2011

Waukegan Road Commercial Development Overview

Village of Lake Bluff

9/15/2011

Executive Summary

The Village of Lake Bluff is considering policy changes to retain existing businesses and attract sales tax-producing-businesses to its Waukegan Road Business Park. Business Districts, Inc. (BDI) was asked to evaluate the market's potential and its revenue value to the Village. This assessment of market response and revenue potential was based on Village documents; Urban Land Institute's publication, *Dollars & Cents of Shopping Centers,* 2008; CB Richard Ellis's Market View Reports for the first Quarter 2011; interviews with study area business and property owners; census and Demographics Now reports; and site visits. Once the market was verified Teska Associates was engaged to recommend design guidelines and policies to direct future development and remodeling while meeting Lake Bluff's high standards. If adopted, these design guidelines may shorten the approval process and thereby lower developer costs which could increase interest in the project area. This important result occurs because developers can design to clearly articulated Village expectations and requirements.

Key Findings

The following document provides supporting information for these findings:

1. Current zoning limits permitted uses in the Waukegan Road Business Park to office and light industrial businesses forcing property owners and retail tenants to undergo the time consuming zoning variance process to locate in the study area. Zoning changes that make approving the mixed commercial uses in the Waukegan Road Business Park easier could spark tenant interest and bring increased revenue to the Village.
2. Waukegan Road Business Park property owners would realize increased revenue by filling vacancies and leasing to retail tenants paying higher rents that light industrial tenants.
3. Improvements that encourage retailer interest in the project area could be funded by public private partnerships that create Special Service Assessment Districts and possibly Tax Increment Financing Districts because higher rents can offset the additional taxes. It is not anticipated that any improvements recommended in this report would be funded out of Lake Bluff's general revenue.
4. Internet and Internet-influenced sales are growing much faster than traditional store sales. Forester Research Inc. reports that 12% of all retail sales now occur on the Internet but nearly 50% of all retail sales involve Internet research. Individual businesses seeking to exploit this change are experiencing dramatic results. Kohls, a mid-priced department store, reported that Internet sales rose 47% in the first quarter of 2011 while same store sales increased by a more modest 3%. (http://www.jsonline.com/business/121701224.html)
5. As CB Richard Ellis summarized 1st quarter 2011 office market conditions, "The burdens of the financial crisis are still weighing heavily on Chicago's suburban office market as total vacancy remains at a historically high level. The overall vacancy rate registered 23.3% for the quarter and was unchanged from last quarter." Although the owners of study area buildings were unwilling to provide specific vacancy rates, all confirmed that the area is experiencing uncharacteristically high office vacancy. Few see a near term improvement.
6. Although regional vacancy rates for industrial properties are lower than other commercial uses, rents also are significantly lower and therefore support lower property costs. It is difficult for light industrial users to provide the more expensive finishes and landscaping required by the design guidelines recommended for the Waukegan Road Business Park. Although existing light industrial users are encouraged and expected to stay, new light industrial businesses are more likely to choose locations requiring less investment in appearance.

7. The diversity of Lake Bluff's Waukegan Road Business Park is a vital strength because it offers exactly the flexible, entrepreneurial environment that can spark economic development in today's economy where new job creation is coming from small to mid-sized businesses. Any significant development or redevelopment of property is unlikely to hit the market for 18 months to 2 years because approvals and construction will take that long. Consequently, it is the right time to market development concepts expected to open when the market recovers.
8. This report identified the possibility of attracting businesses that could increase annual Village sales tax revenue by as much as $500,000. It is likely that the revenue stream would be reduced by incentives necessary to attract the high volume business.
9. Changing regulation of the 100-foot landscape setback along Waukegan Road and 75-foot interior landscape setbacks could provide additional circulation, parking, and additional display space that increase sales while still maintaining quality appearance and storm water control.

Project Description

Through this project, BDI considered the financial implications of the redevelopment and reuse of properties along Waukegan Road and served by Carriage Park Avenue, Albrecht Drive, North Shore Drive, Sherwood Terrace, and Sherwood Drive. The Waukegan Road Commercial Development Overview Project had these study objectives:

- Assess existing uses and Village revenue from retail, office, and light industrial development;
- Review opportunities for enhanced retail, restaurant, office, and light industrial uses;
- Evaluate potential Village revenue and costs associated with opportunities for redevelopment or reuse of study area properties.

Study Area Description

The property under consideration is over 100 acres primarily developed in the 1970's through 1990's to accommodate light industrial uses and offices in an attractive natural environment. The Carriage Way Shopping Center and Shepard Chevrolet border the business park to the north. In the 1990's, the Village accommodated Knauz Auto Group, Jaguar, Saab Exchange, and Lake Forest Sports Cars as they sought new sites for their dealerships. Knauz Auto Group is outside the study area, east of Skokie Boulevard, while Jaguar, Saab Exchange, and Lake Forest Sports Cars are inside the study area. Rockland Road (Route 176), Waukegan Road (Route 43), and Skokie Highway (Route 41) border the property and are all strategic regional arterials with access rights controlled by the Illinois Department of Transportation (IDOT). Average daily traffic counts along Skokie Highway are 45,800. Along Waukegan Road average daily traffic counts are 22,400, and the counts on Rockland Road are 16,800.

As Figure 1 reports, Lake Bluff's 2010 sales tax revenue is heavily concentrated in the automotive category.

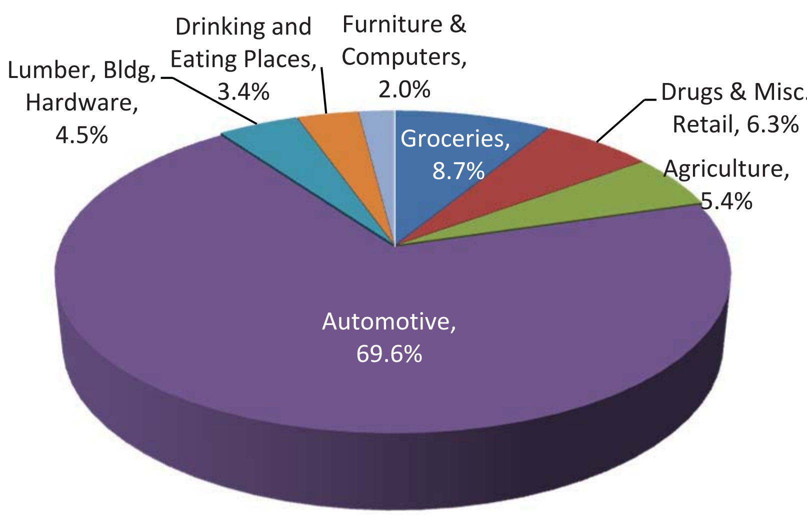

Figure 1: 2009 Lake Bluff Municipal Sales Tax by Illinois Department of Revenue Category

With auto dealerships and the Carriage Way Shopping Center within the study area, over 57% of all Village sales tax revenue is derived from businesses located on these properties.

To understand the revenue potential of study area property it is useful to consider the four categories mapped in Figure 2.

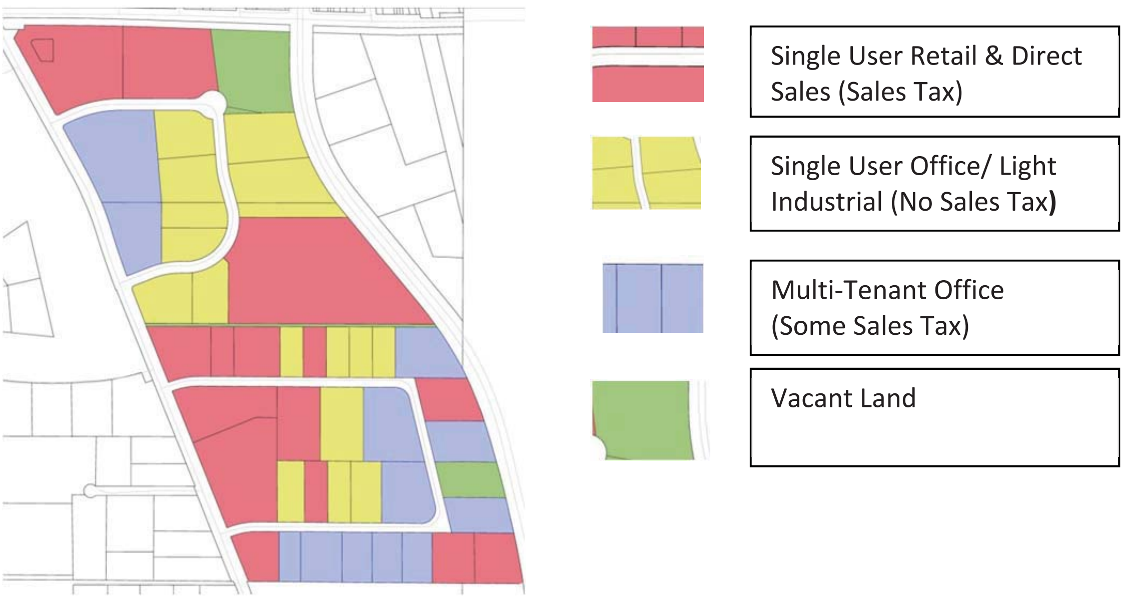

Figure 2 Existing Land Uses

Red properties are generating sales taxes. Blue properties host tenants that generate sales taxes and as vacancies in these properties fill additional revenue could be generated through targeting sales tax producing businesses. The market overview that follows looks at regional and local conditions that impact future uses and sales tax potential.

Regional Market Overview

Retail

During the first quarter of 2011 retail sales were up 7.1% over 2010 suggesting continuing recovery. CB Richard Ellis' Market View Chicago Retail describes the improving leasing market: "The area's overall vacancy rate decreased .9% from the last quarter to 9.9 %. Compared to first quarter of last year, the vacancy rate has decreased by a total of 2.2%. Net asking lease rates continue their climb this quarter to $15.94 per square foot from $15.30 in the fourth quarter. "

The subject property is located within CBRE's Far North Suburban sub region. As the table below illustrates, vacancy rates in that sub-region are lower than overall Chicago suburban market.

Table 1: CBRE Market View Report, 1st Quarter 2011, Retail Centers 50,000 square feet and larger

Submarket	# Of Properties	Gross Building Square Feet	Vacant Square Feet	Vacancy Rate	Average Asking Lease Range ($/PSF/Year)	
North Suburbs	49	8,721,520	737,504	8.5%	$11.96	$17.84
Total	763	127,588,137	12,616,408	9.9%	$14.63	$19.27

The appendix contains a summary of restaurants expanding in the Chicago area that was distributed at a recent International Council of Shopping Centers Idea Exchange. Of the 32 concepts detailed, 24 are fast casual concepts that offer counter service rather than table service and do not require drive-thru lanes. Those tenants often seek pads of the type that might be accommodated along Waukegan Road and Rockland Road in the study area.

Although little new retail construction is occurring, retailers who weathered the tough economy are announcing plans to expand but in altered store and shopping center formats. Department Stores and discounters are joining Lifestyle Centers and, in response to increasing acceptance of Internet sales, large format retailers like Kohl's and Best Buy have announced plans to reduce store size.

Office

Nationally office space is tracked by class:

- **Class A**: Large, newer properties in prime business districts. These buildings usually have at least five floors and are constructed of steel and concrete. They offer high quality finishes, special technology features, business amenities, and good access.
- **Class B**: These properties are typically smaller, older and of wooden framed construction. They have usually been renovated and are in good locations. If the buildings are newer then they are typically smaller and not in a prime location.
- **Class C:** Class C properties are older and have not been renovated. Their condition is typically fair but not considered good.

The regional office market is experiencing vacancy rates never before measured in the 30 years that current publications have tracked this market. Any office construction in the study area would be "Class B" due to limited height and the mixed use character of the development. No "Class B" space is under construction anywhere in the Chicago Region. As CB Richard Ellis summarized these market conditions in its 1st quarter 2011 report, "The burdens of the financial crisis are still weighing heavily on Chicago's suburban office market as total vacancy remains at a historically high level. The overall vacancy rate registered in at 23.3% for the quarter and was unchanged from last quarter."

Table 2 CBRE Market View Report 1st Quarter, 2011

Submarket	Base Square Feet	Direct Vacant Square Feet	Sublease Vacant Square Feet	Overall Vacancy	Net Absorption Square Feet	Asking Lease Rates Gross/Square Foot
North Suburban	22,645,204	4,242,384	320,222	20.1%	34,255	$22.31
Class A	8,363,672	1,232,003	202,470	17.2%	57,086	$26.33
Class B	9,643	1,910,724	83,222	20.7%	(36,524)	$22.18
Class C	4,638,101	1,099,657	34,530	24.5%	13,693	$18.74
Totals	108,465,239	23,678,683	1,586,934	23.3%	(84,745)	$21.01
Class A	43,659,173	8,167,184	952,955	20.9%	(50,571)	$25.06
Class B	39,680,479	9,008,282	445,490	23.8%	109,035	$20.59
Class C	25,125,587	6,503,217	188,489	26.6%	(143,209)	$16.40

Given these Chicago suburban market conditions, the study area's office attraction potential is limited. Although specific vacancy rates within the study area were not available, owner interviews, a visual inspection, and the numerous signs advertising space confirm the challenge of recruiting office users to the study area.

Light Industrial

Distribution and assembly operations continue at many of the largest study area properties, including Profile Plastics, One Step Ahead, and Liquid Controls. Good access to regional markets via the study area's bordering strategic regional arterials, an accessible workforce, nearby executive housing, and the Tri-state Tollway make the study area a desirable location for light industrial companies. As Internet shopping increases, these businesses have the potential to provide sales tax on items sold directly to Illinois residents and through warehouse stores.

Although regional vacancy rates for industrial properties are lower than other commercial uses, light industrial rents also are significantly lower and therefore support lower property costs. It is difficult for light industrial users to provide the more expensive finishes and landscaping required by the design guidelines recommended for the Waukegan Road Business Park. Although existing light industrial users are encouraged and expected to stay, new light industrial businesses are more likely to choose locations requiring less investment in appearance. This table compares the CBRE Market View for Lake County to the whole Chicago Region.

