

COMPREHENSIVE PLAN

August 6, 2007

Village of Hoffman Estates

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ACKNOWLEDGEMENTS

The Comprehensive Plan is intended to guide the long range development policy of the Village. A broad array of development related issues are discussed in the Plan, including transportation, land use and economic development. The general guidance provided by the plan is considered when new developments are proposed and when specific programs are considered for implementation by the Village. Over time it is expected that the broad policies in the Plan may need to be adapted to meet changing conditions. Many of the policies of the plan are proposed with this need for flexibility in mind.

The development of the Plan is directed by the Comprehensive Plan Advisory Committee (CPAC) and Village staff, and prepared by a consultant team led by Solomon Cordwell Buenz in association with Business Districts, Inc (for Economic Development and Market Analysis), Fish Transportation Group (for Transportation Issues), and Laubie Companies (for Municipal Financing and Implementation Issues).

The Planning team offers special thanks to the following individuals who contributed their time to the development of the 2007 Comprehensive Plan for the Village of Hoffman Estates:

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August 6, 2007



I. INTRODUCTION

- Comprehensive Plan Intent
- Planning Process
- Hoffman Estates Today
- National Demographic Trends
- Regional Demographic Trends
- Goals and Objectives



COMPREHENSIVE PLAN INTENT

The Village of Hoffman Estates Comprehensive Plan establishes development strategies and policies to guide the future growth and development over the next two decades. The Plan assesses existing conditions and trends, provides recommendations for land use development, transportation improvements, housing provisions, expansion of the Village's economic base, and the protection of natural resources.

This is a long range policy document that provides a coordinated approach to decision making regarding land use and development strategies within the Village. The Comprehensive Plan is one of the tools used by the Plan Commission, the Village Board of Trustees, and the Village administration in making decisions that affect the future. This Comprehensive Plan supplements the zoning map and replaces the former Comprehensive Plan with current thinking about the Village land use and future development trends. This plan establishes the framework for addressing anticipated changes in the community. For example, the Plan introduces special district plans for Transit Oriented Development (TOD) around the new STAR (Suburban Transit Access Route) Line Stations, retail redevelopment plans for aging shopping centers and other site specific Village goals.

The focus of the Comprehensive Plan is to establish relatively broad, long term goals, objectives, policies and implementation recommendations that will provide the framework for ongoing community planning activities. It is anticipated that additional Village planning studies with detailed recommendations will be required to expand upon and supplement the more general recommendations represented in the Comprehensive Plan.



PLANNING PROCESS

Public Participation and Plan Process

In developing this Comprehensive Plan for Hoffman Estates public involvement was considered a very important aspect to establishing a shared vision for the Village. Community involvement in the planning process will result in consensus on issues and a public commitment to plan objectives and implementation of recommendations of the plan.

Preliminary Open House Sessions

In order to engage the community in this planning process, all residents of the Village were invited to three Open House sessions in April 2006 in the three different geographic zones of the Village (North, Central and West) where data, issues and planning recommendations were described in depth, and participants were asked to provide feedback. The planning team and Village officials were present at these meetings to answer any questions about the Comprehensive Plan topics and objectives.



Figure 1.01: Open House 1



Figure 1.02: Open House 2



Figure 1.03: Open House 2

Stakeholder Interviews

In April 2006, the planning team met with various Village business owners, retailers and institutions to discuss issues of concern and future development plans. These dialogues helped to shape the business, office and retail strategies in the plan.

Community Survey

In May 2007, a mail back community survey was sent to a random sampling of the community that covered questions on the major topics of the Comprehensive Plan including: land use, zoning, retail redevelopment, STAR (Suburban Transit Access Route) Line and transit issues, business, residential and neighborhood concerns. Survey responses were tabulated and posted on the website and then became the foundation of the plan objectives and recommendations.

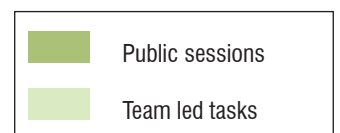
Planning Recommendations - Open House

In preparation of the comprehensive plan recommendations, the planning team, CPAC (Comprehensive Plan Advisory Committee) and staff met regularly over a year to identify key issues, goals and refine public policy direction in the Comprehensive Plan. The Committee subsequently developed a number of draft policy statements in consideration of information developed by the consultant and staff support team, and the public input provided in the initial open house meetings. These draft policies were presented at the second Open House meeting which was held on February 8, 2007 to provide an opportunity for the public to review and comment on the various preliminary plan recommendations and disseminate information about the issues.

Following the public open houses a formal draft plan was prepared and the Plan was presented to the Plan Commission and Village Board at public meetings for their review prior to adoption of the Plan.



COMPREHENSIVE PLANNING PROCESS

**Figure 1.04:** Planning Process

HOFFMAN ESTATES TODAY



Figure 1.05: Hoffman Estates Location

Location and Transportation

The Village of Hoffman Estates, Illinois, is conveniently located along the Northwest Tollway (I-90), just a short commute from the City of Chicago (Figure 1.05). The Village is a northwest suburb of Chicago and is a part of the Chicago Metropolitan Statistical Area.

Roadways

The Village of Hoffman Estates enjoys access to all major regional roadways, including the Northwest Tollway (I-90) as well as state routes 58 (Golf Road), 59 (Sutton Road), 62 (Algonquin Road), Roselle Road and 72 (Higgins Road).

Air Travel

The Village of Hoffman Estates is in close proximity to several airports:

- O'Hare International Airport (14 mi.)
- Schaumburg Regional Airport (5 mi.)
- DuPage Regional Airport (12 mi.)
- Palwaukee Regional Airport (15 mi.)

Rail Travel

Metra Rail Stations are located nearby on Springinsguth Road (in Schaumburg) and Northwest Highway (in Palatine).

Retail

Hoffman Estates is home to 15 retail shopping centers all of which compete in the northwest suburban Chicago market where there are currently several million square feet of store and restaurant space. The dominate market retail cluster is Schaumburg's Woodfield area. This highly competitive environment limits Hoffman Estates' success attracting regional shopping, the Village has developed strong neighborhood and community oriented clusters.

Housing

The Village is known for its desirable middle income neighborhoods, with a range of housing types and prices. Hoffman Estates is considered a great place to raise a family with homes well connected to schools and parks. The neighborhoods are well landscaped with mature street trees and numerous parks. Open space is a strong community amenity with golf courses and access to forest preserve land. The Village is adjacent to many major transportation routes. Throughout the growth of the community, accessibility to major expressways and regional arterials have allowed wage earners to quickly commute to employment centers.

Offices and Employers

Hoffman Estates is fortunate to be an ideal office location. with great access to major regional transportation routes. The growing congestion in the neighboring Village of Schaumburg, is helping to attract a wide variety of businesses to Hoffman Estates. The availability of executive housing in and near Hoffman Estates promises continued interest in the Village's office properties. Office parks in Hoffman Estates are fully planned and rich with dining and open space amenities. At over 6 million square feet, office is the predominate commercial land use in Hoffman Estates.

The Village of Hoffman Estates, is home to over 800 businesses with a combined employee population of 16,000. The top ten employers in the community include Sears, AT&T, St. Alexius Medical Center, Siemens, GE Commercial Finance, Automatic Data Processing, Claire's,



Bosch Rexroth, FANUC America, Quest International and Hoffman Estates High School.

Parks and Recreation

Over 33% of the Village of Hoffman Estates is occupied by forest preserves. The preserve is complemented by the 585 acres of land in use as parks and recreational areas. Parks and recreation services in the Village of Hoffman Estates are provided by separate park districts. The park districts are separate governmental agencies from the Village of Hoffman Estates. The park districts that serve the Village of Hoffman Estates are the Hoffman Estates Park District and the Palatine Park District. Hoffman Estates is also home to three golf courses.

Schools

Public schools in the Village of Hoffman Estates are overseen by the following school districts:

- Community Consolidated School District 15
- Illinois School District U-46
- Community Consolidated School District 54
- Township High School District 211
- Barrington Community Unit School District 220
- Community Unit School District 300

There are 13 public schools located in the Village. Apart from the public schools Hoffman Estates is also home to a number of private institutions for day care, preschool and early childhood education.

Higher Education

Northern Illinois University has one of its three regional satellite campuses located in Hoffman Estates. The facility is dedicated to conducting college classes in the evening, and is a source of meeting space during the day. As a dual-purpose educational facility and conference center, this facility offers high end meeting rooms and conferencing technology.

Medical

The St. Alexius Medical Center, a 356-bed facility with adjoining medical office complexes, is located in Hoffman Estates. Other local hospitals include Northwest Community Hospital in Arlington Heights (526 beds), Alexian Brothers Medical Center in Elk Grove Village (477 beds), Sherman (418 beds) and St. Joseph (280 beds) Hospitals in Elgin. Also, the Alexian Brothers Behavioral Health Center, a 100-bed hospital specializing in psychiatric care, is located near the St. Alexius Medical Center.



Figure 1.06: Prairie Stone Business Park is a prime location for Class A office, retail and entertainment space in Hoffman Estates



Figure 1.07: Parks are provided through out residential developments in the Village



Figure 1.08: Lincoln Elementary School



Figure 1.09: St. Alexius Medical Center

NATIONAL DEMOGRAPHIC TRENDS

According to a recent study by the Brookings Institute the suburbs now contain more non family households, largely young singles and elderly people living alone, than married couples with children. For generations, married couples with children dominated the US housing markets. With the maturing of the baby boomers and their children leaving home, the traditional nuclear family household is a shrinking portion of all US households. Today those families are less than 27 percent of all American households, while in 1990 they accounted for 40% of the households. The suburbs now are home to more non family households: young professionals, childless couples, empty nesters, and elderly people. Non traditional families primarily single parent (female headed) households is also a growing trend.

When compared with the national trends, Hoffman Estates was consistent with the national averages. (refer to Figure 1.10 and 1.11). In looking to the future the Village will most likely need to develop policy and land use strategies to address the needs and preferences of this growing demographic trend.

As the suburbs in metropolitan areas are becoming more diverse with older populations and a wide range of incomes, there is a greater diversity of needs and desires for services in a community. With increasing numbers of non families calling the suburbs home there is rising demand for transportation services, affordable housing and home healthcare for residents who are aging in place. Many people who are part of this growing demographic profile prefer condos, apartments and townhouses to traditional suburban single family living.

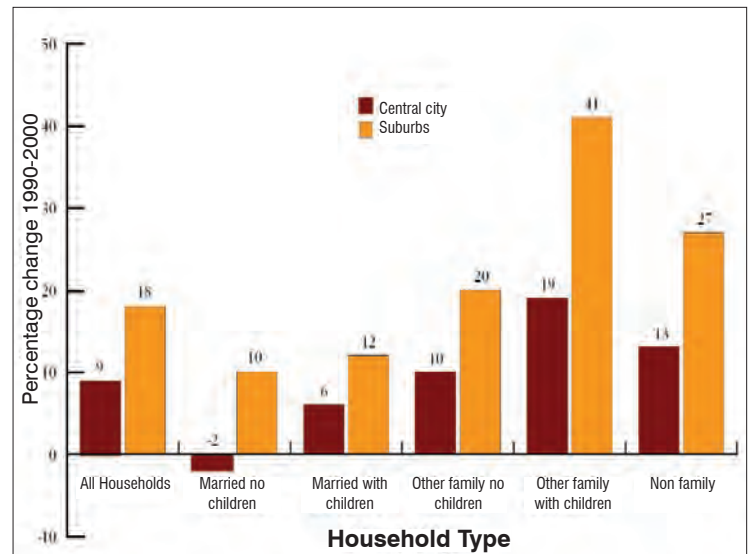


Figure 1.10: Suburb and Central City Household Change by Household Type, 1990-2000, Metro Areas with Population Over 500,000 (Source: Brookings Institution Center on Urban and Metropolitan Policy)

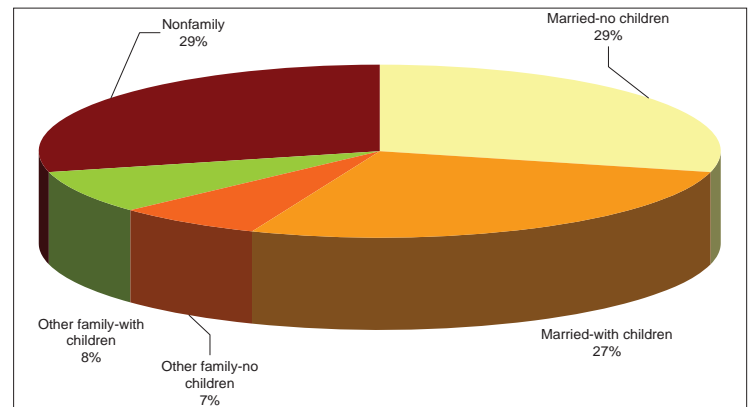


Figure 1.11: Household Type Shares in Suburbs, 2000, Metro Areas with Population Over 500,000 (Source: Brookings Institution Center on Urban and Metropolitan Policy)

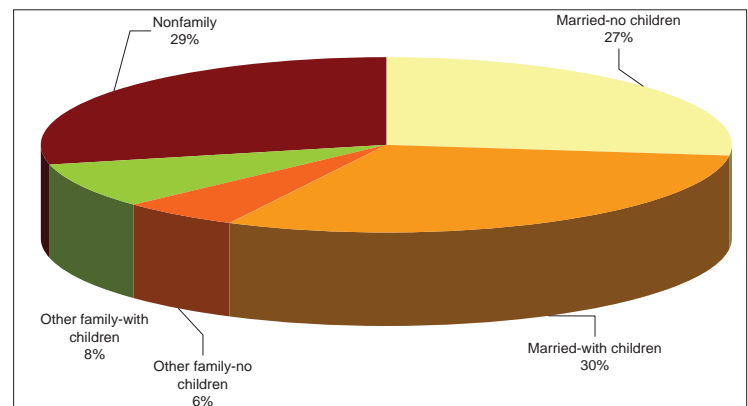


Figure 1.12: Household Type Shares in Hoffman Estates (Source: US Census Data 2000)



REGIONAL DEMOGRAPHIC TRENDS

The following is a snapshot of who lives in Hoffman Estates and comparison with adjacent communities. This information is a baseline for trend projections in the Comprehensive Planning Process.

Households

When comparing the Village with neighboring communities, Hoffman Estates has seen a steady yet moderate rate of household growth since 1990 (Figure 1.13). Elgin has experienced the greatest increases in households while Palatine and Schaumburg have experienced slight declines in household numbers.

Population

From 1990 to 2000 the Village of Hoffman Estates has experienced a 6% increase in population (Figure 1.14). Today 66% of the population is over 20 years old and 8% of the population is over 65 years old. If the current local and national trends continue these numbers will continue to rise.

2000 Population **49,495**

2006 Population **52,497**

- Male: **26,155**
- Female: **26,341**

Median Age: **35.7**

Population over 20: **32,880**

Population over 65 : **4,240**

Age

Since 1990 Hoffman Estates has experienced a gradual aging in the population. In 2000, the median age of Hoffman Estates residents was 34.1, up from 30.7 in 1990. In 2006 the median age increased to 35.7. With the exception of Elgin, all the comparison communities experienced a similar trend in population age.

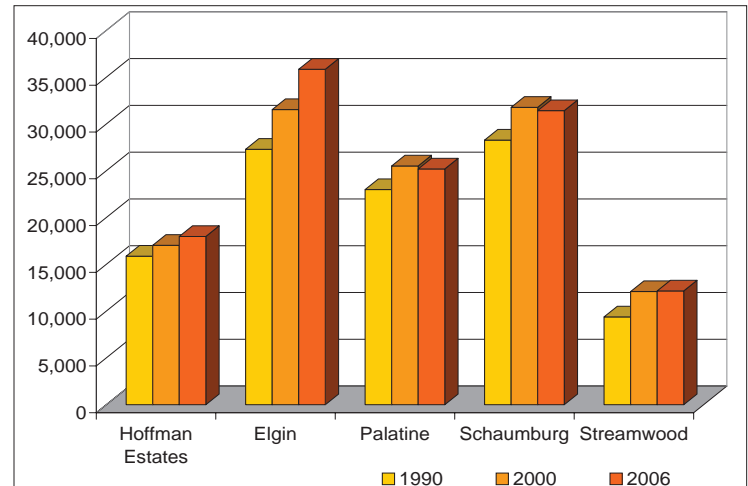


Figure 1.13: Regional household comparison (Source: US Census Data 2000)

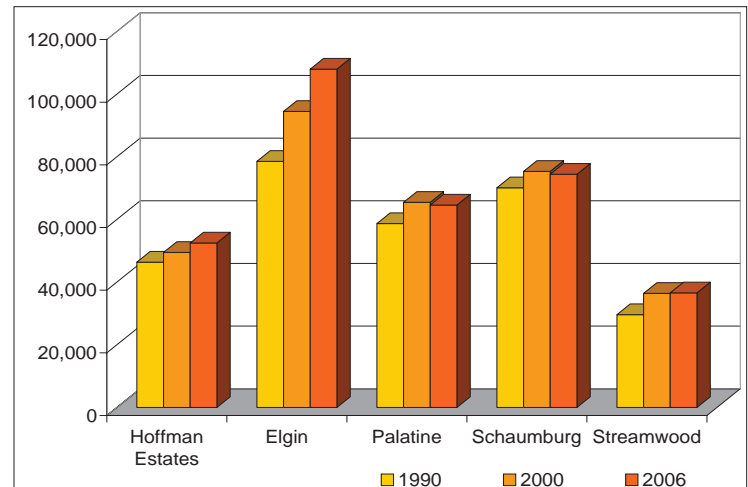


Figure 1.14: Regional population comparison (Source: US Census Data 2000)

Employment and Income

Figure 1.15 shows a comparative chart of the median income values of neighboring suburban communities. Below are the values for the Village of Hoffman Estates alone:

Employed population: **26,331**

(Civilians 16 years and over):

Unemployment rate: **4.9%**

(IL Dept. of Employment Security, 2004)

Median household income: **\$81,112**

Per capita income: **\$34,064**.

Race and Ethnicity

White alone: **37,401**

Asian alone: **8,365**

Hispanic or Latino: **7,436**

Black or African American alone: **4,051**

Some other race alone/ Two or more races: **2,620**

Hoffman Estates population continues to diversify, reflecting both regional and national trends with declines in the white population and increases in Asian and Hispanic populations. (Figure 1.16)

Transportation to Work

Today over 90% of the working population in the Village drives to work. This statistic has an opportunity to change with the introduction of the STAR Line, BRT (Bus Rapid Transit) and any other transit improvements. Increases in transit ridership will ultimately rely on convenience, commuting times, employment centers, inter-modal facilities and cost. (Figure 1.17)

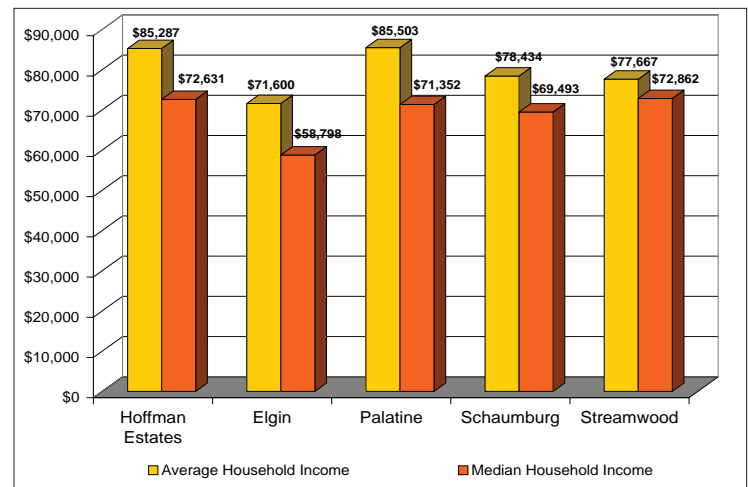


Figure 1.15: Regional median income (Source: US Census Data 2000)

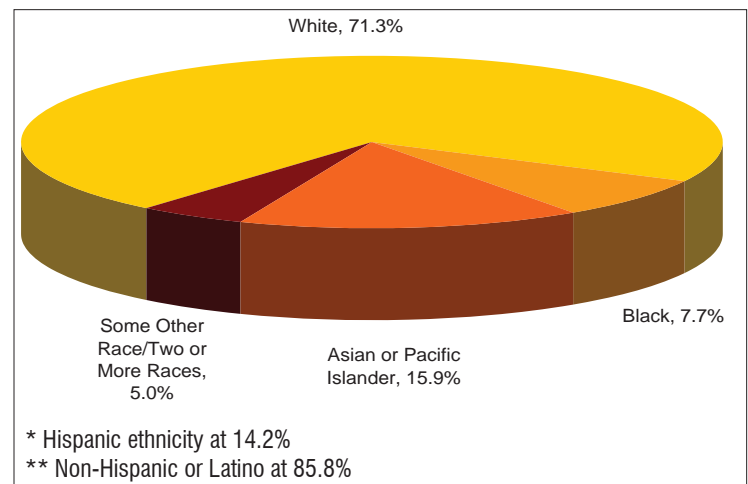


Figure 1.16: Hoffman Estates race and ethnicity (Source: US Census Data 2000)

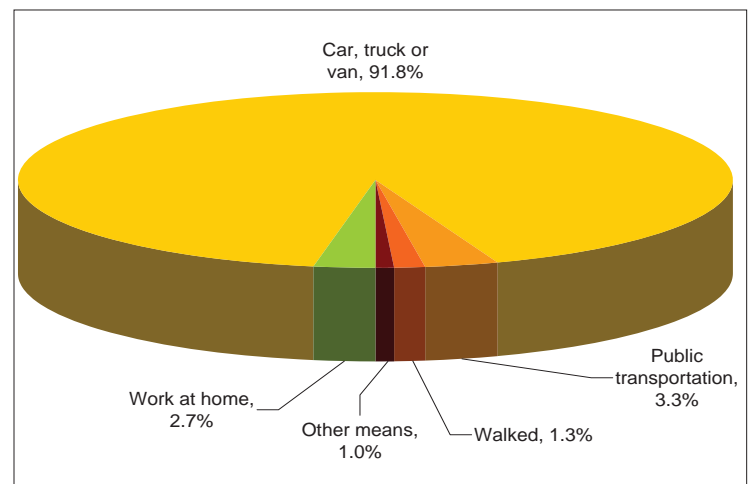


Figure 1.17: Hoffman Estates transportation to work (Source: US Census Data 2000)



GOALS AND OBJECTIVES

Introduction

A Comprehensive Plan provides a framework for public policy that will guide decisions associated with land use, economic development, neighborhoods, housing, transportation, urban design, open space and the environment. Ten key initiatives have shaped the various elements of the Comprehensive Plan. These key initiatives are described below:

- Maintain Strong and Healthy Neighborhoods
- Maintain a High Quality of Life
- Enhance and Update the Retail Environment
- Ensure Quality Housing is Accessible
- Provide Transit Alternatives
- Provide Additional Civic Space
- Preserve Village History
- Encourage New Mixed Use Development
- Support Community Resource Centers
- Maintain a Strong Office Market
- Ensure Environmental Sustainability

Maintain Strong and Healthy Neighborhoods

Great neighborhoods are a core value of Hoffman Estates. Ensuring that existing neighborhoods are well maintained and have access to good public schools, plenty of parks and other public amenities are very important. Equally important are provisions to protect existing neighborhoods by steering growth and redevelopment toward areas where it is wanted and needed. The school systems are independent entities from the Village and are great assets to the community. As opportunities arise the Village may work with the park and school districts to coordinate capital improvement and financial planning to create amenities such as parks, sports facilities and community centers. Quality schools are a common reason cited by new families that choose to move to Hoffman Estates.

Maintain a High Quality of Life

Traditionally Hoffman Estates is known as a great place to raise a family due to the high quality of life (housing, schools, retail, neighborhoods and parks) and the wide range of amenities offered to residents. Generally the housing stock is well maintained and offers quality middle class neighborhoods, with primarily single family residents. There are many retail centers serving the

community with some requiring improvements. The Village has an abundance of parks and open space including numerous golf courses, forest preserves and neighborhood parks. As the Village looks to the future, maintaining the high quality of life and access to Village amenities is a major goal.

Enhance and Update the Retail Environment

A majority of the Hoffman Estates shopping centers were developed over 30 years ago and can not be competitive with today's large scale retail developments and lifestyle centers. A primary goal of this comprehensive plan is focused on improving these aging centers, through renovation, redevelopment, appearance upgrades, "theming" and improvements to the tenant mix. Retail is the community's front door. Creating a strong retail environment is a powerful tool to structure a sound tax base, today and in the future. Good retail redevelopment can also be a catalyst to stimulate other private investments in Hoffman Estates.

Ensure Quality Housing is Accessible

Maintaining a healthy balance of quality housing, diversity of housing types and affordable housing is important for the long-term sustainability of Hoffman Estates. During the past decade, housing prices rose sharply in the Chicago region and through-out the US, making home ownership unattainable for many families. The 1960's housing stock makes Hoffman Estates a great place for families looking for an affordable house with a high quality of life. Many of the houses in the original subdivisions are showing their age. In the years ahead policies that encourage maintenance, renovations and/or replacement will help to ensure that quality housing stock and home values are maintained in the Village.

In general the Hoffman Estates housing objective is aimed at increasing ownership, diversifying the Village's housing stock and maintaining affordable housing opportunities. As Hoffman Estates population increases, so will the demand for housing. Until recently, Hoffman Estates has grown through new greenfield development and the annexation of vacant land. Today Hoffman Estates is no longer at the edge of regional development. Major land annexations are unlikely due to the Village's land locked position and built-out condition of adjacent communities. Creating more opportunities for housing in Hoffman Estates where a majority of residential property is devoted



to single-family dwellings will require creative solutions to provide diversity of housing alternatives and price points. As the population ages housing alternatives need to be available for empty nesters, seniors and first time home owners. This is a common issue for children who grew up in a community and want the ability to stay. Single-family neighborhoods with detached houses should always remain an important component of the housing stock while alternative housing options are encouraged as a part of future development.

Provide Transit Alternatives

More than ever transportation systems play a key role in the quality of life of a community and influence the economic viability of businesses within the Village. The STAR Line, a new circumferential rail line planned for the Chicago metropolitan area will have a direct impact on the Village of Hoffman Estates. It will use the right of way of the Northwest Tollway I-90 that runs through the center of the Village. The STAR Line will serve the suburb to suburb commute as well as the more traditional suburb to downtown Chicago and airport ridership. Hoffman Estates is in the unique position to be planning for two stations and create two transit oriented developments (TOD's). The introduction of rail service and its potential for associated development will provide opportunities to create a new civic place such as a "Village Center" and become a catalyst for economic development.

The arterial roadway network throughout Hoffman Estates is highly developed and carries increasingly high volumes of traffic. Over time many of these major arterials have been widened, and in some cases beyond the width of a highway. These arterial intersection designs include multiple right and left hand turn lanes creating difficult intersection for pedestrians and bicyclists to cross. One goal of the Comprehensive Plan transportation policy is to incorporate "livable streets" principles of Context Sensitive Design (CSD). This method goes beyond traditional thoroughfare planning to be more inclusive and address the long-term land use goals of the community. CSD ultimately ties together land use and thoroughfare planning to ensure that street design responds to the adjacent land development. The Village encourages the usage of emerging transit technologies such as the Bus Rapid Transit (BRT). By utilizing alternative transportation options, congestion throughout Hoffman Estates can be reduced and convenient, efficient alternative transportation

for area commuters and residents, as well as handicap access and options for elderly can be provided. This can include expanded bus and shuttle services. Biking and walking paths are also critical to provide recreational opportunities and safe passage for children.

Provide Additional Civic Space

Hoffman Estates is typical of a post-war suburban village that was designed to be inherently dependent on the car. As a result Hoffman Estates never established a walkable town center district with civic uses. Participants at community meetings and survey responses identified the creation of a village center or place where civic functions can take place as a goal of the Comprehensive Plan. The new STAR Line station creates an opportunity to establish a village center in conjunction with a train station. The geography of the Village is subdivided by the tollway and forest preserves. Additional community focal points within dispersed commercial areas would ensure that there are civic places accessible to and in close proximity to all areas of the Village.

Preserve Village History

Hoffman Estate's heritage is rooted in the farm economy of the Midwest. There are a few vintage farmsteads still in existence and the plan recognizes the Villages desire to celebrate the past and preserve it's history. Restoration of the buildings and grounds will be considered on a case by case basis as development is proposed.

Encourage New Mixed Use Development

Current trends in mixed use development create areas where a healthy balance of housing, jobs and shopping exists in close proximity, allowing residents to live, work, shop and play all in the same neighborhood. Public transit, bicycles and walking are the priorities in these areas, although cars will still play an important role and will be accommodated. Mixed use developments have slower moving traffic and the average car trip is shorter. The district design can be achieved through zoning tools to encourage specific development patterns through mixed use overlay zones, design standards and incentives that encourage private investment.

Support Community Resource Centers

The Village is supporting residents with special needs through the creation of Community Resource Centers. Residents with special needs can seek help from Hoffman



Estates Department of Health and Human Services and the Community Resource Center. As the community evolves the Village will continue to address the changing needs of residents through an ongoing assessment of programming and review of community services. For a list of current services refer to page 121 of the Comprehensive Plan.

Maintain a Strong Office Market

Hoffman Estates is a major employment center for the region and is anticipating a steady growth in office development in the future. Local job growth is attributed to the continued office expansion along I-90 and the 780 acre Prairie Stone Business Park. The Sears Holdings Headquarters is located at the center of Prairie Stone and is surrounded by many other significant corporations, Northern Illinois University, Marriott Hotel, the new Sears Centre Arena and Cabela's. Prairie Stone is slated to receive one of the new STAR Line rail stations which will increase the desirability of the location and encourage additional office development on the few remaining sites. Another new rail station near Barrington Road is being planned in an established portion of the Village. This area could benefit from strategic redevelopment and offers many opportunities to create a vibrant employment and retail center in combination with mixed use residential and town center amenities.

Ensure Environmental Sustainability

Hoffman Estates is in the unique position to have three forest preserves. This close proximity to the forest preserves is an underutilized resource to the community. One of the goals of the plan is to work with the Cook County Forest Preserve to promote recreational uses, while also protecting and enhancing open space. Undeveloped, natural areas in the forest preserves provide important habitat for wildlife and plants. Large natural areas benefit the entire region by maintaining a tree canopy, recharging watersheds, improving air quality and creating a healthier natural and urban environment. Many jurisdictions throughout the country have established policies for natural areas to encourage recreational trails but also restoration of degraded natural areas. It is also important to mitigate the urban heat island effect, improve stormwater management within the region, improve air quality, and provide for the absorption capacity of floodplains. In addition, long-range planning for Park District parks and open spaces will ensure residents

can enjoy continued access to quality natural areas and recreational opportunities within their neighborhoods for generations.

Today conservation of energy resources is the common theme and responsibility of everyone on the planet, including municipal governments. Constructing buildings that require less energy consumption is a goal for the Village and especially for new development. "Green Building" standards provided by the Leadership in Energy and Environmental Design (LEED) program established by the U.S. Green Building Council are a valuable reference guide for sustainable building construction methods.

Conclusions

These key initiatives will be described further in the Comprehensive Plan and will serve as a guide to the Village on issues associated with development, land use and growth. This plan should not be viewed as an answer to a specific issue but should serve as a general reference to determine compliance with the Village goals for the future.



II. LAND USE ANALYSIS

- Land Use and Zoning Review
- Vacant Land and Potential Annexations
- Future Land Use Policies
- Existing Land Use Map
- Future Land Use Map



LAND USE AND ZONING REVIEW

Currently the Village has jurisdiction over roughly 12,800 acres or 20 square miles of land. Refer to Figure 2.01 for the existing land use map as of 2006.

Land Use Issues

After fifty years of steady growth, the Village is approaching build-out capacity in available land area and maintains relatively stable land uses throughout the Village. The following are key issues that will impact current the land uses.

- Within the next decade the vacant parcels (primarily in the western portion of the Village) will be built-out based on development and annexation agreements in place today.
- As the building stock ages, the Village will need to address issues of redevelopment and whether to encourage redevelopment through public policy.
- This issue directly affects older retail centers and the first residential subdivisions within the Village.

- The introduction of the STAR Line with the anticipated two new commuter rail stations within Hoffman Estates will impact associated land uses and provide Transit Oriented Development (TOD) opportunities for redevelopment on adjacent parcels. An Overlay Zone is being considered for these areas (refer to Chapter VIII: TOD, for more information).

The following is an introduction and overview of the Village land use issues and planning strategies. Specific land use policy will be defined further in the associated chapters of this Comprehensive Plan.

Residential - Single Family

As the Village looks to the future, there will be a greater demand for a variety of housing types and price points to meet the market demand of the current demographic trends. This is especially true of replacement housing for aging single family residents. Many of the earlier subdivisions have small homes on large lots. As the building stock from the 1950's and 1960's continue to age, there are opportunities for "tear downs" and

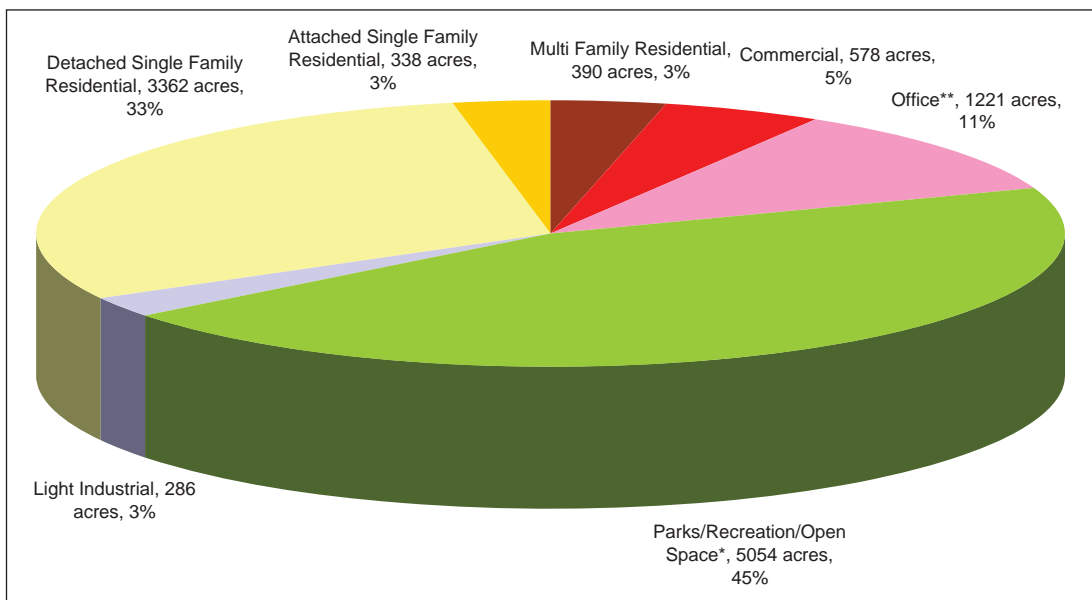


Figure 2.02: Land Use Composition 2006

* Parks/ Recreation/ Open Space includes portions of the forest preserve that lie within the municipal boundary

** Institutional land uses have been considered part of the office category for the purpose of this chart



redevelopment in these districts. As of 2007 there are a few residential “tear downs” in the original subdivisions of Hoffman Estates that are commonly referred to as Parcels A and B. In these neighborhoods the house size is small but the lot size is large which would accommodate a new larger home. In order to provide for an updated housing stock the Village will consider and encourage both large and small scale rehabilitation and redevelopment in these districts.

Residential - Multi-family

Three percent of land area is currently dedicated to multi-family residential land uses. As the Village looks to the future, providing a variety of housing types, including single (attached and detached) and multi-family with a range of price points, will keep Hoffman Estates in compliance with the State of Illinois Affordability Standards. The Transit Oriented Development districts considered for the proposed Star Line Barrington Road Station in Hoffman Estates and the Roselle Road Station in Schaumburg could provide redevelopment opportunities for the south side of the Northwest Tollway. These areas are potential locations for additional townhouse and multifamily units within Hoffman Estates. This will add a variety of housing types and price points to meet the anticipated housing demand by families, as well as for singles, couples, empty nesters, elderly and other non- traditional families.

