITIES

With current employment and transportation trends, there may be demand in the future for more office uses within Deer Park. As previously stated, almost all residents commute outside of the community for work and most of them travel to Chicago. With high office rental prices within Chicago, Deer Park residents may pursue local offices to lower commute times and provide lower rents. Providing offices within the community will enhance the local job market, providing important day time activity for local restaurants and retailers.
Hotel Analysis

Hotel Regional Location Map

HOTELS

Currently, Deer Park has one hotel within its boundaries: The Hampton Inn & Suites. High occupancy at this hotel and planned expansion of office development may result in the demand for more hotel rooms. Village officials have expressed an interest in pursuing the location of another hotel within the community. While determining the market for specific uses such as a hotel is beyond the scope of this analysis, a survey of other nearby hotels is provided to help with understanding competitive locations and impact on Deer Park’s market potential. As illustrated in the map above, the majority of hotels in the region are located near the Route 53 and Dundee Road intersection. Hotels typically prefer to develop near areas of high traffic for visibility, and to offer customers quick access to Chicago and major transportation hubs. The proximity of this cluster of hotels to Deer Park suggest that future opportunities may be limited, and will require careful study to ensure a successful business. Alternatively, the future presence of the Solana Senior Living Community is expected to house 215 residents and with it draw visitors that may require overnight/extended stay accommodations when situating loved ones and visiting.

It should also be noted that the surrounding presence of business and office uses drives the use and occupancy of hotels via conferences and non-permanent work schedules. The future presence and viability of these uses within Deer Park and its surrounds must be considered when determining future opportunities for hotels.
Pharmacy Analysis

Although well represented within the regional trade area (see map above), analysis of the local trade area suggests possible opportunity for additional personal area and health retail store, as no stores are located within Deer Park. With the opening of a new senior living facility located within Deer Park, the presence of high quality regional destination uses, and expanded mixed-use development potential, a national pharmacy chain may have potential success within the Village. Locating a pharmacy within the Village may provide a service to those who otherwise have to travel outside the community. With more seniors living in the area, expanding employment and residential base, there may be sufficient demand for a pharmacy within a short walking distance.
(End Review of Deer Park Comprehensive Plan Update | Draft 2014)