Table 3 CBRE Market View Report 1st Quarter, 2011

Industrial Zone	Total Base Square Feet	Availability Rate	Vacancy Rate	Sales & Leasing Activity	2011 Net Absorption Square Feet	Square Feet Under Construction	Average Asking Lease Range
Lake County	77,980,842	10.3%	9.7%	752,133	781,961	214,000	$3.25 $5.25
Chicago Total	1,182,347,151	10.6%	9.5%	9,723,547	4,872,989	2,867,180	

Increasing height and building size trends in distribution, the expanding use in this category, complicate significant expansion in the built-out condition of Lake Bluff's Waukegan Road Business Park. As Figure 2 reveals, the light industrial, single user properties occupy the business park area not visible to high traffic arterial roadways. However, these businesses are important contributors to the local economy because they provide jobs and have been significant long-term investments. To retain existing businesses, appearance concessions that allow for higher loading docks and materials variation are recommended.

Summary

Although there is little regional demand for new commercial space, there is market activity that could capitalize on the conversion potential of either light industrial or office space to sales tax producing uses. The diversity of Lake Bluff's Waukegan Road Business Park is a vital strength because it offers exactly the flexible, entrepreneurial environment that can spark economic development in today's economy where new job creation is coming from small to mid-sized businesses. Traffic counts exceeding 20,000 along the perimeter of the study area make Lake Bluff's Waukegan Road Business Center a potential retail business location. Any significant development or redevelopment of property is unlikely to hit the market for 24 months due to development process review and construction. Consequently, it is the right time to market development concepts expected to open when the market recovers.

Local Market Overview

Although national markets are dismal, properties with exposure to high traffic count streets and single user new construction or conversion potential like properties in Lake Bluff's Waukegan Road Business Center often buck trends by capitalizing on local conditions.

Logical Markets

There are two markets that determine the quality of the retail sales opportunity in Lake Bluff's Waukegan Road Business Center.

- The convenience market is people living within a quick 5-minute drive. This primary market is the easiest source of sales for any Business Center enterprise. If a store, restaurant, or service offers the needed item, the customer saves time by purchasing it at this close location. If the business owner has a relationship with the seller, there is even more likelihood that the transaction will occur in the study area. This market also identifies a 10-minute bicycle trip representing the geography most likely to contain customers using that mode of access.
- The destination market is people living within a 20-minute drive. Because of the Waukegan Road Business Park's location on three regionally significant arterial roads, this market is particularly important. Businesses selling items not found elsewhere within the 20-minute drive obtain a significant percent of their sales from destination customers, and the nearby convenience businesses benefit because the destination customers add-on convenience items and food purchases.

Each of these markets contributes to the overall success of the center and information on the composition of these markets can be used to recruit specific businesses. The maps identified as Figures 3 and 4 illustrate the geography associated with these markets.

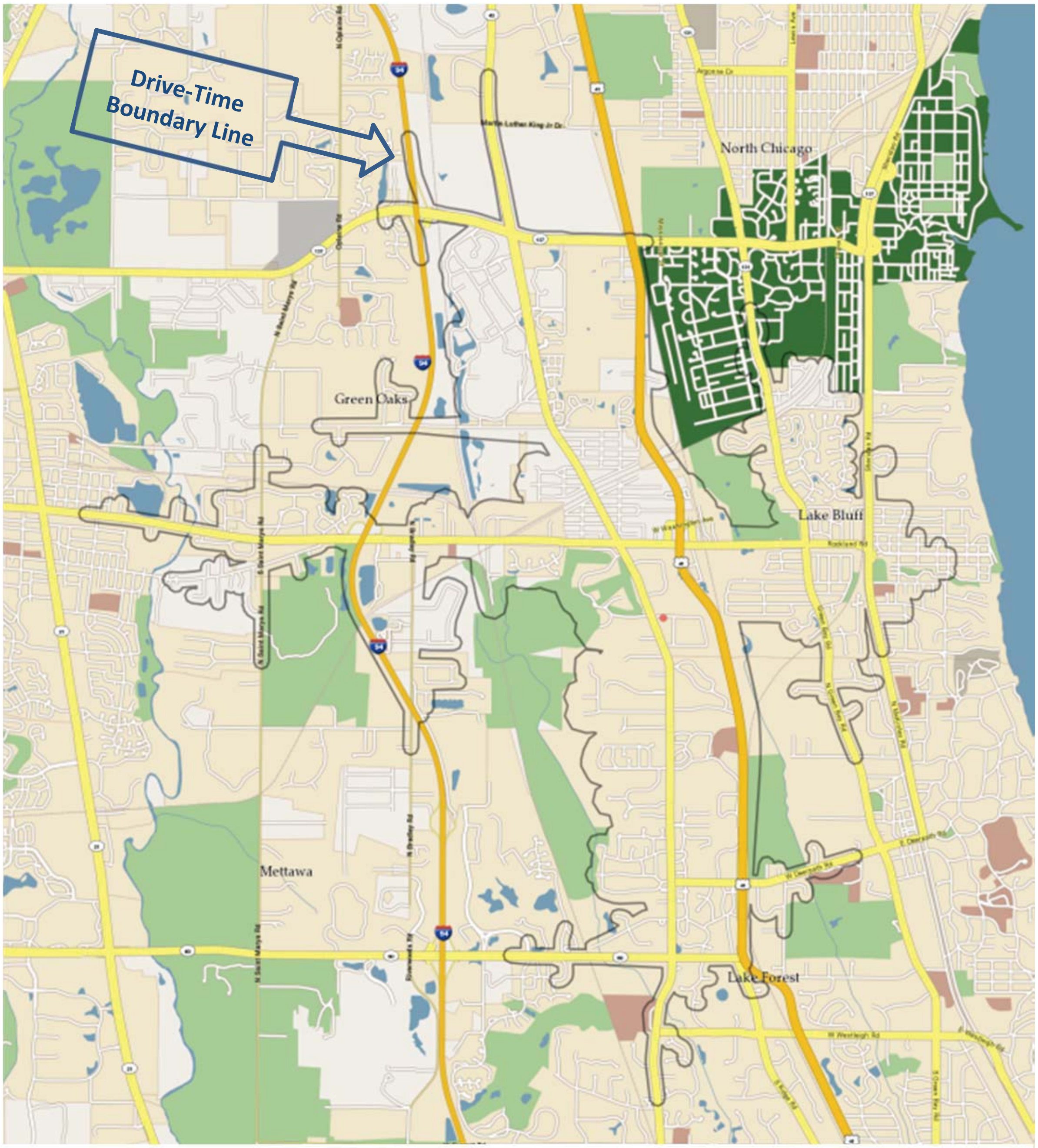

Figure 3: 5-Minute Drive Time; © 2010 by Experian/Applied Geographic Solutions.

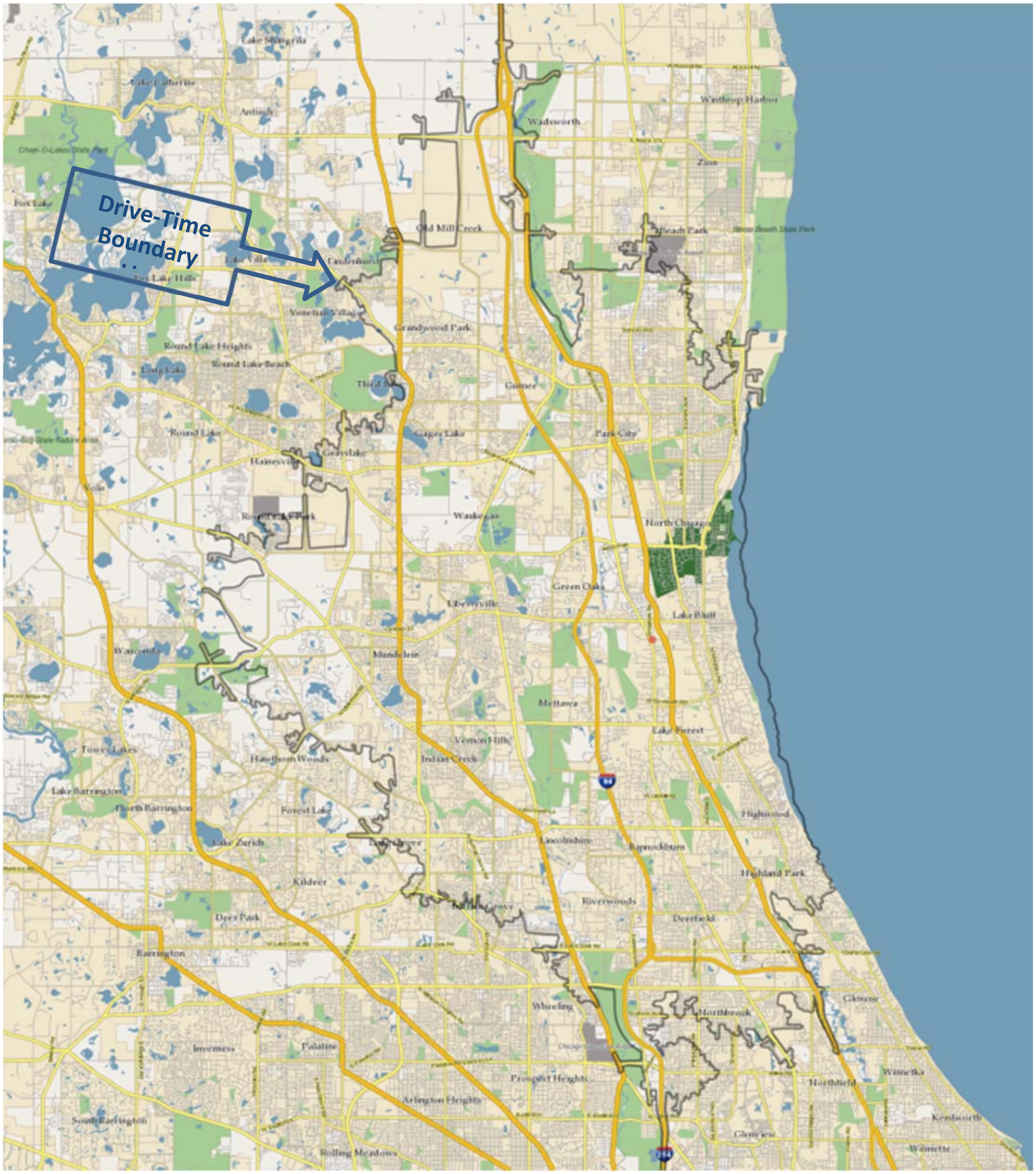

Figure 4: 20-Minute Drive Time; © 2010 by Experian/Applied Geographic Solutions.

This table compares the demographic characteristics of these markets to both Lake County and the regional market.

Table 4 Logical Markets Demographic Comparison

	5 Minutes	20 Minutes	Lake County	Chicago-Naperville-Joliet Metro
Population	14,996	444,189	720,472	9,666,693
Average Hhld Income	$167,219	$123,152	$112,637	$83,791
Median Hhld Income	$104,106	$81,061	$77,098	$60,464
Total Employees	31,525	348,930	390,223	4,847,415
Jobs/Household	5.4	2.4	1.6	1.4
Retail Expenditure	$252,213,117	$5,047,177,293	$7,701,143,402	$90,749,350,016
Eating & Drinking	$25,025,501	$497,769,574	$757,851,363	$8,827,909,446
Grocery Stores	$68,497,629	$1,370,139,896	$2,088,038,102	$24,532,983,502
Drug Stores	$15,368,598	$305,286,530	$464,029,492	$5,403,108,699
Demographic data © 2010 by Experian/Applied Geographic Solutions.				

The logical markets for Lake Bluff's Waukegan Road Business Center are very attractive due to high household income and access to lunchtime diners and shoppers employed nearby.

Capture Rates

Another factor that determines the desirability of a site is the unsatisfied demand for goods. Tables 5 through 9 examine current sales by the Illinois Department of Revenue categories in Lake Bluff and its surrounding communities. Those sales are compared to the spending power of the four communities' residents and to the logical extended market to calculate a "Capture Rate." (Sales/Spending Power=Capture Rate) Opportunities for Lake Bluff to capture additional sales if new businesses are attracted are noted.

Automotive

Table 5: Automotive Capture Rate

	Sales	Spending Power	Capture Rate
Lake Bluff	$141,128,949	$28,176,963	500.9%
North Chicago	$26,653,100	$52,721,830	50.6%
Lake Forest	$15,010,081	$125,779,134	11.9%
Green Oaks	$5,086,414	$14,109,204	36.1%
All Communities	$187,878,544	$220,787,131	85.1%
20-Minute Drive Time Market		$1,615,182,961	11.6%

Although Lake Bluff has a strong automotive sales tax performance, this data shows that opportunities to add dealerships remain because the larger 20-Minute drive has significant potential.

Restaurants

Table 6: Restaurant Capture Rate (Note: Lake Forest includes the sales at the Tollway Oasis with its unique market. To get a realist picture of the 5-Minute market Lake Bluff Sales are expressed as a % of the 5-Minute Drive time spending power.)

	Sales	Spending Power	Capture Rate
Lake Bluff	$6,969,348	$10,177,531	68.5%
North Chicago	$6,326,131	$16,634,001	38.0%
Lake Forest	$27,175,323	$47,452,401	57.3%
Green Oaks	$750,908	$5,054,022	14.9%
All Communities	$41,221,711	$79,317,955	52.0%
5-Minute Drive Time		$27,953,709	36.4%
20-Minute Drive Time		$556,702,823	7.4%

This data only tracks resident spending power and can be significantly impacted by the lunchtime spending of nearby employees. The employee base within 5 minutes adds to the potential of this category and suggests an opportunity for restaurants in the study area.

Furniture, Computers, and Appliances

Table 7: Furniture, Computers, and Appliances Capture Rates

	Sales	Spending Power	Capture Rate
Lake Bluff	$786,171	$14,743,308	5.3%
North Chicago	$84,896	$22,043,931	0.4%
Lake Forest	$7,791,463	$69,554,246	11.2%
Green Oaks	$17,531,098	$7,312,693	239.7%
All Communities	$26,193,628	$113,654,178	23.0%
20-Minute Drive time		$791,398,309	3.3%

Purchases of goods in this category often are researched on line and customers then drive to a destination retailer. The study area has opportunities to host those destination retailers.

Groceries

Table 8: Grocery Capture Rates.