Residential - Mixed Use TOD Overlay

The Village encourages mixed use districts that are part of the Transit Oriented Developments (TOD) surrounding the future STAR Line stations. However the actual location of the STAR Line route and stations are under study and contingent on federal funding. TOD Overlay Zones adjacent to the proposed STAR Line stations could guide development in these areas.

High rise development (up to 200 feet) will be considered for strategic parcels that adjoin the station in a TOD Overlay Zone. The approval of a high-rise development will be contingent on the terms of the development agreements, including stipulations on building design, site densities, landscape amenities, traffic and impacts on any

adjacent property.

Office

There are vacant parcels available in many of the existing office parks, including Prairie Stone, Moon Lake, St. Alexius Medical Center and parcels adjacent to AT&T. In general the office locations are dispersed through out the Village and there is sufficient land available to meet anticipated future demand.

Retail

Most retail issues within the Village are associated with the aging shopping centers. Anticipated center improvements include renovations, re-configurations of building layouts and/or complete redevelopments. Mixed use could be included in the retail redevelopment strategies. (See Chapter 3: Retail, for specific recommendations) The development of a grocery store in the western portion of the Village is desired but awaits the interest of a grocer.

Entertainment District

A grouping of destination entertainment orientated uses has developed in the western portion of the Village at the Prairie Stone development. The Sears Centre, an indoor arena, provides venues for sporting, musical, and other events. Cabela’s has located a store near the Sears Centre, and it is expected that they will draw customers from a large area. Cabela’s offers a variety of hunting, fishing, and other outdoor activities orientated goods. In addition, a water park-hotel development and a seasonal outdoor music theater are proposed. These uses are anticipated to support ancillary restaurant and retail development. It is the Village’s intent to unify these uses together into a cohesive destination and tourist attraction. Imaging/branding efforts will be integrated into a streetscape plan to unify the district, provide wayfinding, and add pedestrian amenities to the area, thereby creating a sense of “place”.

Parks, Open Space and Recreation

Fifteen percent of the land area in the Village is dedicated to parks and open space, excluding the adjoining forest



preserves land (45% including forest preserves). This 15% land area translates into approximately 42 acres per 1,000 people which is a high ratio and represents a major asset to the community. As a result there are no significant changes anticipated to the amount of land dedicated to parks and open space. The open space goals are associated with improvements to recreation amenities such as hiking and biking connections, and ecological goals associated with sustainability and environmental habitat opportunities.

Industrial

There are a few industrial sites within the Village and these are often located in office parks. Additional significant growth of industrial businesses is not expected. The Village anticipates the reduction of industrial uses in the future and the conversion of warehouse distribution uses into an office use designation.

Institutional

The Village encourages institutional growth. However any institutional expansion would benefit from the submission of a campus master plan and coordination with the goals of the comprehensive plan.

- St. Alexian Medical Center
- Northern Illinois University - (Currently planning a campus south of the Tollway)
- Village Facilities

District Schools

Hoffman Estates is within the boundaries of several school districts. While school districts are independent governmental bodies the schools are a high priority to residents. Increases in new home construction along western boundaries of the Village will add students to the U-46 School District and School District 300.

As the Village considers further annexations, especially for the purpose of single family development in the west, continued coordination with the school district and park district to provide adequate facilities is advisable.

Future Land Uses

The map of future land uses is located on page 29. Most significant changes in existing land uses are anticipated adjacent to the proposed STAR Line rail stations which are envisioned to support Transit Oriented Development (TOD) uses. Changes will also parallel the annexation areas to the west. In both circumstances the Village is accommodating the current mixed use development trends that offer retail development as an allowable use within a district plan. The Village has created new land use categories to accommodate a mix of land uses. Office/ Retail Mixed Use for areas such as the Prairie Stone Business Park or Barrington Station TOD area. Residential/ Retail Mixed Use is the second category that encourages a retail component as part of future residential development that borders major arterials in the western portions of the Village. In all of these circumstances the location of the retail in relation to the other uses will need to be designed and approved by the Village to ensure quality development. The integration of retail and mix of uses is a core criteria in establishing walkable environments. The

segregation of land uses is one reason commonly cited for the increased traffic congestion in suburban communities and promoting automobile dependence for all daily trips.

The following section outlines specific recommendations for land that is vacant or potential annexation areas along the western boundaries of the Village.



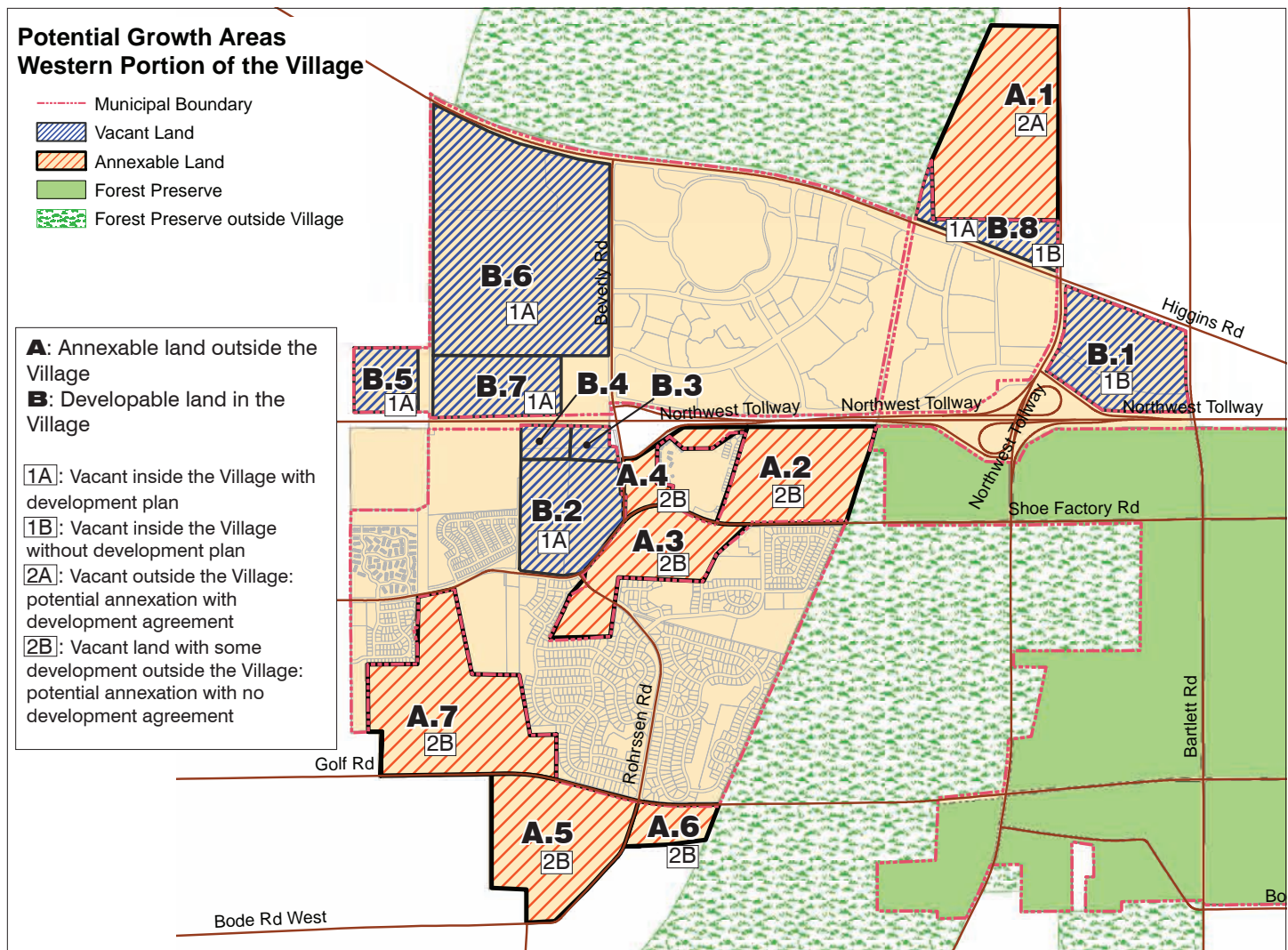


Figure 2.03: Vacant and developable land within and adjacent to Hoffman Estates

VACANT LAND AND POTENTIAL ANNEXATIONS

Since the inception of Hoffman Estates in the late 1950's the Village has grown via annexation of greenfield sites to the west and north, generally along the I-90 corridor. Today the Village has limited growth potential and is typically land locked by adjacent municipalities. However there are a few parcels of unincorporated land remaining along the southwest boundaries of the Village.

Figure 2.03 inventories the vacant parcels identified as potential annexation areas to the western portion of Hoffman Estates. Within the existing boundaries of the Village there are approximately 850 acres of vacant land. Figure 2.04 represents land area strategies for the vacant land within the Village and potential annexations. This could represent a 6% increase in land area.



PARCEL	LOCATION	SIZE	EXISTING LAND USE	PROPOSED LAND USE
A.1	On the west side of Sutton Road - north of Higgins Road	82 acres	Vacant land outside the village - potential annexation	Office, Retail, Residential mixed use
A.2	South of the Tollway between Beverly Road and EJ&E RR	130 acres	Bridelwood Farms (existing) 220 single family residences in unincorporated Cook County	Built out to remain the same. Annexation would require a request by the subdivision residents
A.3	South side of Shoe Factory Road	96 acres	Exisitng estate residential - primarily vacant land	Mixed use development with retail along Shoe Factory Road and Rohrssen Road and housing towards the interior of the site
A.4	North side of Shoe Factory Road, east of Beverly Road	34 acres	Vacant land/ estate residential in unincorporated Cook County	Townhomes
A.5	South side of Golf Road, area east of Rohrssen Road	146 acres	Vacant land in unincorporated Cook County	This area is for single family detached homes
A.6	South side of Golf Road, area west of Rohrssen Road	30 acres	Vacant land in unincorporated Cook County	Mixed use residential, single family detached and retail
A.7	North side of Golf Road	205 acres	Vacant land in unincorporated Cook County	This area is for single family detached homes
B.1	Site Boundaries; north, Higgins Road; east, Bartlett Road, South, 1-90 Tollway and ramps; west, Sutton Road	121 acres	Vacant land in the Village	Future retail shopping center - Sutton Crossing (120 acres) being planned for the northern portion of the site and office / hotel uses along the I-90 ramps and frontage (to the south).
B.2	North side of Shoe Factory Road	175 acres	Vacant land within the Village	Current annexation and development agreement provides for 300 single family homes and retail/ commercial along Beverly/ Shoe Factory Road frontage. Includes future fire station and water tower sites
B.3	South side of I-90 Tollway and west side of Beverly Road	14 acres	Vacant land within the Village	Office / retail land uses
B.4	South side of I-90 Tollway	20 acres	Vacant land within the Village	Northern Illinois University (NIU) campus expansion
B.5	North side of I-90 Tollway	40 acres	Plote Site - Existing office and gravel operations site within the Village	Future office/business land use
B.6	North side of I-90 Tollway- West of Beverly Road	410 acres	Vacant land within the Village	A mixed residential development area with up to 1650 dwelling units. Commercial retail uses may be developed along Beverly and Higgins Road frontages.
B.7	North side of I-90 Tollway- West of Beverly Road	70 acres	Vacant land within the Village	Future office/business land use
B.8	West of Sutton Road and North of Higgins Road	41 acres	Vacant land within the Village	Office, Retail, Residential mixed use

Figure 2.04: Land Use Strategies



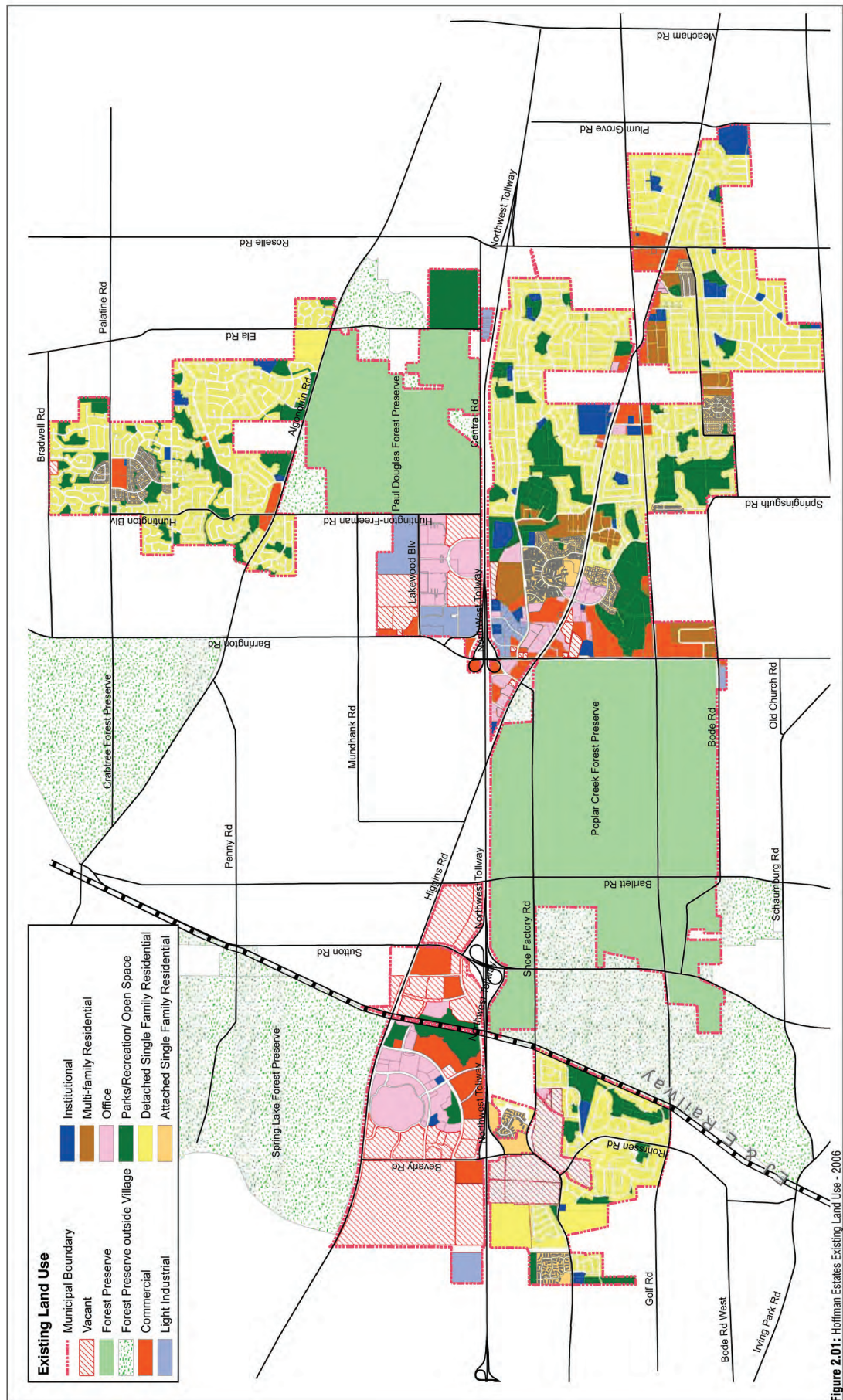
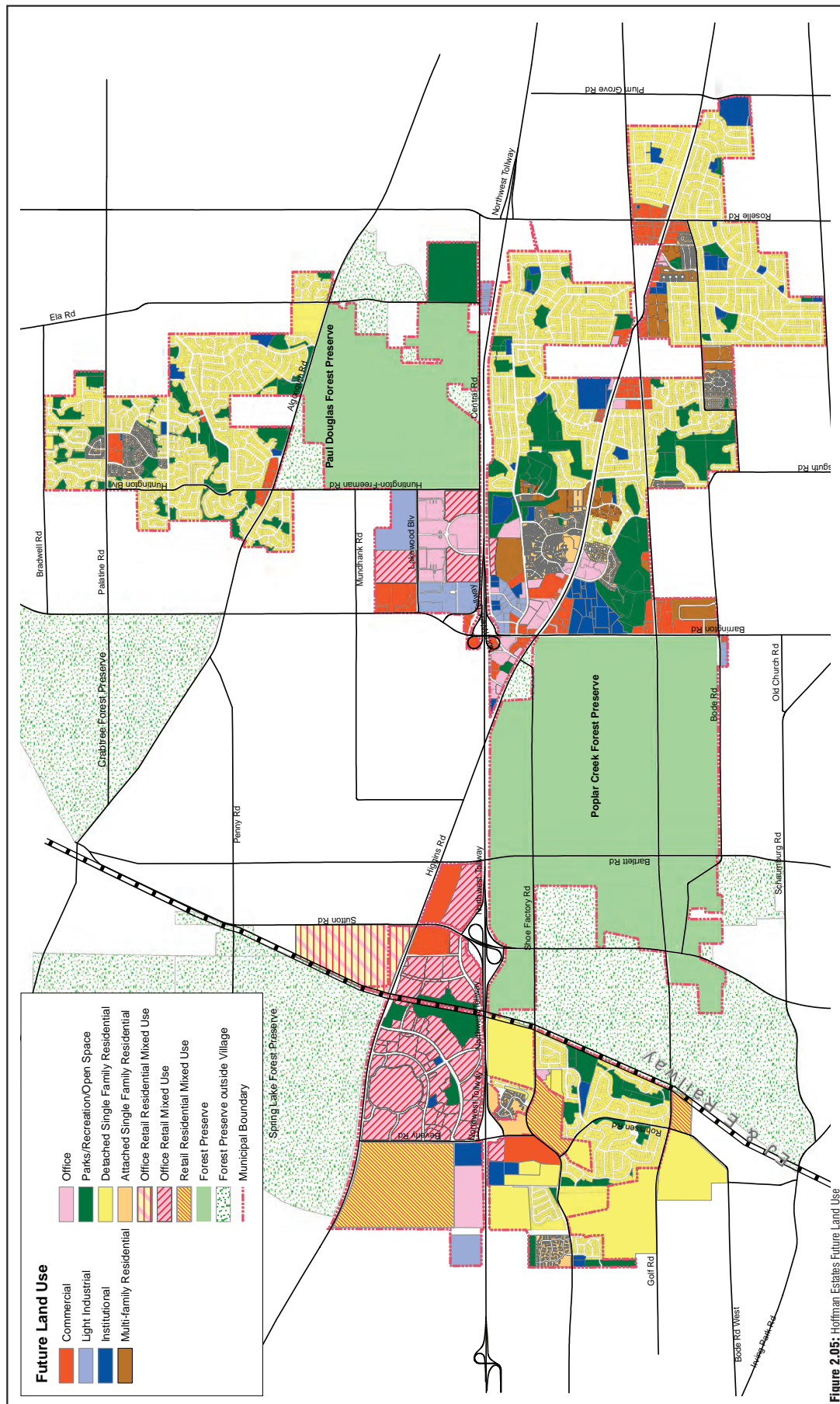


Figure 2.01: Hoffman Estates Existing Land Use - 2006



III. RETAIL

- Retail Clusters
- Shopping Center Classification
- Competitive Environment
- Redevelopment Strategies
- Façade Improvements Guidelines
- **Retail Policies**
- **Retail Opportunities Map**



RETAIL CLUSTERS

With modern retail commercial development trends increasing store sizes and reducing the non-anchor space through the creation of larger multiple anchor centers, Hoffman Estates is challenged to protect the vitality of its aging centers and identify opportunities to conform to these trends. This chapter identifies comprehensive planning issues and policies focused on responding to the market demand for specific types of retail and mixed use projects that would be both appropriate and financially feasible for Hoffman Estates. It also provides recommended strategies and actions that maximize sales tax revenue collected by the Village.

Because the trends driving development pressure in Hoffman Estates are national, current national shopping center development models and demographic databases were used to project their impact on Hoffman Estates. Nearby shopping malls, lifestyle centers and main streets were evaluated to determine the regional competitive environment. The consultant team visited each shopping cluster in Hoffman Estates, met with store, restaurant, and

property owners; and applied the same principles that high volume site selection specialists use to understand each center's economic vitality and potential. Over 15 stakeholders were interviewed to glean their insights into Hoffman Estates existing and potential economic development environment. These contextual impressions were considered in conjunction with the input from residents who participated in Open Houses for each Village sector and the results of a Village-wide survey. (Appendix 2)

Hoffman Estates' retail shopping centers compete in the northwest suburban Chicago market where there currently are 14.7 million square feet of store and restaurant space. The dominate market retail cluster is Schaumburg's Woodfield area which creates a highly competitive environment and limits Hoffman Estates' success in attracting regional shopping; however, the Village has developed strong neighborhood and community oriented clusters. As residential build-out continues, another cluster is expected to develop at Beverly Road and Shoe Factory Road. These clusters, in combination with Rose Plaza and Hoffman Village, offer nearby convenience shopping for all Hoffman Estates residents. As the population grows and congestion extends the drive time to the Woodfield area, opportunities occur to intercept shoppers with regionally oriented clusters. The recent development of Poplar Creek Crossing and Cabela's confirm this developing opportunity.

Hoffman Estates is nearing residential build-out and consequently regional clusters will naturally occur only in the remaining west Hoffman Estates growth area. Other growth in total sales volume will result from redevelopment that brings newer, higher volume tenants or merchandise categories that residents previously traveled outside of Hoffman Estates to obtain. Keeping current centers strong will rely on maintaining population and employment levels despite the aging population. The map on the next page identifies the existing and developing commercial areas in Hoffman Estates and classifies them by their development potential.

Clustered Centers: These shopping centers are in close proximity and cannot be analyzed in isolation. Each cluster will require a comprehensive approach to future planning that incorporates the adjacent centers into one district plan. The continuing success of Hoffman



Figure 3.01: Regional market districts

Estates' shopping clusters depends on a consolidated image that provides a strong community identity. With similar façades, interconnected access, related names, and complementary tenants, clusters will attract the higher sales that lead to frequent reinvestment. Refer to Figure 3.02 and 3.12 for cluster location and the detailed matrix of improvement strategies for each cluster.

- 1** - Hoffman/ Valli/ Golf Cluster
2 - Barrington/ Poplar Cluster
3 - Forest/ Huntington Cluster

Redevelopment Centers: These centers are isolated from other retail centers and therefore require individual strategies. Their design configuration is not optimal and does not meet today's market requirements. These centers would benefit from partial redevelopment and new site layouts.

- C** - Crossroads Commons
H - Hoffman Village

Undersized Centers: These properties are small for today's

retail market. To keep current it is important that they be updated or redeveloped to prevent decline in tenants or building conditions.

- A** - Strawberry Hill
B - Brandess West
D - Estates Center

Sustainable Centers: These individual centers are relatively new and well maintained, and therefore do not require immediate investment; however, both ongoing high maintenance standards and timely remodeling will be necessary to continue these centers market suitability. Rose Plaza is approximately 10 years old and Fountain Crossing is the front parcel of a future big box development that will attract more customers and sustain the current tenants. It will also require coordination to the adjacent parcels. Poplar Creek Crossing is a major power center in an emerging quality and high volume retail district.

- E** - Rose Plaza
F - Fountain Crossing
G - Poplar Creek Crossing

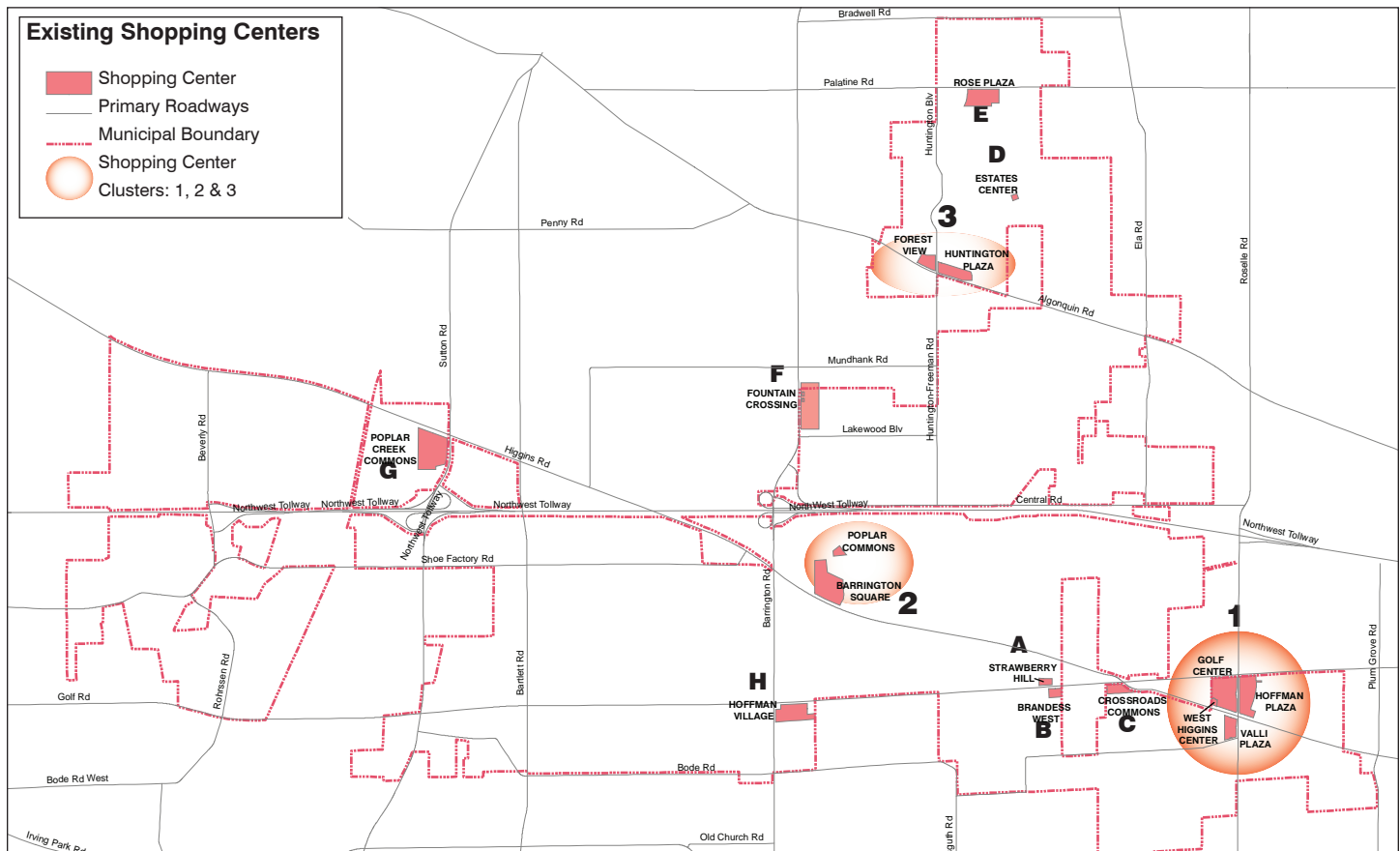


Figure 3.02: Existing shopping centers



SHOPPING CENTERS CLASSIFICATION

To understand retail development possibilities, one must recognize that consumers expect to visit different types of centers for different shopping needs. For example, when grocery shopping, consumers expect to park where they can conveniently load groceries while consumers shopping for apparel expect the opportunity to visit several stores of similar type to compare their offerings, the definition of “shopping.” These underlying shopping behaviors support shopping clusters of different sizes and characters. The International Council of Shopping Centers (ICSC), a shopping center executives’ trade group, classifies shopping centers based on matching shopping behavior and the size, tenants and character of shopping centers. Figure 3.03 reports the key characteristics of these classifications.

Type	Concept	Sq. Ft. Including Anchors	Acres	Typical Number of Anchors
Convenience Center	Personal Service	<30,000	<3	0
Neighborhood Center	Convenience	30,000 - 150,000	3 - 15	1 or more
Community Center	General merchandise, convenience	100,000 - 350,000	10 - 40	2 or more
Regional Center	General merchandise, fashion mall, typically enclosed	400,000 - 800,000	40 - 100	2 or more
Super Regional Center	Similar to regional center but has more variety and assortment	800,000 +	60 - 120	3 or more
Fashion/ Specialty Center	Higher-end, fashion-oriented	80,000 - 250,000	5 - 25	N/A
Lifestyle Center	Upscale specialty stores, dining & entertainment in outdoor setting	150,000 - 500,000 (can be smaller or larger)	10 - 40	0 to 2
Power Center	Category-dominant anchors, few small tenants	250,000 - 600,000	25 - 80	3 or more

Figure 3.03: Shopping center classifications.
Source: International Council of Shopping Centers

These classifications are important because sophisticated tenants design their operating and merchandising policies to fit a specific shopping center category. That process results in higher sales and higher customer satisfaction. For example, a neighborhood center restaurant needs to offer carry-out which is convenient while a regional center restaurant needs to offer an unusual menu to be most successful. Although the neighborhood restaurant can offer the unusual menu and the regional center offer carry-out, those approaches are not the keys to their success.

When considering future commercial development and redevelopment, Hoffman Estates improves its chances of attracting quality tenants by seeking to match the development to an International Council of Shopping Centers classification. Retailers design their operating policies to match the way residents use each classification and consequently they are more successful at centers that meet their expectations for anchors, size, and market.

Shopping Center	ICSC Type
Barrington/ Hassell Cluster	
Barrington Square	Power/ Entertainment Hybrid
Poplar Commons	Convenience
Golf/ Higgins Cluster	
Brandess Center West	none*
Crossroad Commons	none*
Strawberry Hill	none*
Algonquin Cluster	
Forest View Plaza	Convenience
Huntington Plaza	Neighborhood
Golf/ Roselle Cluster	
Golf Center	Power
Hoffman Plaza	Neighborhood/ Power Hybrid
West Higgins Center	none*
Valli Center	Convenience
Other Centers	
Hoffman Village	Neighborhood
Rose Plaza	Neighborhood
Estates Center	none*
Poplar Creek Crossing	Power
*None- refers to unique stores/ offices or other uses not conforming to the ICSC Categories	

Figure 3.04: Shopping center classifications.
Source: International Council of Shopping Centers



With the exceptions of Poplar Creek Crossing and Rose Plaza, the size and configuration of these centers does not match current trends in shopping center design. These aging centers have smaller anchor spaces and more difficult to fill inline store space. Consequently, tenancing of these centers is difficult because the very desirable high volume businesses are not confident that aging centers can maintain the co-tenants that make their businesses successful. Reducing retail space can actually improve the sales of a center by reducing the distance between stores, which encourages impulse buying. Improving access and adding office or residential uses can improve a center's match to ICSC categories and make the center more appealing to the most desirable tenants.

Cross Shopping Channels

Related to value-consciousness, cross shopping is the practice of patronizing stores across the economic spectrum to best meet one's needs. For example, the same shopper who buys commodity goods at a mass merchandiser such as Costco may also buy expensive apparel at Nordstroms.

Today's consumers are seeking value and are not as brand conscious as shoppers in previous eras. This recent trend promises to continue as mass merchandisers like Target increasingly attract designer goods.

The direct impact of this trend was experienced by Hoffman Estates as residents left the community to shop at Target, WalMart, Costco, Sam's Club and other mass merchandisers. When Target chose Poplar Creek Crossing for its newest store, the community capitalized on this trend. That center will have the hours, prices and one-stop convenience to increase cross shopping by Hoffman Estates residents. The national trend suggests that residents already seek out mass merchandisers, a development that will only increase as Poplar Creek Crossing's Target builds awareness. It is important to recognize that this trend is a national phenomenon and does not spell the end of Hoffman Estates' good, unique local businesses. Mass merchandisers will never offer the ethnic diversity, product quality or personal service of the community's numerous independent stores and restaurants. Today's consumers are seeking out value purchasing at the same time as they seek special "treats" so both mass merchandisers and independents can flourish. As Hoffman Estates plans for future

development, the full range of shopping options should be offered.

Shopping Center Location

To be successful, stores must be visible to a large enough pedestrian and/or "driver" population. Although repeat customers are the lifeblood of any business, there also must be a steady flow of new customers. Those customers are much easier to attract when a large population sees the business every day. Studies by national restaurateurs and retailers indicate that about 20,000 vehicles and/or pedestrians per day pass the most vital retail businesses. The daily traffic must also be able to easily enter and exit successful businesses. Signalized intersections are key to easy entrance and exit of shopping centers. Signals also stop pedestrians and automobiles, causing people to see signs and advertising. For those reasons, signalized intersections are the key location for high traffic retail centers. As roads are improved by adding medians and reducing curb cuts, it is important to consider whether the changes will impact nearby retail development. As attempts are made to revitalize aging properties, it will be important to advocate for good access from local, County and State roads.



COMPETITIVE ENVIRONMENT

The recent completion of Poplar Creek Crossing capitalized on Hoffman Estates' position in the very competitive northwest suburban Chicago retail market. Currently, there are plans to expand that cluster with the 650,000 square foot Arboretum in South Barrington at Higgins and Route 59 adjacent to Poplar Creek Crossing. That lifestyle center will join Woodfield, Deer Park, and Algonquin Commons in offering the lifestyle center shopping experience to Hoffman Estates residents. Figure 3.05 reveals the 10 minute drive time markets associated with each of these centers and illustrates the careful placement of these centers.

Hoffman Estates' retail businesses experience both the opportunity and a challenge of being near Woodfield, the Chicago region's largest retail attraction outside of the Loop. High volume arterials (Golf, Higgins, Barrington Road, and Route 59) provide an opportunity for businesses in Hoffman Estates to intercept customers. Value oriented tenants whose business plan does not include paying the high rents associated with Woodfield can choose a Hoffman Estates location. Additionally, convenience

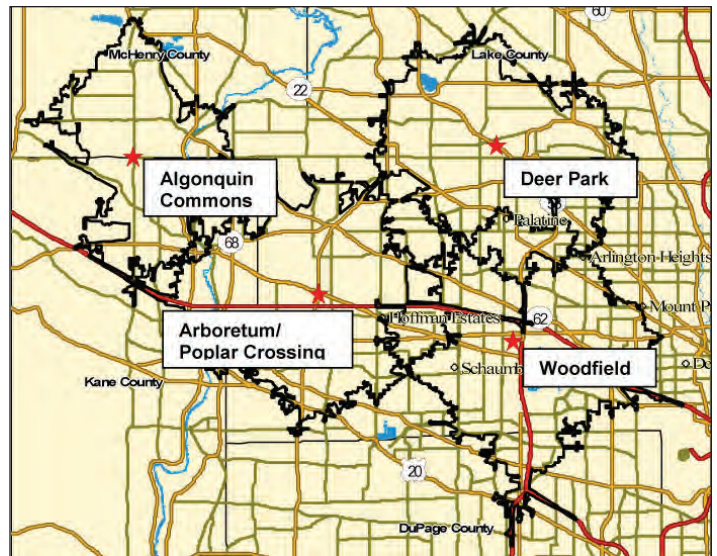


Figure 3.05: Destination shopping centers surrounding Hoffman Estates businesses like grocery stores, quick service restaurants, and gas stations have a potential “bonus market” in the customers traveling to these centers.

	Hoffman Estates	Elgin	Palatine	Schaumburg	Streamwood
Population					
Population	52,497	106,290	64,905	74,342	37,035
Households	17,982	34,345	24,697	30,549	12,022
Population Density per Mile	2,642	4,187	4,952	3,888	5,057
Total Population Median Age	35.5	31.3	35.7	36.6	34.0
Household Income					
Median Household Income	\$72,589	\$58,868	\$71,393	\$69,534	\$72,914
Household Average Income	\$79,105	\$66,467	\$79,428	\$72,808	\$72,081
Business Summary					
Total Employees	16,839	33,359	22,339	46,079	7,174
Total Establishments	1,196	2,820	2,073	2,573	674
Jobs per Household	0.9	1.0	0.9	1.5	0.6
Consumer Expenditure					
Total Household Expenditure	\$1,099,558,648	\$1,914,821,790	\$1,551,320,256	\$1,821,151,044	\$711,982,068
Total Retail Expenditure	\$472,718,199	\$827,128,730	\$668,143,137	\$784,926,914	\$305,844,157
Grocery Stores	\$78,273,552	\$142,009,877	\$110,626,499	\$130,931,559	\$51,327,296
Full Service Restaurants	\$25,603,840	\$44,710,615	\$36,300,120	\$42,525,136	\$16,595,277
Limited Service Restaurants	\$25,672,966	\$44,955,527	\$36,343,422	\$42,652,614	\$16,684,807
Capture Rate	106.9%	107.3%	109.2%	354.4%	98.0%
Housing units					
% Owner Occupied Units	73.6%	69.9%	67.6%	68.0%	85.5%

Figure 3.06: Characteristics of neighboring communities; Source: 2005 Municipal Sales Taxes as reported by Illinois Department of Revenue



Community Capture Rates

Figure 3.06 compares the population characteristics, spending power and retail sales in Hoffman Estates and surrounding communities. As currently tenanted, the shopping available in Hoffman Estates attracts 107% of the expenditures by Hoffman Estates residents. That means that the spending in other communities by Hoffman Estates residents is more than compensated by sales from Hoffman Estates businesses to residents of nearby communities. As figure 3.07 reveals, Hoffman Estates Sales tax revenues from consumer goods grew slightly from 2000 to 2004 and then accelerated its growth in 2005 and 2006 as new auto dealerships and Poplar Creek Crossing began generating sales. Sales taxes from agriculture and manufacturing have been more volatile but generally have declined.