Food	Sales	Spending Power	Capture Rate
Lake Bluff	$17,737,229	$26,470,027	67.0%
North Chicago	$6,326,131	$45,378,531	13.9%
Lake Forest	$57,080,284	$123,704,790	46.1%
Green Oaks	$0	$13,179,633	0.0%
All Communities	$81,143,644	$208,732,981	38.9%
5-Minute Drive Time		$72,945,398	111.2%

With grocery store spending concentrated locally, it is interesting to note that none of these communities are capturing their residents' spending. A partial explanation is that farmer's markets and warehouse store spending goes into a different category but there still is an opportunity to offer variety in grocery shopping choices by adding a specialty store.

Total

Table 9: Total Capture Rate.

	Sales	Spending Power	Capture Rate
Lake Bluff	$202,817,398	$91,491,529	221.7%
North Chicago	$277,011,436	$156,254,151	177.3%
Lake Forest	$184,832,363	$424,800,944	43.5%
Green Oaks	$36,624,109	$45,456,146	80.6%
All Communities	$701,285,306	$718,002,771	97.7%
5-Minute Drive Time		$252,213,117	278.1%
20-Minute Drive Time		$5,047,177,293	13.9%

Although the category capture rates vary, Lake Bluff and its surrounding communities combined are obtaining nearly as much sales tax revenue as their residents pay. The key to increasing this capture rate is capitalizing on the individual category opportunities identified above to attract from the larger destination market.

Zoning and Landscape Regulations

The existing zoning for the study area has two aspects that are impeding attracting sales tax producing uses to the properties:

- 100-foot landscape setbacks along Waukegan Road and 75-foot landscaped setbacks on internal streets not only reduce the developable area; they also limit the visibility necessary to attract customers off the high average daily traffic on Waukegan Road.
- Current zoning limits permitted uses in the Waukegan Road Business Park to office and light industrial businesses forcing property owners and tenants to undergo the time consuming zoning variance process to locate in the study area.

Both of these conditions were typical business park zoning when this property developed; however, current zoning practices promote different approaches. Mixed-use zones where offices light manufacturing, distribution, restaurants, fitness facilities, specialty shopping are advantageous to all users because they better make use of resources like parking and road capacity by varying use intensity throughout the day. Design guidelines promote quality landscaping in development by defining what is wanted rather than just prohibiting building in a specific setback.

Recommended Design Guidelines and changes in permitted and special uses are included as Appendices to this report.

Opportunity Sites

Shepard Chevrolet Dealership and Shepard Owned Vacant Property

Strong sales at the adjacent Carriage Way Center make outlot and pad sites attractive at the Shepard Chevrolet site. The possibility of signalized access into this 14-acre property by extending Shagbark makes this a significant opportunity for retail development. With Shepard Chevrolet surviving the recent economic downturn that allowed General Motors to shed underperforming dealerships, it is certain that this is a strong performing dealership. Consequently, it is in the best interest of the Village to retain the dealership and seek a second tenant on the property. The concept plans that follow illustrate potential site configurations that can retain the Shepard Chevrolet Dealership and add a new dealership or high volume retail development.

Low Occupancy Multi-Tenant Waukegan Road Office Buildings

Interviews associated with this project revealed that many of the multi-tenant buildings in the Waukegan Road Business Center are experiencing region vacancy rates of approximately 25%. With long-term trends favoring telecommuting and staff reduction, it is unlikely that property owners will easily fill these spaces with traditional tenants. Consequently, it may be necessary to convert the space to uses that capitalize on Waukegan Road exposure like stores and restaurants. The Concept Plans that follow suggest changes in parking, access and landscaping to facilitate recruiting sales tax paying tenants.

Commercial Business Conditions Enhancement

When business owners make the choice of one site over another, the decision is often based on conditions that promise to increase sales. The site concepts that follow offer suggestions for enhancing merchandise display space visible from Waukegan Road, improving pedestrian and bicycle access, adding parking, and authorizing uniform signage. These changes, designed to increase sales in existing and future businesses, can directly increase Village sales tax revenue.

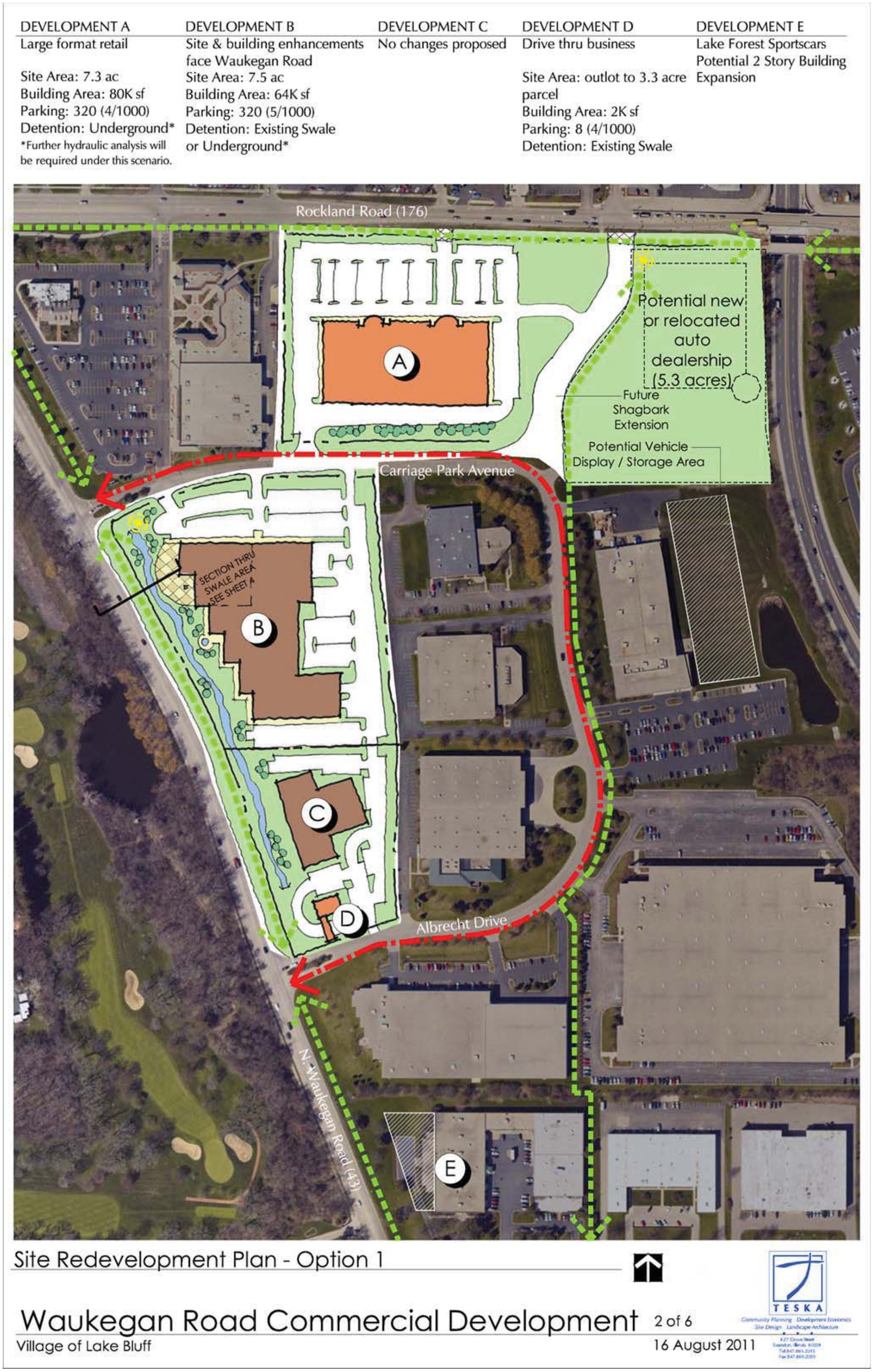
DEVELOPMENT A
Large format retail
Site Area: 7.3 ac
Building Area: 80K sf
Parking: 320 (4/1000)
Detention: Underground*
*Further hydraulic analysis will be required under this scenario.
DEVELOPMENT B
Site & building enhancements face Waukegan Road
Site Area: 7.5 ac
Building Area: 64K sf
Parking: 320 (5/1000)
Detention: Existing Swale or Underground*
DEVELOPMENT C
No changes proposed
DEVELOPMENT D
Drive thru business
Site Area: outlot to 3.3 acre parcel
Building Area: 2K sf
Parking: 8 (4/1000)
Detention: Existing Swale
DEVELOPMENT E
Lake Forest Sportscars
Potential 2 Story Building Expansion
Rockland Road (176)
Potential new or relocated auto dealership (5.3 acres)
Future Shagbark Extension
Potential Vehicle Display / Storage Area
Carriage Park Avenue
SECTION THRU SWALE AREA SEE SHEET 4
A
B
C
D
E
Albrecht Drive
N. Waukegan Road (43)
Site Redevelopment Plan - Option 1
Waukegan Road Commercial Development
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Figure 5


DEVELOPMENT A
Pedestrian oriented retail cluster
Site Area: 7.3 ac
Building Area: 86K sf
Parking: 366 (4/1000)
Detention: Underground*
*Further hydraulic analysis will be required under this scenario.
DEVELOPMENT B
Site & building enhancements face Waukegan Road
Site Area: 7.5 ac
Building Area: 64K sf
Parking: 338 (5.2/1000)
Detention: Reconfigured Swale or Underground*
DEVELOPMENT C
Site & building enhancements face Waukegan Rd.
Site Area: 3.3 ac
Building Area: 28K sf
Parking: 154 (5.5/1000)
Detention: Reconfigured Swale or Underground*
DEVELOPMENT D
Lake Forest Sportscars
Potential 2 Story Building Expansion
Rockland Road (176)
A
Potential new or relocated auto dealership (5.3 acres)
Future Shagbark Extension
Potential Vehicle Display / Storage Area
Carriage Park Avenue
SECTION THRU SWALE AREA SEE SHEET 4
Proposed Drive Aisle with Parallel Parking
B
C
Albrecht Drive
N. Waukegan Road (43)
D
Site Redevelopment Plan - Option 2
Waukegan Road Commercial Development
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Figure 6

Preliminary Economic Impact Projections

To preliminarily determine the revenue potential from attracting sales tax producing tenants to the Waukegan Road Business Center, the analysis that follows relies on local sales tax production and national estimated sales per square foot of $300 for stores and restaurants. Auto dealerships vary in sales from $15 million to $30 million. The following information indicates potential revenue:

Site A Concepts

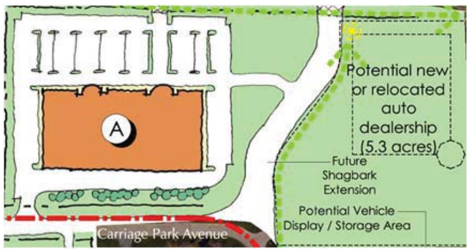

Figure 7

Add Auto Dealership

- Annual Sales: $15 million to $30 Million
- Annual Sales Tax Revenue: $150,000 to $300,000

Add 60,000 SF high volume retailer

- Annual Sales: $18 million to $ 30 million
- Annual Sales Tax Revenue: $180,000 to $300,000

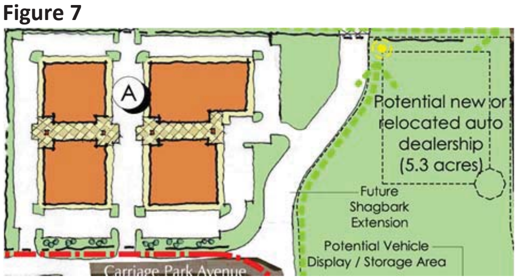

Figure 8

Add four restaurant cluster

- Annual sales: Up to $8 million
- Annual Sales Tax revenue: Up to $80,000

Site B Concepts

Figure 9

Retail activation of South East corner of Carriage Way & Waukegan

- Up to 60,000 SF of sales tax producing space
- Annual sales: Up to $18 million
- Annual Sales Tax: Up to $180,000

Figure 10

Retail activation by reducing landscape setback to allow road & parking

- Up to 75,000 SF of sales tax producing space
- Annual sales: Up to $22.5 million
- Annual Sales Tax: Up to $225,000

Site C Concepts

Figure 11

Allow south portion use that includes a drive thru (bank or Starbucks)

- Banks bring no sales tax but enhance appearance & attract customers. (To obtain Special use permit, banks have paid annual impact fee in other commuities)
- Starbucks or other quick service
    - Annual sales: Up to $3 million
    - Annual Sales tax: Up to $30,000

Figure 12

Allow access via road in landscape setback

- Better access to the north should improve occupancy

Site D Concept

Figure 13

Increase sales by allowing showroom space encroaching into landscape setback

- Preserves and potentially increases sales
- Retains high sales tax producer

Summary

As specific plans for the opportunity sites come forward, it will be possible to more accurately project the net Village revenue from new initiatives.

Action Plan

Local economic conditions support encouraging Waukegan Road Business Center property owners to focus efforts on recruiting tenants that utilize exposure along Waukegan Road, Skokie Boulevard and Rockland Road to attract sales tax producing tenants. This project identified specific physical and policy changes that the Village can undertake to support the property owners as they seek improved occupancy and vitality in this important Lake Bluff Commercial property.

- Establish review process for study recommendations: Because the issues identified in this study cross the jurisdictions of multiple Lake Bluff regulatory bodies, adoption will require a unique review process.
- Revise regulatory environment: The review process needs to finalize changes in:
  - Zoning
    - The Village may wish to consider the creation of an overlay district for the study area which includes the additional new uses, modified bulk regulations and design guidelines. For reference purposes, the area could be named the "Waukegan Road Corridor Business District."
    - Expand permitted uses to include all non-residential uses allowed in Central Business District. (Appendix contains full list)
    - Replace inflexible setbacks with design guidelines that require landscaping that flexibly enhances appearance
  - Utilizing design guidelines
    - Promote expedited approvals of remodeling, redevelopment, and new development that follows design guidelines
    - Encourage existing businesses and property owners to expand based on the new design guidelines.
- Communicate monthly with property owners: The dialogue between the Village and study area property owners begun as a component of this study is a valuable line of communication that should continue. The communication must be flexible and respond to the needs of both the Village and the property owners. Initial communication should be an update email focusing on:
  - Interest in shared cost signage
  - Progress in tenanting vacant space
  - Congratulations on the recruitment of sales tax paying tenants.
- Seek publicity for the opportunity presented by the Waukegan Road Business Center. Business and commercial property owners throughout Lake Bluff will benefit from trade and consumer publicity for successful project implementation efforts.
- Wait for the market to respond: Whenever a study of this type is completed it raises expectations for rapid implementation but today's economy should temper those expectations.
- Facilitate internally generated funding by investigating Special Service Assessment Districts (SSA) and evaluating qualification for Tax Increment Financing (TIF).