As a community where the retail sales capture rate slightly exceeds residents' expenditures, Hoffman Estates must protect its existing sales as it finds opportunities for new, high volume businesses. Efforts must focus on preserving the traditional high sales tax generators: grocery stores,

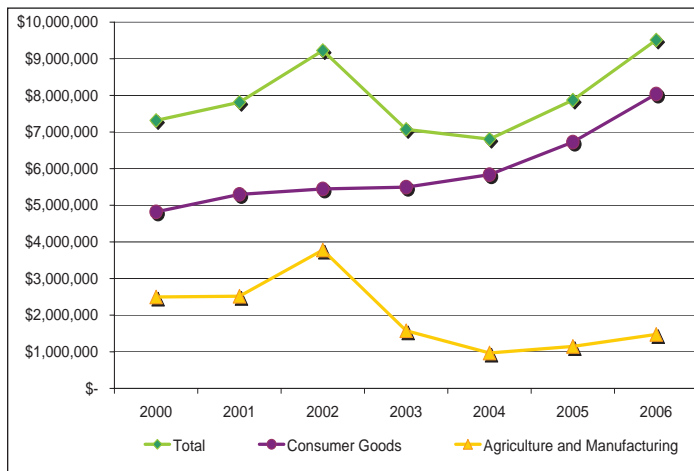


Figure 3.07: Retail Sales by Category; Source: IL Dept. of Revenue 2005

home improvement centers, mass merchandisers and auto dealers. Programs that assist property owners in matching current optimal size spaces and co-tenancies will be critical to maintaining or improving Hoffman Estates' capture rate. More details are available under the Evaluation Guidelines for various façade improvements. Refer to page 39 of this chapter.

Mixed-Use Trends

Beginning in the 1990's, communities began authorizing projects that combined residential and commercial uses that had been separated since the concept of zoning was introduced. This change came from an understanding that

without close association to residential development, urban commercial areas were eight hour environments that could not support the stores and restaurants that commercial employees need as daily amenities. This trend solved two problems: first, it found a residential use for buildings that no longer met the needs of modern office users and second, it added a 24- hour population that may well support a shopping and dining cluster that could be an amenity to both residents and the remaining employees. The concept is nothing new. This typology with shops at street level, and residential above, has been found in cities throughout history. The rediscovery of this building type is seen as a critical point in the recent urban revitalization experienced in communities throughout the United States.

Increasingly, new mixed-use development means retail on the ground floor and residential or office on upper floors or a variation where separate commercial and residential buildings are mixed within a site. Mixed-use, new urban projects are "hot" in the development industry, yet they require far more skill to pull off successfully than does the typical suburban shopping center, office park, or residential complex. The first challenge is not overestimating the volume of retail supported by other uses on the site. Shops generally must draw from a wider area and consequently cars and regional access must be accommodated. Secondly, financing is much more challenging because mixed use projects often include short term, equity housing and long term, leased retail space. This challenge is often met by combining apartments with leased retail space or selling retail space as condominiums in equity residential projects.

Hoffman Estates shopping centers were developed at a time when planning dictated carefully segregating uses and therefore there is little connectivity between the centers and other uses especially for pedestrians. Offices near Barrington Square and Poplar Creek Crossing begin to add some synergies but there still is not the strong connection to housing with its 24 hour vitality. Creating this mixed use condition will be important to the long term success of Hoffman Estates' shopping clusters.

The future STAR Line rail stations are a great opportunity to incorporate mixed use development into the Village. Current trends in transit oriented development surrounding rail stations are pedestrian oriented with inviting street-scapes for creating vibrant mixed use shopping street and/or district. The transit oriented development chapter outlines some retail strategies for these future rail station areas.



REDEVELOPMENT STRATEGIES

Improving a Retail Center Image

Creating a positive image through the addition of desirable tenants, quality buildings and up to date signage are very important to maintaining market for a retail center. As a retail center ages it can lose its market appeal and sales potential as a result of a deteriorating image in buildings or tenants. The following is a list of strategies for consideration toward improving the existing retail centers in Hoffman Estates. Refer to figure 3.12, Shopping Center Matrix, for a synopsis of the improvement strategy. (The Appendix has a detailed analysis of each center and recommended strategy.)

1. Fix-up / Clean-up

This approach requires an evaluation of the tenant mix, building renovations, façade and landscape improvements, signage and lighting. Also in fixing up the center, a potential “themeing” of the center could be considered to create a synergy of uses. Potential themes can be entertainment, restaurants, sports, outlet shops and/or a lifestyle center.

2. Partial Redevelopment

This approach involves a strategic demolition of a portion of the center and a re-configuring of the site plan to accommodate a different mix of stores, better access and/or increased visibility.

3. Mixed-Use Development

This strategy adds a mixed-use component to the center design with the inclusion of residential or office in the development, providing an additional customer base.

4. Common Amenity or “Town Center”

This strategy works best with shopping centers over 150,000 square feet that can accommodate a civic component or neighborhood amenity, such as an outside plaza, outdoor dining, amphitheater, skating rink, etc. to attract customers. As new shopping centers develop or existing centers redevelop, opportunities may arise to introduce such amenity elements.

5. Full Redevelopment

This strategy is oriented towards a center that is in a prime retail location but the design does not accommodate today’s retail market expectations. In these circumstances a full redevelopment of the site would benefit both the center and Village collectively.

6. Redevelop as Another Land Use

The existing retail center is in a poor location and would benefit from redevelopment of the property into another use.



Figure 3.08: Unorganized signage at Brandess



Figure 3.09: Strawberry Hill is an example of a small center without an anchor



Figure 3.10: Hoffman Village is a large Center with some vacancies



Figure 3.11: Rose Plaza is a current and well maintained center.



Center *	Attraction Strategy	Anchor Strategy	Design Strategy	Access Strategy
<i>*For each center there is a more detailed improvement strategy based on the specific conditions of that group of tenants, parcel size, roadway access, building & site design.</i>				
Brandess Center - Option 1	Redevelop as auto dealership	Automobile Dealership	Attractive new building and automobile display	Site lower than roadway - access at current curb cut
Brandess Center - Option 2	Provide affordable space for desirable services	None	Façade improvements, awnings and signage	Site lower than roadway - access at current curb cut
Crossroads Commons Cluster - Option 1	Redevelop into attractive gateway commercial	Single Tenant Alternative: Upscale Furniture, Entertainment	Redevelop and redesign center, use new urbanist design guidelines	Review optimal access locations and increase visibility into the site
Crossroads Commons Cluster - Option 2	Redevelop into attractive gateway commercial	Convenience Cluster Alternative: Drug store or small market	Redevelop and redesign center, use new urbanist design guidelines	Review optimal access locations and increase visibility into the site
Barrington Square/ Poplar Commons Cluster - Option 1	Hybrid Alternative: Use space, superior Tollway access, and central HE position to create destination center	Hybrid Alternate: additional large format stores	Updated look, remodel courtyard and landscaping	Maintain or improve the access from Higgins and Hassell Road, pedestrian access to adjacent office
Barrington Square/ Poplar Commons Cluster - Option 2	Mixed-use Alternative: Add new construction to existing mixed-use environment with integrated residential and dining/entertainment focus	Mixed-use Alternative: Restaurant cluster	New Urbanist design site plan with civic space and integrated retail, office and residential district in a TOD Plan	Maintain or improve the access from Higgins and Hassell Road, pedestrian access to adjacent office
Forest View Plaza/ Huntington Plaza Cluster - Option 1	Become a signature neighborhood attraction that identifies the surrounding area as a unique, inviting place to live	Alternative 1: Improve and expand existing drug store and add small market (Trader Joe's)	Updated look, remodel buildings, add landscaping	Keep current access
Forest View Plaza/ Huntington Plaza Cluster - Option 2	Become a signature neighborhood attraction that identifies the surrounding area as a unique, inviting place to live	Alternative 2: Expand exiting drug store and add restaurants	Updated look, remodel buildings, add landscaping, create dining café spaces	Keep current access
Golf Center/Hoffman Plaza/ West Higgins/ Valli Cluster	Capitalize on location to become a high sales tax producing cluster	Retain Grocery and up to 10 Power Tenants	Major façade improvements, building updating, outlot improvements., landscaping, improve visibility of Hoffman Plaza	Improve site access (traffic signal on Roselle between the shopping centers) while redeveloping the outlots at NE corner of Roselle and Higgins Road.
Hoffman Village	Provide neighborhood shopping in an environment that enhances and serves the surrounding area	Retain Dominick's	Joint development with south parcel - renovate existing buildings as needed building outlot improvements	Link with south parcel along Barrington Road
Poplar Creek Crossing	Provide high volume, value oriented shopping that complements the Arboretum Development	Current	Maintain and continue to update center to stay current	Keep current access
Rose Plaza	Provide convenience goods and services for nearby residents	Current	Maintain and continue to update center to stay current	Keep current access
Fountain Crossing	Provide community attraction built on significant national tenants	Current	Add Big Box	Keep current access

Figure 3.12: Shopping Center Cluster and Sustainable Center Group

FAÇADE IMPROVEMENT GUIDELINES

A Façade Improvement Program could be developed which would facilitate the improvement of certain older shopping centers based upon evaluation guidelines which may be applied on a project by project basis. The owner or developer of the retail center must prove the need for the public investment in any project or façade improvement. Their request must demonstrate both the amount and the timing of the public contribution that is necessary to complete the project.

A façade improvement project may be developed in coordination with other private improvements proposed for a center as part of a periodic update to the shopping center in accordance with an owner's periodic capital improvement schedule, with improvements forthcoming based upon Village required site improvements for older shopping centers and/ or with redevelopment of a shopping center.

Such a program would include a definition of the program purpose, criteria for eligible projects and/ or properties, and the nature of funding private and public funding sources potentially available.

Goals

A major goal of a façade improvement program is to ensure that the shopping center and the individual storefront designs provide visual interest both day and night. Effort should be made to highlight access into the store and to create a store identity.

Funding Sources

Funding for the Façade Improvement Program is subject to the availability of grant funds and is typically a matching fund. The amount of the funding will be dependent on project parameters and analysis of financial viability. Various funding sources for façade improvements can include, Tax Increment Finance (TIF), Community Development Block Grants (CDBG), special assessments such as a Business Improvement District (BID) and/or sales tax increment.

Public Investment Review Criteria

Any public investment decision relies on a cost / benefit analysis. Figure 3.13 outlines criteria the Village will need to determine the benefits and impacts of a shopping center renovation or redevelopment, when the property owner is requesting public assistance.



CRITERIA FOR DETERMINING PUBLIC INVESTMENT

1	Long Term Market Viability of a Retail Center	Market factors must be examined before investing in a center. Looking at the anchors and their recent history, configuration and tenant mix are all important considerations when evaluating a public investment. If the investment is large enough, the Village may request a formal market study to be performed by an independent professional firm.
2	General Community Impact	General project overview – the nature of the proposed project and related investment and the requesting entity’s commitment to the community
3	Cost Analysis	Detailed construction costs (real property) – the evaluation of proposed improvements to determine if costs are reasonable and if improvements meet or exceed minimum design and landscaping requirements.
4	Immediate Impact	Outline all immediate impacts to the center, community and Village.
5	Long-term Impact	Long-term commitment and project timing – the timing of the investment and the construction schedule must match the municipal obligation for funding. The long-term commitment of the owners/developers of the center and their goals must also be evaluated.
6	Municipal Leverage	Sources and uses of funds - The Village will need to know how the municipal investment interrelates with the entire capital stack (e.g., private debt, developer equity, financing, etc.) and understand that the project being proposed can be financed.
7	Financial Commitments	A review of commitments from lenders with financial commitments from private equity and debt.
8	Ownership	Project Ownership structure - the disclosure of the names of all owners of requesting entity
9	Land	Land Ownership - Evidence of site control or description of process of obtaining site control
10	Overall Project Quality	Narrative explanation and quantification of economic impact and public benefits and/or costs of project – This should include both quantitative and qualitative factors.
11	Design Intent	Illustrations of all physical improvements to center appearance including buildings, landscape and signage. Final design documents to be prepared by a registered architect.
12	Other	A project can have unique aspects that will require additional documentation to determine Village benefits, risks, obligations or financial requirements.

Figure 3.13: Supporting factors to consider in the development of a Façade Improvement Program

Façade Improvement Program Policy

The Village will continue to encourage shopping center property owners to improve the aging centers to provide up to date and attractive centers. The Village’s decision to provide public assistance to renovate, remodel or redevelop a center will be based on in-depth analysis of market viability, impacts, costs, leveraged capital, financial commitments, ownership, project quality and design. The development of this information will be the responsibility of the property owner prior to Village review for consideration for municipal assistance.



RETAIL POLICIES

The following are the Comprehensive Plan Retail Policy Recommendations that summarize the Village's future goals, priorities and strategies towards retail revitalization.

- **Retail Policy 1:**

As shopping center development practices change, encourage owners to modernize their aging centers. Redevelopment incentives, as well as strict code enforcement, are useful tools to promote modernization.

- **Retail Policy 2:**

Identify shopping center clusters and encourage a consolidated image for each cluster to enhance the customer attraction. Important image enhancements include re-branding the cluster with related names, recruiting new tenants and using coordinated building façades, landscaping and signage.

- **Retail Policy 3:**

Use International Council of Shopping Center classifications to determine the desired anchor strategy, tenant mix and supportable retail square footage.

- **Retail Policy 4:**

As development opportunities arise, provide the community civic amenities along with a full range of retail shopping options throughout the Village.

- **Retail Policy 5:**

Locate retail development along roadways with high traffic volumes that naturally intercept travelers on their daily trips. Developing shopping centers near other high traffic generators like offices and schools improves the success of dining and convenience uses.

- **Retail Policy 6:**

Locate Hoffman Estates' regionally targeted shopping centers to draw distinct markets that attract highly desirable tenants. Multi-unit specialty stores and mass merchandisers generally locate stores to serve non-overlapping 15 - minute drive-times.

- **Retail Policy 7:**

Pursue retail sales greater than the spending of the Village's residents

- **Retail Policy 8:**

Select an implementation strategy for improving each shopping center based on market potential, ownership and tenant mix. Refer to pages 37, 38 and figure 3.12 for appropriate strategy.

- **Retail Policy 9:**

A façade improvement program that encourages retail property owners to improve the sales of their centers by supporting the costs of exterior upgrades that assist existing tenants and attract new tenants shall be considered. Although meeting appearance standards is an important goal, successful façade improvement grant applicants will be expected to demonstrate a contribution to the long-term viability of their centers and an increase in municipal sales tax revenue.

- **Retail Policy 10:**

The Village will continue to encourage shopping center property owners to improve the aging centers to provide up-to-date and attractive centers. The Village's decision to provide public assistance to renovate, remodel or redevelop a center will be based on in-depth analysis of market viability, impacts, costs, leveraged capital, financial commitments, ownership, project quality and design.

- **Retail Opportunities Map**

The Retail Opportunities map (Page 42) shows the locations of the existing shopping centers and clusters, as well as areas of the Village that could support new clusters. The map shows existing traffic counts to highlight areas of the Village that could be future retail sites. With the concept of a TOD (Transit Oriented Development) being a possibility in the future of Hoffman Estates, the areas surrounding these stations within a 0.5 to 1 mile radius are viable future transit-oriented or destination retail locations.



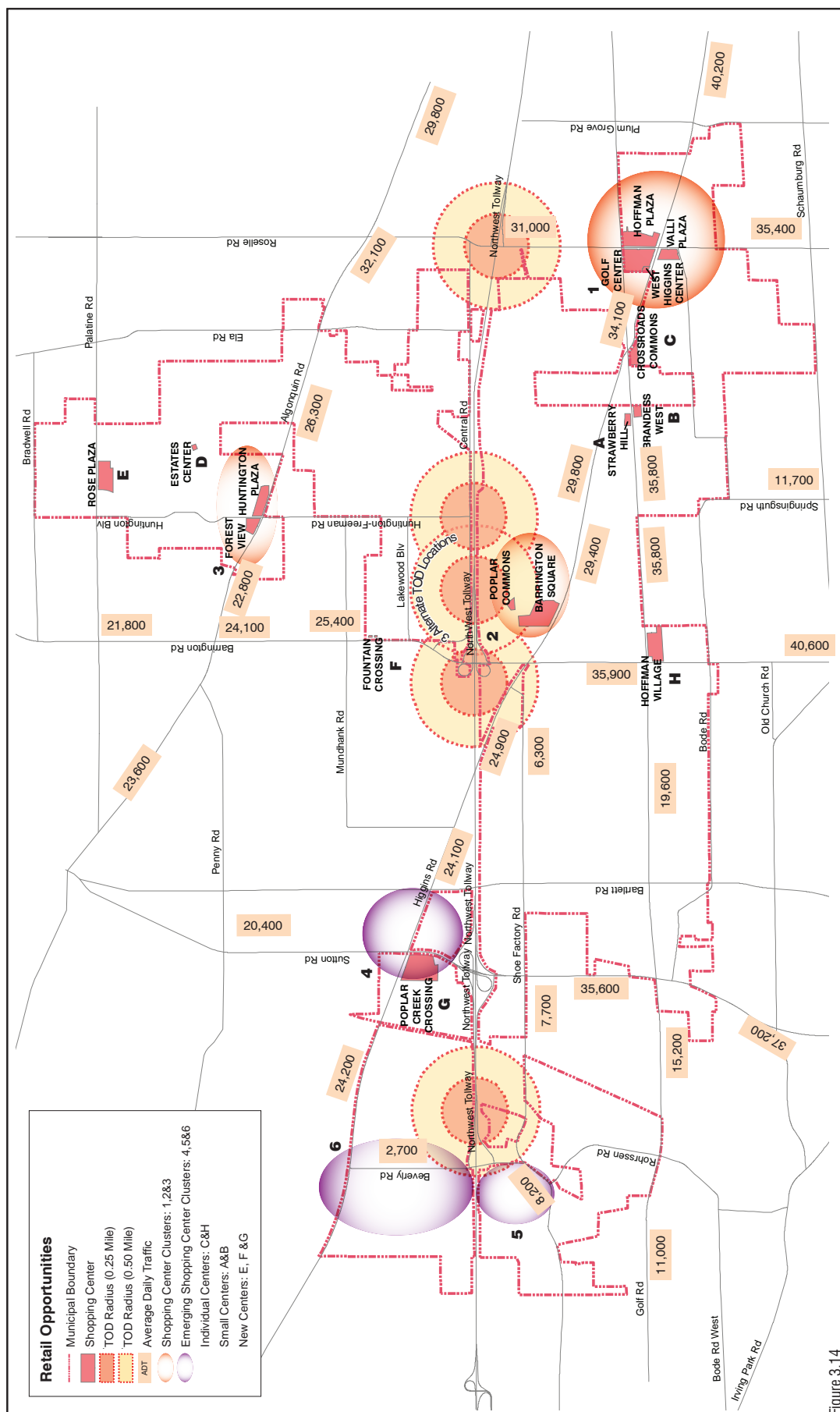


Figure 3.14

IV. OFFICE

- Office Classification
- Office Clusters
- Future Office Development
- Prairie Stone Business Park
- A T& T Complex & St. Alexius
- **Office Policies**
- **Office Map**



Hoffman Estates is fortunate to be an ideal office location. Its access to key transportation routes and the location is just far enough from the congestion in Schaumburg to attract a wide variety of businesses. St. Alexius Medical Center adds a medical cluster. The increasing availability of executive housing in and near Hoffman Estates promises continued interest in the Village's office properties. Office parks in Hoffman Estates are fully planned and rich with dining and open space amenities. These factors combine to suggest continuing strength for the Hoffman Estates' office market.

At over 6 million square feet, office is the predominate commercial use in Hoffman Estates. As figure 4.04 reveals, office uses are clustered at the Barrington Road and Route 59 Interchanges of the Northwest Tollway and extending to the southwest along Higgins Road. St. Alexius Medical Center supports a nearby medical office cluster. Within these clusters are single tenant, multi-tenant, and office condominium buildings. This chapter identifies comprehensive planning issues and policies focused on protecting Hoffman Estates' appeal to the full range of office users. It recommends strategies and actions that keep pace with market changes while protecting the existing Village and private investment.

Office Classification

In the real estate market, office space is categorized by classes A, B & C. To understand Hoffman Estates' Office development, this analysis must look separately at office classes as tracked by the industry:

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 medium quality 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 working environments. The performance of "Class A" properties determines market

health because it attracts the highest rents and top tenants. Those "Class A" tenants attract companion smaller businesses that fill the space in Class B and C buildings thereby strengthening the general market. CB Richard Ellis, a national commercial real estate company, reported this market outlook: While (the Chicago suburban office market has improved somewhat, it remains to be seen if the current dynamics will support any new space added to the market.

Because tenants aspire to the higher quality "Class A" office space, slight rent decreases allow it to maintain higher occupancy rates in a declining office market. Its proportionally high percentage protected Hoffman Estates' overall office market during the nearly six-years of national market weakness. The presence of small, "Class B" and "Class C" space in aging buildings and shopping centers has continued to provide space for entrepreneurial businesses.

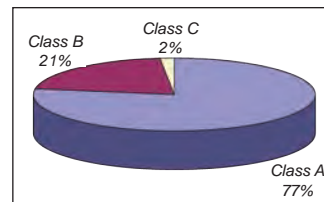


Figure 4.01: Composition of office classes in Hoffman Estates; Source: Co Star 2005

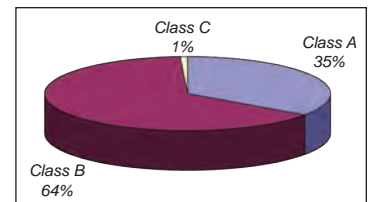


Figure 4.02: Percent vacancy by office class in Hoffman Estates; Source: Co Star 2005

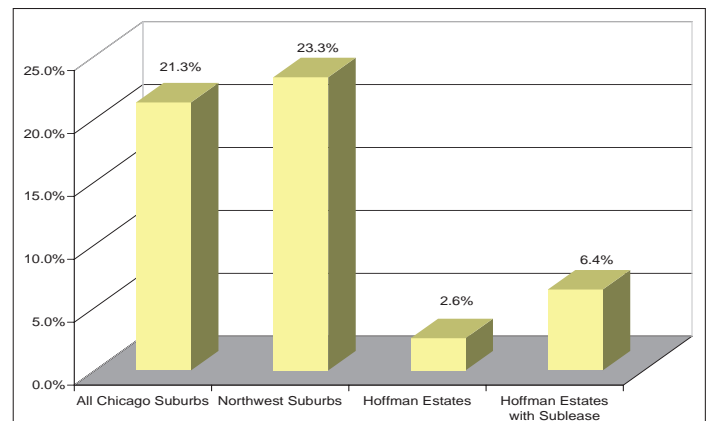


Figure 4.03: Regional market vacancy comparison; Source: CBRE Chicago Suburban Office 4Q 2005.

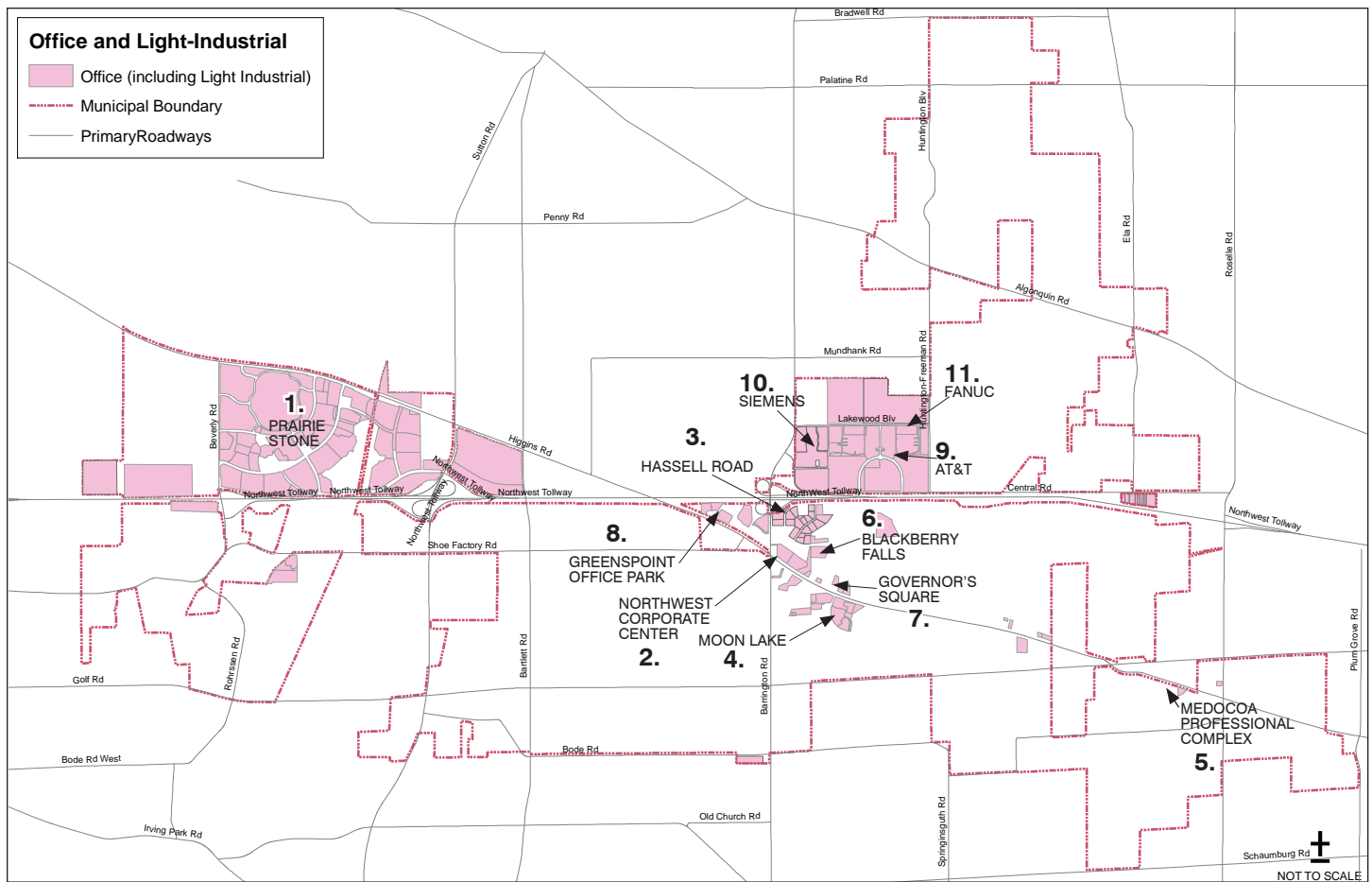


Figure 4.04: Office clusters in Hoffman Estates

Office Clusters (2007)

1. Prairie Stone

Year Built: 1991-2007+
Total SF: 4,200,000

2. Northwest Corporate Center

Year Built: 1985-1987
Total SF: 262,000

3. Hassell Road

Year Built: 1978
Total SF: 31,000

4. Moon Lake

Year Built: 1985, 1987
Total SF: 235,000

5. Medcoa Professional Complex

Year Built: 1974
Total SF: 53,000

6. Blackberry Falls

Year Built: 1999, 2001
Total SF: 53,000

7. Governor's Square

Year Built: 1979, 1989
Total SF: 53,000

8. Greenspoint Office Park

Year Built: 1989, 2000
Total SF: 404,000

9. AT&T

Year Built: 1991
Total SF: 1,300,000

10. Siemens

Year Built: 1990
Total SF: 363,000

11. Fanuc

Year Built: 2000
Total SF: 175,000



FUTURE OFFICE DEVELOPMENT

While Hoffman Estates is well located for office development, such development competes with other locations in a regional and to some extent national marketplace. In 2006, the suburban Chicago office market's direct vacancy rate decreased with over 2.2 million square feet of positive net absorption. Although CBRE reports the 2006 Northwest Suburban Chicago Office Vacancy rate at 17.6%, interviews with Hoffman Estates' office property owners revealed vacancies below regional averages. This strong performance in a generally weak market suggests a positive future for Hoffman Estates Office properties, the slowly recovering regional and national markets will limit space expansion over the next ten years.

With about 700 acres of vacant office zoned land, Hoffman Estates is well positioned to accommodate office construction expected over the next ten years. As the headquarters location of Sears, AT&T and others, Hoffman Estates offers opportunities for additional headquarters, build to suit, and speculative construction. The comprehensive plan policies seek to support the construction of properties well positioned to maintain their value.

Headquarters Properties

Hoffman Estates has used its location advantages, incentives and property availability to successfully attract the headquarters of Sears and AT&T. With sites still available in amenity rich Prairie Stone Business Park, there are opportunities to attract additional signature corporate headquarters. These highly competitive recruitment efforts are worthwhile because they may lead to the attraction of supplier businesses.

Multi-Tenant Properties

The majority of Hoffman Estates' office development is multi-tenant properties. The challenge for future multi-tenant development is the national weakness in this product due to over-development in the late 1990's in the region.

Office Condominiums

The history of office condominiums tells a story of market weakness that suggests a need for scrutiny of development proposals. After rapid expansion during the

1980's changes in tax law and interest rates caused a sharp decline in this office investment product, vacancies and defaults led to deteriorating buildings. By 2000, these market conditions resulted in few office condominium proposals for uses other than new medical space. High equipment cost, space needs stability, and specialized build-out made owning medical space condominiums a good business strategy.

As stock market returns have declined, office condominiums have reemerged marketed to non-medical small business owners as a way to increase profits by investing in real estate. The perceived benefits of office condominium ownership include building equity, obtaining the tax benefits of sheltering other income and depreciation, eliminating the possibility of rental increases, and maintaining control over office occupancy and adjacent tenants.

The disadvantages of owning one's office space include the up-front, out-of-pocket costs of the down payment, points, and closing costs. Other costs include ongoing repairs and capital improvements. Owner/users also risk outgrowing their condominium, and these buildings lack the flexibility of leased space where businesses can cost effectively expand. The risk of office condominium ownership exceeds rental because the resale market is relatively untested and, as in the residential condominium market, financing is often short-term. Owners can be forced to refinance at a time when the higher interest rates are also affecting their core business and the resulting cash crunch can cause investors to default. Defaults caused the 1980's office condominium collapse when remaining non-defaulting owners were faced with unexpectedly high expenses and taxes for property where defaulting owners were not paying building expenses. For these reasons, office condominiums are most common in markets unable to attract the multi-tenant developers familiar to Hoffman Estates. Property quality and owner accountability make multi-tenant leased buildings the preferred long-term office development alternative.



Executive and Worker Housing

Today's busy executives value time over all amenities. Decisions on office locations are often made to minimize commutes for valued employees. As Chapter 5 Residential documents, Hoffman Estates has the housing variety that allows employees from executives through entry-level workers to live close by. Future office development presents opportunities to make this proximity even more desirable by making multi-modal connections between residential areas and office development.



Amenities

With employee stability a key to business success, space selection specialists increasingly look for locations that appeal to desirable employees. Amenities like recreation, multi-modal transportation access, and convenient shopping and dining create desirable office locations. The recent addition of Poplar Creek Crossing brought additional amenities to Prairie Stone that already included recreation trails, a health club, and day care center. To improve the long-term viability of Hoffman Estates office clusters, owners should be encouraged to offer a full complement of amenities.

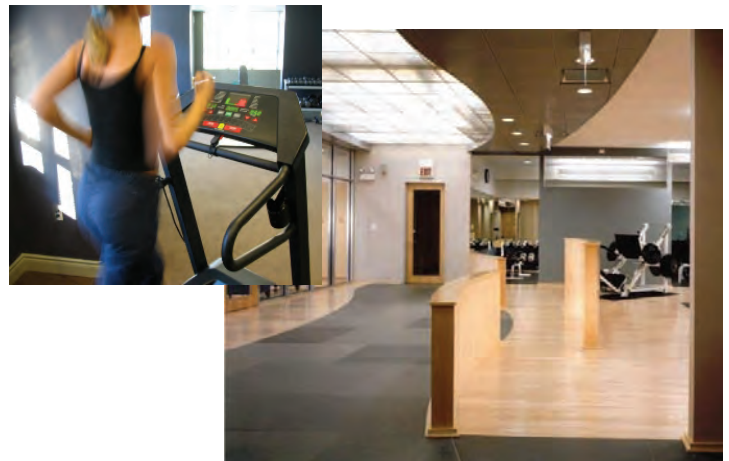


Figure 4.05: Today's Office amenities including casual dining locations and fitness facilities



PRAIRIE STONE BUSINESS PARK

Prairie Stone Business Park is a major employment center in Hoffman Estates. Located at I-90 and Route 59, adjacent to forest preserve land, Prairie Stone Business Park is master planned to accommodate eight million square feet of development on its 780 acres. The land is designated as an Economic Development Area, which works similarly to a TIF district. Prairie Stone Business Park dates back to 1992 when Sears, Roebuck and Co. relocated their 4,000 employee Merchandise Group. In 2007, Prairie Stone employs about 8,000 people, with over 30 owners and tenants, including office, retail, R&D, light industrial and hotel users.

Located within a central wetland environment, and surrounded by green space, the design of the office park is notable with high quality buildings in a pastoral prairie landscape. Prairie Stone is a very desirable business location in the region. Today Prairie Stone is nearing build out capacity; however there are some office spaces and buildable sites varying from 2 to 30 acres still available.

Amenities

Prairie Stone offers a unique suburban office environment with it's wealth of amenities, including Northern Illinois

University, Village Green and the Sears Centre, a regional sports and entertainment venue. The 11,000 seat Sears Centre opened in October 2006 and hosts professional lacrosse, soccer, hockey, indoor football, concerts and other family events. Also a full service 295 room Marriott at the entrance to the park offers lodging, conferencing and fine dining. Other amenities include on-site child care, a 100,000 square foot fitness center and 100 acres of open space with walking and jogging paths.

Infrastructure

The office park is well equipped with technology infrastructure; AT&T Central Station is in the Business Park center providing fiber optic infrastructure and backbone for voice, data, and broadband. There are two nearby Com Ed substations, providing reliable and abundant power. In today's market this level of technological infrastructure is a major business requirement and are key elements in keeping buildings 'state of the art'.

Mixed Use Development

A wide variety of mixed-use retail developments are or will be located in the Business Park including an indoor/ outdoor water park and hotel and a Cabela's sporting goods store. Office, retail and residential development is located and/ or proposed nearby.



Figure 4.06: Prairie Stone Business Park



Transportation

The current transportation system at Prairie Stone is unprecedented for a suburban business park. A Transportation Center has been built at the Park Center to service the extensive transportation modes. All services are coordinated by the Prairie Stone Transportation Management Association in conjunction with IDOT, RTA, Pace, Metra, CTA and CATS (Chicago Area Transportation Study) to make commuting to and from Prairie Stone as simple as possible. The system includes fixed-route bus lines, Subscription Bus Service and numerous Pace-sponsored van pools which currently service Prairie Stone from a variety of communities south, west and northwest of the Prairie Stone Business Park.

Prairie Stone Station – Transit Oriented Development

The future transportation plans for Prairie Stone will transform the office park into a major regional hub. Metra is preparing preliminary studies and assessments for developing the STAR Line to interconnect the Elgin Joliet & Eastern Railroad and a proposed NW Corridor Line to O'Hare Airport at Prairie Stone.

It is intended that a destination/employment transit station will be located at Prairie Stone. This station would be designed with office, recreation, education, retail, mixed-use, hotel, and park uses. As the proposed station area design continues to develop, it is expected that the pedestrian environment will be enhanced to encourage walking throughout the district, with new trails and pedestrian walkways being planned for the Prairie Stone Business Park.