Project Team

The Consultant Team, Business Districts, Inc. (BDI) and Teska Associates, Inc. (Teska), has a strong working relationship having partnered for the past fifteen years on dozens of assignments. BDI, the project lead consultant, has developed and implemented effective commercial area plans in top communities throughout the Midwest. Using property owner and developer interviews, BDI explored future opportunities for increasing vitality and revenue in Lake Bluff's Waukegan Road Business District through improving the success of existing businesses and assisting in recruiting the best available new tenants. Recently, BDI completed similar market research in the Lake County communities of Long Grove, Grayslake, and Mundelein. In its 20-year history, BDI has completed over 100 market analyses that included various types of primary and secondary market research on development possibilities.

Teska, established in 1975, has assisted numerous public and private clients with recommendations for development in harmony with natural and human resources. Over 130 governmental units at all levels and dozens of private and institutional clients have been assisted by the firm's interdisciplinary professional staff. For this project, Teska provided concept sketches to illustrate potential development, recommended signage and identity elements, and suggested design guidelines that would modernize the standards the Village applies to new development in the study area. Teska also commented on the opportunity to use bio swales and other landscaping techniques to meet high appearance standards while reducing the development setbacks currently, partially dedicated to storm water management. Additional engineering studies will be necessary before that preliminary examination can be implemented.

Appendices

Key Market Demographics
Spending Power by Store Type
Overall Plan and Bike Circulation Concept
Sections through Swale Area
Bike Route Sections
Signage Possibilities
Lake Bluff Zoning Use Revisions Recommendations
Lake Bluff Zoning Building and Parking Recommendations
Restaurant Concepts
Design Guidelines

Key Market Demographics

	Lake Bluff	1 Miles:	3 Miles:	5 Miles:
Population	5,736	2,912	35,934	103,460
Average Household Size	2.9	2.5	2.6	2.9
Households	1,977	1,076	10,677	31,826
Population Density	1,400.81	926.88	1,270.92	1,317.29
Population Median Age	41.3	43.2	29.2	32.8
Household Average Income	$183,007	$143,464	$156,079	$139,545
Total Employees	4,400	5,174	53,322	97,704
Jobs/household	2.2	4.8	5.0	3.1
Total Retail Expenditure	$91,491,529	$41,628,894	$437,416,364	$1,197,161,770
Eating & drinking	$9,115,777	$4,106,876	$43,266,896	$118,220,054
Grocery Stores	$24,862,049	$11,283,570	$118,991,042	$325,911,398
Pharmacy and Drug Stores	$5,594,471	$2,519,872	$26,616,853	$72,779,472
Demographic data © 2010 by Experian/Applied Geographic Solutions.				

	5 Minutes	10 Minutes	15 Minutes	20 Minutes	Lake County
Population	14,996	91,843	267,818	444,189	720,472
Average Household Size	2.5	2.8	2.9	2.9	2.9
Households	5,817	29,096	87,117	147,324	239,530
Population Density	1,215.93	1,490.22	1,990.40	1,915.01	1,529.50
Population Median Age	42.3	34.4	34.7	35.8	35.7
Household Average Income	$167,219	$150,746	$122,929	$123,152	$112,637
Total Employees	31,525	99,790	228,432	348,930	390,223
Jobs/household	5.4	3.4	2.6	2.4	1.6
Total Retail Expenditure	$252,213,117	$1,163,537,683	$2,980,299,508	$5,047,177,293	$7,701,143,402
Eating & drinking	$25,025,501	$115,320,055	$293,781,933	$497,769,574	$757,851,363
Grocery Stores	$68,497,629	$316,686,370	$809,346,022	$1,370,139,896	$2,088,038,102
Pharmacy and Drug Stores	$15,368,598	$70,939,059	$180,280,796	$305,286,530	$464,029,492
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Spending Power by Store Type

	Lake Bluff	1 Miles:	3 Miles:	5 Miles:
Appliances and Electronics Stores	$4,046,347	$1,792,584	$19,062,966	$52,096,708
Art Dealers	$60,759	$26,637	$286,380	$778,106
Auto Parts and Accessories	$2,050,994	$962,469	$9,954,602	$27,328,836
Book Stores	$1,245,074	$583,797	$6,066,135	$16,655,765
Camera and Photography Stores	$270,034	$124,665	$1,300,874	$3,562,512
Children’s' and Infant's Clothing Stores	$505,498	$226,131	$2,405,348	$6,599,731
Clothing Accessory Stores	$113,505	$49,339	$529,422	$1,443,219
Computer Stores	$7,558,586	$3,293,884	$35,264,639	$96,226,730
Convenience Stores	$1,169,994	$533,740	$5,591,251	$15,292,499
Cosmetics and Beauty Stores	$240,918	$108,789	$1,147,304	$3,136,490
Department Stores	$14,168,693	$6,276,742	$66,919,812	$182,753,737
Drinking Places	$440,234	$194,624	$2,076,929	$5,645,659
Family Clothing Stores	$1,935,561	$867,518	$9,190,236	$25,143,773
Fish and Seafood Markets	$52,401	$24,737	$255,053	$701,856
Floor Covering Stores	$591,356	$260,776	$2,774,092	$7,574,717
Florists	$137,112	$60,726	$645,475	$1,758,215
Fruit and Vegetable Markets	$103,830	$48,944	$506,145	$1,395,900
Fuel Dealers	$2,758,686	$1,310,896	$13,523,706	$37,164,502
Full Service Restaurants	$4,398,011	$1,979,855	$20,866,969	$57,004,748
Furniture Stores	$2,367,033	$1,029,056	$11,020,786	$30,092,033
Gasoline Stations with Convenience Stores	$4,542,499	$2,068,200	$21,660,816	$59,214,049
Gasoline Stations without Convenience Stores	$710,791	$329,617	$3,425,192	$9,385,456
Gift and Souvenir Stores	$449,998	$198,972	$2,119,115	$5,779,237
Grocery Stores	$24,862,049	$11,283,570	$118,991,042	$325,911,398
Hardware Stores	$941,051	$415,332	$4,414,501	$12,042,375
Hobby, Toy, and Game Stores	$252,282	$113,647	$1,200,192	$3,277,422
Home Centers	$2,339,221	$1,042,394	$11,040,153	$30,155,080
Hotels and Other Travel Accommodations	$659,489	$296,377	$3,126,323	$8,537,109
Jewelry Stores	$1,401,317	$600,827	$6,504,981	$17,668,022
Limited Service Restaurants	$4,277,532	$1,932,397	$20,322,998	$55,569,647
Liquor Stores	$758,104	$338,835	$3,587,609	$9,763,446
Luggage Stores	$926,399	$412,874	$4,362,483	$11,909,429
Mail Order and Catalog Stores	$10,266,971	$4,509,709	$48,124,694	$131,385,541
Meat Markets	$221,697	$103,977	$1,080,150	$2,974,086
Men's Clothing Stores	$297,032	$133,449	$1,411,126	$3,862,804
Mobile Home Dealers	$2,823	$1,408	$14,176	$39,096
Motorcycle and Boat Dealers	$743,951	$345,649	$3,590,558	$9,837,058

	Lake Bluff	1 Miles:	3 Miles:	5 Miles:
Musical Instrument Stores	$152,269	$69,375	$730,139	$1,998,822
New Car Dealers	$15,434,196	$7,265,650	$74,917,100	$205,427,755
Nursery and Garden Stores	$623,142	$278,745	$2,942,856	$8,040,602
Office and Stationary Stores	$1,360,966	$592,264	$6,346,679	$17,315,342
Optical Goods Stores	$451,089	$217,377	$2,224,759	$6,091,766
Other Apparel Stores	$239,255	$107,441	$1,138,992	$3,113,097
Other Building Materials Stores	$2,434,349	$1,072,810	$11,416,554	$31,130,972
Other Direct Selling Establishments	$817,851	$369,226	$3,897,652	$10,666,614
Other General Merchandise Stores	$1,666,125	$737,368	$7,862,466	$21,465,342
Other Health and Personal Care Stores	$440,519	$199,504	$2,103,133	$5,759,407
Other Home Furnishing Stores	$688,086	$306,208	$3,244,543	$8,839,359
Other Miscellaneous Retail Stores	$638,693	$284,746	$3,008,339	$8,196,380
Other Specialty Food Markets	$163,886	$77,104	$798,949	$2,200,763
Outdoor Power Equipment Stores	$79,306	$35,268	$372,644	$1,016,593
Paint and Wallpaper Stores	$83,256	$36,296	$387,162	$1,058,348
Pet and Pet Supply Stores	$247,132	$115,236	$1,199,735	$3,284,818
Pharmacy and Drug Stores	$5,594,471	$2,519,872	$26,616,853	$72,779,472
RV Parks	$9,376	$4,345	$44,601	$123,471
Record, Tape, and CD Stores	$381,100	$173,099	$1,821,784	$4,986,782
Recreational Vehicle Dealers	$42,636	$20,302	$209,274	$573,936
Rooming and Boarding Houses	$4,576	$1,861	$21,169	$58,470
Sewing and Needlecraft Stores	$128,065	$54,875	$595,216	$1,622,479
Shoe Stores	$531,353	$248,107	$2,573,617	$7,097,817
Special Food Services and Catering	$721,063	$325,570	$3,424,738	$9,362,892
Sporting Goods Stores	$822,881	$378,589	$3,958,289	$10,846,163
Tire Dealers	$936,208	$439,588	$4,545,084	$12,478,479
Used Merchandise Stores	$283,581	$126,601	$1,343,092	$3,669,212
User Car Dealers	$957,002	$450,324	$4,642,755	$12,727,494
Vending Machines	$340,691	$158,610	$1,650,317	$4,537,614
Warehouse Superstores	$5,240,712	$2,367,152	$24,996,505	$68,403,910
Women's Clothing Stores	$979,948	$439,030	$4,653,107	$12,711,606
Total Aggregate Annual Retail Sales	$140,361,612	$63,355,686	$668,052,337	$1,827,252,762
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	5 Minutes	10 Minutes	15 Minutes	20 Minutes
Appliances and Electronics Stores	$11,026,560	$51,006,688	$129,520,124	$219,489,276

	5 Minutes	10 Minutes	15 Minutes	20 Minutes
Art Dealers	$165,808	$764,180	$1,890,529	$3,195,328
Auto Parts and Accessories	$5,723,135	$26,447,358	$69,457,752	$117,798,056
Book Stores	$3,478,932	$16,070,590	$41,722,390	$70,629,020
Camera and Photography Stores	$748,382	$3,459,858	$8,971,686	$15,202,724
Children’s' and Infant's Clothing Stores	$1,383,103	$6,420,982	$16,372,722	$27,714,472
Clothing Accessory Stores	$306,824	$1,414,382	$3,505,793	$5,929,401
Computer Stores	$20,443,192	$94,532,235	$238,661,419	$404,504,707
Convenience Stores	$3,226,211	$14,882,652	$38,348,023	$65,009,022
Cosmetics and Beauty Stores	$662,693	$3,056,150	$7,773,069	$13,162,559
Department Stores	$38,668,657	$178,699,116	$449,266,428	$760,413,899
Drinking Places	$1,202,925	$5,529,136	$13,756,570	$23,273,524
Family Clothing Stores	$5,302,566	$24,509,795	$62,334,891	$105,550,076
Fish and Seafood Markets	$145,608	$674,740	$1,775,658	$3,005,451
Floor Covering Stores	$1,607,059	$7,407,148	$18,752,332	$31,757,915
Florists	$373,712	$1,722,680	$4,363,313	$7,392,543
Fruit and Vegetable Markets	$289,591	$1,344,388	$3,534,379	$5,987,927
Fuel Dealers	$7,747,554	$35,794,225	$94,272,996	$159,683,670
Full Service Restaurants	$12,070,511	$55,616,471	$141,556,356	$239,836,293
Furniture Stores	$6,405,780	$29,607,425	$74,229,307	$125,816,703
Gasoline Stations with Convenience Stores	$12,514,141	$57,689,920	$148,597,787	$251,988,382
Gasoline Stations without Convenience Stores	$1,972,906	$9,109,681	$23,764,363	$40,308,917
Gift and Souvenir Stores	$1,225,635	$5,653,272	$14,205,572	$24,044,689
Grocery Stores	$68,497,629	$316,686,370	$809,346,022	$1,370,139,896
Hardware Stores	$2,557,052	$11,784,809	$29,796,790	$50,466,668
Hobby, Toy, and Game Stores	$692,718	$3,197,109	$8,146,711	$13,797,581
Home Centers	$6,389,506	$29,499,789	$74,921,940	$126,955,407
Hotels and Other Travel Accommodations	$1,808,931	$8,331,304	$21,161,961	$35,850,617
Jewelry Stores	$3,773,436	$17,377,651	$42,553,829	$71,937,202
Limited Service Restaurants	$11,752,065	$54,174,448	$138,469,007	$234,659,757
Liquor Stores	$2,077,042	$9,551,091	$24,015,041	$40,660,167
Luggage Stores	$2,529,927	$11,668,968	$29,731,141	$50,415,134
Mail Order and Catalog Stores	$27,868,712	$128,814,180	$325,815,143	$552,092,025
Meat Markets	$618,415	$2,864,732	$7,520,249	$12,735,681
Men's Clothing Stores	$814,295	$3,766,921	$9,608,712	$16,270,206
Mobile Home Dealers	$7,540	$38,170	$99,996	$168,941
Motorcycle and Boat Dealers	$2,066,716	$9,546,771	$24,877,835	$42,183,826
Musical Instrument Stores	$420,300	$1,943,904	$4,969,044	$8,410,096
New Car Dealers	$43,098,285	$199,167,766	$525,379,538	$891,635,141
Nursery and Garden Stores	$1,704,031	$7,862,700	$20,051,353	$33,989,325