Figure 4.07: Office building in Prairie Stone



Figure 4.08: Prairie Stone entrance gateway/signage



Figure 4.09: Central Wetland feature at Prairie Stone



AT& T COMPLEX & ST. ALEXIUS



Figure 4.10: AT&T Complex

AT&T Complex:

The AT&T Complex is a 1,300,000 SF Class A office space that was built in 1991. The campus is well situated and is visible along the north side of the Northwest Tollway close to the Barrington Road exit ramps. The campus is accessible off Lakewood Boulevard as well as Central Road. The building was originally built for Ameritech which is now part of AT&T and currently serves as their headquarters for the Mid-west region. The complex includes two vacant development parcels along Central Road/ I-90.

St. Alexius Medical Center:

The Alexian Brothers acquired two hospitals in Hoffman Estates, Illinois in 1999. The 344- bed Hoffman Estates Medical Center, renamed St. Alexius Medical Center, and the 100- bed Woodland Hospital, renamed the Alexian Brothers Behavioral Health Hospital. These hospital locations represent both a major employer for the Village and community resource. St. Alexian offers numerous medical specialties including a Cancer Institute, Neurosciences Institute, as well as Ophthalmology, Orthopedics and Pediatrics. The hospital is well positioned for growth to meet regional needs. The campus contains some vacant land to accommodate any future growth.



Figure 4.11: St. Alexius Medical Center

OFFICE POLICIES

1. Office Policy 1:

Maintain the current office zoned land. With the availability of vacant land in existing, amenity rich, planned office parks, it is not necessary to identify additional land for new office development. However, these office zones should be enhanced with complimentary land uses and amenities such as retail, hospitality and entertainment uses in appropriate locations.

2. Office Policy 2:

Encourage office building property owners to undertake major renovations through building and site improvements; this will prevent the deterioration of Class A office space in the Village.

3. Office Policy 3:

Where the retail market is insufficient and there is a need to provide incubator space for emerging businesses, the older shopping centers with excess retail space can provide “Class C” office space to attract entrepreneurial tenants who will grow into larger, higher-class space. The intent is to create transitional office land uses to balance market fluctuations and not to transform an aging retail center into a small office park. Small businesses should be encouraged to grow and relocate to office locations in the Village.

4. Office Policy 4:

Discourage the creation of office condominium developments. Multiple condominium owners can create a difficult process for ensuring future maintenance, repairs and modernization of the buildings.

5. Office Policy 5:

As St. Alexius Medical Center continues to grow and become a catalyst for medical office development, a cluster of medical related businesses and amenities such as laboratories, special diagnostic equipment (MRI, etc), physical therapy services, pharmacy, restaurants and transportation land uses should be encouraged to develop around the medical center.

6. Office Policy 6:

Locate amenities such as recreational trails, health clubs and dining clusters to develop or expand near office clusters.

7. Office Policy 7:

Provide pedestrian connections between housing and office development. Today’s executives value time above everything and will select office space for its proximity and quick access to their homes.



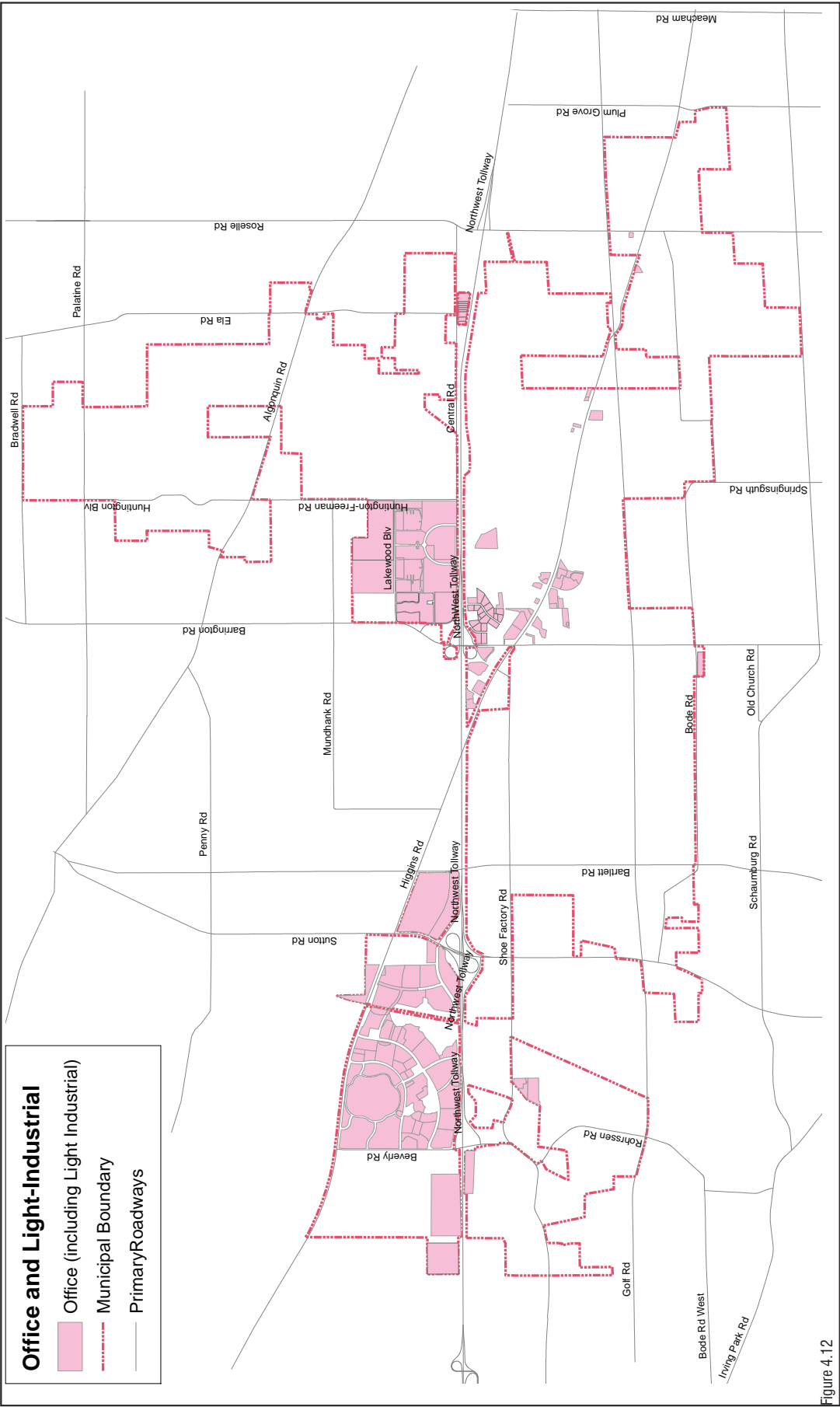


Figure 4.12

OFFICE AND LIGHT INDUSTRIAL

HOFFMAN ESTATES COMPREHENSIVE PLAN

0725.2007



V. RESIDENTIAL

- Comparison to Surrounding Communities
- Residential Land Area
- Age of Neighborhoods
- Regional / National Comparison
- Residential Neighborhood Assessments
- Neighborhood Goals
- Affordable Housing Policy
- **Residential Policies**
- **Residential Impact Areas Map**



Since the incorporation of the Village in 1959 (with the first home having been constructed in 1955), Hoffman Estates has grown steadily along the I-90 Northwest Tollway corridor. Today the Village is approaching build-out capacity and is constricted by boundary limits with adjacent communities. There are a few greenfield/residential development sites remaining that are discussed in detail in the land use chapter. As the Village continues to mature, public policy will need to address issues associated with aging housing stock, quality of life and neighborhood amenities.

The Village is known for its desirable middle income neighborhoods with a range of housing types and prices. Hoffman Estates is considered a great place to raise a family with homes well connected to schools and parks. The neighborhoods are well landscaped with mature street trees and numerous parks. Open space is a strong community amenity with golf courses and access to forest preserve land. The Village is adjacent to many major transportation routes. Throughout the growth

of the community, accessibility to major expressways and regional arterials allowed wage earners to quickly commute to employment centers. As the Village faces the future it is important to understand the regional market, underlying characteristics of Hoffman Estates' neighborhoods and the community's future aspirations.



Figure 5.01: Typical Single Family Home in the Village

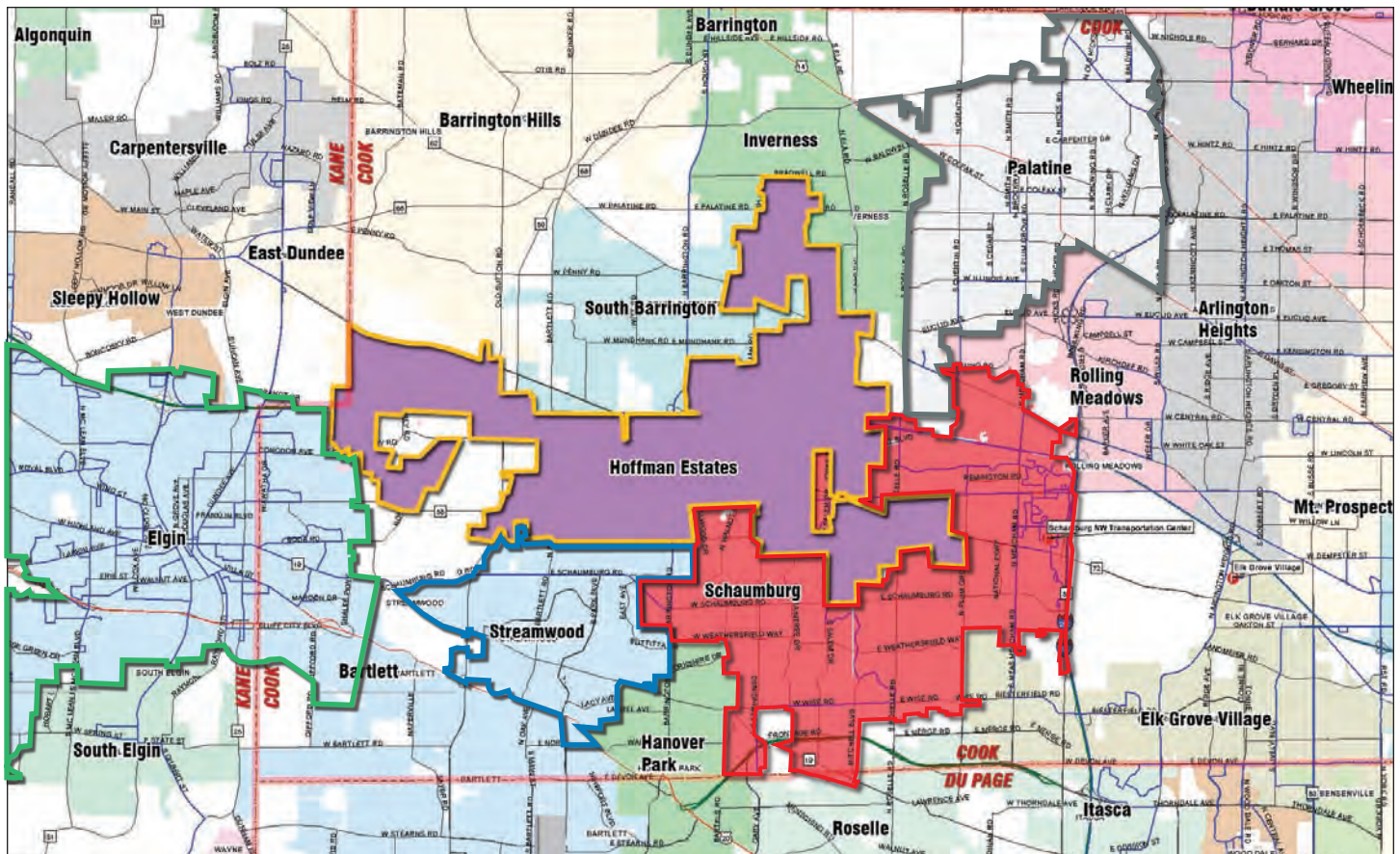


Figure 5.02: Hoffman Estates and neighboring villages (Site Source: PACE website)

COMPARISON TO SURROUNDING COMMUNITIES

New residents seeking to locate (or relocate) in the area may choose Hoffman Estates or other neighboring communities in the northwest suburbs. The quality of schools, neighborhoods and housing stock plays an important role in deciding which community is the right fit for a household. Also as individuals encounter life changes that affect the household size or income such as children, retirement or divorce, availability of housing alternatives to meet those needs can result in a decision to stay or move out of the community.

Hoffman Estates contains over 17,000 housing units. It is at the center of a 124,500 housing unit comparison market that includes Elgin, Palatine, Schaumburg and Streamwood. As Figure 5.03 illustrates, Hoffman Estates is just under 14% of the total units in the comparison market.

Single family homes comprise 54% of the Village's existing housing stock. Another 18.3% of residential units are townhomes and 21.1% of the residential units are in buildings containing 10 or more unit apartments and condominiums. Six percent of the homes are two to nine unit buildings.

As figure 5.04 illustrates, Hoffman Estates' housing variety is similar to Palatine and Schaumburg with the exception of 2 to 9 unit buildings, a type typically owned by smaller investors. Although 2 to 9 unit buildings can provide a variety of price points without having large condo/apartment complexes that could dominate a neighborhood, owners of these smaller units often are inexperienced landlords without the resources to properly maintain or landscape their buildings.

Figure 5.05 identifies 67.6% of the housing built before 1980 and only 8.6% built since 1990 and indicates Hoffman Estates housing stock is aging. Both Palatine and Schaumburg, the surrounding communities with housing most similar to Hoffman Estates, have developed more housing since 1990. As the chart indicates, 13% of Palatine's housing was built since 1990 and 14% of Schaumburg's housing is recent.

Aging housing stock provides both benefits and challenges to a community. Older homes tend to be more

affordable, especially in this market of rising construction costs. Poor maintenance, sudden turn over of property by an aging residential population, or shift from owner occupied to rental properties can cause a neighborhood to decline in value. Creating policies that promote maintenance and property improvements can prevent decline and encourage investment in property upkeep.

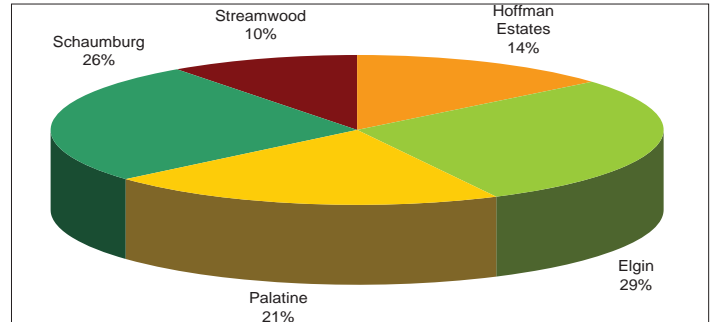


Figure 5.03: Percentage of housing units; Source: Experian Database 2005

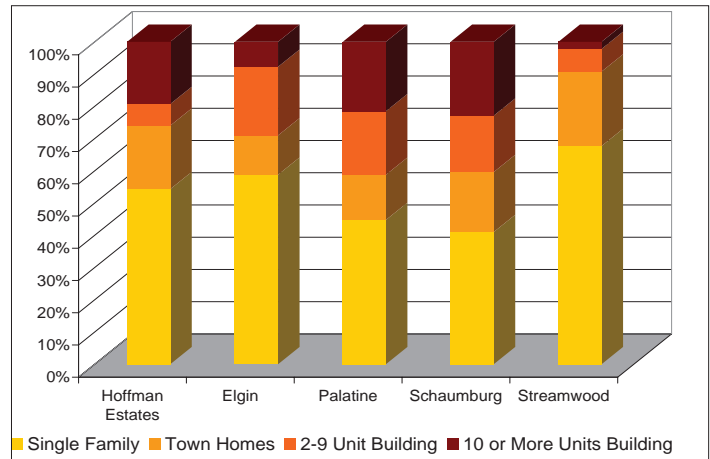


Figure 5.04: Housing variety in the comparison market; Source: US Census 2000

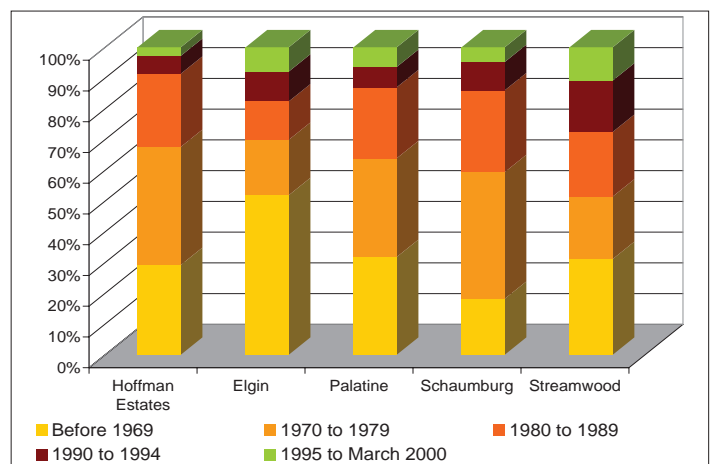


Figure 5.05: Comparison of housing age in the market area; Source: US Census 2000



RESIDENTIAL LAND AREA

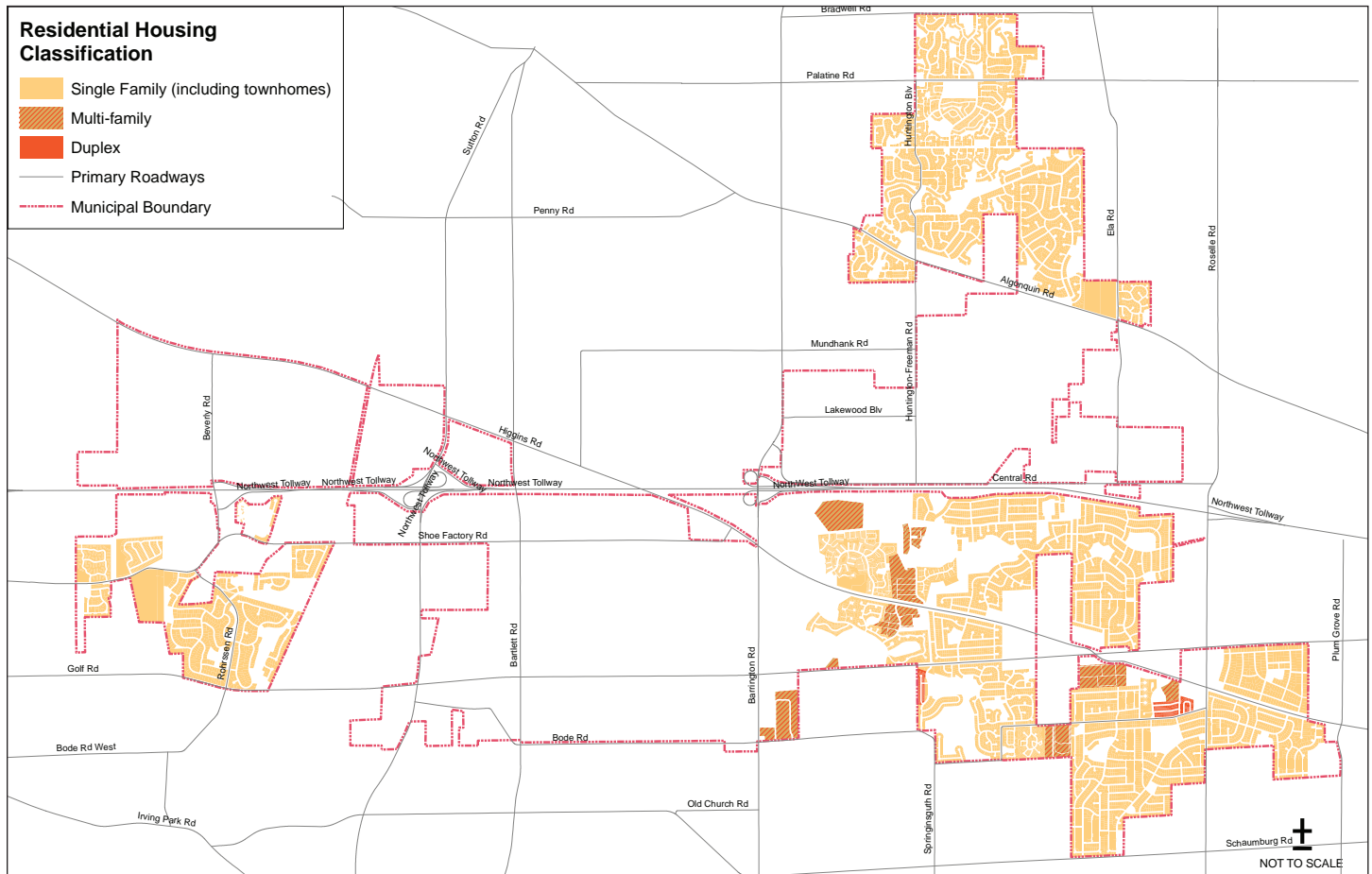


Figure 5.06: Residential housing in Hoffman Estates

Of the 3,600 acres of land zoned for residential uses in Hoffman Estates, approximately 93% of that land is dedicated for single family development, 6% for multifamily land use and less than 1% for duplexes.

When comparing owner occupied and rental units, it is found that only 74% of the housing units are owner occupied. Although rental single family homes offer opportunities to attract families before they have the resources to invest in home ownership, excessive rentals can undermine the quality of a neighborhood because tenants spend less time on home appearance.

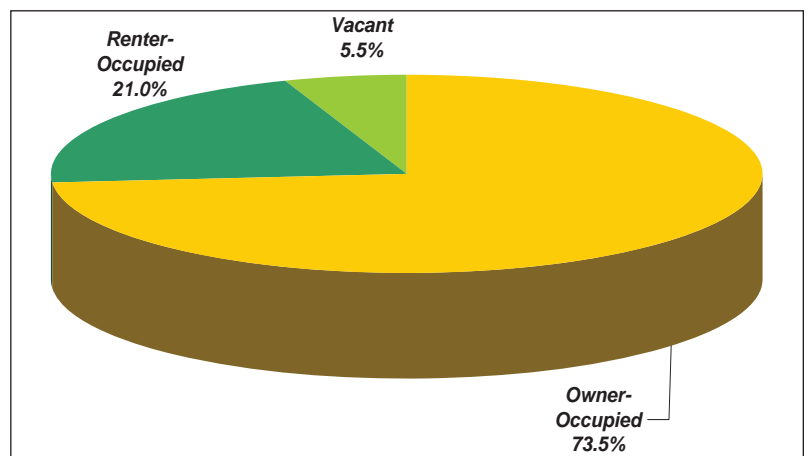


Figure 5.07: Housing Units; Source: Experian Database 2005

Newer housing introduces purchasers to the community and provides opportunities for current residents to continue living in the community as their housing needs mature. This table documents Hoffman Estates' relatively low volume of new home construction between 1995 - 1999, which increased during the 2000-2005 period.

Building Permits	1995-1999	2000-2005	Total
Hoffman Estates	487	1,010	1,497
Elgin	2,579	2,547	5,126
Palatine	1,678	1,763	3,441
Schaumburg	1,586	574	2,160
Streamwood	1,332	693	2,025

Figure 5.08: Building permits by years; Source: CMAP Data

While Hoffman Estates, Schaumburg, Streamwood and Palatine have continued to add single family homes at a steady pace, Elgin has significantly increased its single family home building. This change is largely a reflection of Elgin's ability to annex vacant land while the other landlocked communities are approaching a complete build-out of land area in their villages.

Hoffman Estates' comparative shortfall in new housing during this time period was the result of no added multi-family housing units. Palatine took advantage of an opportunity to place multi-family housing near its

Metra station. When Hoffman Estates' transit station is developed it is expected that a similar boom in multi-family housing would occur.

Despite fewer new homes that necessarily have recent move-in dates, the length of time residents have lived in their current homes is quite similar for residents of Hoffman Estates and nearby communities. This reflects Hoffman Estates' status as a great first time buyer location and highlights the need to offer move-up housing to retain these residents.

When the median price (which is defined as the mid-point of all sales, rather than average price) is evaluated and multi-family (condo) sales are included, the totals and the comparison between communities are quite different. A closer examination of housing prices in Hoffman Estates illustrates changes in the market. Refer to figure 5.13 through 5.16 on the succeeding pages for the chart and explanation.

A closer examination of housing sales prices in Hoffman Estates illustrates changes in the market. As Figure 5.16 illustrates, a higher percentage of homes sold are in the top price range while the \$100,000 to \$199,999 market remains strong.

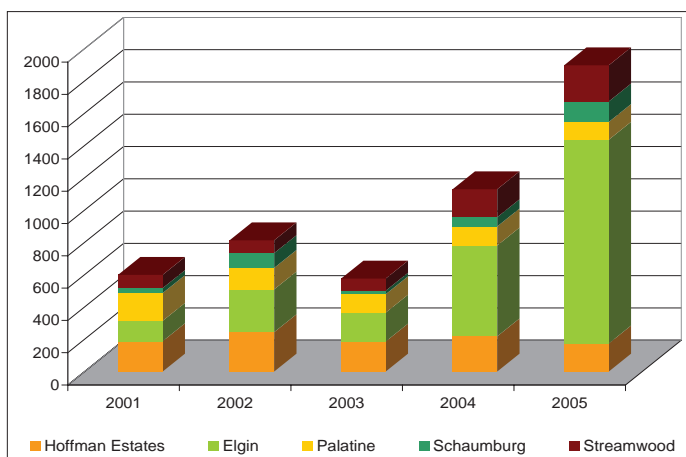


Figure 5.09: Single family home building permit comparison; Source: CMAP Data

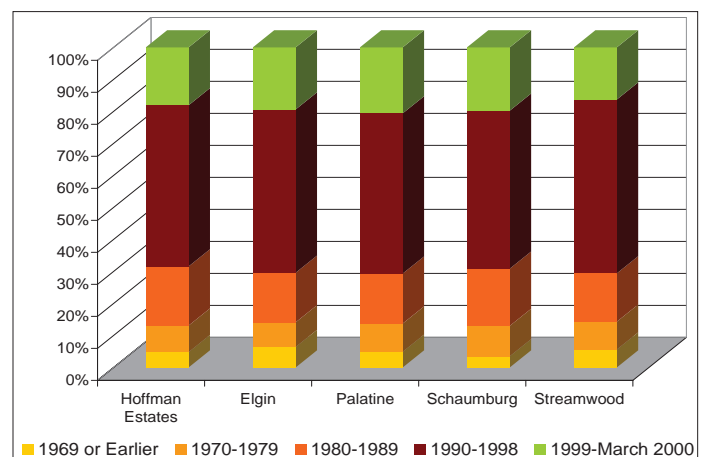


Figure 5.10: Move-in year comparison; Source: US Census 2000



AGE OF NEIGHBORHOODS

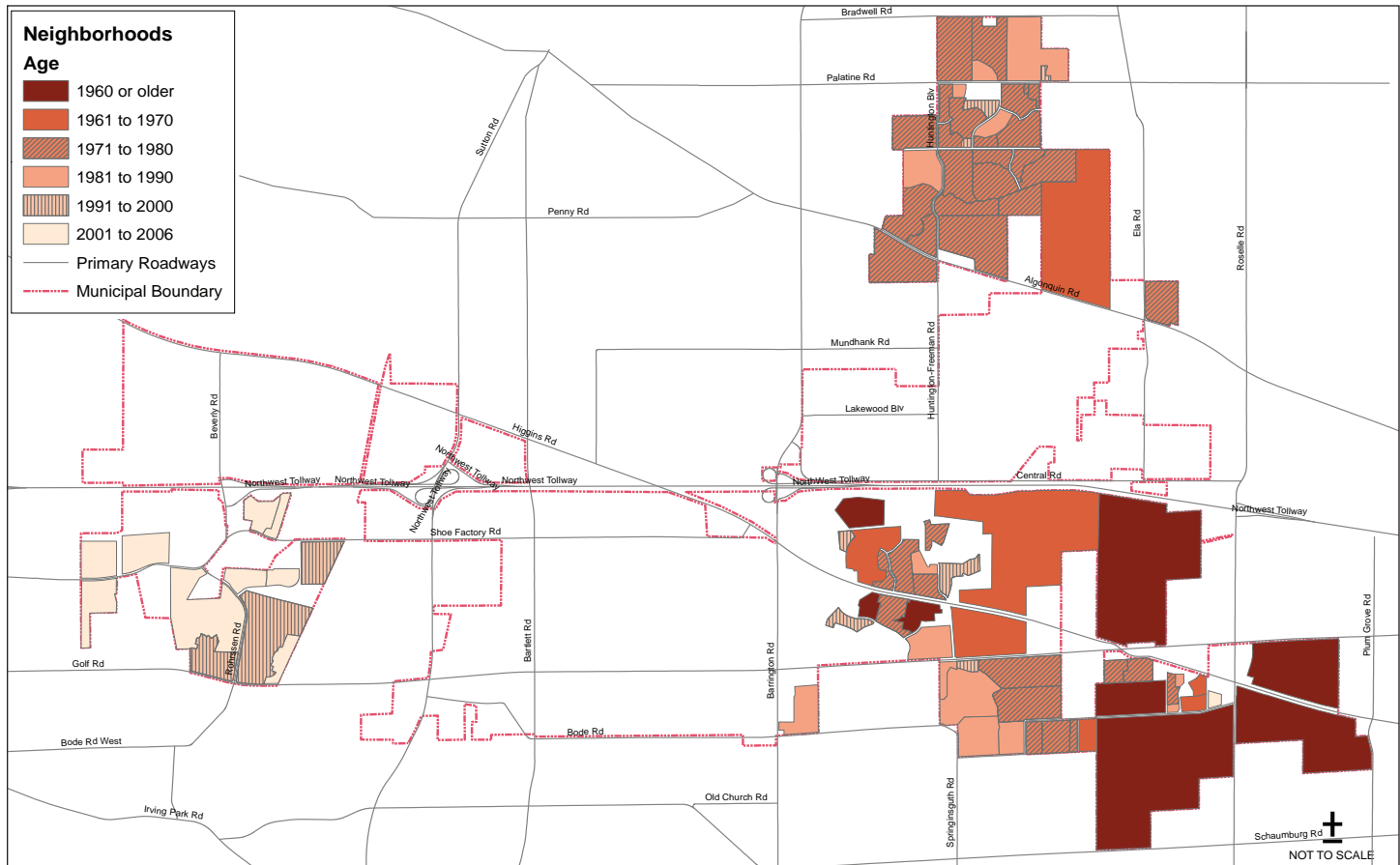


Figure 5.11: Age of housing stock; Source: Village of Hoffman Estates

Figure 5.11 represents residential neighborhoods with the age of the building stock by decade. The darker color indicates the older homes. The southeast quadrant has a majority of the older homes with the oldest neighborhoods in Parcels A and B.

Figure 5.12 identifies the move in dates. Over 50% of the residents have been in their home for less than 10 years. Figure 5.13 summarizes the percentage of homes built in a specific time period. Approximately 70% of the housing stock is over 30 years old.

Palatine and Schaumburg offer lower priced townhomes and condominiums as an alternative to single family homes. Those products are designed to attract aging and non-family populations and are selling in high volumes. These lower priced condos and townhouses are providing more diversity in the market. At the same time Elgin, Streamwood, and Hoffman Estates have added single family homes.

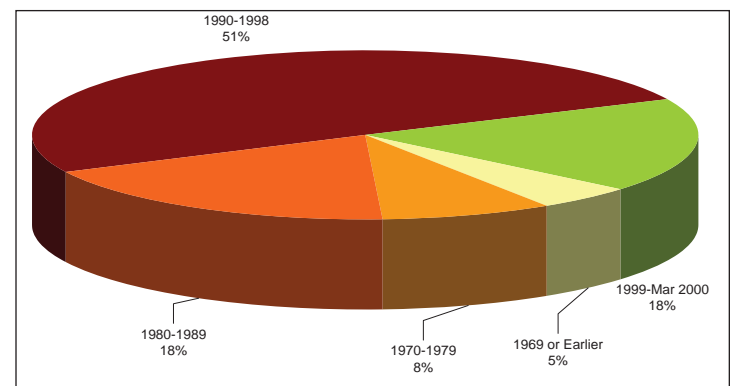


Figure 5.12: Resident move in year; Source: US Census 2000

With higher prices associated with single family rather than multi family homes, Hoffman Estates' mean (average) housing price has grown faster than its median (midpoint of all sales) price. As Figure 5.15 illustrates, the difference between mean and median is growing.

2006 experienced two peaks in home sales with a steady percentage of sales in the higher end single family homes.

Although 74% of Hoffman Estates' is primarily an owner occupied investment market, there are rental opportunities at 24% of the housing units. Vacancies are very low at 2% (in 2005) and largely composed of units for sale or rent. Again this mix is similar to other nearby suburbs.

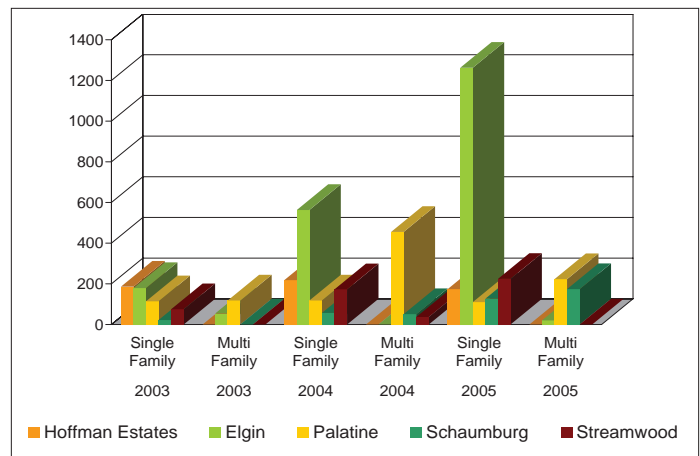


Figure 5.14: Building permits by type; Source: CMAP Data

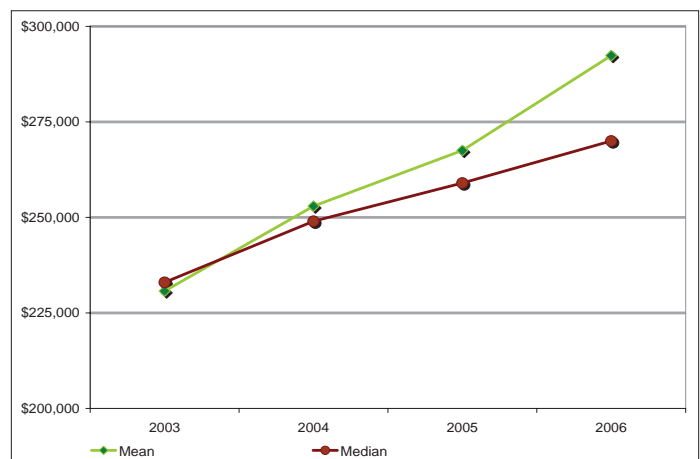


Figure 5.15: Housing sales prices in Hoffman Estates; Source: Village of Hoffman Estates

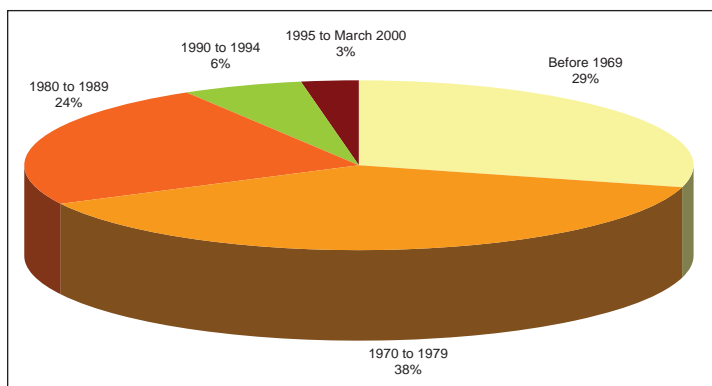


Figure 5.13: Home construction date; Source: US Census 2000

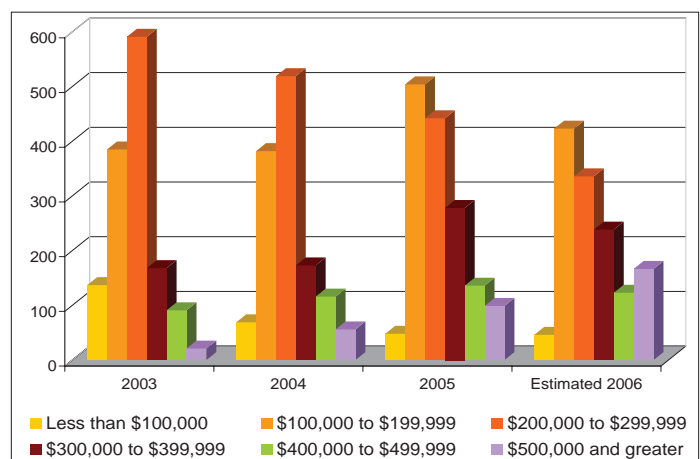


Figure 5.16: Hoffman Estates Housing Sales Prices Over Time; Source: Village of Hoffman Estates



REGIONAL/ NATIONAL COMPARISON

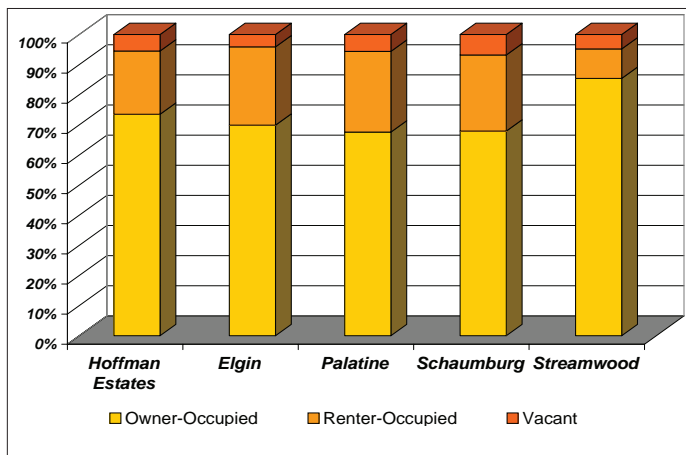


Figure 5.17: Comparison of housing types in the market area; Source: US Census 2000

Regional Comparison Summary

Hoffman Estates is the center of a desirable housing market. It currently offers a good single family housing value that appeals to middle and upper middle class families and first-time buyers. Recent construction is adding more expensive housing that allows residents to move-up but remain in Hoffman Estates. Although the existing balance of single-family, townhomes and multi-unit properties appears well matched to the current market, other nearby communities are altering the market by adding new condominiums with prices similar to Hoffman Estates single family homes. Those properties are designed to attract the two fastest growing markets: empty nesters and non-traditional, childless households.