	5 Minutes	10 Minutes	15 Minutes	20 Minutes
Office and Stationary Stores	$3,680,410	$17,008,146	$42,785,968	$72,492,208
Optical Goods Stores	$1,276,951	$5,861,589	$15,352,969	$26,005,936
Other Apparel Stores	$656,599	$3,031,908	$7,715,626	$13,065,286
Other Building Materials Stores	$6,609,238	$30,447,571	$76,891,739	$130,177,364
Other Direct Selling Establishments	$2,247,289	$10,385,649	$26,541,517	$44,958,034
Other General Merchandise Stores	$4,544,881	$20,995,466	$52,751,254	$89,284,594
Other Health and Personal Care Stores	$1,212,934	$5,603,961	$14,302,971	$24,220,744
Other Home Furnishing Stores	$1,878,006	$8,657,568	$21,914,712	$37,129,387
Other Miscellaneous Retail Stores	$1,744,293	$8,031,184	$20,438,415	$34,665,341
Other Specialty Food Markets	$457,535	$2,120,144	$5,561,671	$9,425,364
Outdoor Power Equipment Stores	$215,921	$996,266	$2,527,520	$4,284,417
Paint and Wallpaper Stores	$224,393	$1,036,801	$2,630,081	$4,458,236
Pet and Pet Supply Stores	$688,267	$3,182,069	$8,279,628	$14,023,113
Pharmacy and Drug Stores	$15,368,598	$70,939,059	$180,280,796	$305,286,530
RV Parks	$25,739	$119,941	$305,567	$517,144
Record, Tape, and CD Stores	$1,050,157	$4,853,675	$12,444,802	$21,081,497
Recreational Vehicle Dealers	$120,032	$555,717	$1,455,907	$2,469,107
Rooming and Boarding Houses	$12,022	$55,899	$144,339	$246,004
Sewing and Needlecraft Stores	$344,083	$1,592,789	$3,929,901	$6,645,696
Shoe Stores	$1,477,009	$6,836,619	$17,984,186	$30,479,127
Special Food Services and Catering	$1,980,335	$9,129,150	$23,314,292	$39,506,264
Sporting Goods Stores	$2,277,995	$10,531,465	$27,227,177	$46,138,150
Tire Dealers	$2,612,552	$12,073,757	$31,731,726	$53,811,254
Used Merchandise Stores	$775,757	$3,581,144	$9,067,043	$15,354,101
User Car Dealers	$2,671,320	$12,343,928	$32,584,107	$55,304,608
Vending Machines	$947,873	$4,384,720	$11,461,762	$19,426,985
Warehouse Superstores	$14,407,877	$66,589,020	$169,813,856	$287,543,866
Women's Clothing Stores	$2,686,769	$12,390,116	$31,371,222	$53,106,191
Total Aggregate Annual Retail Sales	$385,562,920	$1,781,025,072	$4,553,908,524	$7,715,168,773
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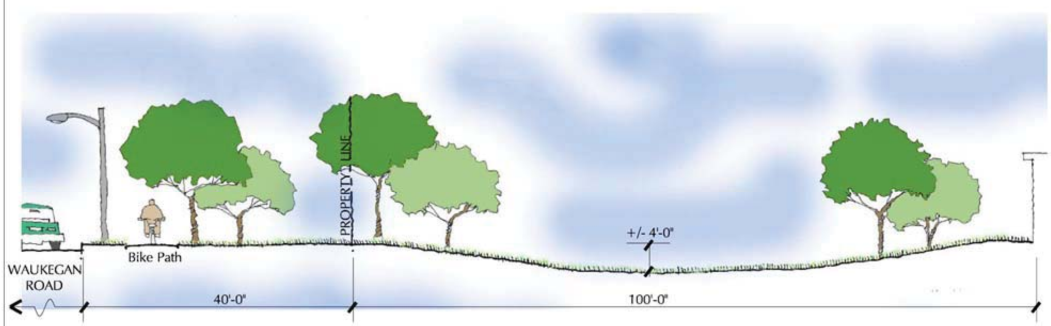
Overall Plan and Bike Circulation Concept

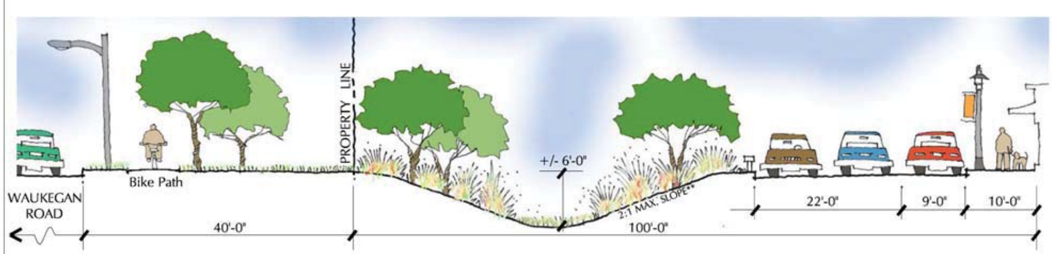
Sections through Swale Area

Existing Swale Conditions

Bioswale with Native Plantings



Existing Section



Proposed Section

*Further hydraulic analysis and traffic flow feasibility will be required under this scenario to ensure viability of concept.

Option 2 - Sections thru existing swale area

0 4' 8' 16'

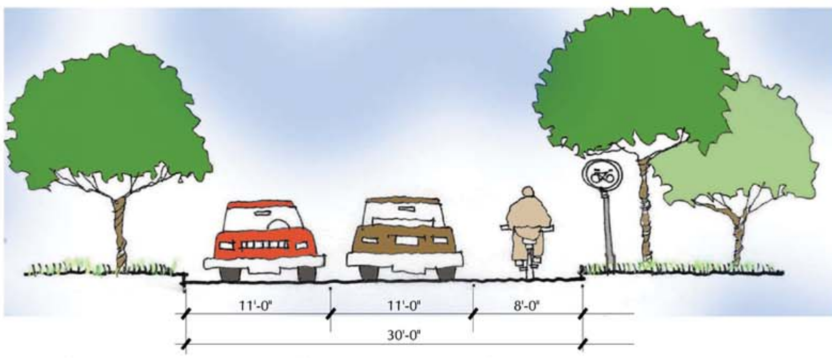
TESKA

Community Planning Development Economics Site Design Landscape Architecture

Waukegan Road Commercial Development 4 of 6

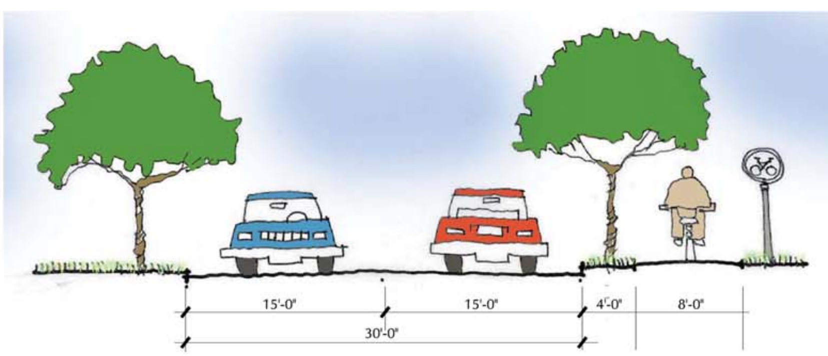
Village of Lake Bluff 19 May 2011

Bike Route Sections



Option 1: On-Street Bike Route Section

Occurs on Carriage Park Ave., Albrecht Dr., N. Shore Dr., Sherwood Tr., and Sherwood Dr.



Option 2: Off-Street Bike Route Section

Occurs on Carriage Park Ave., Albrecht Dr., N. Shore Dr., Sherwood Tr., and Sherwood Dr.

Bike Route Sections

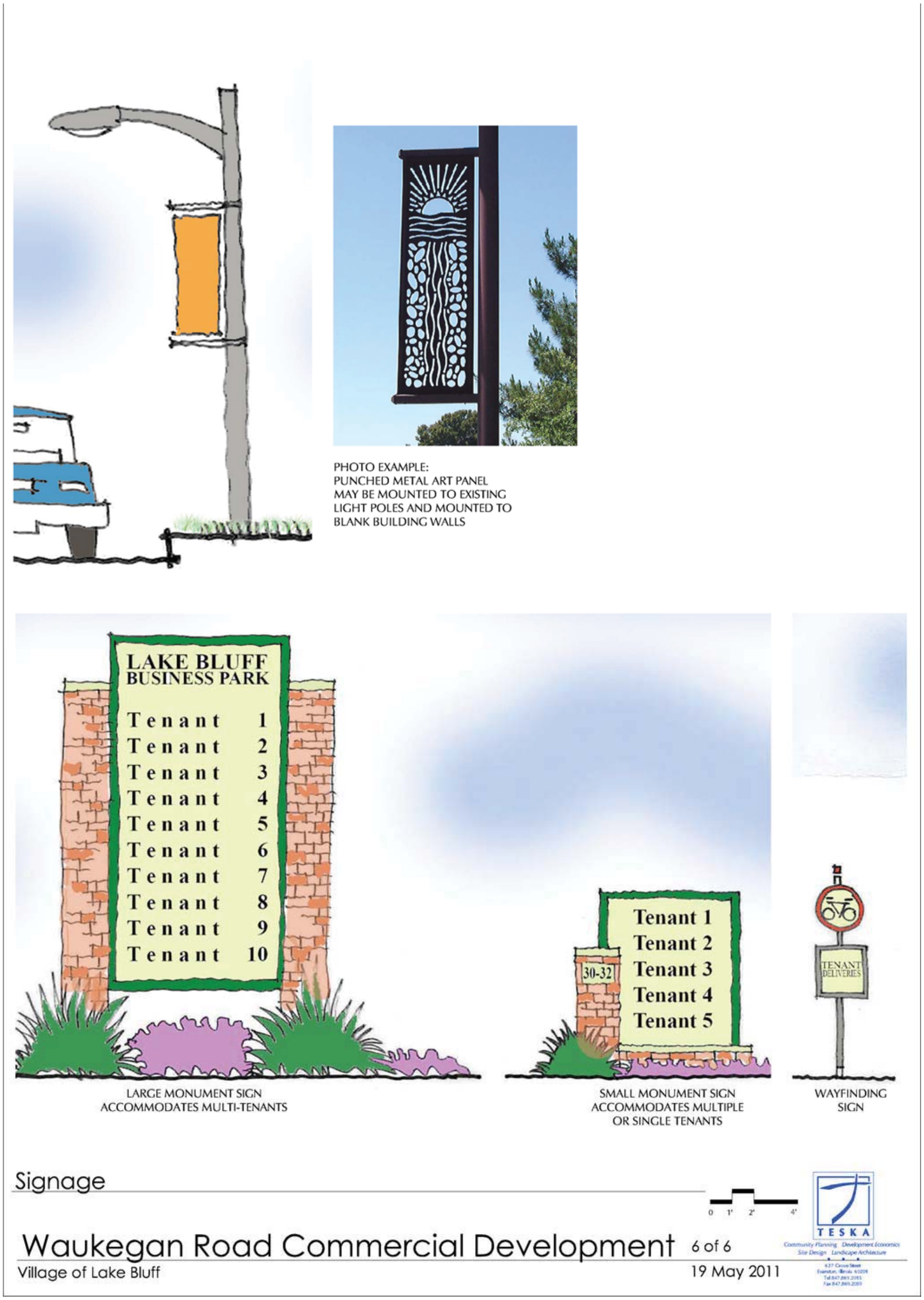
0 2' 4' 8'

TESKA

Waukegan Road Commercial Development 5 of 6

Village of Lake Bluff 19 May 2011

Signage Possibilities



Lake Bluff Zoning Use Table

For discussion only please refer to ordinance for details on conditions applying to each use.

Potential permitted or special use addition to L-1 or L-2

	CBD	L-1	L-2	Overlay
Assembly of goods		P	P	
Computer and data processing services	P	P	P	
Fabrication of goods		P	P	
General offices, not elsewhere classified	P	P	P	
Holding and other investment offices	P	P	P	
Individual and family social services	P	P	P	
Insurance agents, brokers, and service	P	P	P	
Insurance carriers	P	P	P	
Job training and related services	P	P	P	
Legal services	P	P	P	
Light industrial manufacturing		P	P	
Manufacturing of small electric generators		P	P	
Manufacturing of small electric motors		P	P	
Medical and dental laboratories	P	P	P	
Offices and clinics of dentists	P	P	P	
Offices and clinics of medical doctors	P	P	P	
Offices of osteopathic physicians	P	P	P	
Offices of other health practitioners	P	P	P	
Offices	P	P	P	
Packing of goods		P	P	
Processing of goods		P	P	
Real estate	P	P	P	
Research laboratories		P	P	
Storage of goods (wholly enclosed		P	P	
Tax return preparation services	P	P	P	
Aboveground fuel storage tanks		S	S	
Airport	S	S	S	
Building/structure for public utility	S	S	S	
Building/structure for railroad uses	S	S	S	
Church	S	S	S	
Club	S	S	S	
Conference center	S	S	S	

	CBD	L-1	L-2	Overlay
Convalescent home and home for the aged	S	S	S	
Golf course	S	S	S	
Hospital or clinic	S	S	S	
Motel	S	S	S	
Municipal building or area	S	S	S	
Personal wireless service antenna facilities and equipment	S	S	S	
School	S	S	S	
Sporting goods and bicycle shops	P	P		
Subterranean garages	S	S	S	
Swimming pools for organizations, clubs, and multiple-family dwellings	S	S	S	
Adult entertainment establishments			S	
Advertising services	P			P
Apparel and accessory stores	P			P
Arrangement of passenger transportation	P			
Auto and home supply stores without service bays	P			P
Barbershops	P			P
Beauty shops	P			P
Bookstores	P			P
Bowling center	S			P
Breweries and brewpubs	S			P
Business and secretarial schools	P			S
Camera and photographic supply stores	P			P
Cellular, digital, paging, or other antenna or dish installation or facility	S			
Child daycare services	S			S
Credit reporting and collection	P			P
Dance schools, studios, and halls	S			S
Data processing schools	P			S
Depository institutions with drive-in facilities or drive-up auto teller machines	S			S
Depository institutions without drive-in or drive-through facilities, or drive-up auto teller machines	P			P
Drinking places accessory to permitted eating places	S			P
Drive-in or drive-through facilities accessory to any retail trade facility listed as a permitted use	S			S
Drive-in or drive-through facilities accessory to any service use listed as a permitted use	S			P
Drugstores	P			P
Eating places without drive-in or drive-through facilities	S			P
Electrical repair shops	P			P
Engineering and management services	P			P
First, second, third floor residential uses, including, without limitation,	P			