National Residential Trends

The recent national residential construction surge greatly expanded the development boundaries in many metropolitan areas. In an effort to find affordable lots of sufficient size to appeal to home buyers, residential construction activity moved significant distances from the core of urban areas. These distant developments increasingly isolated new occupants from employment opportunities, commercial activities, public transportation options and other critical services such as health care. In response, there has been renewed interest in infill development, where smaller parcels closer to the urban core are targeted for development. Until recently Hoffman Estates was the distant development, but with Prairie Stone and shopping centers, it developed the jobs,

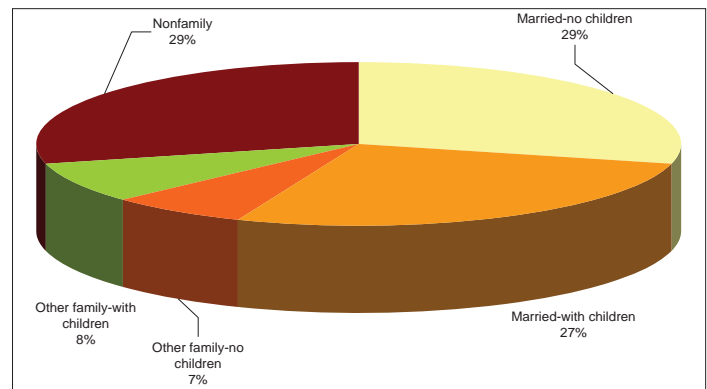


Figure 5.18: Household Type Shares in Suburbs, 2000, Metro Areas with Population Over 500,000 (Source: Brookings Inst.)

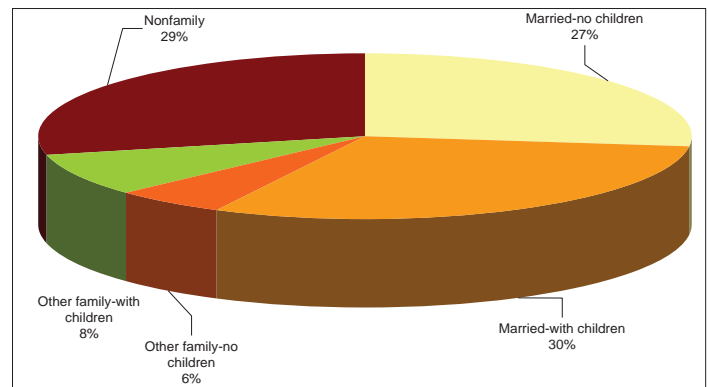


Figure 5.19: Household Type Shares in Hoffman Estates (Source: US Census Data 2000)

entertainment and commercial activity to be a complete community. Although its western development area continues to have limited services, the population density is nearing levels that will support commercial services. Hoffman Estates is moving from a community focused on residential growth to a community expecting infill development.

American Institute of Architects: Housing Segments Report

In keeping with the increasing emphasis on infill development, a national poll of residential architects found increasing interest in townhouses and condominiums. This sector has benefited from the recent growth in home ownership rates as these homes are often the most affordable in many markets. Additionally, they appeal to a broad population base because of the minimal maintenance obligations. The more traditional custom/luxury and move-up housing segments as well as second and vacation homes are showing some strength, although conditions in all three of these markets have eased from

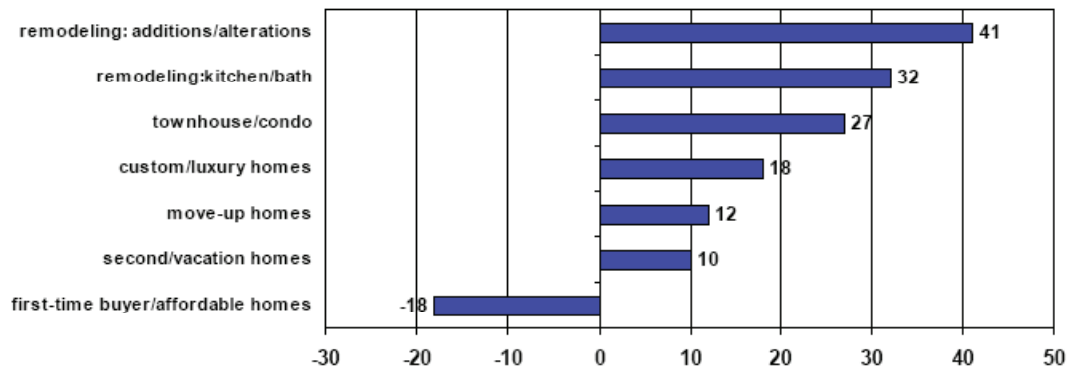


Figure 5.20: American Institute of Architects: 2005 Housing Segments Report

the beginning of 2005. The weakest and only segment, that more residential architects rate as weakening rather than improving, is the first-time buyer/affordable homes segment. These households often have the least resources to absorb the rising prices we have seen in the housing market in recent years. More than a third of respondents rate this segment as weakening and only 16 percent rate it as strengthening.

Other than emphasizing infill development, community design trends are moving toward integrating more activities into new developments, providing for increased use of wireless technology and providing for energy conservation measures. Mixed-use projects, which include commercial and retail activities, are increasing in residential developments. Increased recreational opportunities (walking trails, exercise centers), higher-density development (smaller lots) and services provided on site (e.g., health care and convenience stores) are also strategies to reduce the isolation of more distant residential development. In addition to providing more site activities, the need for accessibility to other uses adjacent to a development is increasing. This is an important issue when considering site design, pedestrian routes and proximity to adjacent activities. Access to public transportation and alternative transportation systems such as bikeways and walkways were seen by many respondents as strategies that are more popular. Likewise, proximity to commercial shopping and employment is a major 'quality of life' criteria for most residents. With more concern for integration and accessibility, gated entrances and distinctive community entrances are now less popular.

Infill development also includes the improvement of existing housing stock through remodeling. The remodeling market has almost doubled in size over the past decade. This growing sector accounts for more than 2% of the nation's economy as well as for 40 percent of all residential construction and improvement spending in the U.S.. Almost 30 million homes were significantly upgraded over the past decade with large projects having unique design challenges and capturing a growing market share. Homeowners spent \$24 billion on kitchen and bath remodels and additions, \$35 million on other interior additions and alterations and \$25 million on improvements to properties. Exterior and interior replacements topped out at \$38.7 billion. With much of Hoffman Estates housing stock 25 to 30 years old, there will likely be pressing needs to replace major systems, making it a convenient time to undertake "while we're at it" remodeling projects. These remodeling projects are critical to preserving quality of Hoffman Estates housing stock as it ages.

As homes approach or pass the 50 year milestone, the improvement decision often becomes a decision to replace the home particularly if the major systems were not upgraded. Studies by the National Association of Home Builders suggest that in communities where the housing stock is aging, it is typical to find approximately 2% of the housing stock replaced per year. Although this trend has not yet significantly impacted Hoffman Estates, its homes are nearing the age where replacement activity is expected to accelerate.



RESIDENTIAL NEIGHBORHOOD ASSESSMENTS

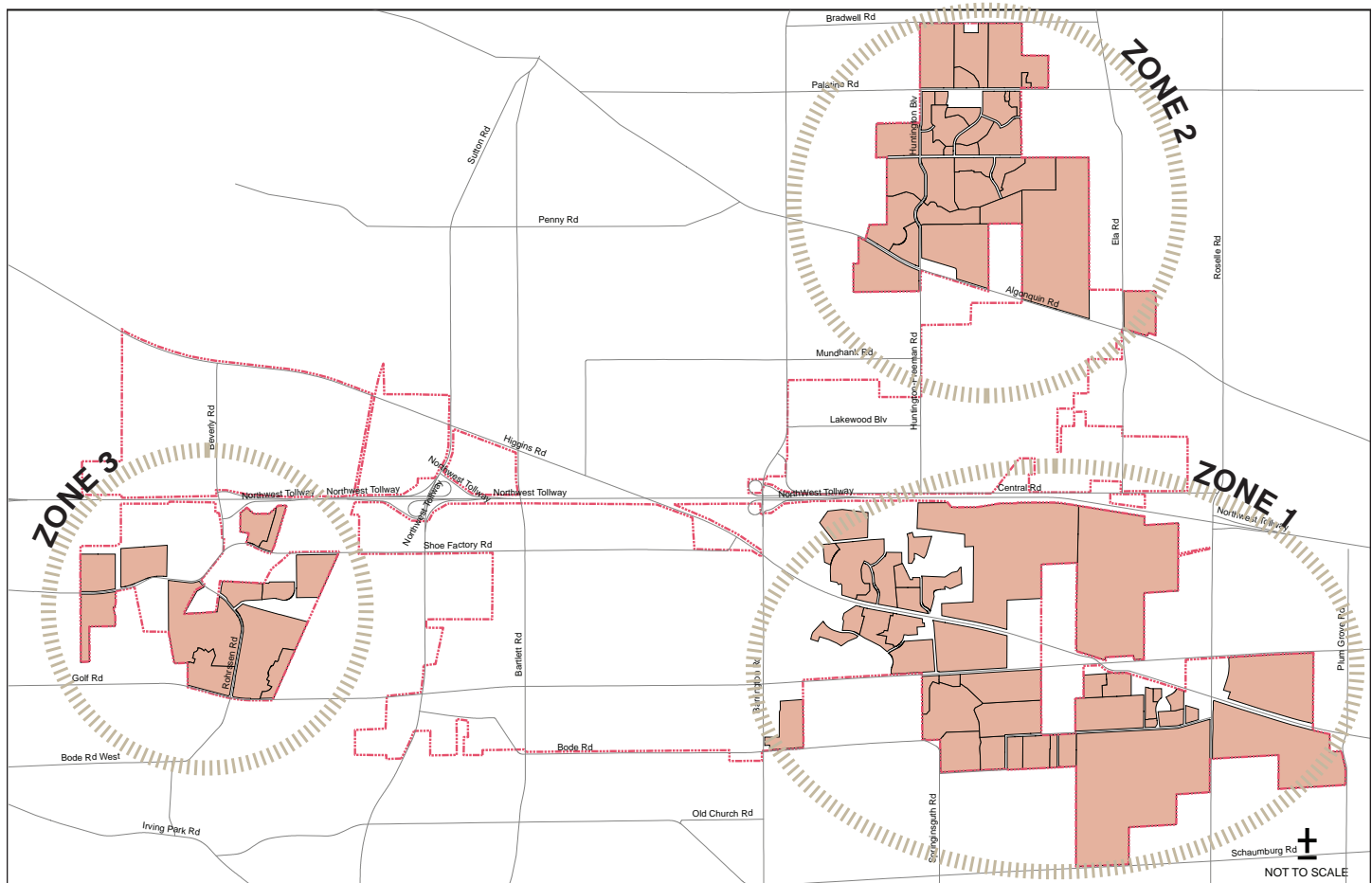


Figure 5.21: Hoffman Estate's neighborhoods

A preliminary assessment was conducted for each residential neighborhood to evaluate the parcel size, condition of housing, infrastructure needs and access to schools, parks and retail. In general the older 1960's residential subdivisions contain large lots with small house footprints. As the residential housing stock ages there is a need to strategically update and/or add on to the homes to stay current with the housing market. One of the first subdivisions to be built in Hoffman Estates "Parcel A" lacks the basic infrastructure of curb, gutters and sidewalks. Typically the Parcel A homes are small houses but they sit on large 1/2 acre lots. This particular neighborhood is experiencing some tear-down activity and will most likely be a prime location for increased redevelopment activities.

Approximately 90% of the neighborhoods have good sidewalks and mature street trees, creating a pleasant walking environment. Street lighting is located at the major intersections although very few neighborhoods have pedestrian lighting. There is adequate sidewalk access to most retail streets from the neighborhoods; however, there are limited opportunities for pedestrians to cross the major arterials due to the traffic volumes and right of way widths.

Most of Hoffman Estates's neighborhoods have great access to schools and parks that are located in the interior of the subdivision and within convenient walking distance. Schools are a major consideration for potential home buyers and home values associated with specific neighborhoods. Hoffman Estates has several school systems that overlap the Village boundaries.

NEIGHBORHOOD GOALS

ZONE 1:

Dating from the 1950's and 60's, this zone is the oldest segment of the Village with the greatest potential for change or redevelopment in the future. The original subdivision Parcel A has large lots with small homes and is poised for continued tear-down activity. A majority of the Zone 1 shopping centers are aging and need major improvements to remain current with the market expectations. A potential new STAR Line station is being studied for a location near Barrington Road and I-90. All these issues will impact the district and create new housing development opportunities. As the Village reviews any new proposals for this district the projects should be coordinated in a comprehensive manner to ensure that new development addresses the housing or mixed use recommendations in this plan.

ZONE 2:

Primarily a product of 1970's and 80's development trends, this zone is very stable with quality housing, a strong school district and a good network of parks. The housing issues in this zone are minimal and the Village needs to encourage the current trends towards housing remodels as the properties age, good neighborhood maintenance and adequate access to amenities.

ZONE 3:

Dating from the 1990's this western edge of the Village is developing quickly and will be built out in the next decade. Most of the residential and commercial land use development decisions have been resolved through zoning and development agreements with the Village. The residential community needs convenience/ neighborhood retail which is in the process of being developed. Prairie Stone represents a great asset for this zone, with the proposed new rail station and emerging entertainment district. Most residential development is located south of the Tollway. Some residential north of the tollway is expected in the western portion of the Village while most of the area north is expected to be developed as non-residential uses.



Figure 5.22: A Typical Home in a Zone 1 Residential Neighborhood



Figure 5.23: A Typical Home in a Zone 2 Residential Neighborhood



Figure 5.24: A Typical Home in a Zone 3 Residential Neighborhood



AFFORDABLE HOUSING POLICY

Recent increases in property values in the region pose a challenge to ensuring housing options for an economically diverse population, in the future. This issue is especially relevant for the senior citizen population with fixed incomes; therefore one of the Comprehensive Plan goals is to maintain a variety of housing types and price points within the Village.

Hoffman Estates seeks to provide affordable housing sufficient to meet the needs of the community and comply with the Affordable Housing Planning and Appeal Act (310 ILCS 67/). That act requires each municipality to offer at least 10% of its total year-round housing units as affordable. Affordable is defined differently for owned and rented properties.

Affordable for Sale Housing

In the case of dwelling units for sale, affordable means housing that families earning 80% of the Chicago Metropolitan Statistical Area's Median Family Income can purchase using no more than 30% of the gross annual household income for a household of the size that may occupy the unit. Mortgage, amortization, taxes, insurance, and condominium or association fees, if any, are all included in the cost calculation.

Affordable Rental Housing

In the case of dwelling units for rent, affordable means housing that families earning 60% of the Chicago Metropolitan Statistical Area's Median Family Income for which the rent and utilities constitute no more than 30 percent of the gross annual household income of a household of the size that may occupy the unit.

In 2004, the Illinois Housing Development Authority identified the total number of year round housing units for each local government within the State and inventoried the for-sale and rental affordable housing units by community. At that time, Hoffman Estates was found to have at least

10% affordable housing and was therefore exempt from provisions of the act. (Refer figure 5.25)

If a municipality does not comply with the State affordable housing standards then it is considered a non-exempt local government and must approve an affordable housing plan. The content of that plan is defined by the law.

Affordable Housing Plan

The State mandates that an affordable housing plan shall consist of at least the following:

- (i) a statement of the total number of affordable housing units that are necessary to exempt the local government from the operation of the Act.
- (ii) an identification of lands within the jurisdiction that are most appropriate for the construction of affordable housing and of existing structures most appropriate for conversion to, or rehabilitation for, affordable housing, including a consideration of lands and structures of developers who have expressed a commitment to provide affordable housing and lands and structures that are publicly or semi-publicly owned;
- (iii) incentives that local governments may provide for the purpose of attracting affordable housing to their jurisdiction; and
- (iv) a goal of a minimum of 15% of all new development or redevelopment within the local government that would be defined as affordable housing in this Act; or a minimum of a 3 percentage point increase in the overall percentage of affordable housing within its jurisdiction, as described in subsection (b) of Section 20 of this Act; or a minimum of a total of 10% affordable housing within its jurisdiction as described in subsection (b) of Section 20 of the Act.

Within 60 days after the adoption of an affordable housing plan or revisions to its affordable housing plan, the local government must submit a copy of that plan to the Illinois Housing Development Authority.

	Total	Affordable	%	State Requirement
Housing Units	17,399	4,999	28.7%	10%
Owner-Occupied valued below \$125,000	2,875	3,566	27.7%	10%
Renter-Occupied with rents below \$775	4,158	1,433	34.5%	10%

Figure 5.25: Affordability thresholds comparison to State Requirement; Source: Illinois Housing Development Authority 2004



In 2004, the University of Illinois Building Research Council used 2000 Census Data to determine whether Illinois Municipalities met the requirements of the Affordable Housing Planning and Appeal Act. Their calculations set Hoffman Estates' affordable standards for owner occupied homes at \$125,244 and monthly rent at \$775. Those thresholds were then compared to the Hoffman Estates 2000 census data. Figure 5.25 reveals, Hoffman Estates was in compliance.

Once compliance was established in 2004 using 2000 census data, annual sales and reported rent determine continuing compliance. The Illinois Housing Development Agency published a table to establish 2006 affordable housing levels (Figure 5.26).

The average Hoffman Estates 2006 household contains 3.03 people; therefore, houses sold for \$178,833 or less meet the affordability standard for the typical Hoffman Estates family and apartments renting for \$1,018 meet the affordability standard. In 2006, 26.5% of the homes purchased in Hoffman Estates sold for less than \$178,833; and therefore, qualified as affordable housing. Because 2000 to 2004 was a period of low rental increases and little new luxury rental construction, it is possible to estimate rents in Hoffman Estates by inflating 2000 Census' Cash Rent Paid reports by 15%. That calculation suggests that 63.2% of Hoffman Estates rental units meet the affordability standard. Therefore the Village is in compliance with the affordable housing standard set by the State.

Comprehensive Plan Policy on Affordable Housing

The Village will require periodic review of residential developments on the Village compliance with

State Affordable Housing standards. As part of new development review any residential project or condominium conversion project of 10 or more dwelling units will be required to calculate the impact of their project on the current percentage of affordable housing in the Village and compliance with the standards as defined by the State of Illinois Affordable Housing Planning and Appeal Act. Based on the findings of the affordable housing calculations the Village may ask the developer to offer a greater percentage of lower priced residential units.

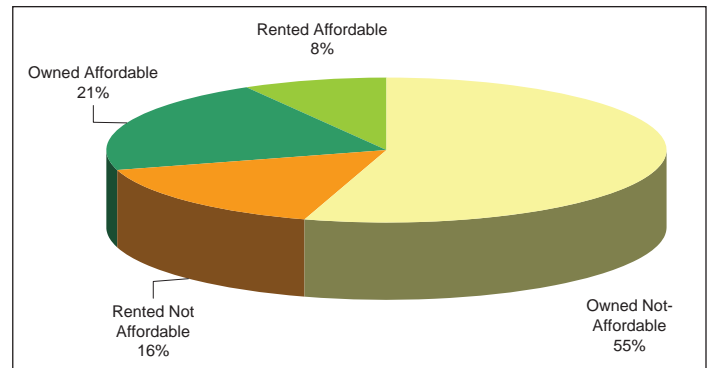


Figure 5.27: Breakdown of Affordable Housing in Hoffman Estates; Source: Village of Hoffman Estates & BDI 2006

For sale	1 Person Limit	2 Person Limit	3 Person Limit	4 Person Limit	5 Person Limit	6 Person Limit	7 Person Limit	8 Person Limit
Affordable House	\$139,000	\$159,000	\$178,833	\$198,667	\$214,500	\$230,500	\$246,333	\$262,167

Rental	0 Bedroom Gross rent	1 Bedroom Gross rent	2 Bedroom Gross rent	3 Bedroom Gross rent	4 Bedroom Gross rent	5 Bedroom Gross rent
Affordable Rent	\$792	\$848	\$1,018	\$1,176	\$1,312	\$1,447

Figure 5.26: Illinois Housing Development Agency: 2006 Affordable Housing Levels



RESIDENTIAL POLICIES

1. Residential Policy 1:

Encourage existing and new development to provide a mix of housing types throughout the Village. The goal is to ensure there are a variety of housing options and price points that will meet the future Village housing needs, (single family, townhomes and condos) and will inherently offer a variety of unit sizes and price points. Having all scales of housing will encourage residents to stay in Hoffman Estates as their housing needs change. This will provide more opportunities for seniors, empty nesters and first time home buyers.

2. Residential Policy 2:

Promote significant remodeling or redevelopment of homes at least 40 years old to maintain high quality neighborhoods and housing stock. In 2007, approximately 30% of the housing stock in the Village was built prior to 1969 and is 40 years or older. Allow replacement housing through tear-downs, as well as remodeling of the older and obsolete homes.

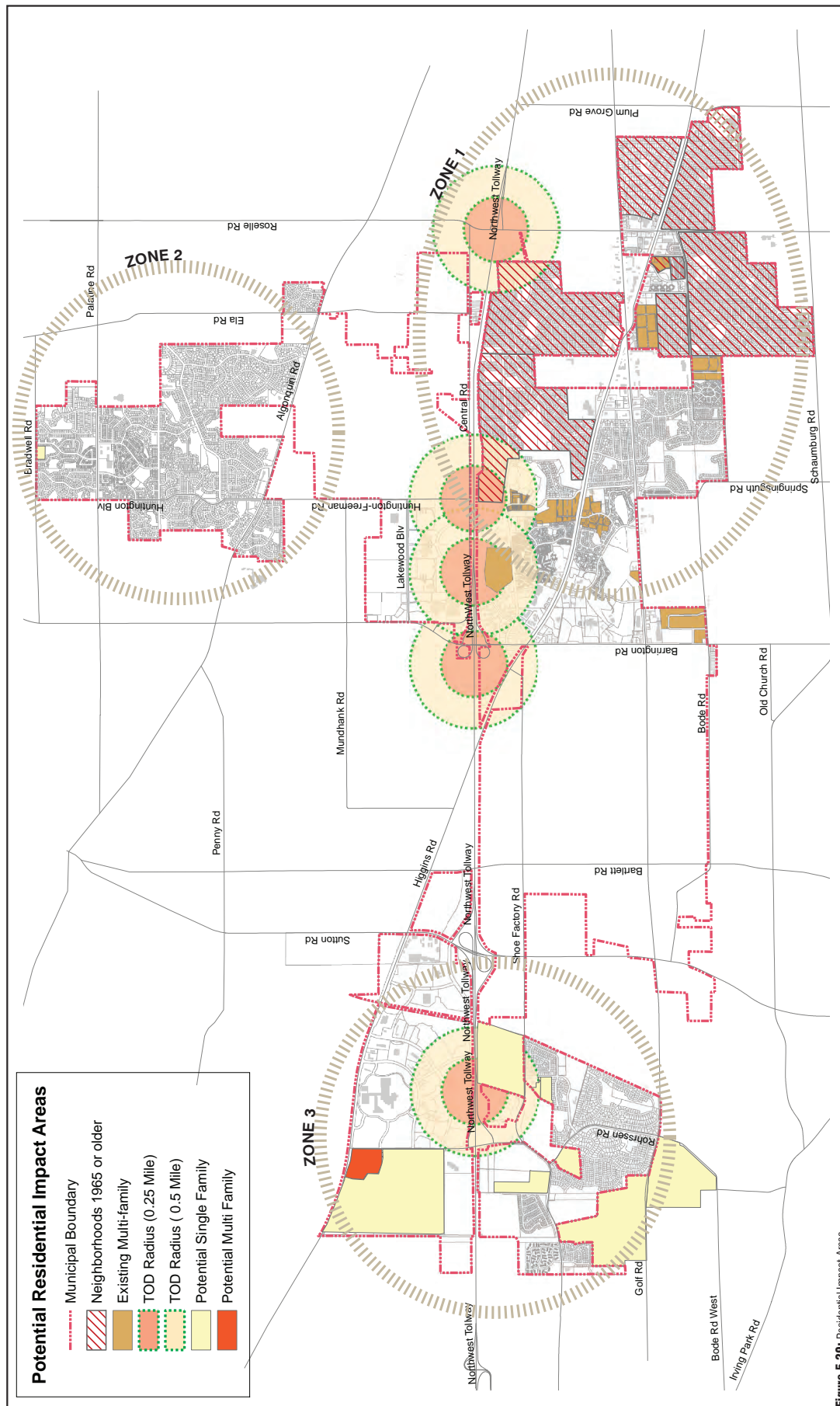
3. Residential Policy 3:

Encourage the development of mixed use and multifamily housing within walking distance of planned public transit stations. Many of the adjacent Villages have constructed more multifamily or condos than Hoffman Estates. This is a growing market that reflects changes in the typical household demographics. Single family homes should and will always be a majority of the Village housing stock; however increases in multi-family units and development of some high quality condos will provide more housing options for the empty nesters and aging population. The new STAR Line station area will provide a great market for higher density residential development. Also, it is important to keep in mind the STAR Line will be pursuing some federal financing that will require higher density in the station areas as a stipulation for transportation grants.

4. Affordable Housing Policy

The Village will require periodic review of residential developments on the Village compliance with State Affordable Housing Standards. As part of new development review any residential project or condominium conversion project of 10 or more dwelling units will be required to calculate the impact of their project on the current percentage of affordable housing in the Village and compliance with the standards as defined by the State of Illinois Affordable Housing Planning and Appeal Act. Based on the findings of the affordable housing calculations the Village may ask the developer to offer a greater percentage of lower priced residential units.





RESIDENTIAL NEIGHBORHOODS

Figure 5.28: List of neighborhoods in the Village; Source: Village of Hoffman Estates
Refer page 62 figure 5.30 Residential Neighborhoods map

#	Neighborhood	#	Neighborhood	#	Neighborhood
1	Barrington Lakes	29	White Oak	57	Harpers Landing 5
2	Blackberry Creek	30	Hunters Ridge	58	Cipri
3	Barrington Square Unit 7/8	31	Hunters Ridge (East Of Rohrssen)	59	Hearth Stone 1
4	Barrington Square	32	Winding Trails	60	Hearth Stone 2
5	12 Oaks	33	Airdrie Estates	61	Hearth Stone 3
6	Barrington Square Condo	34	Yorkshire Woods	62	Castle Ford 1/2
7	Huntington Club Townhomes And Condominiums North	35	Estates Of Deer Crossing	63	Castle Ford 3
8	Huntington Club Townhome And Condominiums South	36	Princeton	64	Meadow Walk
9	Hilldale Green	37	Princeton	65	Gettysburg
10	The Links At Poplar Creek	38	Highland Woods	66	Evergreen
11	Moon Lake Condominium	39	Winston Knolls	67	Colony Point
12	Moon Lake Trails	40	Charlemagne	68	Prestwick Place
13	Moon Lake Village	41	Poplar Hills 1	69	Highland Hills
14	Poplar Creek Clubhomes	42	Poplar Hills 2	70	Highlands
15	The Pie	43	Poplar Hills 3	71	Parcel A
16	Casey Farms 1	44	Poplar Hills 4	72	Parcel B
17	Casey Farms 2	45	Poplar Hills 5	73	South Of Bode / West Of Roselle
18	Casey Farms 3	46	Poplar Hills 6	74	Hampton Knoll Duplexes
19	Creeside	47	Westbury Lakes 1	75	Bode Road Duplexes
20	Victoria Crossing	48	Westbury Lakes 2	76	Barrington Manor Apartments
21	Partridge Hill	49	Westbury 1	77	Butter Creek
22	Townhomes Of Partridge Hill	50	Westbury 2	78	Butter Creek
23	Chestnut Ridge	51	Westbury 3	79	Spring Mill
24	Hoffman Hills	52	Westbury 4	80	North Of Bode / West Of Spring Mill
25	Park Place Apartments	53	Harpers Landing 1	81	Steeple Hill Condominiums
26	Canterbury Fields	54	Harpers Landing 2	82	Highland Crossing Condominiums
27	Canterbury Farms	55	Harpers Landing 3	83	Autumn Chase Apartments
28	Havorford Place	56	Harpers Landing 4	84	Salem Ridge
				85	Highpoint



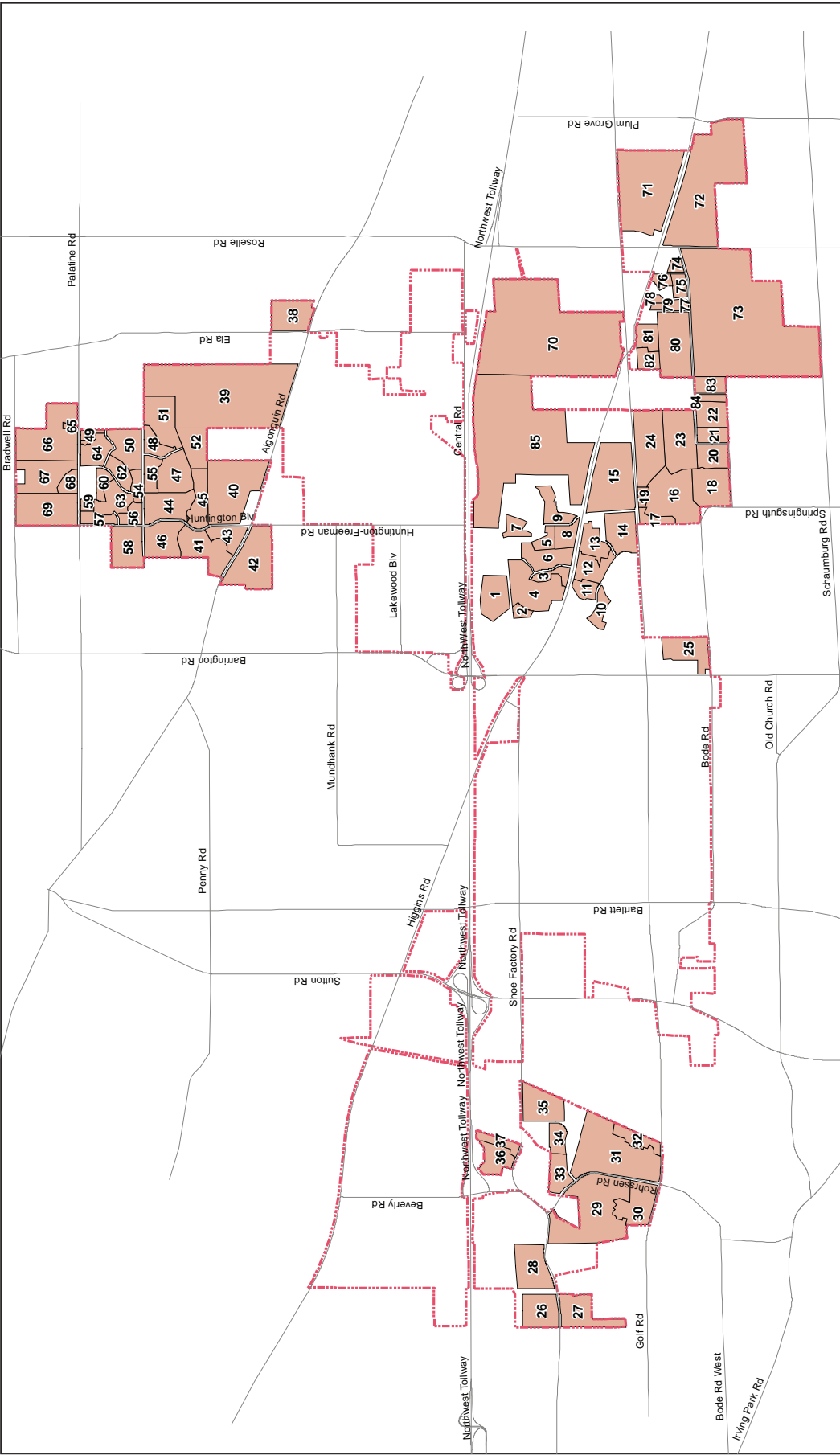


Figure 5.30: Residential Neighborhoods. Refer table on page 60, figure 5.28 for names of neighborhoods.

RESIDENTIAL NEIGHBORHOODS

HOFFMAN ESTATES COMPREHENSIVE PLAN

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VI. OPEN SPACE AND RECREATION

- Open Space Jurisdiction
- Recreation Programs
- List of Parks
- Recreational Trails
- Historic Preservation
- Open Space Strategies
- ***Open Space Policies and Recommendations***
- ***Open Space Map***



RECREATIONAL PROGRAMS

Recreation Programs

A majority of the community recreational programs are provided by the Hoffman Estates Park District which is explained in detail on their website. The 2004 Park District Master Plan outlines the current facilities and proposed improvements for accommodating today and future recreation programs. The proceeding pages have a detailed list of parks and facilities within the Village.

Additional Programs Needs

The Village, Park District and St. Alexius Medical Center recognize the growing need for senior and teen recreational programs and are expanding programs at the renovated Black Hawk Community Center. Also the St. Alexius Medical Center has expanded their recreation and wellness programs for seniors.

Future Facility Improvements

Some anticipated recreational facility improvements are listed below, however specific details and improvement locations are managed and are under the jurisdiction of the Park District.

- Bike and walkway enhancements and extensions
- Additional park amenities and updates
- Park restrooms
- Open air park shelters for picnicking
- Nature trail rest areas
- Additional and improved playground areas
- Sunshades for playground areas
- Passive recreation areas, including seating and gardens
- In-line skating areas
- Ice Rink improvements
- Dedicated dog parks

Private Facilities

Many of the recreational needs of the community are provided by private facilities such as the numerous golf courses, health clubs and ice rinks. The Village and Park District seek to maintain a balance between providing public and private recreational facilities.

Figures 6.06 and 6.07 on the following pages is an inventory of Hoffman Estates Park District park land.