	CBD	L-1	L-2	Overlay
townhomes, apartments, and condominiums				
Florists	P			P
Food stores	P			P
Freestanding automatic teller machines	S			P
Furniture and home furnishings stores	P			P
Garment pressing, and cleaners' agents	P			P
Gasoline service stations	S			S
General merchandise stores	P			P
Gift, novelty, and souvenir shops	P			P
Hardware stores	P			P
Health and allied services	P			P
Hobby, toy, and game shops	P			P
Jewelry stores	P			P
Luggage and leather goods stores	P			P
Mailing, reproduction, stenographic services	P			P
Membership sports and recreation clubs	S			S
Miscellaneous business services	P			P
Miscellaneous transportation and public utilities, not elsewhere classified	S			S
Mortuary uses	S			S
Motion picture distribution and services	P			P
Motion picture production and services	P			P
Motion picture theaters, excluding drive-ins	S			S
Museums and art galleries	P			P
New automobiles dealership	S			S
New boats and personal watercraft dealership		S	S	
New motorcycles dealership		S	S	
New recreational vehicles dealership		S	S	
New snowmobiles dealership		S	S	
New trucks and vans dealership		S	S	
Non-depository institutions	P			P
Optical goods stores	P			P
Paint, glass and wallpaper stores	P			P
Personnel supply services	P			P
Photographic studios, portrait	P			P
Physical fitness facility	S			S
Retail commercial operations	S			P
Retail nurseries and garden stores without open yards	P			P
Second floor residential apartments or condominiums	P			
Security and commodity brokers	P			P

	CBD	L-1	L-2	Overlay
Services to buildings services	P			P
Sewing, needlework and piece goods	P			P
Shoe repair shops and shoeshine parlors	P			P
Stand alone and underground parking facilities or lots, public or private	S			S
Stationery stores	P			P
Stone, marble and granite grinding and cutting				
Third floor residential apartments or condominiums	P			
United States postal service	S			P
Used aircraft dealerships				
Used automobiles dealerships	S			S
Used boats and personal watercraft dealerships				S
Used merchandise stores	P			P
Used motorcycles dealerships		S	S	
Used recreational vehicles dealerships		S	S	
Used snowmobiles dealerships		S	S	
Used trucks and van dealerships		S	S	
Vehicle body shops	S			S
Vehicle muffler shops	S			S
Vehicle oil change facilities	S			S
Vehicle painting facilities	S			S
Vehicle radio/stereo, cellular telephone and communications stores		S	S	
Vehicle service and repair centers	S			S
Vehicle service stations, including fuel and minimart services		S	S	
Vehicle tire, battery, accessory stores		S	S	
Vehicle washing facilities		S	S	
Veterinary services for animal specialties	S			P
Videotape rental	P			P
Watch, clock, jewelry repair services	P			P

BUILDING PLACEMENT

Bulk Metric	Existing		Proposed		Notes
	L-1 Dist	L-2 Dist	L-1 Dist	L-2 Dist	
Front yard setback (10-7A-5A &10-7B-6A)	- 75' minimum - 50' minimum for through lots abutting US or IL highways - 100' minimum for each side bordering US or IL highways	100' minimum	50' minimum		L-1: No parking of vehicles permitted L-2: 100' minimum for all setbacks from Rt. 41
Side yard setback (10-7A-5B & 10-7B-6B)	- 30' or 10% of lot width (whichever is greater)	50' or 15% of lot width (whichever is greater)	- 10' minimum - 5' minimum for lots adjacent to LF utility corridor		designed to be open and unoccupied space
Corner side yard setback (10-7A-5B & 10-7B-6B)	- 30' or 10% of lot width (whichever is greater)	50' or 15% of lot width (whichever is greater)	10' minimum		
Rear yard setback (10-7A-5C & 10-7B-6C)	- 30' minimum for lots abutting residential or local business districts - 75' minimum for all through lots	30' or 5% of lot depth (whichever is greater)	No change	Do not require	L-1: Rear yards are not required unless specific circumstances are met
Building height (10-7A-3 & 10-7B-4)	25' maximum	25' maximum	40' maximum		L-1 & L-2: 15' maximum exceptions made for outside equipment, parapet walls, elevator housing, stairways, flagpoles, etc.

BUILDING MASSING & SCALE

Bulk Metric	Existing		Proposed		Notes
	L-1 Dist	L-2 Dist	L-1 Dist	L-2 Dist	
Front yard setback (10-7A-5A &10-7B-6A)	75' minimum. 50' minimum for through lots abutting US or IL highways. 100' minimum for each side bordering US or IL highways.	100' minimum	50' minimum		L-1: No parking of vehicles permitted L-2: 100' minimum for all setbacks from Rt. 41.
Side yard setback (10-7A-5B & 10-7B-6B)	30' or 10% of lot width (whichever is greater).	50' or 15% of lot width (whichever is greater).	No change. 5' minimum for lots adjacent to LF utility corridor.		Designed to be open and unoccupied space.
Corner side yard setback (10-7A-5B & 10-7B-6B)	75' minimum. 50' minimum for through lots abutting US or IL highways. 100' minimum for each side bordering US or IL highways.	50' or 15% of lot width (whichever is greater).	50' minimum		
Rear yard setback (10-7A-5C & 10-7B-6C)	30' minimum for lots abutting residential or local business districts. 0' for interior lots. 75' minimum for all through lots.	30' or 5% of lot depth (whichever is greater). 100' minimum for all through lots.	No change. No change. 50' minimum for all through lots.		L-1: Rear yards are not required unless specific circumstances are met.
Building height (10-7A-3 & 10-7B-4)	25' maximum	25' maximum	40' maximum		L-1 & L-2: 15' maximum exceptions made for outside equipment, parapet walls, elevator housing, stairways, flagpoles, etc.

PARKING PLACEMENT, ORIENTATION AND SCREENING

Parking Metric	Existing L-1 Dist & L-2 Dist	Proposed L-1 Dist & L-2 Dist
Parking Locations (10-7A-6B(4))	Except as hereinafter provided, all required parking shall be located to the rear of the rear building line but not that portion to the rear of the rear building line falling within the side yard as hereinbefore described, nor in any instance closer than twenty feet (20') to any adjoining property zoned for residential use and no closer than five feet (5') to any other zoned lot including the light industry district (L-1).	(a) Encroachment into setbacks may occur to accommodate additional parking. (b) Consider use of all required yards for parking with minimum 10' setback from property line and 50' minimum setback from IL highways.
	Spaces in excess of required parking may be located within a building or on that portion of the side yard as hereinbefore defined which is located to the rear of the rear building line; provided, that no parking spaces or access driveways shall be located closer than twenty feet (20') to any adjoining lot zoned for residential use or closer than ten feet (10') to any other adjoining lot; provided further, that such parking may not be provided on such side yard if it abuts a U.S. or state public highway.	
	Required parking for through lots including through lots abutting a U.S. or state public highway may be located on one side only of the lot within the area on which a building can be located but not on any part of the required side yard, or on a yard bordering the U.S. or state public highway.	
	Notwithstanding any of the requirements contained herein, the ABR may, upon request by the owner of the land affected, permit the placement of required parking on either the side yard or rear yard of any lot in the light industry district. In addition thereto, spaces marked and designated for visitor or executive parking may be provided as follows: (1) On the interior thirty five percent (35%) of the setback. Parking stalls shall be limited to that space in front of the building and shall not protrude or extend beyond the side building line of the building. (2) In the alternative to such parking on the front yard setback, and not in addition thereto, executive or visitor parking shall be permitted on one side yard only of the lot, subject to the following restrictions and regulations.	
	No executive or visitor parking may be provided on a side yard abutting a U.S. or state public highway unless the lot is a through lot.	(a) Separate visitor and executive parking when possible. (b) Locate visitor parking closer to building. (c) Orientate employee parking lots to rear or side of building. (d) Provide pedestrian access between parking areas and building entrances.
	Parking spaces on the side yard shall be limited to the maximum number that would be permitted if such parking were located in the front yard setback.	
	Such parking spaces shall be located adjacent to the building on the lot, and parking area and access lanes therefor shall not exceed thirty feet (30') in width, provided further, no access driveways shall be located closer than ten feet (10') to any adjoining lot.	

PARKING PLACEMENT, ORIENTATION AND SCREENING

Parking Metric	Existing L-1 Dist & L-2 Dist	Proposed L-1 Dist & L-2 Dist
Side Yard Area Parking (10-7A-6B(7))	All side yard area parking shall be screened from the street(s). In addition, sufficient screening shall be provided along the access lanes to accomplish this purpose. All parking areas adjacent to residential areas shall be screened. Front yard executive parking shall be screened in a "park like" atmosphere when located on a U.S. or state public highway. The word "screening", as used herein, shall mean a compact evergreen hedge which will mature, within five (5) years, to a height of not less than four feet (4') nor more than eight feet (8') or an equivalent approved by the architectural board of review. All areas not used for building, parking or driveways shall be planted in grass. All areas planted in grass shall be maintained and mowed. No grass shall be allowed to grow in excess of six inches (6") in height.	(a) Orientate employee parking lots to rear or side of building.
ABR Determinations (10-7A-6B(9))	The ABR is empowered to determine areas on a lot which may be used for parking purposes, illumination therefor, and substitutes for required type and placement of screening. In making such determinations, the following standards are prescribed: (1) Parking requirements may not be reduced. (2) Executive parking standards and requirements may not be changed. (3) Side yards and/or rear yard parking areas may be interchanged, but not reduced. However, in the event any side yard parking is permitted, no further enlargement or construction of any building shall be allowed unless the enlargement or construction of the building and parking areas provided are made in accordance with the standards provided for herein and as approved by the ABR. In considering such matters, proper attention will be given to maintenance of the tax base of the village, public health, safety, convenience, comfort, morals, prosperity and the general welfare of the public, the effect of any decision upon surrounding property and the intent of this article to maintain an aesthetically pleasing park like atmosphere, and the maintenance of the value of the property within the surrounding area.	(a) Large parking lots are discouraged in favor of smaller, connected parking lots that employ landscaping, screening, transitions and buffers. (b) Landscaped areas, including landscaped parking islands and medians, shall be separated from vehicular and pedestrian encroachment by curbs and raised planting areas.

ICSC Illinois Alliance Program & Midwest Idea Exchange

February 23-24, 2010

Restaurant Trends

Hosted By:

Steve Frishman, Principal — sfrishman@midamericagrp.com — (630) 954-7325

Brian Adams, Associate — badams@midamericagrp.com — (630) 954-7512

Fast Casual	Category	Size Min	Size Max	Details	Contact
Five Guys Burgers & Fries	Burgers	2,200 (25')	2,800	Corporate. Criteria- Regional, Sub-Regional Markets & CBD. Strong daytime. Endcap or Freestanding.	**Mid-America Real Estate Corp** Steve Frishman - sfrishman@midamericagrp.com Brian Adams - badams@midamericagrp.com
Smashburger	Burgers	1,800	2,400	Corporate. Criteria - Major Regional Markets & CBD. Strong daytime. Endcap.	**Zifkin Realty Group** Scott Dolan - sdolan@zifkinrealty.com Marc Rubin - mrubin@zifkinrealty.com
Meatheads	Burgers	2,000	2,800	Corporate. Criteria - Regional, Sub-Regional Markets & CBD. Higher incomes & strong daytime pop. Endcap.	**Tartan Realty Group** Michael Chin - michaelc@tartanrealtygroup.com
Tom & Eddie's	Burgers	2,500	3,000	Corporate. Criteria - Higher incomes & strong daytime pop. Regional Markets. Endcap.	**CB Richard Ellis** Matt Ramsey - matthew.ramsey@cbre.com
Pei Wei Asian Diner	Asian	3,000 (40')	3,300	Corporate. Criteria - Upscale regional, strong daytime, grocery anchored center. Freestanding or Endcap.	**LJK Realty Advisors** Brad Fedirico - bradfederico@yahoo.com
Panda Express	Asian	2,000	2,200	Corporate. Criteria - Regional trade areas w/ big box co-tenancy. Will consider neighborhood markets with substantial daytime. Endcap. No Drive-thru's.	**CB Richard Ellis** Kim McGuire - kim.mcguire@cbre.com
Noodles & Co	Asian/Med	2,400	3,000	Corporate. Criteria - CBD & strong daytime pops. Higher incomes. Endcap.	**Zifkin Realty Group** Marc Rubin - mrubin@zifkinrealty.com
Naf Naf	Mediterranean	2,000	3,000	Corporate. Criteria - Regional Suburban. Strong daytime. Endcap.	**Mid-America Real Estate Corp** Jack Siragusa - jsiragusa@midamericagrp.com
Chutney Joe's	Indian	1,500 (20')	2,000	Franchise. Target Markets - Orland Park, Schaumburg, Naperville. Strong daytime pops & retail.	**Vernick & Associates, Ltd** Brandon Riccardi- bricciardi@vernickassociates.com Bowman Elder - belder@vernickassociates.com
Bombay Spice	Indian	1,500	2,500	Corporate. Criteria - Regional Suburban. Strong daytime. Endcap.	**Mid-America Real Estate Corp** Jack Siragusa - jsiragusa@midamericagrp.com
Chipotle	Mexican	2,000	2,500	Corporate. Criteria - Strong daytime. Regional & neighborhood grocery anchored centers. Endcap.	**Mid-America Real Estate Corp** - Suburban Steve Frishman - sfrishman@midamericagrp.com **Baum Realty Group** - City Adam Secher - adam@baumrealty.com
Qdoba	Mexican	2,000	2,400	Corporate (South of I-90 & Irving Park). Franchise (North of I-90 & Irving Park). Strong daytime & retail. Endcap.	**Metro Commercial Real Estate** - Corporate Brent Wayburn - bwayburn@metrocre.com Meredith Oliver - moliver@metrocre.com **CB Richard Ellis** - Franchise Jacob Dell - jacob.dell@cbre.com
Jason's Deli	Deli	4,200	6,000	Corporate. Target Markets - Evanston, Glenview/Northbrook & CBD. Endcap or Freestanding w/ Drive-thru. Strong daytime pop. No black iron.	**Mid-America Real Estate Corp** Brian Adams - badams@midamericagrp.com William Hoag - whoag@midamericagrp.com
Prêt A Manger	Café	1,500	2,500	Corporate. Target Market - CBD. Corners & highly visible inline.	**Newark Knight Frank** Greg Kirsch - gkirsch@newmarkkf.com Adam Hlavaty - ahlavaty@newmarkkf.com
Panera	Café	3,600	4,000	Corporate - DuPage & Cook County. Preference for Urban markets & drive-thru's. Endcap. No black iron.	**Baum Realty Group** Anthony Campagni - anthony@baumrealty.com
Labriola	Café	5,000	6,000	Corporate - Criteria - Urban density. CBD. Black iron.	**Mid-America Real Estate Corp** Paul Bryant - pbryant@midamericagrp.com