Figure 6.02: Park shelter with picnic tables



Figure 6.03: Golf course in Hoffman Estates



Figure 6.04: Biking trails through Forest Preserves



Figure 6.05: Inline skating areas within parks



LIST OF PARKS

#	Date	Name	Acres	Current Use	Improvements
1.	1966	Highland park	11	Shelter, playground, retention lake, ice skating in winter	Updated 2003
2.	1966	Locust park	6	Play area, wetlands and large open area	
3.	1966	Evergreen Park	11	Shelter, playground, baseball field, basket ball, pathway and retention lake, ice skating in winter	Updated 1998
4.	1967	Highpoint Park	43	3 play apparatus, 3 baseball diamonds, 2 soccer fields, sand volley ball, parking lot, retention lake for fishing/ winter ice skating.	Updated in 1985, 1996,2000
5.	1969	Vogelei Park	10	Park District offices and program space	Update 1986,2003
6.	1969	The Field Park	0.5	Informal play area. gazebo shelter, horseshoe pits, butterfly garden, fountain, accessible walkway	Updated 2000
7.	1970	North Twin Lake	12		
8.	1970	South Twin Lake	11	Passive recreation interest, fishing boating	
9.	1970	Cottonwood Park	13	Play equipment picnic area, football/soccer area	
10.	1971	Sycamore Park	8.5	Baseball/softball fields, play apparatus, football field, home to HE Athletic Assoc.	
11.	1971	Community Pool	3	Includes small tot-lot adjacent	Removed 1992
12.	1971	Hoffman Park	1.75	Baseball/football field, play apparatus	
13.	1972	Valley Park		Baseball field, play apparatus, shelter multipurpose/basketball area	
14.	1972	Pine Park	9	Baseball/softball field, football/soccer area, ice rink.	
15.	1972	North Greenway Park Site	3.5	Natural, passive recreation interests	
16.	1972	Willow Park	25	1 acre with shelter, play apparatus area, multipurpose/basketball. 6.5 acre passive interests area, 17 acres unimproved.	
17.	1972	Birch Park	3	Baseball diamond and playground area. Updated to include playground accessories, 8' picnic tables, 36' therapeutic ramp.	Updated 1989
18.	1972	Fairview School-Park	3.5	Baseball/softball field, play equipment area and basketball standard	
19.	1972	Maple Park	3		
20.	1973	Poplar Park	3.5	Play apparatus area and a baseball diamond	
21.	1973	Oak Park/ Cemetery Site	2.5	Natural, passive area	
22.	1973	Sloan Park	2.5	Baseball diamond	
23.	1978	New Brittany Park	5	Soccer practice area and play apparatus	
24.	1978	North Ridge Park	5	Retention lake	Updated 1999
25.	1978	South Ridge Park	31.6	Retention lake with ice skating in winter	Updated 1999
26.	1978	Westbury Lake	17	Creek and retention lake. Updated to include trail system, fishing piers, playgrounds, shelters basketball, volley ball, tennis courts, benches, bleachers, boat dock, safety lighting shoreline stabilization.	Updated 1985, 2003
27.	1978	Sundance Park	1	Playground area	
28.	1978	Thornbark Park	1		
29.	1978	Whispering Park/Lake	6	Retention lake site	
30.	1978	Olmstead Park	7.5	Updated includes baseball fields, playground, tennis courts, basketball court, shelter, parking lot and pathway.	Updated 1991
31.	1978	Sheffield Park	1	Play site	
32.	1979	Blackhawk Park	9	Lighted softball fields. Updated, site of rec. admin center including fitness club, gym, preschool rooms, multi-purpose rooms, indoor track sauna and whirlpool. Outdoor walking/jogging track.	Updated 1986, 1996, 1997
33.	1979	Eisenhower Park	9	Athletic park with baseball/softball fields, basketball areas, football fields, football practice area and running path.	

Figure 6.06: List of Parks, Hoffman Estates Park District Master Plan 2004



#	Date	Name	Acres	Current Use	Improvements
34.	1979	Victoria Park	52.5	Partially wetlands. Baseball/softball fields, play apparatus areas, shelter building, basketball court, tennis courts, accessible playground, soccer field and pathway system.	Updated 1991
35.	1980	Colony Park	3.5	Play apparatus small detention area	
36.	1980	Colony Point Nature Area	2.1	Natural area	
37.	1980	Kingston Park	3.5	Detention area	
38.	1981	Willow Recreation Center	18	Community center with racquetball courts, health club, gymnasium, whirlpool, sauna and multipurpose rooms. Tennis courts, playground apparatus area and outdoor running track.	
39.	1981	Huntington Park	8.4	Baseball/softball fields, basketball court, play apparatus, shelter and pathway	
40.	1981	Seminole Nature Area	13	Natural, detention area	
41.	1981	Douglas Park	3.1	Detention area	
42.	1981	Lincoln Park	4.8	Play apparatus, detention area	
43.	1981	Meadow Park	3	Open neighborhood park	
44.	1988	Wilmington Park	4	Detention area	
45.	1990	Lombardy Park	1	Open space	
46.	1990	Pebble Park	3.5	Soccer practice area	
47.	1990	Poplar Creek Golf Course	150	18 Hole championship golf course, updated with new clubhouse.	Updated 1992, 1996
48.	1991	Chestnut Lake Park	10.5	Retention lake, open space plus soccer practice field and ice skating.	Updated 2000
49.	1993	Cannon Crossings Park	26.3	Renamed from Kelley Park. Updated to include accessible playground, basketball area, baseball/softball fields, bleachers, soccer fields, tennis court sand volley ball court, shelter, rollerblading rink, parking lot, cross country ski trail.	Updated 1999
50.	1993	Poplar Creek Country Club		Air supported sports complex (the Dome) indoor driving range. Updated/converted driving range to golf learning center.	Updated 2001, 2003
51.	1995	Seascape Family Aquatic Center		Pool complex including sandy play area, open grassy lounging areas. Man-made ice rinks and sled hill for winter.	
52.	1997	Charlemagne Park	20	Wetland natural habitat. Includes path, basketball and tennis courts, accessible playground, picnic shelter, fishing areas interpretive signs and parking lot.	
53.	2000	Prairie Stone Sports & Wellness Center	12.09	Sports facility with swimming pools, activity pool, whirlpool, basketball courts, gymnasium, climbing wall, indoor walking/running track, sauna and tennis courts.	
54.	2000	Canterbury Park Place	16.5	Soccer fields, baseball field, playground and wetland areas	
55.	2001	Princeton Park Place	2.7	Neighborhood park with playground equipment, path and parking lot.	
56.	2001	Princeton Wetland	4.67	Wetland site	
57.	2001	Hunters Ridge Wetland	14.6	Linear Wetland	
58.	2001	Tall Oaks Park	10.6	Neighborhood playground, open air shelter and path	
59.	2001	Golf Road Basin	1.7	Detention area	
60.	2001	Hunters Ridge Basin	1	Detention area	
61.	2001	Canterbury Fields Park	10	Development plans included baseball fields, playground, open air shelter and parking lot	
62.	2002	Cipri Park		Playground	
63.	2003	Willow Recreation Center		Gymnasium, racquetball courts, recreation rooms for adults and teens, game room. Exercise room with weight training equipment, TVs.	
64.	2003	Armstrong	2		

Figure 6.07: List of Parks, Hoffman Estates Park District Master Plan 2004



RECREATIONAL TRAILS

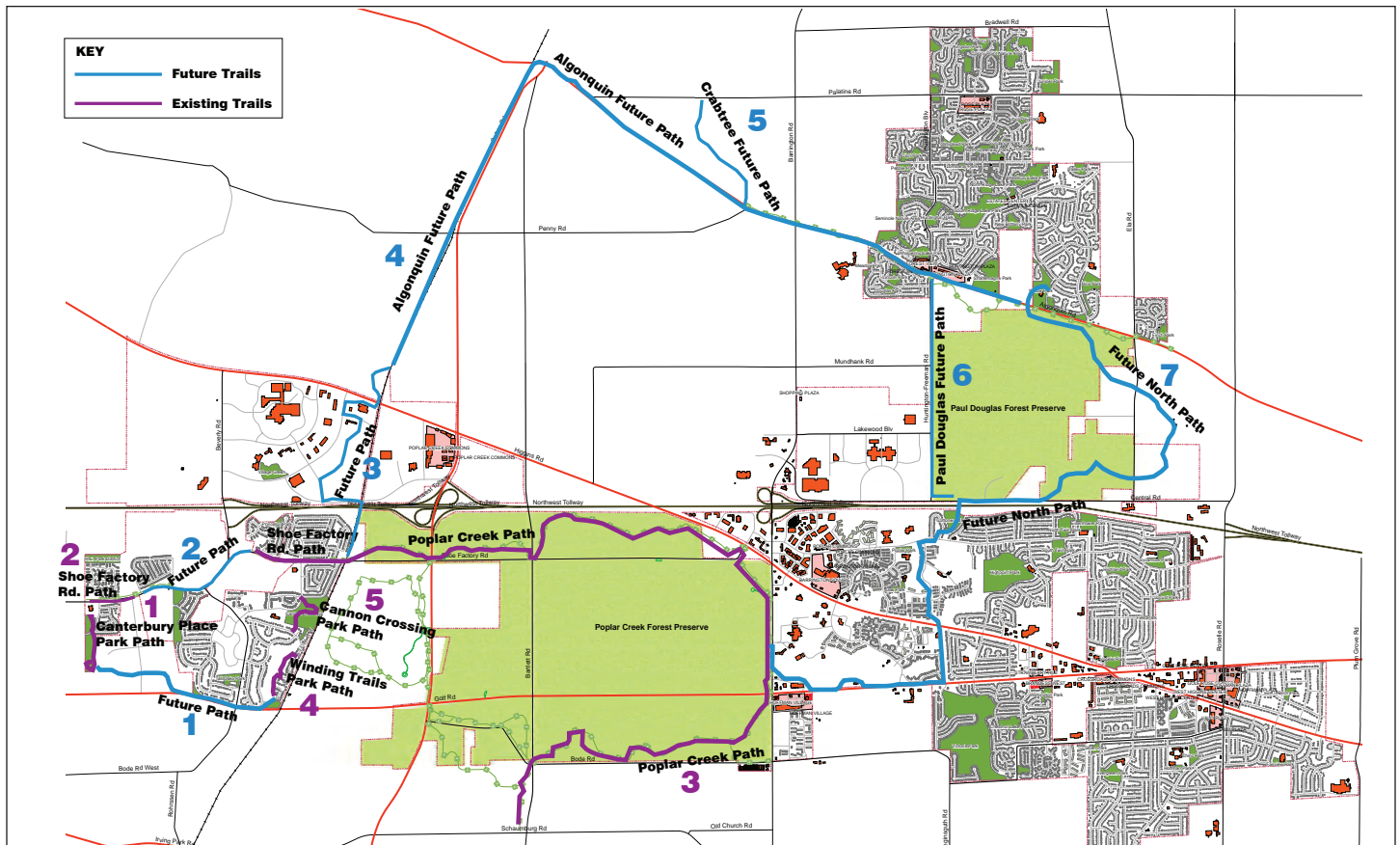


Figure 6.08: Hoffman Estates existing and future bike trail system

Integrated Open Space System

One of the shared goals of the Village, the Park District and County is to create an integrated open space network by linking public access, trails and community facilities.

Existing Trails

Existing trails are marked in purple on Figure 6.08. A majority of the existing trails are concentrated in the Poplar Creek Preserve and have been completed within the last few years. Below are the different segments of the existing trail system. The numbers below correlate to the purple numbers in Figure 6.08. A larger scale trail map in the Poplar Creek Forest Preserve can be seen in Figure 6.09.

1. Canterbury Place Park - 0.55 miles
2. Shoe Factory Road Path - 0.42 miles
3. Poplar Creek Path - 7.38 miles

Future Trails

Several new trails marked in blue on Figure 6.08, are being planned to connect with existing trails in Hoffman Estates. These future trails will establish a network of new paths connecting the Poplar Creek, Paul Douglas and Crabtree Preserves. These bike trails were originally identified in the 1992 Northern Illinois Regional Greenways Plan. In addition, new trail development is planned to connect with existing trails in the Poplar Creek Preserve and Prairie Stone Business Park. Below is a listing of the proposed bike trail extensions. The numbers correlate to the blue numbers in Figure 6.08.

1. Golf Road Future Path - 1.5 miles
2. Shoe Factory Road Future Path - 0.72 miles
3. Future Path - 1.92 miles
4. Algonquin Future Path - 6.80 miles
5. Crabtree Future Path - 1.0 miles
6. Paul Douglas Future Path - 1.84 miles
7. Future North Path - 6.96 miles



HISTORIC PRESERVATION

Culture and History

Cultural identity and history are a valued resource of every community. The original settlers of the Village were farmers. Today there are just a few vintage farmsteads in the Village still in existence. Like most communities, Hoffman Estates seeks to recognize the past and preserve its history. Restoration of the buildings and grounds are a Village goal but will be dependent on creating a viable plan to reuse these historic buildings and properties. Any proposal will require developing a financial plan for implementation.

Three historic farmhouse properties still exist in Hoffman Estates. These historic properties are representative of the cultural heritage within the Village. The following is a brief overview on the current conditions of these properties.

Bergman Farm

The Bergman Farm is located at the corner of Algonquin and Ela Road and covers an extent of approximately 37 acres. The farm is active and still remains family owned by the Bergmans. The house and farmstead are over 100 years old and in excellent condition. The farm is bordered by the Village of Hoffman Estates to the east and west, by the forest preserve to the south and the Village of Inverness to the north. The farm is located in unincorporated county land and will remain in that status until the owners request to be incorporated as part of the Village.

Lindbergh School House

The Lindbergh School House is located in the western portion of the Village, at the southwest corner of Shoe Factory Road and Essex Drive. The building is 77 years old, in disrepair and will require substantial renovations. The school house recently came to the attention of the Village Board, because it is located on the property of a proposed housing development. In March 2006 the fate of the school house came within a few votes of demolition when the Village Board reviewed the status of this historic building.

In response to the goals of the Village the developer of the proposed housing development offered \$100,000 to partially restore the building, which has suffered from repeated acts of vandalism over the years. During deliberations over the property Village officials have discussed the possibility that Lindbergh School House could be transformed into local history museum, but that would



Figure 6.10: View of the Bergman Farm from Ela Road

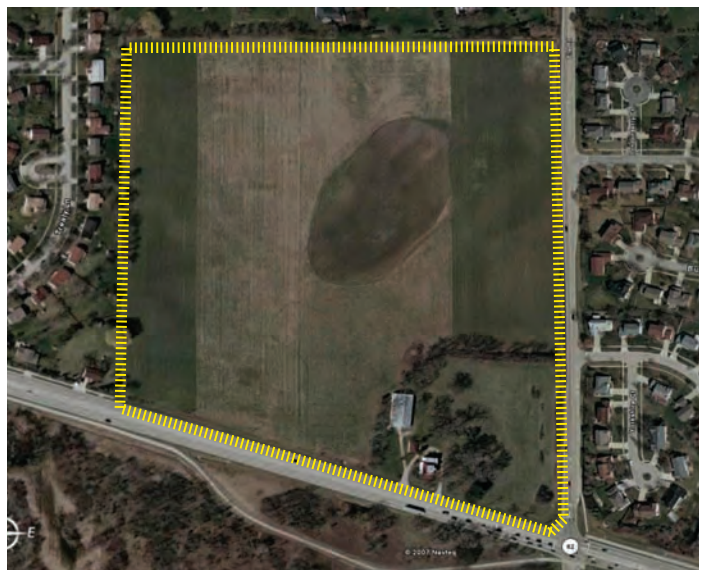


Figure 6.11: Aerial View of the Bergman Farm



Figure 6.12: Aerial View of the Lindbergh Schoolhouse

require significant funding. The renovation of the school house has received support among area residents who seek opportunities to preserve Hoffman Estates history.

Sunderlage Farmhouse

Sunderlage Farmhouse is a 150-year old farmhouse located at Volid Drive and Vista Walk in Hoffman Estates. This property is currently owned and maintained by the Village and is used as a community center. The farmhouse is located in the middle of several apartment buildings and has been preserved through the years by the advocacy of Village residents. On the site, fifty feet from the house, is a smokehouse. Careful investigation of the smokehouse revealed that it was built in 1845, one of the oldest surviving buildings in Cook County. While the farmhouse was adapted and partially restored so it could be used as a community center, the smokehouse was restored immaculately and has been on the National Register of Historic Places since 1980.

The farm house was built in 1856 for the family of Johann Sunderlage by Hiram Thurston, a master carpenter. The farm was owned and operated by the Volkening family in the early 1900's. The Volkenings were cousins of the Sunderlages. In the 1940's, Lila Harrell bought the farmhouse and modernized it. She named it "Angelus Farm".



Figure 6.14: Aerial view of the Sunderlage Farm House

Peter Volid, the President of King Korn Stamps and Campfire Marshmallows, purchased the farm in the 1950's. In 1978, the Village of Hoffman Estates purchased the property from Al Robin, the developer of Moon Lake Apartment Complex. The farm was purchased by the Village of Hoffman Estates and it was designated as a historic site.



Figure 6.13: View of the Sunderlage Farm House



Figure 6.15: Front view of the Sunderlage Farm House



OPEN SPACE STRATEGIES

Hoffman Estates is in the unique position of having a significant amount of open space within the Village and access to the major regional assets of the adjoining forest preserves. As Hoffman Estates looks to the future, it is important to provide policy to protect the quality of the natural environment for future generations. Protecting and enhancing the natural landscape can be an opportunity not only to improve the environment now and in the future but also to sustain the quality of life in the Village. This is an opportunity for the Village to improve and market the natural assets as a critical component in creating a great place to live and raise a family.

Conserving the natural environment and enhancing the recreational opportunities in the landscape for all residents is a key objective of the Comprehensive Plan. The Village supports the conservation of appropriate land areas in a natural state to preserve, protect and enhance stream valleys, meadows, woodlands, wetlands, farmland, and plant and animal life. Small areas of open space should also be preserved in already congested and developed areas for passive neighborhood uses, scenic value, and screening and buffering purposes.

Environmental Protection

Natural resources are limited and irreplaceable assets. New development in Hoffman Estates should be sensitive to the natural setting, in order to prevent degradation of the natural environment and preserve natural resources with the intent to meet or exceed federal, state and local standards for water quality, air quality and other environmental standards.

Civic Gathering Places

As the Village looks to the future, there are opportunities to develop private and public civic spaces (small pocket parks or plazas) as part of mixed use developments for shopping centers, TOD and/or other gathering places. This type of open space will be an important element in providing needed public outdoor space for civic uses and passive recreation.



Figure 6.16: Example of a biking trail



Figure 6.17: Hiking, biking and rollerblading trails



Figure 6.18: Preserved wetlands within Prairie Stone Business Park

OPEN SPACE POLICIES

Open Space Policies

The following is a list of open space policy considerations for the future.

1. Manage Existing Open Spaces

- Protect the natural environment and work with the Hoffman Estates Park District and Cook County Forest Preserve to enhance the natural areas within and adjacent to the Village.
- Designate the Village's natural areas and create management plans for all natural sites within the Village.
- Improve volunteer programs for management of local natural areas.
- Use Village infrastructure to improve biodiversity where appropriate.
- Integrate the park and open space system with the bike trail and the stormwater management systems to expand trail recreation and nature study opportunities. Maximize the use of the recreational trail system to provide open space and recreation areas, as well as to carry stormwater.

2. Expand the Trail Network

- Increase the trail network to connect to natural areas. Identify future connections between neighborhoods, parks, open space and forest preserves through the extension of recreation trails.
- Develop a system of public access easements for multiuse recreational trail purposes that developers will be required to extend when contiguous to or co-located with other required easements.

3. Provide for Community Recreation Needs

- Work with the Hoffman Estates Park District and Cook County Forest Preserve to provide programs and facilities that meet today and future recreation needs of the community.

4. Increase Public Awareness of Ecological Issues

- Increase public awareness of the importance of ecological issues, such as water and air quality, and biodiversity conservation.
- Develop outreach plans to particular population groups, such as homeowners, pet owners, gardeners and others.
- Create sustainability policy for the reduction of energy consumption by residents, businesses and municipal facilities.
- Develop a stormwater management plan that improves the ecological environment and water quality throughout the Village.

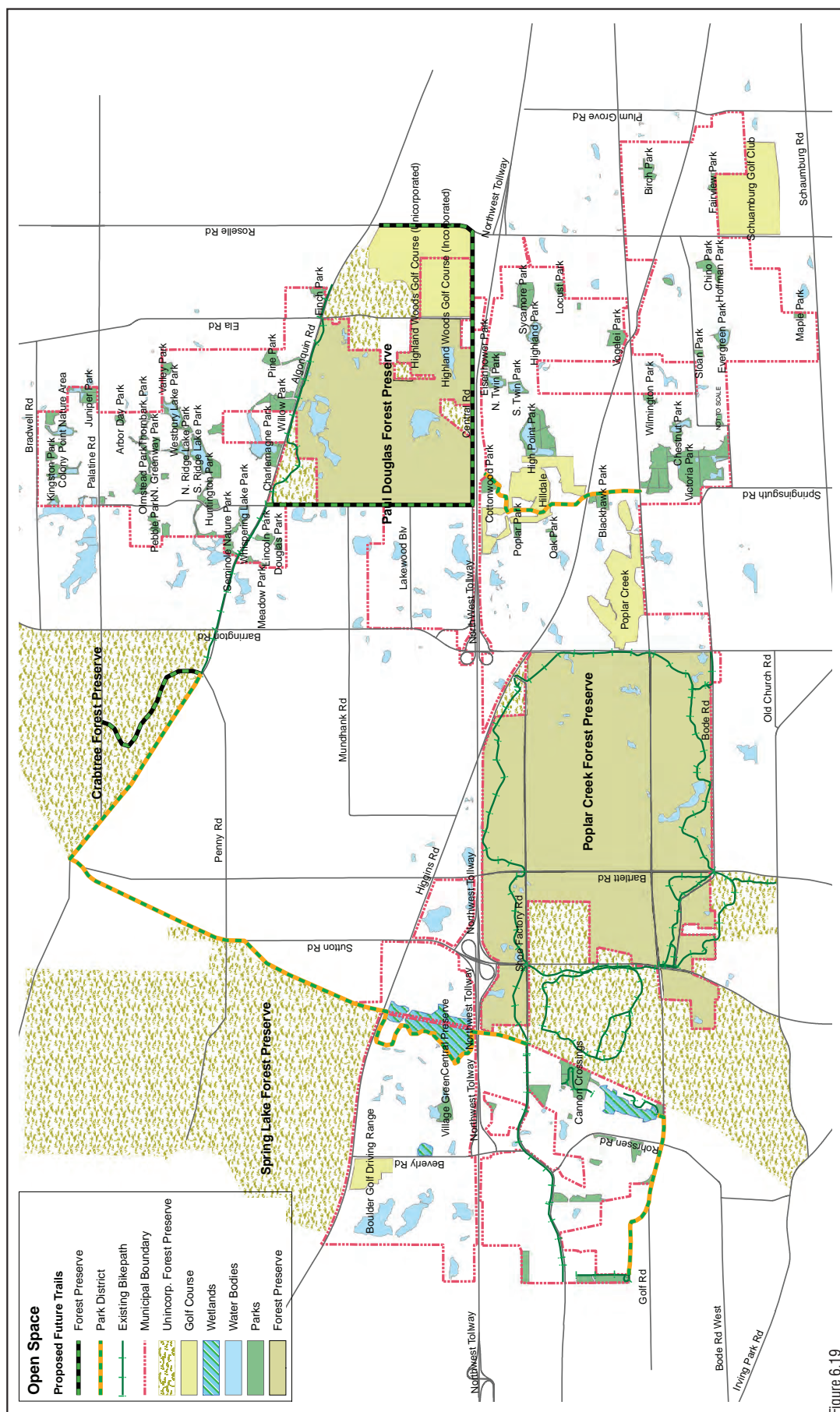
5. Preserve the Village History

- Establishing public/private partnerships to restore historic places within the Village.
- Create financially viable plans to restore structures and develop community programs for adaptive reuse of the facilities.
- Restoration of the buildings and grounds will be considered on a case by case basis as development is proposed.

6. Develop Open Space Implementation Plans

- Consider joint public private support efforts, endowments and user fees for acquisition and maintenance of very small parks or consider specialized park facilities or programs whose high costs or limited potential usage make full public support not feasible.
- Require proposed residential developments to dedicate land or pay a fee in lieu thereof for public park, recreation and open space acquisition. In addition require developer to pay a fee to develop park facilities to serve the added population.
- Work with the school districts in Hoffman Estates and adjacent communities to provide joint school park sites and programs wherever possible.





OPEN SPACE OPPORTUNITIES

HOFFMAN ESTATES COMPREHENSIVE PLAN

07.25. 2007



VII. TRANSPORTATION

- Roadways
- Intersections and Pedestrian Crossings
- Future Roadway Improvements
- Context Sensitive Solutions
- Transit Service
- Golf Road- Bus Rapid Transit (BRT)
- Joint Transit Study
- STAR Line
- Pedestrian and Bicycle
- ***Transportation Policies***
- ***Transportation Opportunities Map***



The Village of Hoffman Estates is served by a number of transportation modes serving both local and regional travel. There is a well established network of arterials carrying a tremendous amount of regional traffic within and through the Village. Collector and local roads supplement the arterial network. Since many of these arterials are under control by other agencies, balancing regional and local travel is a challenge for the Village. The Northwest Tollway/ I-90 bisects the Village resulting in issues of continuity and connections between the northern and southern portions of the Village. Fixed route transit service provided by Pace is generally only provided at peak times. The proposed STAR Line will greatly affect and influence the Village development.

Key transportation issues such as traffic flow, intersection design, pedestrian crossings, sidewalks and accident prevention, along with demands for increased transit service are all concerns of the Village residents and businesses that impact the comprehensive planning process.



Figure 7.02: Algonquin Road



Figure 7.03: Golf Road



Figure 7.01: Barrington Road



Figure 7.04: Shoe Factory Road

ROADWAYS

Four general types of roadways exist within the Village: expressway, arterials, collectors and local streets. Figure 7.05 presents roadway functional classification in the Village of Hoffman Estates. As previously noted, the arterials are under the control of Illinois Department of Transportation (IDOT) and Cook County. Characteristics of arterial roadways include high traffic volume, typically two to three lanes per direction with turn lanes at the intersections, higher speeds, limited land access, limited pedestrian facilities, and greater spacing between intersections. Collector streets are characterized by lower speeds and traffic volumes. They provide more access to land uses, serve local transit routes, typically have greater facilities for pedestrians and bicycles, and more frequent spacing of intersections. While there are a number of collector roads in the Village, most are not continuous through the Village. The collectors do provide access

from neighborhoods to the arterial roads, but do not offer an alternative to the arterials for connections between the neighborhoods or local travel within the Village.

Local streets provide for direct land access, serve short trip lengths and carry low traffic volumes at low speeds. Local, or neighborhood streets provide safe and convenient access to housing and typically have sidewalks and recreational path facilities (marked and unmarked). In Hoffman Estates, the local neighborhood streets are generally more curvilinear rather than a rectangular grid of streets.

The Village of Hoffman Estates has a well established roadway network serving both local and regional travel. As indicated in Figure 7.06, all of the major arterials are under the jurisdiction of IDOT or Cook County.

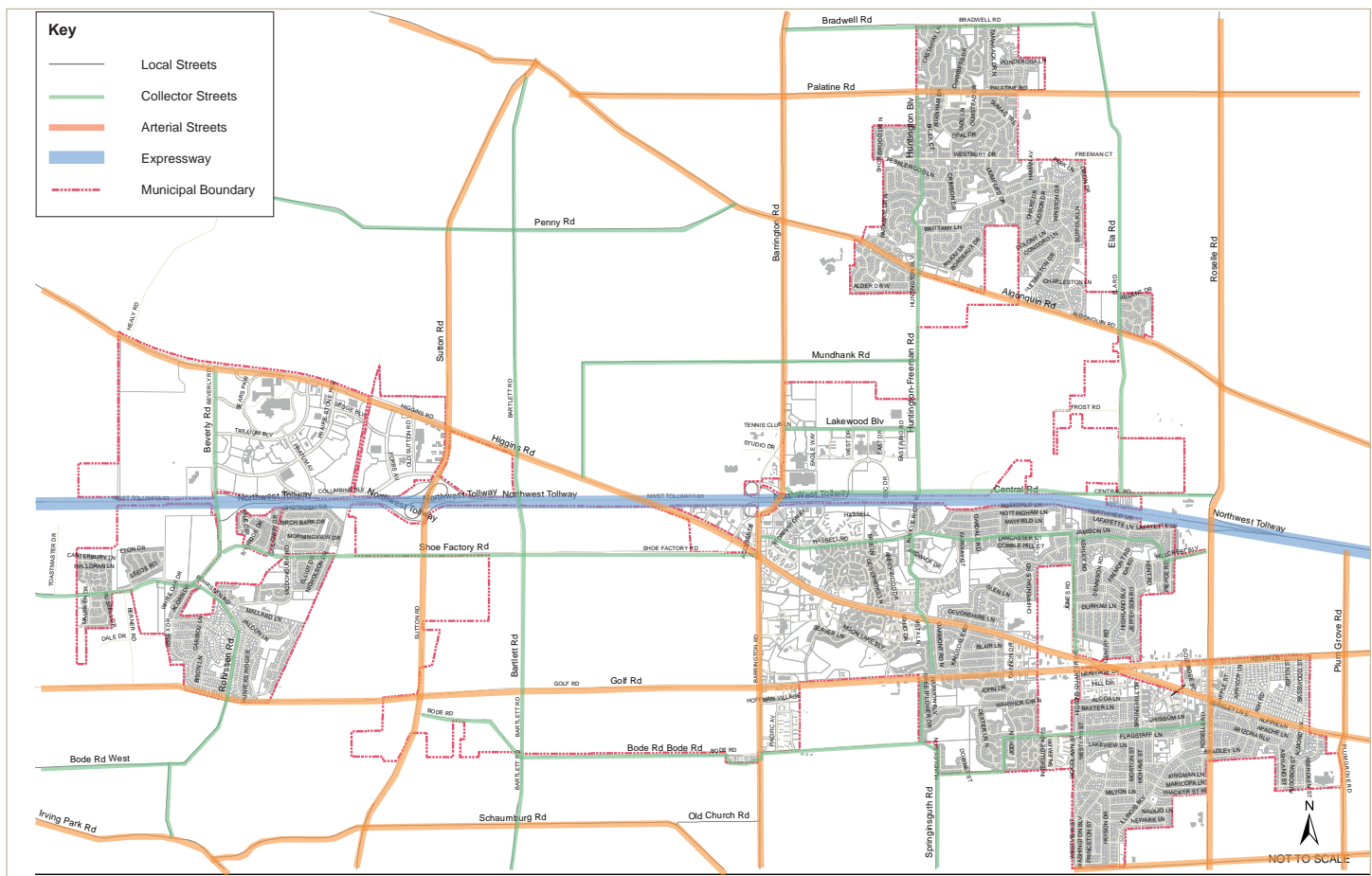


Figure 7.05: Roadway classification



Consequently, the Village has little control over traffic issues and must coordinate with these agencies to balance the need for regional travel with local needs and objectives.

Roadway functional classification is used to define a roadway's function and role within the roadway network. While functional classification is typically based on the function of mobility versus land access, it can be further determined by:

- Trip purpose and length
- Continuity and types of connections (local destinations versus major or regional destinations)
- Level of land access
- Types of transit service (i.e., fixed route bus, bus rapid transit, rail)

Roadways Jurisdiction	
IDOT (Illinois Department of Transportation)	Cook County
Barrington Rd	Roselle Rd
Algonquin Rd (IL 62)	Central Rd
Higgins Rd (IL 72)	Bode Rd (portions)
Golf Rd (IL 58)	Bartlett Rd
Sutton Road (IL 59)	Huntington/Freeman Rd (between Central & Algonquin)
Palatine Rd	Bradwell Rd
	Ela Rd
	Shoe Factory Rd
	Schaumburg Rd
	Old Sutton Rd (north of Higgins)

Figure 7.06: Roadway jurisdiction

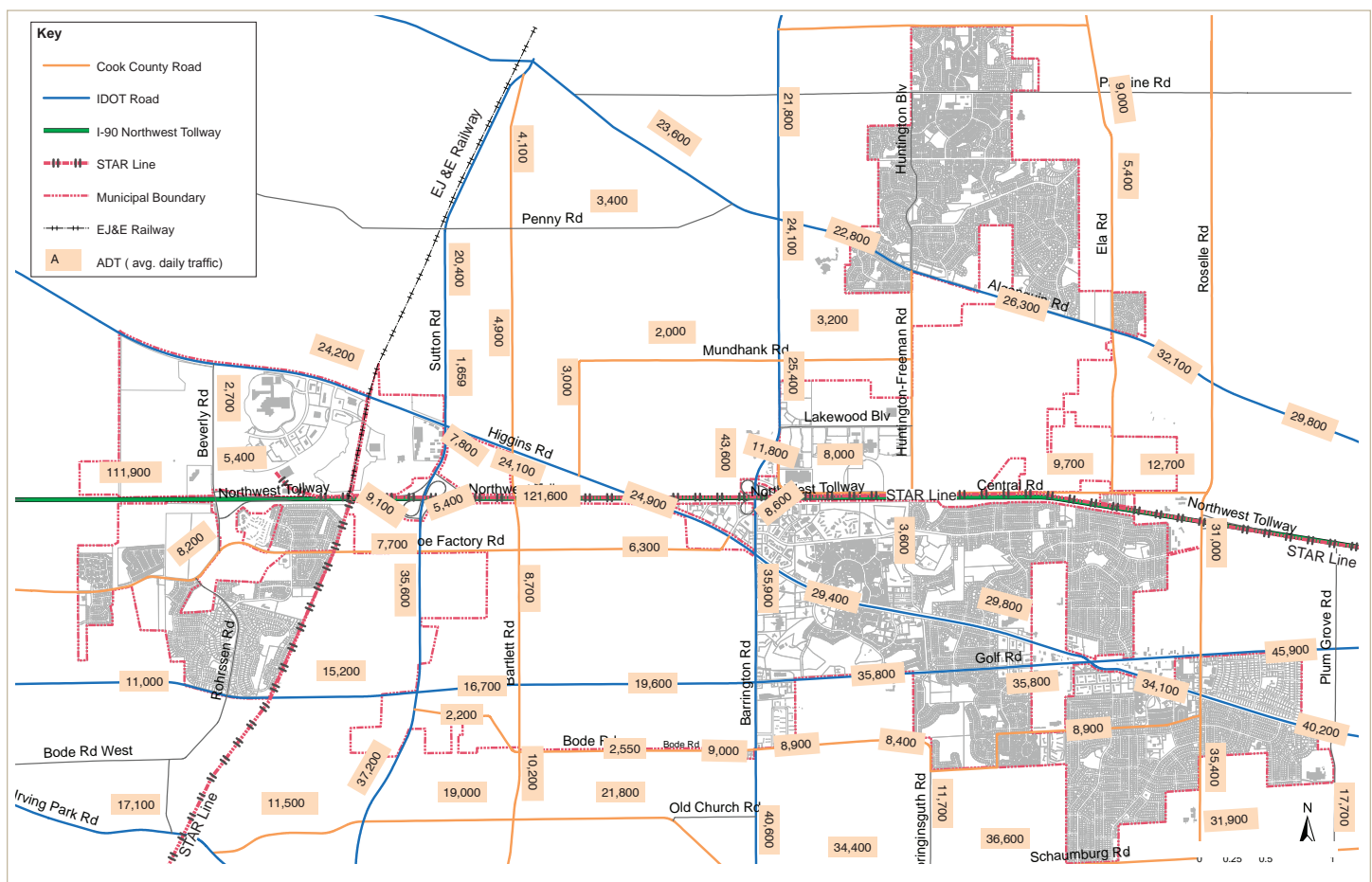


Figure 7.07: Traffic volume for select roadways

FUTURE ROADWAY IMPROVEMENTS

A number of roadway improvements are planned for the Village of Hoffman Estates. These include capacity improvements on major arterials, intersection improvements and I-90 improvements (such as add lanes and new ramps). Refer to figure 7.09.

Northwest Tollway (I-90)

- Reconstruction/Add lanes – IL 53 to Elgin. Provide an additional lane in each direction on the Northwest Tollway from I-294 to Elgin.

Golf Road (IL-59)

- East and west of Rohrssen Road – widen from 2 to 4 lanes plus turn lanes
- From Sutton Road (IL 59) to Barrington Road – widen from 2 to 4 lanes
- From Barrington Road to Knollwood Drive – widen from 4 to 6 lanes
- At Barrington Road – widen Golf Road approaches and traffic signal modernization

Barrington Road

- New widened bridge structure at I-90
- Full interchange at I-90
- From Bode Road to south of Higgins Road (IL 72) – widen from 4 to 6 lanes
- At Bode Road – widen Bode Road approaches and traffic signal modernization

Shoe Factory Road

- Widen from 2 to 4 lanes plus turn lanes from east of Beverly Road to West of Essex Road
- New traffic signal at Rohrssen Road
- Right turn lanes at Sutton Road (IL 59)

Beverly Road

- New I-90 entrance and exit ramps to and from the west
- Widen Beverly Road from 2 to 4 lanes plus turn lanes from Shoe Factory Road to I-90
- Add travel lane from I-90 to Higgins Road (IL 72)

Sutton Road (IL 59)

- From Shoe Factory Road to Columbine Boulevard – widen from 4 to 6 lanes

Higgins Road (IL 72)

- Widen from 4 to 6 lanes from Huntington Blvd. to east of Barrington Road

Roselle Road

- New traffic signal at Golf Center and Hoffman Plaza entrances

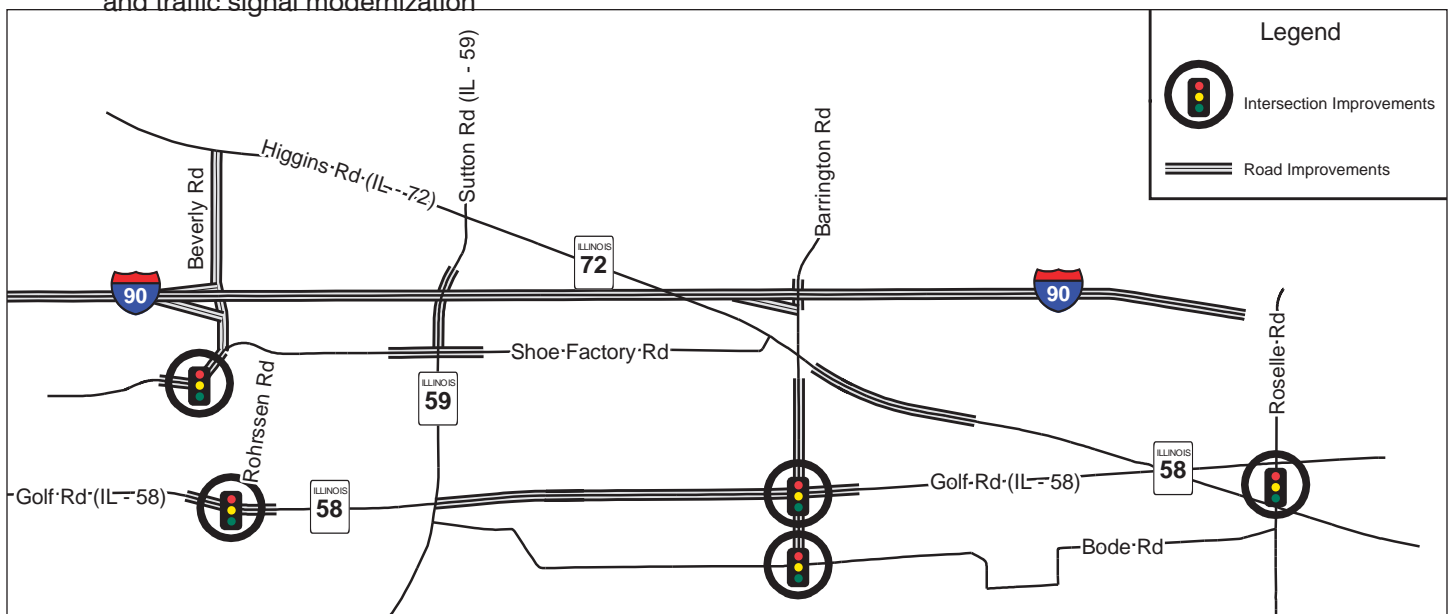


Figure 7.09: Comprehensive road plan from impact fee program

CONTEXT SENSITIVE SOLUTIONS

According to the Federal Highway Administration “Context Sensitive Solutions” (CSS) is a collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. CSS is an approach that considers the total context within which a transportation improvement project will exist.

CSS is a new approach to the planning and design of transportation projects that integrates community, land use and quality of life issues with transportation and mobility concerns. It is a method of balancing the competing needs of many stakeholders starting in the earliest stages of project development. It also provides flexibility in the application of design controls, guidelines and standards to design a facility that is safe for all users regardless of the mode of travel they choose.

CSS is an interdisciplinary approach to planning and design which incorporates the viewpoints of the various agencies, stakeholders and professionals who have roles or areas of concern in the transportation project. The different viewpoints allow coordination among different constituencies and can resolve competing interests. An interdisciplinary team approach can also result in a broader range of potential alternatives that meet multiple objectives.

Citizens value specific attributes of their community, whether it is the economic vitality of their downtown, their history, ease of mobility and safe streets, the quality of schools, natural resources, scenic qualities or their system of parks. These important values can be overlooked in the evaluation process. The CSS approach works with stakeholders and the community to identify their values. It strives to integrate these values into evaluation criteria, and develop alternatives to preserve and enhance community attributes and address concerns.



Figure 7.10: Example of CSS treatment of sidewalk and crossing

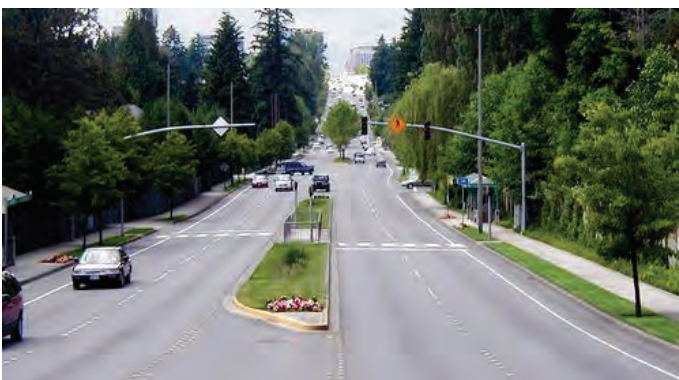


Figure 7.11: Example of CSS treatment of roadway section



Figure 7.12: Example of CSS treatment of roadway, bike lane and sidewalk



Figure 7.13: Example of CSS treatment of crossing



TRANSIT SERVICE

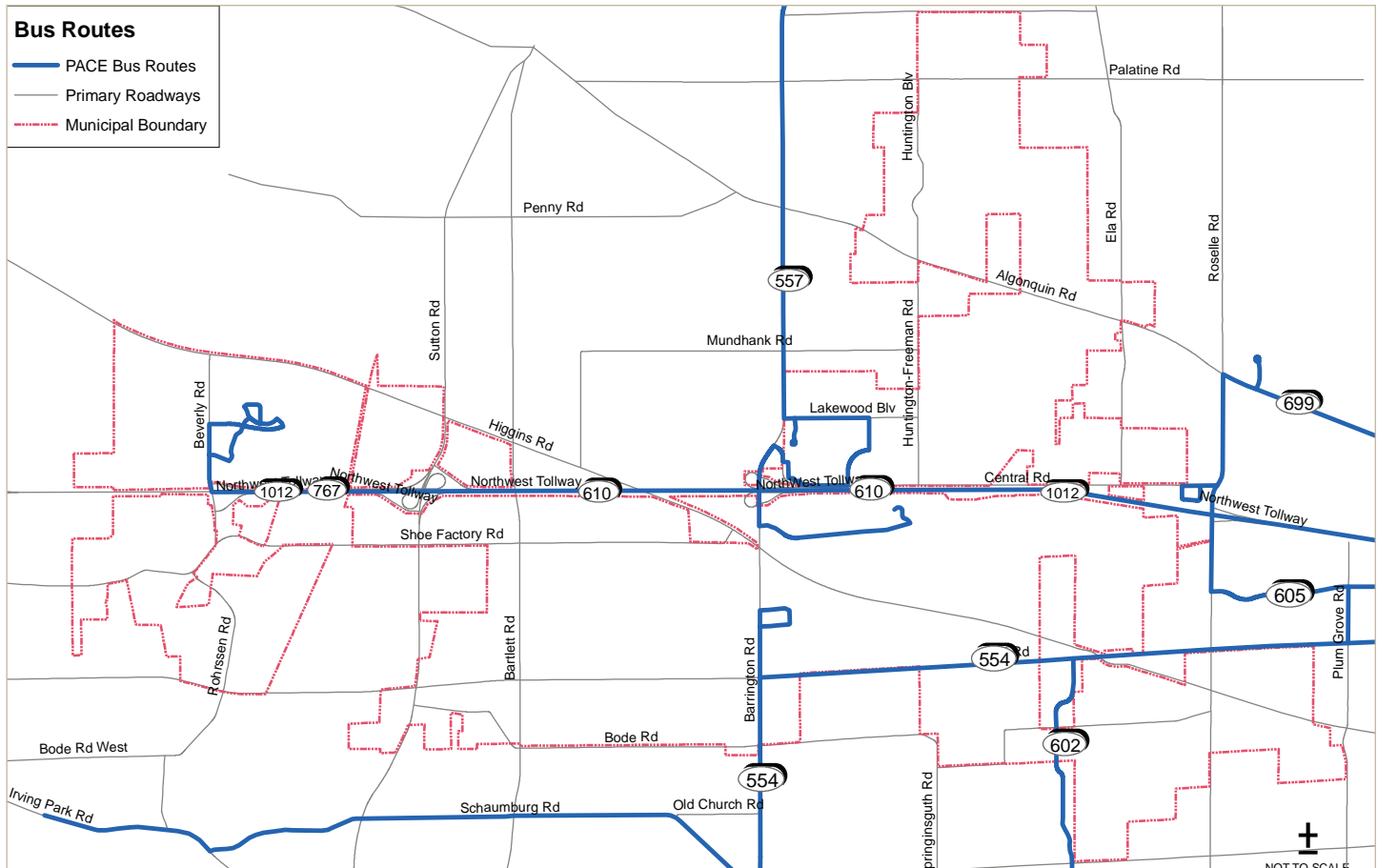


Figure 7.14: Existing bus routes serving Hoffman Estates

Regular, fixed route services where provided are funded by Pace and/or the Village of Hoffman Estates. Services provided in Hoffman Estates are primarily offered in the eastern portion of the Village or to Prairie Stone Business Park. Most service is provided only during the peak periods and many portions of the study area are not served by fixed route bus service at all. The following Pace routes operate within portions of the Village:

554 – Elgin/Streamwood/Hoffman Estates/Schaumburg: Rush hour service between Elgin and Schaumburg (Northwest Transportation Center).

557 – The “HOT Line” Barrington Road Corridor: Rush hour service connecting Barrington Metra Station to Siemens, AT&T, Claire’s, and ADP.

767 – Congress/Douglas to Prairie Stone Connection:

Reverse rush hour express service between CTA Blue Line and Prairie Stone.

610 – River Road to Prairie Stone Express: Weekday rush hour service between CTA Blue Line and Sears/Prairie Stone.

602 – Higgins/Salem/Cedar Crest: Rush hour feeder service to Schaumburg Metra Station.

699 – Palatine/Woodfield/Elk Grove (serves Harper College): Serves Palatine Metra Station, Harper College, Woodfield area, Northwest Transportation Center, Alexian Brothers Hospital and limited service to IDOT District One.

1012 – Sears/Prairie Stone: Rush hour service between 95th & Dan Ryan CTA station, Oak Lawn Metra station, Chicago Ridge Mall, and Prairie Stone.

Metra Commuter Rail

While there is not a commuter rail station located within the Village of Hoffman Estates, two commuter rail stations are located relatively nearby in adjacent communities. The Schaumburg Metra station on the Milwaukee District – West Line and the Barrington Metra station on the UP – Northwest Line are examples of stations located in the adjacent communities of Schaumburg and Barrington.

Future Transit Improvements

There are a number of initiatives underway to address improving transit service in the area. These are described below.

Pace Vision 2020

The Vision 2020 Plan was created to guide the development of a system to provide public transportation to everyone in northeastern Illinois. A key element of this plan includes express routes on major roadways connecting with smaller, community-based services at regional and community transportation centers. Additionally, part of the Vision 2020 plan concentrates on infrastructure improvements—sidewalks, curb cuts and bike racks to allow people to access public transportation on foot and/or bicycle. Specific elements in the plan include Bus Rapid Transit (BRT), Arterial Bus Rapid Transit (ART), express routes, and community-based circulators.

“Bus Rapid Transit” takes part of its name from “Rapid Transit” which describes a high-capacity rail transport system with its own dedicated right-of-way. The Bus Rapid Transit (BRT) concept is a broad term given to a variety of transportation systems that, through improvements to infrastructure, vehicles and scheduling, can substantially enhance the quality of traditional bus service.

The goal of a BRT system is to provide service quality comparable with rail transit without the high infrastructure costs of rail construction.

A major Pace vision for the future is to create a network of BRT on 23 corridors throughout northeastern Illinois. Service would be greatly improved along these 480 miles of arterial roads and highways with Transit Signal Priority (TSP), queue jump lanes, the usage of shoulder lanes and ramp metering. Arterial Bus Rapid transit (ART) is

a combination of transit signal priority (TSP), roadway improvements including queue jump lanes along arterial routes.

Bus Rapid Transit (BRT) is a combination of technology, design features and operating practices that allows buses to increase speed and reduce travel times. BRT can be found on arterial streets or highways and ranges from the implementation of Transit Signal Priority (TSP) along arterial routes to the erection of dedicated rights-of-way. BRT greatly improves public transportation by providing faster, more dependable service.

Pace’s proposed Arterial Rapid Transit Network, currently under development, is integrated with their Express Bus Service to provide regional connectivity. It is planned to operate on arterial streets in mixed traffic with short sections of bus-only lanes and queue bypass lanes where necessary. Elements of this network would include automatic vehicle location system, TSP, real-time schedule information and identity branding of the service and vehicle.



Figure 7.15: Arterial rapid transit bus lane



Figure 7.16: Arterial rapid transit bus terminal



GOLF ROAD - BUS RAPID TRANSIT



Figure 7.17: Proposed Golf Road BRT route between Evanston and Elgin

The Golf Road BRT project, currently under preliminary study by Pace, is proposed to provide a high quality transit service to major centers and connecting services between Elgin and Evanston. Golf Road BRT stations would be a combination of regular bus stops and “super stops”. A super stop is defined as a passenger facility located at the intersections of line-haul arterial bus routes. They include heated waiting areas, sheltered boarding areas, electronic passenger information systems, pedestrian improvements at the intersection to make transfers between bus routes more convenient, community transportation centers and regional transportation centers. It is envisioned that this corridor would be developed into two types of service areas: a “core area” where density and ridership potential is greatest and an express bus area focused on providing regional connectivity. This corridor could be a combination of BRT and ART services. ART services would be supported with TSP and queue jump lanes.

Transit Signal Priority (TSP)

TSP facilitates the movement of transit vehicles through traffic-signal controlled intersections. When buses are behind schedule, special devices on the buses send signals to detectors installed at traffic signal controlled intersections, which automatically give the bus priority by extending a green, shortening a red or providing queue jumps. TSP is a great benefit because it ensures schedule adherence and improves travel times along

busy arterial routes. The time savings, though small at each intersection, create a significant decrease in travel time over the course of the entire bus route. There is evidence where TSP has been active for several years that it can provide a 7- 20% reduction in transit travel times, improved reliability and on-time performance.

Queue Jump By-pass Lanes

In addition to TSP, queue jump by-pass lanes are also a major component of ART. Queue jump by-pass lanes in combination with bus specific signals and TSP allow buses to proceed along their route before other traffic. The idea is to enable buses to by-pass waiting queues of traffic and cut in front by getting an early green signal. Queue jump lanes are short stretches of bus lanes at traffic-signal controlled intersections. With TSP, buses in queue jump lanes receive signals to proceed before other traffic at the intersection. Queue jump lanes can be turning lanes or permit buses to move straight through intersections.

For the Golf Road BRT project, community participation will be an important aspect. Corridor land use planning, transit oriented development around the station areas, pedestrian access, and the development of stations, transfer centers and park-and-ride lots are all components that will require involvement by the communities.

JOINT TRANSIT STUDY

The Joint Transit Study completed in 2003, analyzed mobility needs for both Hoffman Estates and Schaumburg with recommendations for coordinated transit services that addressed:

- Regional Needs – Connections to the broader public transit network
- Critical Needs – connections to medical, educational, employment and other important destinations
- General Mobility Needs – connections related to general purpose travel needs, often related to shopping and other daily life activities.

The Joint Transit Plan recommended a set of coordinated transit services, along with service coordination strategies for the long-term sustainability of transit in the area. A long term system was designed that could be implemented incrementally over time and gradually build transit ridership. This “build up” approach was developed to meet the short term mobility needs while constructively building towards a long-term system of local circulation. The full long term recommended system included six fixed routes (refer Figure 7.18):

- 1 - Springinsguth / Schaumburg / Martingale (between the Schaumburg Metra station and the North West Transportation Center (NWTC))
- 2 - Hassell / Golf (NWTC to St. Alexius Medical Center)
- 3 - Bode Road (NWTC to Town Square, Bode Rd. to St. Alexius Medical Center)
- 4 - Schaumburg / Roselle Rd (Barrington Rd., Roselle to Harper College, via Algonquin and Meacham to Woodfield and the NWTC)
- 5 - Barrington / Higgins (from Hanover Park Metra station to St. Alexius, via Higgins to Golf and Roselle, serving the area south of Golf and east of Roselle)
- 6 - Wise / Roselle Road (Town Square on Roselle to Wise, east to Alexian Brothers Medical Center)
- 7 - General purpose dial-a-ride (DAR) service addressing the northern and western portions of the Village

The Joint Transit Study also recommended that the Villages of Hoffman Estates and Schaumburg, and the Township of Schaumburg endorse the service plan and phasing and establish a plan implementation committee.

Subsidized Taxi Program

Today there are very few public transportation options for residents. The Township offers some senior and disabled dial-a-ride services with eligibility requirements and travel restrictions to remain inside the Township boundaries. Bus service is also very limited, Pace has only one bus route that travels through the Village. The Village is currently investigating a Subsidized Taxi Program that could help address the gaps in transit service. The program under consideration by the Village is to provide a flat fare subsidy to registered residents on taxi rides that begin or end in the Village. The subsidy level could be established to favor local trips over long distance ones. The program implementation may be phased to offer service initially to those most in need, then expanding to the general population at a later date based on experience. Community Development Block Grant funds could help fund a portion of the cost subject to eligibility requirements. The Subsidized Taxi Program is part of the comprehensive set of elements identified in the Joint Transit Study Plan.

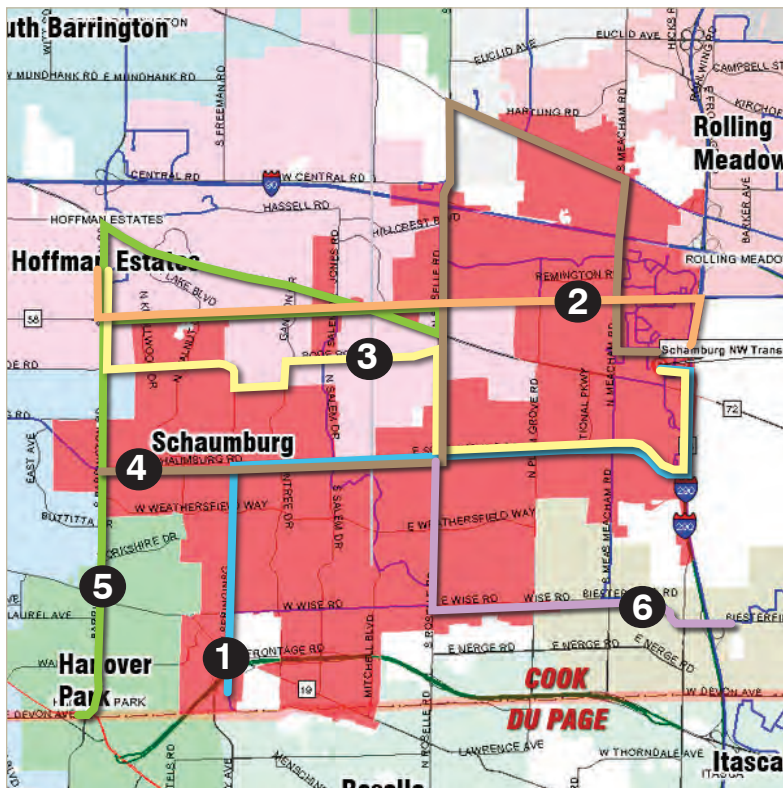


Figure 7.18: Potential transit services for the Hoffman Estates / Schaumburg area



STAR LINE

The Suburban Transit Access Route, or STAR Line, is a proposed suburb-to-suburb commuter rail line between O'Hare Airport and Joliet (Figure 7.19). The 55-mile STAR Line would initially connect nearly 100 communities and enhance Metra's hub-and-spoke system of rail passenger service by linking the spokes. The 55-mile route calls for the use of two dedicated transportation corridors. The first corridor is known as the Outer Circumferential Corridor and runs approximately 36 miles along the Elgin, Joliet and Eastern (EJ&E) railroad corridor. The route starts in Joliet, goes north through Plainfield, Naperville, Aurora and West Chicago and continues to Hoffman Estates at Prairie Stone. The line would then connect to the Northwest Corridor Segment from Prairie Stone, heading east via Schaumburg, Rolling Meadows, Arlington Heights, Elk Grove Village and Des Plaines and on to O'Hare International Airport. Along the 19 miles of tollway, the rail system would be located in the median of I-90.

The service corridor of the proposed STAR Line, will integrate and link the most populated areas in the region. Areas with major hospitals, colleges and universities, and business and employment centers will benefit - including key job centers along the Northwest Tollway, such as Motorola's campus in Schaumburg and Sears' campus at Prairie Stone in Hoffman Estates. Additionally, the STAR Line will include recommendations for feeder bus connections to the proposed stations from nearby origins and destinations.

In Hoffman Estates, stations are proposed near Barrington Road and adjacent to Prairie Stone Business Park as well as a potential station location near Roselle Road (which borders both the Villages of Hoffman Estates and Schaumburg). The STAR Line Alternatives Analysis currently underway will identify preferred mode, alignment, and station locations. More specific information on these station areas associated with access and development potential is included in Chapter 8 (Page 97): Transit Oriented Development (TOD).



Figure 7.19: Study area for STAR Line

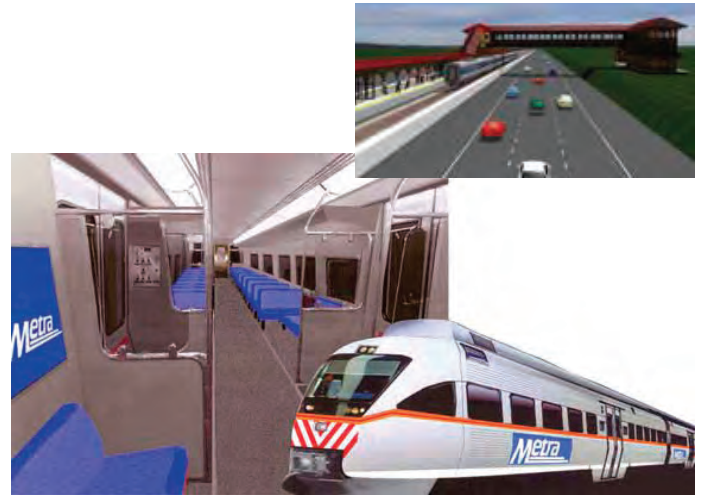


Figure 7.20: Metra intends to build the rail system in the median, with stations as shown above. The use of Diesel Multiple Units or DMUs for the STAR Line is being studied. These 90-to-100 passenger vehicles are new in transit technology and provide improved fuel efficiency, better acceleration, and greater flexibility compared to traditional commuter rail operations.

PEDESTRIAN & BICYCLE

Pedestrian accommodations are an integral part of the transportation network facilitating pedestrian travel and access to public transportation, thereby alleviating urban traffic congestion. Accommodations can include sidewalks, elevated walkways, grade-separated structures, stairs, curb ramps and traffic signal devices.

A number of barriers to pedestrian travel exist within the Village of Hoffman Estates. The I-90/Northwest Tollway, high volume major arterial roadways, limited signalized intersections (especially on arterials) and limited sidewalks are all barriers to pedestrians. Since pedestrians will typically cross roadways at signalized intersections, adding new signals where appropriate and improving pedestrian facilities at existing intersections are important actions for the Village to consider. As much as possible, sidewalks should be available. The Village of Hoffman Estates has a sidewalk improvement program. Future sidewalk improvement projects being considered include portions of Barrington, Bode, Golf, Higgins and Shoe Factory Roads.

Mitigation measures at intersections, such as pedestrian refuge islands to allow for multi-stage crossings, pedestrian countdown signals and any other advancing technologies to improve pedestrian safety at intersections along major arterials should be investigated. In addition, signal spacing should be evaluated along major arterials for potential locations for new traffic signals, particularly at locations where higher density developments, major destinations, bus stop and linkages to residential areas already exist. Traffic signals are typically spaced at half mile increments along major arterials, although there could be a need for closer spacing depending on land uses.

The Northwest Tollway bisects the Village of Hoffman Estates which results in limited crossing opportunities. Pedestrians and bicyclists must use existing roadways that cross over the Tollway. Currently no new crossings are proposed over the Tollway, although new crossings are anticipated to be incorporated in the STAR Line station area planning efforts.

Facilities that encourage the use of bicycles, such as bike racks, lockers, dedicated parking space in parking garages, signed bike routes and bike paths should be pursued in areas that are appropriate. This would include major retail and employment centers, libraries, schools and near transit service.

Opportunities to connect to bicycle path systems of individual communities and forest preserves should also be pursued. For example, the Poplar Creek forest preserve trail system has extensive systems of bike routes/paths. The Northwest Municipal Conference is working on an effort to identify a series of "Regional Bikeway Corridors" that will allow bicyclists to safely and efficiently travel across local jurisdictions using nearly seamless network of interconnected local bikeways systems. As the opportunities arise, bike paths should be integration into the Village in a comprehensive manner that establishes a network of bike routes from residential neighborhoods to retail, recreational and employment centers, as well as parks, schools and other community facilities.



Figure 7.21: Image Examples of Pedestrian and Bike Facilities

TRANSPORTATION POLICIES

- **Transportation Policy 1:**
Continue to work with IDOT and Cook County to balance the Village's travel needs with regional travel needs.
- **Transportation Policy 2:**
Continue to work with roadway jurisdictions to improve safety of intersections for all users on major arterials.
- **Transportation Policy 3:**
Identify key intersections for improvements, such as bus stop locations, major commercial areas, or corridor with widely spaced intersections.
- **Transportation Policy 4:**
Identify potential for new signalized intersections based on traffic circulation and pedestrian needs.
- **Transportation Policy 5:**
Consider use of mitigation measures such as pedestrian refuge islands, pedestrian countdown signals, and other advancing technologies to improve pedestrian safety.
- **Transportation Policy 6:**
Continue to work with the Illinois State Toll Highway Authority (ISTHA) regarding the I-90 widening project and ramp locations/configurations.
- **Transportation Policy 7:**
Monitor traffic on local streets and the impact from new developments.
- **Transportation Policy 8:**
Identify roadway and intersection improvements supportive of transit service operations.
- **Transportation Policy 9:**
Future roadway and intersection improvements should incorporate Context Sensitive Solutions (CSS) concepts and principles. CSS addresses fitting the improvement within its "context" or surrounding and includes all modes of transportation. The CSS method involves working with stakeholders to balance mobility, safety, community needs and the environment.
- **Transportation Policy 10:**
Actively work with Pace to improve existing bus stops and improve fixed route service throughout the Village. Coordinate on the Pace Vision 2020 plan, recommendations from the Joint Transit Study and/or proposed STAR Line feeder routes.
- **Transportation Policy 11:**
Continue to work with Pace to study an Arterial Bus Rapid Transit along Golf Road and identify intersections for transit stations and park-and-ride locations.
- **Transportation Policy 12:**
Continue to work with Metra on the STAR Line Project. Continue work on proposed station areas following TOD guidelines.
- **Transportation Policy 13:**
Provide additional feeder bus service to any new Metra rail station to encourage transit ridership.
- **Transportation Policy 14:**
Promote pedestrian and bicycle crossing improvements at signalized intersections.
- **Transportation Policy 15:**
New development and redevelopment projects should emphasize pedestrian and bicycle access.
- **Transportation Policy 16:**
Identify opportunities to provide additional pedestrian and bicycle facilities throughout the Village including bicycle racks, bike lockers and pedestrian-scale streetscape elements.
- **Transportation Policy 17:**
Explore opportunities to connect to existing and future recreation paths by working with the Cook County Forest Preserve and the Northwest Municipal Conference. In particular pursue east-west links between the central and western portions of the Village, as well north-south pedestrian and bicycle linkages across Northwest Tollway in association with the STAR Line stations area development opportunities.



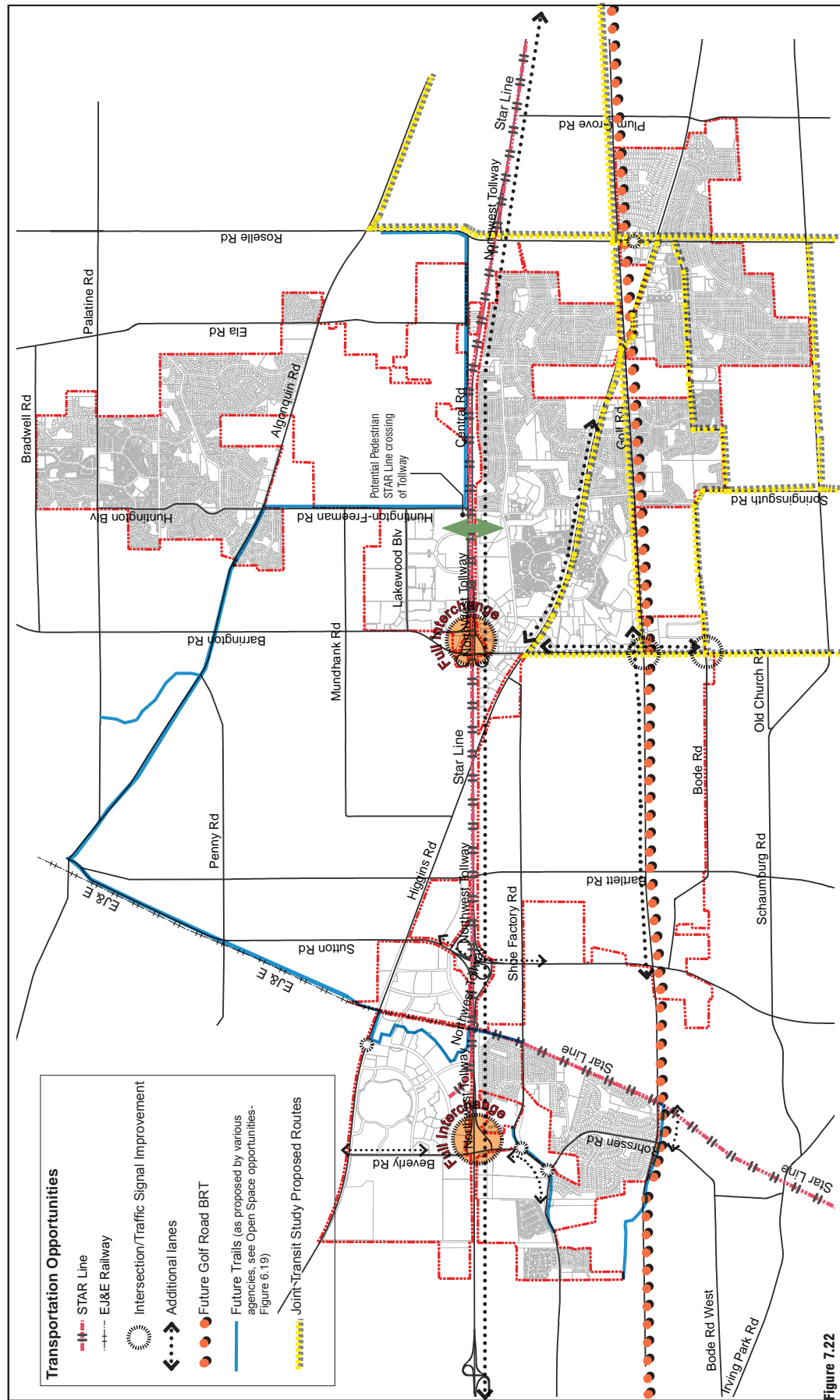


Figure 7.22

TRANSPORTATION OPPORTUNITIES

HOFFMAN ESTATES COMPREHENSIVE PLAN

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VIII. TRANSIT ORIENTED DEVELOPMENT

- STAR Line / New Starts Program
- Transit Oriented Development
- TOD Density Issues
- TOD Character
- Station Access
- Barrington Road Station
- Prairie Stone Station
- TOD Development Process
- ***TOD Development Policy & Goals***
- ***TOD Opportunity Map***



STAR LINE / NEW STARTS PROGRAM



Figure 8.01: Proposed STAR Line Station and TOD Locations. The map illustrates the 1/2 mile (or 10 minute walk) influence area from these potential new station locations. Note: 2A, 2B and 2C are options currently under consideration for the Barrington Road station location.

With the future arrival of the proposed STAR Line (Suburban Transit Access Route) rail corridor, Hoffman Estates will be home to two new transit stations. The new tracks are expected to run along the median of the I-90 Northwest Tollway from O'Hare / Rosemont up to Prairie Stone Business Park in Hoffman Estates. The next segment of the proposed route will utilize the existing E J & E freight line from Hoffman Estates to Joliet. One station location within Hoffman Estates is being planned within the Prairie Stone Business Park and the second is being considered along a one mile stretch of the I-90 corridor near Barrington Road. The exact location of the second station is less defined and will be contingent on further coordination between Metra, the Village and property owners. It is anticipated that these two new station areas will spur significant development in their vicinity.

Planning Process

The proposed 55-mile STAR Line will connect approximately 100 communities and enhance Metra's radial system of regional rail passenger service by linking to the North Central Service (NCS), Union Pacific West (UP-W), BNSF, and Milwaukee District West (MD-W) lines, establishing new options for inter-suburban transportation and reducing the reliance on automobile travel. The STAR Line will also connect to Chicago Transit Authority (CTA) Blue Line that terminates at O'Hare / Rosemont and provides access to Downtown Chicago. The STAR Line is intended to connect to the most populated areas in the region, including business and employment centers, hospitals, colleges and universities. Before Metra can implement any new service or expand existing service, all projects must be analyzed for feasibility, environmental impact, and compliance to federal and state guidelines. Metra must comply with the federal New Start process which requires documentation and detailed studies to justify any new transit improvements.

FTA New Starts Program

The Federal Transit Administration's (FTA) "New Starts Program" is the federal government's primary financial resource for supporting locally planned, implemented, and operated major transit capital investments. The New Starts Program funds new services and extensions to existing fixed guideway transit systems in every area of the country. These projects include commuter rail, light rail, heavy rail, bus rapid transit, streetcars and ferries.

New Starts projects, like all transportation investments in metropolitan areas, must emerge from a regional transportation planning process. The New Starts Program mandates a review of the proposed projects through three consecutive phases of project development:

Phase I – Alternatives Analysis

Local project sponsors are required to perform an "Alternatives Analysis" that evaluates mode and alignment options for a particular corridor in the community. This analysis informs local officials and community members on the benefits, costs and impacts of transportation options so that the community can identify a preference. This phase is complete when local and regional

decision makers select a Locally Preferred Alternative (LPA), and it is adopted by the metropolitan planning organization (MPO) into the region's long-range transportation plan.

Phase II – Preliminary Engineering

During the "Preliminary Engineering" (PE) phase of project development for New Starts investments, local project sponsors consider their design options to refine the Locally Preferred Alternative and complete the National Environmental Policy Act (NEPA) process. Preliminary engineering refines the estimates of project costs, benefits, and impacts. In addition, during the PE phase of project development, local sponsors finalize management plans, demonstrate their technical capabilities to develop the project and commit local funding sources.