Honey Baked Ham & Café	Café	1,600	2,000	Franchise. They are trying out a new café concept on Clybourn in Lincoln Park and then will consider new suburban markets.	**Mid-America Real Estate Corp** Joe Herron - JHerron@midamericagrp.com
Jersey Mike's	Subs	1,300(17')	2,200	Franchised. Criteria - Regional, Sub-Regional & Neighborhood Markets. Inline or Endcap.	**Mid-America Real Estate Corp** William Hoag (Suburban) - whoag@midamericagrp.com Greg Bayer (Urban) - gbayer@midamericagrp.com
Which Wich	Subs	1,200	1,800	Franchised. Criteria - Regional Suburban markets. No black iron. Preference for Endcap.	**Newmark Knight Frank** Greg Kirsch - gkirsch@newmarkkf.com Adam Hlavaty - ahlavaty@newmarkkf.com
Jimmy John's	Subs	1,200(20')	1,600	Franchised. Criteria - Regional, Sub-Regional & Neighborhood Markets. Inline, Endcap and/or Drive-thru option.	**Metro Commercial Real Estate** - City Brent Wayburn - bwayburn@metrocre.com **Baum Realty Group - Suburban** Allen Joffe - allen@baumrealty.com
Firehouse Subs	Subs	1,650	2,000	Franchise. Criteria - Suburban - Daytime & office driven. Endcap preference or inline Outlot buildings. Urban - Dense office corridors and foot traffic. No Black Iron.	**The Lord Companies** Heide Schulz - heide@lordcompanies.com
Pockets	Calzone's	1,600	1,800	Franchise. Criteria - All Suburban markets. Inline.	**Mid-America Real Estate Corp** Joe Herron - JHerron@midamericagrp.com
Wingstop	Wings	1,200	1,800	Franchise. Target Markets - 35th street south to 79th Street, Division St north to Peterson Ave. Inline or Endcap.	**Baum Realty Group** Anthony Campagni - anthony@baumrealty.com
Andy's Frozen Custard	Desert	1,500	2,000	Corporate. Criteria - Drive-thru in suburban markets. Highly visible in Urban markets. Preference for Endcap.	**Newmark Knight Frank** Bill Selonick - wselonick@newmarkkf.com Adam Hlavaty - ahlavaty@newmarkkf.com
Fast Food	**Category**	**Size Min**	**Size Max**	**Details**	**Contact**
Chick-fil-A	Chicken	1 Acres	1.25 Acres	Corporate. Regional & Sub-regional markets. 4,500 sf in Urban locations. Need black iron.	**Mid-America Real Estate Corp** Steve Frishman - sfrishman@midamericagrp.com Greg Bayer - gbayer@midamericagrp.com
Sonic Drive-In	Burgers	.75 Acres	1 Acre	Franchise. Criteria - Regional trade areas w/ big box co-tenancy. Strong traffic counts/ good access. Freestanding only.	**Mid-America Real Estate Corp -** Lake, McHenry, Kendall, Will & South Cook County Steve Frishman - sfrishman@midamericagrp.com Brian Adams - badams@midamericagrp.com **Edgemark Commercial Real Estate -** Kane, DuPage & North Cook County Al Rodenbostel - arodenbostel@edgemarkllc.com
Culver's	Burgers	.75 Acre	1.25 Acre	Franchise. Inner suburbs (east of I-294). Will consider endcap/drive-thru's with large parking field.	**Culver's** Tom Goldsmith - tomgoldsmith@culvers.com
Casual Dining	**Category**	**Size Min**	**Size Max**	**Details**	**Contact**
Mimi's	American	1.5 Acres	1.75 Acres	Corporate. Regional markets with strong daytime pop and higher incomes. Freestanding.	**Sierra Realty Advisors** Marc Offit - marc@sierraadvisors.com
Tilted Kilt	American	1.5 Acres 7,000	2 Acres 7,200	Franchise. Target markets - Bloomingdale, Rosemont, Oak Brook, Schaumburg, Kenosha, Orland Park, Skokie, Niles, Calumet City, Wrigleyville, Kenosha. Freestanding preference.	**SRS Real Estate Partners** Chris Ilekis - Chris.Ilekis@SRSRE.com
Buffalo Wild Wings	Wings	6,300	6,500	Corporate. Criteria - Sub-regional markets with strong daytime pop. Endcap or Freestanding.	**Mid-America Real Estate Corp** Steve Frishman - sfrishman@midamericagrp.com Brian Adams - badams@midamericagrp.com
Chuck E. Cheese	Pizza/Games	15,000	17,000	Corporate. Criteria - Regional markets with strong daytime pop. 10 miles from existing units. Schaumburg. Inline or Endcap	**Mid-America Real Estate Corp** Steve Frishman - sfrishman@midamericagrp.com Brian Adams - badams@midamericagrp.com
Chili's	Southwestern	1.25 Acres	1.75 Acres	Franchise. Criteria - Regional trade areas w/ big box co-tenancy. Freestanding.	**Mid-America Real Estate Corp** Steve Frishman - sfrishman@midamericagrp.com

Design Standards:

Purpose:

The Village of Lake Bluff understands the importance of a revitalized and coordinated Waukegan Road Commercial Development. As such, the Village suggests general design standards to encourage quality site planning and building design, which promotes physical investment for the employment base to maintain regional and national economic competitiveness. They provide direction for redevelopment in order to achieve a built environment that provides a comfortable, distinctive, and stimulating employment environment. These design standards are intended to guide new development and exterior remodeling of individual sites and buildings, roadways, landscaping, bike paths, and all other site improvements, in order to guarantee excellence and innovation in design.

The standards should not limit imagination, innovation, or variety, but rather assist in focusing on design principals which can result in integrated, contextual sensitive, innovative and sustainable project designs. These design standards encourage property owners, tenants, and Village officials to effectively work together as new construction and redevelopment occurs to ensure design consistency in the Waukegan Road Commercial Development. These standards are flexible to allow a wide variety of alternative development concepts with the intent to ensure excellence and innovation in design.

Applicability:

The Waukegan Road Commercial Development Design Guidelines are applicable to all exterior building construction including changes in materials, installation of new mechanical equipment, new or expanded outdoor facilities, and changes or additions to parking, fencing, landscaping and exterior lighting. These standards do not apply to changes in interior building modifications needed to accommodate permitted uses, and temporary uses or facilities.

Study Area

The study area is outlined in the graphic below.

Design Principles Overview

Listed below is a quick overview of the key design guidelines to consider. Following this overview are detailed guidelines which are more specific in their nature.

A. *Site Design*

B. *Building Placement and Orientation.*

C. *Parking Placement, Orientation, and Screening*

D. *Building Massing and Scale*

E. *Architectural Design and Building Materials*

F. *Landscaping*

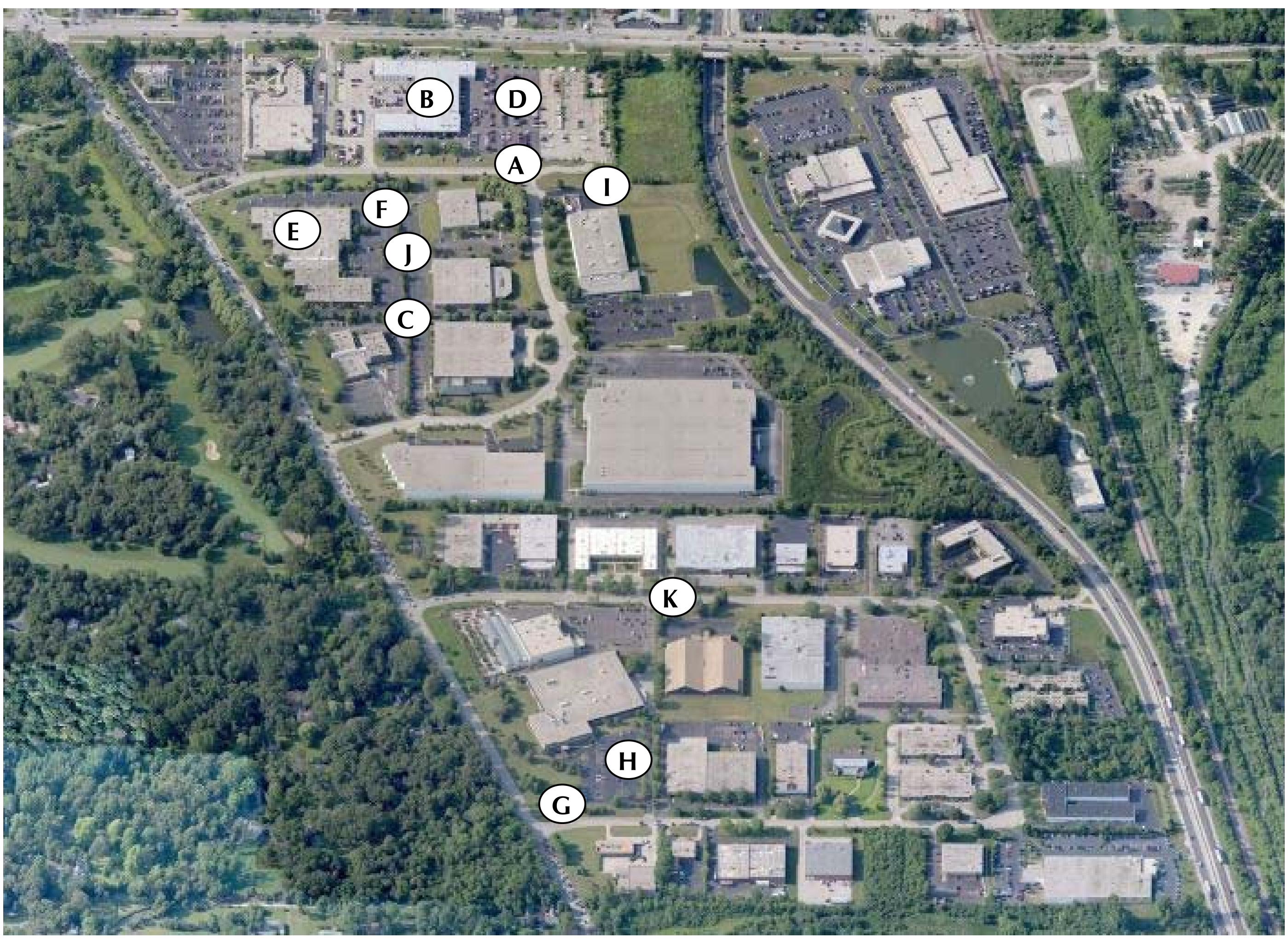
G. *Signage*

H. *Lighting*

I. *Utilities and Mechanical Screening.*

J. *Loading and Storage Areas*

K. *Multi-Purpose Trailways*

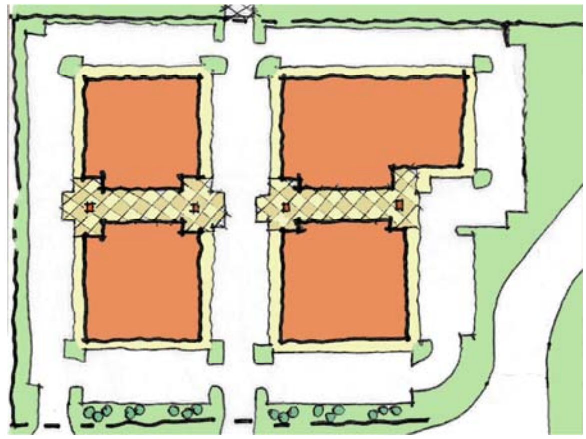


Site Design

Intent

To ensure that site layout considers the internal organization of a development project and the external relationship with the public right-of-way and adjacent properties to provide for a more compatible campus-like setting.

Standards



Site design and building layout should accommodate both vehicular and pedestrian needs. In addition, parking lots should be designed to take advantage of shared access and similar perimeter landscape themes.

a. Site design shall consider the placement of adjacent buildings in relation to parking lots, pedestrian spaces, and existing setbacks.
b. Building setbacks along Waukegan Road and the internal loop roads can be narrowed to accommodate site design revisions. The new revised setbacks should be uniform in nature between different properties, and shall be appropriately landscaped. Consider modifying current minimum setback for State Routes of 100 feet to new minimum setback of 50′. Consider modifying current minimum setback for internal loop road of 75′ to 50′.
c. Site and building design shall accommodate pedestrian circulation from parking areas, multi-purpose pathways (both internal and external) to existing or renovated buildings.
d. Existing and planned pedestrian and bicycle circulation systems and easements shall be integrated into the site design.
e. Coordinate site design between properties to take advantage of shared access and parking, similar perimeter landscape themes, etc.
f. As part of site design, the opportunity exists to encourage the use of ‘common sense’ sustainable practices including:
    1. Naturalized stormwater management features such as rain gardens, bioswales, and bio-retention basins, which are integrated in a cohesive and logical manner to take advantage of site topography, orientation and visibility;
    2. Use of pervious paving in lieu of impervious paving;
    3. Use of native landscaping;
    4. Use of recycled products for infrastructure, site, and building material.

Building Placement and Orientation

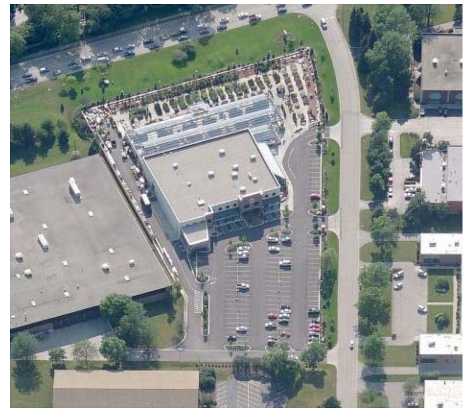
Intent

To require building placements that provides a strong visual and functional relationship with its site, adjacent sites, and nearby thoroughfares. Ensure consistency within sites and to adjacent sites to provide distinct building groups which exhibit similar orientation, scale, and proportion.

Standards:

a. Building placement and orientation shall be coordinated with adjoining sites to take advantage of similar perimeter landscape themes, common access, or similar features. Consider modifying current minimum setback for State Routes of 100 feet to new minimum setback of 50′. Consider modifying current minimum setback for internal loop road of 75′ to 50′. In addition, buildings that are adjacent to the Lake Forest utility corridor should have a minimum setback of 5′.

b. Building entries shall be located so that they are easily identifiable with convenient public access. Each project shall provide a well-defined entry sequence for pedestrian and vehicular uses from the street to the building.
c. Plazas and courtyards are strongly encouraged
d. Secondary entrances shall be easily accessible and convenient to building parking and delivery areas, but should not be visually dominant.
e. Building placement shall consider pedestrian and bicycle access and circulation.
f. Sidewalks shall be provided along the full length of the building along any façade featuring a public entrance.
g. Where feasible, accessory facilities such as mechanical equipment, trash collection, loading areas, storage areas, and vehicle service areas shall be located away from portions of the site which are highly visible from public roadways or private properties with dissimilar improvements.



Building placement and orientation should be coordinated with adjoining sites to take advantage of similar perimeter landscape themes, access opportunties, and pedestrian networks.

Accessory facilities such as mechanical equipment, trash collection, loading areas, storage areas, and vehicle service areas shall be screened and located away from streets.

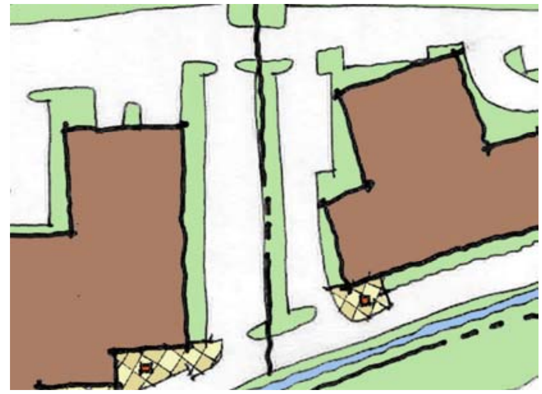
Parking Placement, Orientation, and Screening

Intent

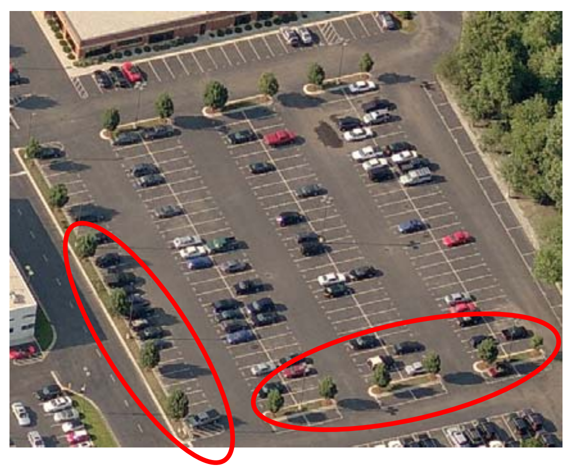
To provide a circulation system that efficiently moves vehicles in a well-defined manner, while reducing the visual impact of parking areas and mitigating conflict between pedestrians, bicycles, and automobiles.

Standards:

a. Large parking lots are discouraged in favor of smaller, connected parking lots that employ landscaping, screening, transitions, and buffers.
b. New parking areas may be necessary to accommodate new parking demands. As such, encroachment into setbacks may occur to accommodate additional parking. Consider use of all required yards for parking with minimum 10' setback from property line and 50' from State Routes. To soften this impact, new parking areas within existing setbacks shall be generously landscaped on their perimeters (continuous hedges, ornamental fencing, shade trees, etc.). Consider further study of minimum and maximum parking standards by use.
c. Visitor and employee parking shall be separated when possible. Visitor parking lots shall be placed closer to the building. Employee parking lots shall be oriented to the rear or side of the building and screened from the public right-of-way.
d. The placement and design of parking areas and structures shall foster safe pedestrian access and circulation and clearly identifiable public access and visitor parking.
e. Pedestrian access shall be provided between parking areas and building entrances.
f. Landscaped areas, including landscaped parking islands and medians, shall be separated from vehicular and pedestrian encroachment by curbs and raised planting areas.
g. Parking lot lighting should be uniform between properties. Direct cut-off fixtures, etc. are encouraged to promote 'dark skies' and limit light pollution, while still providing adequate light levels for safety and visibility.



Parking lots should be shared and broken into smaller, connected lots that employ landscaping, screening, transitions, and buffers.



Parking lots shall contain landscaped areas including landscaped parking islands and medians, and perimeter landscape buffers.

Building Massing and Scale

Intent

To maintain consistent massing and scale and ensure the use of properly proportioned building elements.

Building massing, height, bulk, scale, and proportion shall maintain consistency with the character of both new planned buildings and existing ones.

Standards:

a. Building massing, height, bulk, scale, and proportion shall maintain consistency with the existing character of the adjacent buildings.
b. Building design should employ coordinated massing to produce overall unity, scale, and interest.
c. Rooflines and pitches shall be proportionate to nearby structures so as to provide transition or mitigation of significant changes to scale.
d. Larger building masses shall be located at the centers or rears of building compositions, with smaller forms stepping outwards and down, especially those facades located adjacent to the public right-of-way.
e. Consider allowing maximum building height of 40′ from current maximum of 25′ to accommodate modern warehousing needs

Architectural Design and Building Materials

Intent

To create a character for the Waukegan Road Commercial Development that encourages the greatest amount of visual interest, architectural consistency, and high quality material use. The standards are not intended to limit imagination, innovation, or variety.

Buildings within the same business park should be designed to provide a unified and easily identifiable image.

Architectural Design Standards:

a. Architectural style shall not be restricted. Rather, evaluation of the appearance of a project shall be based upon compatibility and the quality of its design and relationship to surroundings.
b. Minimize monotony of expansive exterior walls by incorporating the following elements: staggering of vertical walls; recessing openings; providing upper-level roof overhangs; using deep score lines at construction joints; contrasting compatible building materials; use of variety and rhythm of window and door openings; use of horizontal and vertical architectural elements, use of horizontal bands of compatible colors; and providing changes in roof shape or roof-line.
c. Facades shall provide visual interest from both vehicular and pedestrian viewpoints.
d. Use of parapet walls should be designed as an integral part of the building design.

e. Entrances to individual buildings shall be readily identifiable to visitors through the use of recesses or pop-outs, roof elements, columns, or other architectural elements.
f. Existing building facades that are devoid of detail should incorporate decorative panels and other decorative devices (sculpture, paint variations, ironwork, etc.) that add visual interest.
g. Existing building facades that may convert from office to retail uses should incorporate façade enhancements that reinforce a retail experience. These include sidewalks adjacent to the façade, the use of canvas awnings over windows and doorways, uniform signage, large windows broken up with mullions, and clearly visible front entry doorways.

<u>Material Standards:</u>

a. Materials shall be selected for suitability to the type of buildings and the architectural design in which they are used.
b. Material selection shall be consistent with architectural style in terms of color, shades, and texture, however monotony shall be avoided.
c. Materials shall be consistent with adjoining buildings.
d. Buildings shall have the same materials, or those that are architecturally compatible, for construction of all building walls and other exterior building components wholly or partly visible from public ways and public parking lots.
e. In any design in which the structural frame is exposed to view, the structural materials shall be compatible within themselves and harmonious with their surroundings.

<u>Landscaping</u>

To incorporate appropriate native landscaping to enhance visual appearance, provide transitions between properties, and screen unsightly areas.

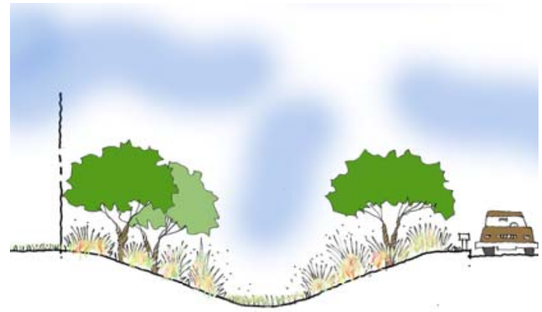
<u>Standards:</u>
a. Landscaping shall be used to
   1. Soften building exteriors;
   2. Define building entrances and parking lots;
   3. Break up expansive paved surface areas in parking lots;
   4. Provide a transition (buffering) between neighboring properties; and
   5. Provide screening for loading and equipment areas, and refuse storage.
b. Landscaping shall be provided around the perimeter of a building to minimize the "hard edge" that is created where the building meets the pavement. The only exception to this would be for existing buildings that may convert to retail – in this scenario, the sidewalk may abut the building to reinforce the retail experience. Consider green roofs when feasible.

The materials used for building facades and related elements should be appropriate to the development as a whole.

Buildings that may convert to retail should incorporate façade enhancements that reinforce a retail experience (awnings, clearly defined doorways, etc.).

Well integrated landscape design can break the monotony of the surface parking lots and soften the visual impact of parked cars and buildings.

c. Pedestrian areas and walks shall be distinguishable from parking and circulation areas with distinct paving materials, shade trees, and groundcover planting.
d. The use of naturalized stormwater management techniques in certain areas (bioswales, raingardens, etc.) is highly encouraged to help manage stormwater runoff.
e. Landscaping shall conform and incorporate existing landscape and topographic features.
f. Landscaping within courtyards and patios may include hardscape and softscape materials.
g. Landscaping shall maintain adequate sight lines for visual safety, visibility and efficient security.
h. Plant, shrub and tree species shall be appropriate to the northeast Illinois climate and should require minimal water and care.
i. Landscaping shall be protected from vehicular encroachment by the use of curbs.



The use of bioswales and other best management practices is encouraged to help in the overall stormwater management program for the development.

Signage

Intent

To require interesting, creative, and unique approaches to the design of signs, including building signs, small monument signs, and multi-tenant monument signs.

Standards:
a. To tie the development together, new signs shall incorporate red brick and forest green background and/or trim (see photos this page).
b. Small monument signs shall include business name(s) and street address(es).
c. Multi-tenant monument signs shall include the name of the development along with various tenants.
d. Signs on buildings shall be proportional to the building, such that they do not dominate the appearance, nor are visually lost.
e. Signs on buildings shall be consistent in character with the material, color and detail of the building.
f. Multi-tenant buildings shall develop a master sign plan which should be used to guide individual sign design decisions.
g. All wayfinding, directional and parking control signs shall be unobtrusive and consistent in format.
h. Existing buildings that may convert to retail should incorporate signage onto awnings to reinforce the retail experience.

Signs shall be of high quality and match the character of the district.

Multi-tenant monument signs shall include the name of the development, along with various tenants. Materials of multi-tenant signs shall match those of monument signs when possible.

Lighting

Intent

To encourage the use of lighting as an integral design component to enhance buildings, landscaping, or other site features.

Standards:

a. Lighting should be designed to provide atmosphere, safety, and security without unnecessary spillover or glare onto adjacent properties.
b. Exterior lighting shall balance the need for energy conservation with the needs for safety, security, and decoration.
c. Light fixtures shall be screened and/or placed so that the light source is not visible off site. Consider establishing maximum height limitation for parking lot fixtures.
d. Only lighting that is required for general safety and security shall be provided on a 24-hour basis.
e. Existing streetlights should either be changed to a more decorative fixture, or upgraded with banners, etc. that help promote and overall brand and image for the development.

Decorative ironwork added to existing streetlights can help reinforce the overall brand and image for the development.

Utilities and Mechanical Screening

Intent

To ensure that utilities are designed to be a part of the overall building so to reduce the visual impact.

Standards:

a. New utilities shall be located underground.
b. Ground mechanical equipment and utilities shall be screened from the public right-of-way with the use of walls, fencing or roof-top mechanical equipment and utilities shall be screened from view of adjacent property or the public right-of-way.
c. Walls, fencing, and architectural details for screening shall compliment the materials used in the associated building's architectural style.

Decorative screening can add an element of visual interest to a development.

Loading and Storage Areas

Intent

To ensure that loading, storage, and other building utility features are designed to be a part of the overall building as so to reduce the visual impact.

Standards:

a. Loading and service areas shall be located on the sides or rears of the buildings. Eliminate current prohibition on any outdoor loading.

Loading and service areas shall be located on the sides or rears of the buildings and screened with the use of fencing, landscaping, or walls.

b. Loading and service areas shall be screened from the public right-of-way with the use of fencing, landscaping, or walls.
c. Freestanding storage facilities (including warehousing) shall comply with all design standards.
d. Trash storage and pick-up facilities shall be located in the rear or side of a building or site and screened from view of adjacent property or the public right-of-way.
e. Outdoor trash storage shall be screened with fencing or walls, which are consistent with the associated primary building color and materials.

<u>Multi-Purpose Trailways</u>

<u>Intent</u>

To ensure that pedestrians and bicycles can easily access the development from the perimeter, and also circulate safely within the development.

On-street multipurpose lanes shall be clearly delineated for bicyclist and pedestrian safety.

<u>Standards:</u>

a. On street multi-purpose lanes shall be clearly striped and shall not be less than 8'-0" wide.
b. Off-street multi-purpose lanes shall be an asphalt or concrete surface and shall not be less than 8'-0" wide. The lanes shall be part of the public R.O.W.
c. When required, multi-purpose lanes may encroach on private property to help tie together the 'upper loop' to the 'lower loop'. These encroachments shall be clearly marked with appropriate signage.
d. All multi-purpose lanes within the public R.O.W. shall be clearly delineated with signage for safety and directional purposes.