Phase III – Final Design

Final design is the last phase of project development and includes the preparation of final construction plans, detailed specifications and bid documents.

FTA Project Evaluation

New Starts projects must undergo evaluation by the FTA throughout the entire project development process. Projects are evaluated according to a variety of criteria. The FTA assigns ratings of "high," "medium high," "medium," "medium-low," or "low" throughout the project development process as information concerning costs, benefits, and impacts is refined.

Based on these evaluations, the FTA makes decisions about moving projects forward, from preliminary engineering to final design, to annual funding recommendations to Congress.

The FTA evaluates the project justification and the local financial commitment according to the following measures:

- Mobility improvements
- Environmental benefits
- Cost effectiveness
- Operating efficiencies
- Transit supportive current and future land use

Even though the planning has started for the STAR Line, there are no guarantees that the rail line and proposed infrastructure improvements will be partially or fully funded.



TRANSIT ORIENTED DEVELOPMENT

Local Financial Commitment

The FTA will also review the local (municipal, Metra and state) financial commitment from sources other than the Federal New Starts Program, including federal formula and flexible funds, the local match required by federal law, and any additional capital funding. The stability and reliability of the proposed capital financing plan will be evaluated along with the ability of the sponsoring agency to fund operations and maintenance of the entire transit system as planned, once the project is built.

Overall Evaluation

To assign overall project ratings to each proposed New Starts project, FTA considers the individual ratings for each of the project justification and local financial commitment measures. FTA combines this information into summary “finance” and “project justification” ratings for each prospective New Starts project.

Next Steps

In 2007 Metra is engaged in an Alternatives Analysis with Hoffman Estates and the other communities along the STAR Line rail corridor to identify the transportation issues within a corridor, ridership potential, proposed improvements and potential transportation alternatives.

The first phase of construction of the STAR Line is anticipated to start in 2012 and will require a decade to complete. A large transportation/infrastructure project such as the STAR Line will encounter many hurdles along the way that can change the schedule, alignment or station location.

Changes in transportation infrastructure of this scale will be a catalyst to transform land uses, building density, traffic and trigger redevelopment around a rail station. New train stations provide an ideal opportunity to create a Transit Oriented Development (TOD) in Hoffman Estates.

Transit Oriented Development (TOD)

Transit Oriented Development (TOD) areas are established to promote transit use and encourage pedestrian activity in a mixed use district surrounding a commuter rail station. Most rail studies consider a 1/2 mile radius to be the ideal walkable distance to a transit hub and the standard TOD Overlay Zone.

Transit Oriented Development can take on many different physical forms reflecting a variety of land use mixes and types. This may include office, retail or residential development. The primary emphasis of a TOD is to develop land uses that attract people who will use the transit system. This includes workers who commute to jobs in nearby office buildings and residents who use transit to travel to work or other destinations. Denser development (more building square footage per acre of land) which results in the construction of multi-story (mid to high rise) buildings allow more people to be within walking distance of the train station; however, not all of the development in the TOD needs to be mid to high rise buildings. Some less dense development such as townhouses can add human scale and streetscape character appropriate in selected locations of the district.

An important element of a TOD is also the creation of an appealing and interesting “place” that encourages people to walk to and from the train station. Such appeal can be generated by a “streetscape” with safe walking routes lined with attractive buildings and amenities. This may consist of ground level retail shops, or attractively designed office or residential buildings. The key component is to create an interesting experience for the pedestrian. Landscape elements such as street trees, benches, low walls or wrought iron fences, plazas, lighting and other decorative elements can help to enhance the pedestrian experience.



TOD DENSITY ISSUES

TOD Benefits to the Village

The future STAR Line has the potential to provide growth and economic development for Hoffman Estates while creating a series of wonderful and exciting new development possibilities for the Village. The introduction of a TOD can also incorporate many of the Village development goals as outlined in previous chapters including:

- New civic amenities and landscape elements generally associated with a Town Center
- Additional housing alternatives with varying densities and price points
- Upgrading and revitalizing retail character in the Village by expanding the shopping alternatives
- Creating vibrant amenity rich office and employment centers
- Providing a safe and pleasant pedestrian and bike connection across the Tollway

TOD Density Issues and Opportunities

To receive federal funding for a transit station a community needs to show how the land use patterns support transit ridership as either a destination or origin station. This typically means there is enough population within a walking distance of the station and the land pattern is conducive to walking. According to a recent study by the Brookings Institute and the Urban Land Institute (ULI), America's most popular communities share some basic characteristics:

- Walkable environments that combine home, work, entertainment and schools in the same neighborhoods
- Provide several different housing options
- Offer many parks, green space and recreational facilities

The single component that make all those elements possible is higher density and mixed use development. Good site and architectural design is critical to ensure density is an asset to a community. Beyond its visual appeal, higher-density development offers us valuable lifestyle and financial benefits.

- Strengthen the local economy by offering enough housing for the business workforce
- Reduce the cost of providing public services (water, sewer, roads)
- Reduce commuting time and traffic
- Help preserve space for parks and outdoor recreation

Today density is not only needed, it's also desirable. Many Americans actually want higher-density neighborhoods. If a village wants to attract the "best of the best" it is important to understand how American's housing preferences are changing. For generations, married couples with children dominated our housing markets and caused the suburbs to explode. Today those families are less than 27 percent of American households and in their place are young professionals, childless couples, empty nesters and single parents. Many people who are part of this growing demographic profile prefer condos, apartments and townhouses to traditional single family homes. By providing a variety of housing choices people seeking to locate (or relocate) in the Village will have more options in regards to price and housing types.

It is also important to note businesses follow workers. In order to retain existing businesses and recruit new ones, it is helpful to provide a variety of housing options to attract the executives and workers to live in the community.

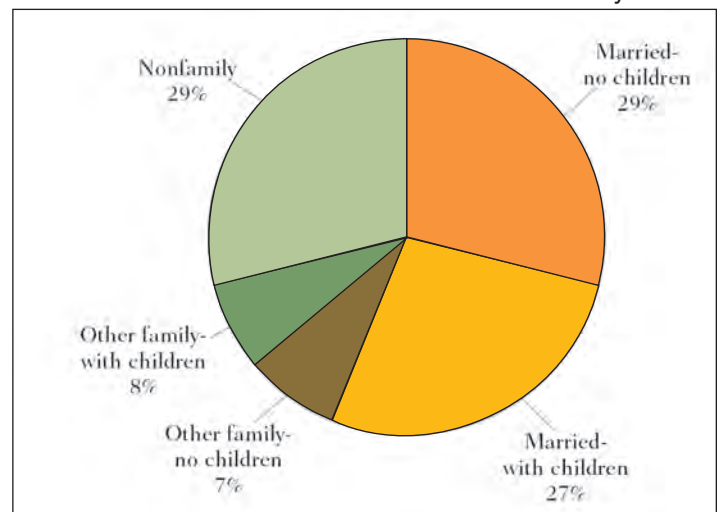


Figure 8.03: Household Type Shares in Suburbs, 2000, Metro Areas with Population Over 500,000 (Source: Brookings Institution Center on Urban and Metropolitan Policy)



TOD CHARACTER

Housing Prototypes

Figures 8.04 and 8.05 are examples of residential development appropriate in scale and building typologies for a TOD in Hoffman Estates. A TOD is a great opportunity to create a mix of housing types.

With the higher land values associated with proximity to a rail station, high-rise development is a market potential for this district. The greater densities can be an incentive to help support the additional amenities, infrastructure and landscape features that make a TOD a compelling and livable environment. High-rises in Hoffman Estates could also take advantage of the great views of the adjacent buildings and forest preserves. High-rise development (9 - 20 levels) should be strategically located and built of the highest quality to be a signature for the Village. Townhomes can create inviting streetscapes and scale to a neighborhood. Mid-rise buildings (4-8 levels) create wonderful perimeter buildings to landscaped courtyards and open space.



Figure 8.04: Residential Street View of Townhouses

Retail Prototypes

Figure 8.06 through 8.08 represent the types of retail and mixed use development that would be appropriate to include in a TOD environment. Balancing the walkable streetscape image with the need to provide adequate visibility to meet today's retailers expectations will require a preliminary site design strategy decision that is contingent on the level of density provided in the station area.



Figure 8.05: Transit Oriented Development Model - Proposal for I90/Route 53 site in Rolling Meadows, IL



Figure 8.06: Santana Row San Jose, CA



Figure 8.07: Deerfield Town Center - Deerfield, IL



Figure 8.08: Bartlett Town Center - Bartlett, IL

TOD Sense of Place

A Transit Oriented Development (TOD) rail station area can become a symbolic place or center for a community. To create an integrated station area it is important to establish a comprehensive district wide vision and develop urban design guidelines that focus on:

- Strengthening the synergies between economic development, land use, transportation alternatives and urban design
- Offering an alternative to the auto dependent suburban development pattern by creating a system of walkable streets and districts
- Encouraging mixed-use/mixed-density opportunities to create a high quality and livable community for a variety of residential price points

STATION ACCESS

Balancing the multiple modes of station access for pedestrian, bus and automobile with the character of the development is a key element of the TOD planning process.

As illustrated in Figure 8.09, pedestrian access for development with the TOD development zone should receive the highest consideration in the station design. The hierarchy continues with bus, bicycle and pick up/drop off, in that order. Surface parking lots consume the greatest quantity of land per train passenger, and generally should be located so that they do not negatively affect the other forms of access. While the parking lots should provide convenience and safe access to the station, they do not need to be immediately adjacent to the train station if the preferred modes of access would be hindered from successfully serving the station. Parking decks may be required depending on demand and the density of development pattern.

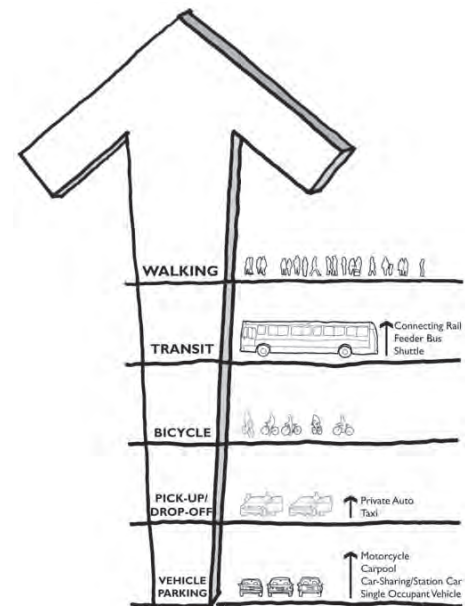


Figure 8.09: Access Hierarchy - BART Station Access Guidelines

BARRINGTON ROAD STATION

Station Alternatives

Access and development potential are key issues in determining the preferred location of the Barrington Road station. While only one station will ultimately be developed near Barrington Road, there are several alternative sites that may be suitable for the Barrington Road station.

Concept level station area development illustrations are depicted in the following pages. Among the station site alternatives, a variety of land uses could be supported. In

areas appropriate to residential development, a design which provided for a mix of residential densities could be developed as part of an overall development plan for the station influence area that also includes office and retail uses. The development of a mix of land use types, appropriately located, will provide more vibrant and resilient support for train ridership. On the south side of the Tollway, there is greater variety of land uses including residential, retail and office, than the north side which is focused on office and retail development.

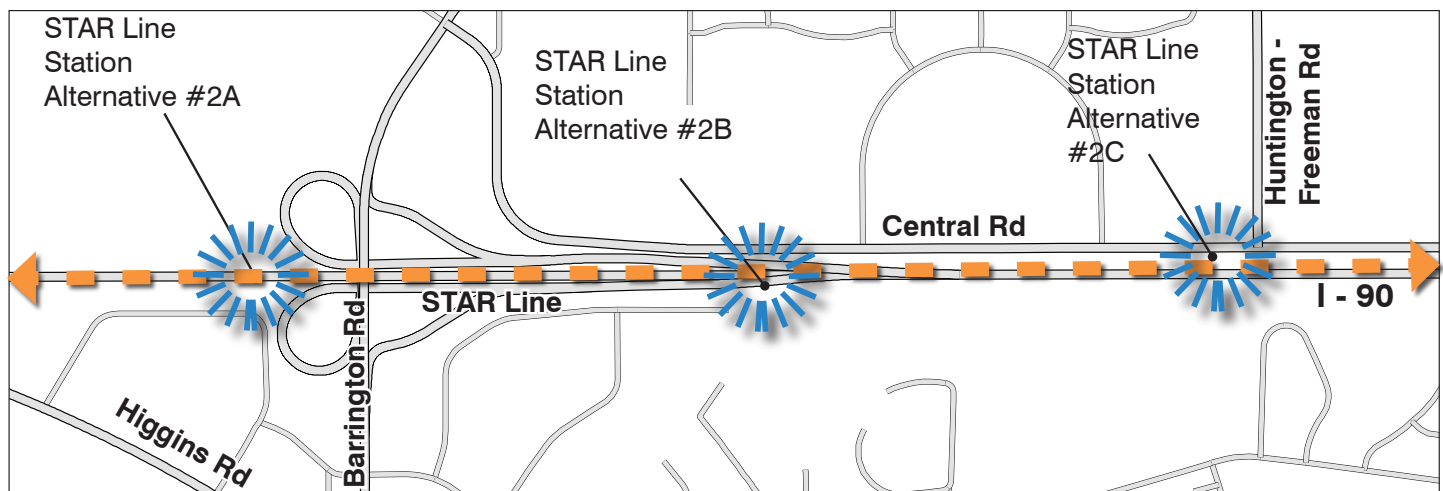


Figure 8.10: Barrington Road Potential Station Location Alternatives: the image shows the three potential locations of the Barrington Road STAR Line stations along the I-90 corridor in Hoffman Estates.

Alternative 2A: Greenspoint Station:

Development Opportunities

This station site would focus development opportunities primarily on the Greenspoint development and the nearby parcels. Barrington Road, the Forest Preserve and the wetlands in the Village of South Barrington to the north, constrain the area that could benefit from this station location.

Station Access and Parking

Parking and bus access would be provided on the south side only. The parking would require the construction of parking decks to account for the existing demand from the office buildings and also the new demand from the station. To provide a substantial amount of new parking (1,000 to 2,000 spaces), a six story parking structure would be needed.

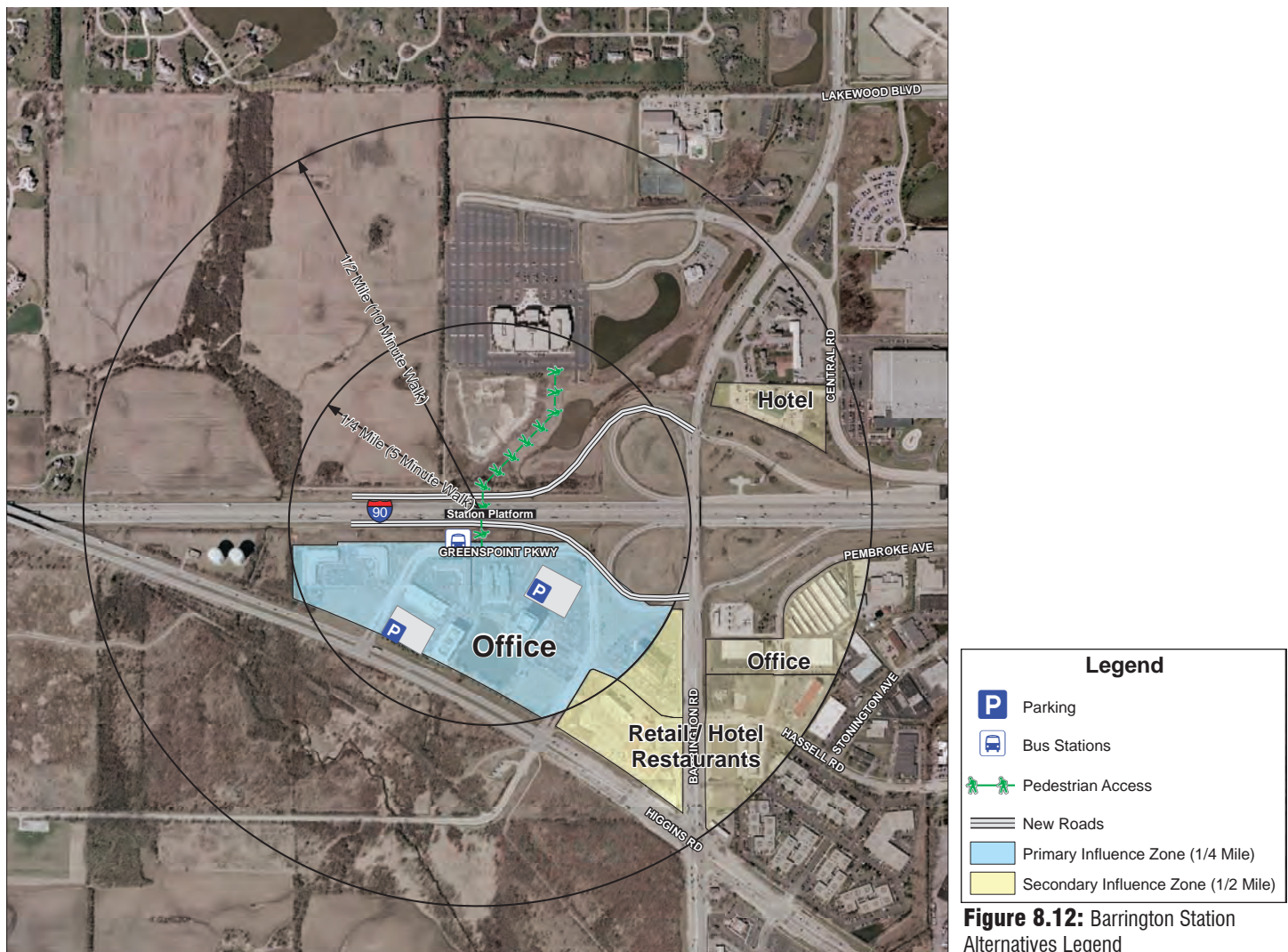


Figure 8.11: Barrington Station Alternative 2A: Greenspoint Station

Figure 8.12: Barrington Station Alternatives Legend



Alternative 2B: Central Station:

Development Opportunities

This station could provide commuter parking and significant development/redevelopment opportunities. The potential for fostering transit oriented development is good at this location due to its larger size, large office population and diversity of land use types. There is less “protected” forest preserve land. These factors will help improve the competitiveness of the STAR Line proposal in the federal review process. The Barrington Lakes Apartment parcel, the AT&T vacant west parcel, the Claire’s site and the vacant parcel at the end of Pembroke Road are key parcels for the initial development of the station. Other surrounding parcels could benefit from redevelopment after the initial development.

Station Access and Parking

Parking and bus access is provided on both the north and south sides of the Tollway. Total initial surface lot parking could vary from 500 to 1,000, with expansions available via structured parking (estimated at up to 2,000 spaces total). Pedestrian access could be provided across the Tollway at the station. A future vehicular access road link from Higgins Road to the station area could be developed over the long term to improve accessibility and offer added redevelopment opportunities.



Figure 8.13: Barrington Station Alternative 2B: Central Station

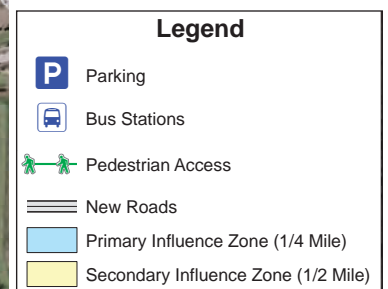


Figure 8.14: Barrington Station Alternatives Legend

Alternative 2C: Village Hall Station:

Development Opportunities

This station site would center on Village Hall and the vacant AT&T east parcel, with some influence on the Barrington Lakes apartment site. This site would have a limited development/redevelopment potential due to its small size relative to the Central Station site, but it does have the advantage of the established Village Hall site. The intervening golf course property adjacent to the Tollway would need to be integrated into the development plans.

Station Access and Parking

Parking and bus access is provided on both the north and south sides of the Tollway. Total initial surface lot parking could vary from 500 to 1,000, with expansions available via structured parking (estimated at up to 2,000 total). Pedestrian access could be provided across the Tollway at the station. An option could be to construct a roadway connection across the Tollway to link the north and south segments of Huntington Boulevard.



Figure 8.15: Barrington Station Alternative 2C: Village Hall Station

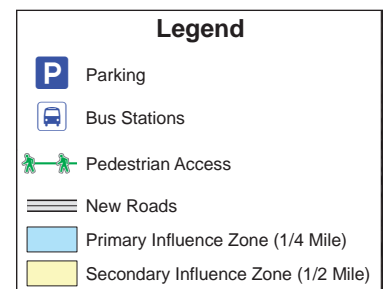


Figure 8.16: Barrington Station Alternatives Legend



Issues for Consideration

As the Village plans the future TOD for the Barrington Road Station there are several planning principles that a district master plan needs to address along this transit corridor.

Roadways

1. Provide a boulevard access road that starts at Higgins Road intersects with Hassell Road and continues to the southern boundary of the station.
2. Provide a boulevard access road that starts at Lakewood Boulevard and continues south to the northern boundary of the station.
3. Provide for a roadway (east alternative only) with pedestrian accommodations to cross over the Tollway.

Amenities

1. Create public/private amenities such as pocket parks, water features and plazas that could be programmed for events and serve as gathering areas.

Retail

1. If the Central Station (Alternative 2B) is selected, create an opportunity to redevelop the Barrington Square Shopping Center and Poplar Creek Commons to address the new access boulevards to the station.
2. Create transitional mixed use districts in relation to the retail zones to incorporate walkable streetscapes.
3. Provide some convenience retail at the train station for commuters.
4. If appropriately located, design commuter parking lots to accommodate parking decks and first floor retail in the future.
5. Create design guidelines for future retail and mixed use development south of the Northwest Tollway and for office / retail use north of the Tollway.

Office

1. Provide for a significant retail / office park development on the north side of the Tollway adjacent to the existing development at AT&T, Siemens and Claire's.
2. Strategically locate office redevelopment on the west side, south of the Tollway creating a transition between the older office/industrial land uses and the new development.
3. Create design guidelines for all future office development.
4. Create opportunities for upper level office uses above ground floor retail.

Residential

1. Strategically orient high-rise, mid-rise and low-rise to appropriate site locations relative to office, retail, town center amenities and existing residential neighborhoods.
2. Create design guidelines for all future residential development.

Parking

1. Parking is a fundamental use that will be integrated with other land uses. Large open tracts of land for parking lots should be avoided and where possible integrated into the entire development plan to encourage pedestrian activity and shared parking facilities (if appropriate). Structured parking may be required depending on demand and adjacent development patterns.
2. Consider the phasing of parking to meet a growing demand and parallel land development phasing.



PRAIRIE STONE STATION

Metra's current planning for the proposed Prairie Stone STAR Line Station is to be located in the Prairie Stone Business Park on the north side of the Northwest Tollway I-90 right-of-way near the Sears Centre arena. The proposed station area will accommodate commercial, office, retail and residential land uses. The Sears Centre 11,000 seat arena, for sports, family events and concerts, will be within walking distance of the station. This station is anticipated to accommodate connecting bus service.

The Prairie Stone Business Park has continued to develop over the last few years. Over 8,000 people are employed by businesses with offices in Prairie Stone Business Park. Today, vacant land is still available for development in the Prairie Stone Business Park; however, it is anticipated the park will be built out within the next several years.

Since 2002, nearly 40 acres have been developed, including a hotel and over 200,000 SF of floor space. In addition, numerous residential developments have recently opened on the south side of the Northwest Tollway including many new single family subdivisions along Shoe Factory Road. This area south of the Tollway and west of Beverly Road has the greatest opportunities for future growth on vacant land within the Village boundaries and potential annexations.

Issues For Consideration

Impact of New Development and Growth of the Station Area

Prairie Stone Business Park is master planned to accommodate eight million square feet of development on its 780 acres.



Figure 8.17: Prairie Stone STAR Line station



Economic Development

1. The land is zoned for mixed use commercial development and is designated as an Economic Development Area, which has similar incentives and structure as a Tax Increment Finance (TIF) district.

Pedestrian Access

1. Planning of the new station area includes opportunities to enhance transit shuttles and other pedestrian amenities including crosswalks, signals and pedestrian lighting.
2. As the station area develops over time, it is anticipated that pedestrian connections would be enhanced. Access from south of the Tollway may be developed along Beverly Road and the future recreational path along the E J & E rail right of way under the Tollway.

Transit Oriented Development / Business Park

1. The station can enhance the Business Park by improving access to this mixed use development of office, commercial and entertainment.
2. Create a strong sense of place through design of public space that can promote this business park as a thriving regional center.
3. Promote and enhance the current land uses included in the station area which includes commercial, residential, mixed-use, hotel, industrial, office and park uses.

Parking Policies

1. The proposed station is to be located in proximity to existing parking lots at Prairie Stone. This will provide opportunities for shared parking and park-n-ride facilities within the station area.



Figure 8.19: Typical Office Building in Prairie Stone Business Park



Figure 8.20: Sears Holdings Headquarters Building



Figure 8.18: Sears Centre Arena



Figure 8.21: Cabela's Sporting Goods Store

TOD DEVELOPMENT PROCESS

Creating a TOD requires a balance of planning, public policy, development opportunities and public private investment. The Village in coordination with Metra will most likely establish agreements with a master developer or individual developers to leverage private investment in exchange for public improvements. Most communities leverage local, state and federal resources to provide public improvements for new development in a TOD.

Creating a TOD is a complex development process that will require more time, coordination and will entail greater up-front costs than a typical development.

- The integrated TOD environment creates more uncertainty and risks for a developer and a municipality. With multiple jurisdictions, the planning process can require navigating through a fragmented regulatory and policy environment.
- Financing a TOD is complex and requires financing from many sources including, federal, state and local resources for station infrastructure as well as private investment for building development. To receive federal funding a TOD must comply with federal regulations. For all available transit dollars there are many competing projects and a TOD will require ongoing state, local transit agency and municipal political support to secure project funding.
- Any TOD will need to demonstrate that there is sufficient market demand to develop the project and justify the specified quantity and type of retail, office and housing units.

A developer seeking to develop near a future station site will need to address the design and development goals. The redevelopment to create a TOD is a very complex enterprise that will include many players and be phased over many years. On the proceeding pages there are comparable examples of potential residential and retail prototypes for consideration when planning a TOD.

TOD Design and Development Goals

To negotiate the vision of the TOD with the community, property owners and potential developers, the Village will establish a set of design and development goals to assist developers in formulating proposals for each station area. The preliminary criteria will include:

- Parking/shared parking agreements (with specified locations, quantities, integration with land uses). The method of parking (in structures and/or surface parking) will be specified, as well as potential transitions between the types over time.
- Development character that supports and encourages pedestrian use to create an identity/character/sense of place.
- Quantify a density which supports train/transit use and pedestrian activity.
- Integration of the whole station area (in and beyond the proposed project limits) through an access, landscape and design strategy.
- Multi-modal access within the station area with attention to an access hierarchy amongst the various modes.
- Identify synergies and positive interactions among appropriate mixed uses to support pedestrian activity, share parking and ultimately create a vibrant district.
- Implementation plan and market support for phase one development and the subsequent expansion and sustainability of the station area development plan.
- Design and location of a I-90 Northwest Tollway pedestrian crossing as part of the Barrington Road station design.



TOD DEVELOPMENT POLICIES

Goals

In order to support the establishment of station sites and transit oriented development the following implementation goals and policies are recommended.

- Promote policies to foster the creation of a TOD.
- Develop TOD guidelines to define appropriate land uses, site layouts and design standards.
- Seek a variety of funding resources to support station development.

TOD Policy

TOD Policy #1 TOD Planning Principles

STAR Line Stations in Hoffman Estates should incorporate the following Transit Oriented Design Principles.

- Provide a balanced approach to pedestrian and vehicular access that favors pedestrian activities, walkable streets and public spaces.
- Concentrate housing and jobs at station locations to encourage transit users to live and work near transit stations.
- Provide public amenities, including public parks, plaza and community facilities near the station.
- Encourage the advancement of a multi-modal circulation system that links the uses of bus, bicycle, van pool, auto and rail stations with pedestrians.
- Develop a circulation plan that provides convenient access to rail stations.
- Place automobile intensive uses in locations where the existing road and street system will support such uses and not adversely impact transit oriented uses.
- Provide a range of housing options.

TOD Policy #2 TOD Station Area Concept Plan Criteria

Each TOD Station Area Concept Plan should address the following criteria:

- Land subdivisions, roadway access routes and parcel sizes
- Master development plan requirements
- Municipal financing and incentives
- Allowable and prohibited land uses as well as

special uses

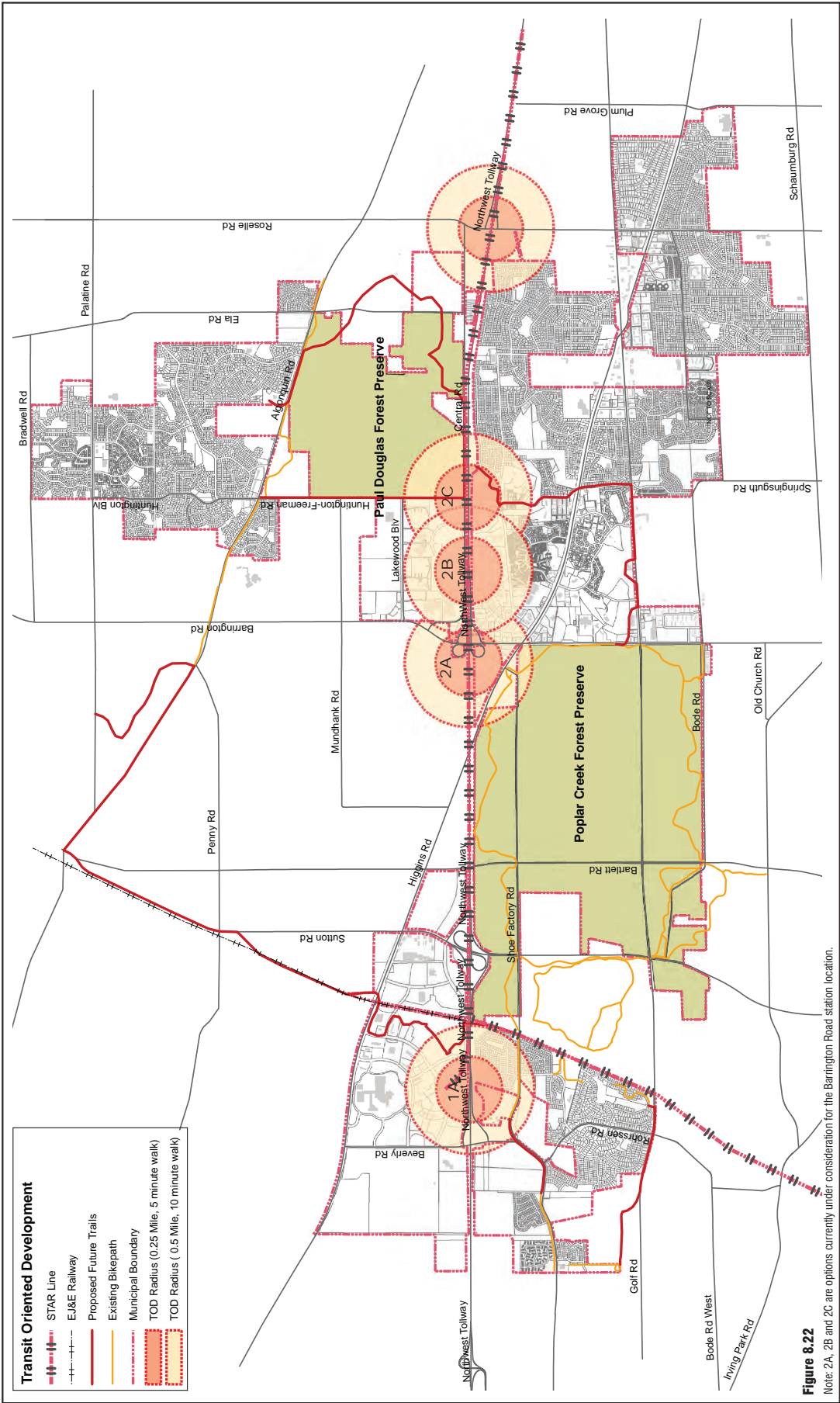
- Parking regulations for residential, office and retail uses as well as shared parking requirements
- Parking lot and parking structure design guidelines
- Drop off locations for bus, van pool, to rail stations (with provisions for bike access)
- Development criteria: density, height, FAR, lot coverage, streetscape design guidelines, set backs, lighting, sidewalks, “build-to lines”, landscape, driveways
- Building design guidelines, façades, architectural character and materials
- Signage guidelines
- Strategically allow for greater density at a rail station development

TOD Policy #3 Development Implementation

The Village and property owners within a TOD Overlay Zone will need to develop a public/private process to realize the vision for the TOD. This development process will be based on the specific TOD Station Concept Plan criteria but will most likely include some of the following development components:

- Request for Proposal (RFP) for master developer to address TOD concept, land acquisition and proposed financing plan.
- Interagency agreements with other local, state and federal agencies on development terms, regulations and financing commitments.
- Development agreement based on Village approval of development terms and commitments with master developer.
- Rezoning land as TOD Overlay Zone with specific design guidelines and subdistrict plans.
- Approval of a implementation plan to outline expectations for construction phasing, infrastructure capital financing and resources.
- Review process to monitor construction adherence to the terms of the approved TOD development plan
- Consider incentives for balancing density of development with transit supportive features such as parking and open space.





TOD OPPORTUNITIES

HOFFMAN ESTATES COMPREHENSIVE PLAN

0725, 2007

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IX. INFRASTRUCTURE

- Village Infrastructure

- Water Service
- Sanitary Sewer System
- Stormwater Management
- Flood Control
- Solid Waste Disposal
- Recycling
- Water Conservation
- Pollution Control
- Erosion Control
- Wireless Emergency Response System
- Village-wide Wireless Access

- Social Infrastructure

- Community Services

- Sustainable Design Practices - LEED



VILLAGE INFRASTRUCTURE

Goals, Objectives and Policies

Hoffman Estates will maintain service to existing development in the Village to ensure adequate sanitary sewer, potable water, and stormwater management facilities. New development will be evaluated relative to its impact on the existing system.

Capital Improvement Plan

The Village maintains a 5 year schedule of capital improvement needs for public facilities, which is updated annually in conformance with standard practices.

Project Review Procedures

New projects are reviewed based on the following guidelines for infrastructure:

- Whether a Village sponsored project is needed to protect public health and safety,
- Whether the new development project represents a logical and sufficient extension of facilities and services within the service area.

Village Inventories

The Village maintains up-to-date inventories of all public facilities and identifies system improvements required to support future development needs. The Village will optimize the use of existing infrastructure, coordinate the extension of, or increase the capacity of, potable water, sanitary sewer and stormwater management facilities.

Level of Service

The Village shall ensure that the continuation of current service and the extension of service into the future meet the needs of the residents through the endorsement of state regulations pertaining to permitting, construction and quality standards of potable water, sewerage, stormwater, waste disposal, recycling, pollution and erosion control.

Water Service

Water is provided to the by the Joint Action Water Agency (JAWA), which is a consortium of communities that provide water from Lake Michigan. JAWA provides the water to the member communities via a system of pipes, pumps, and water storage tanks. The water is then distributed throughout the Village via a system of Village water mains and storage facilities.

The Village periodically evaluates the water system and considers improvements. In 2007, a water system study was completed for the western portion of the Village. That study recommended various system improvements in the western portion of the Village over the next several years, including the addition of a second transmission main from the central portion to the western portion of the Village, a second and a third water storage tank, and a pressure boosting system.

The Village shall establish the following level of service standards to ensure that the continuation of current service and the extension of service into the future meet the needs of the residents of Hoffman Estates.

- Drinking water shall meet the quality standards established by the State of Illinois.
- Water supply systems provision of storage for the number of gallons of potable water at a rate consistent with the standards of the State and minimum pressure requirements.
- Provisions for peak use and control for landscape irrigation, as may be appropriate.

Sanitary Sewer System

The Village, through the development review process, coordinates the development of the local sanitary sewer system. Processing of the effluent occurs at facilities operated by the Metropolitan Water Reclamation District (MWRD). In the western portion of the Village, the effluent is processed by the Fox River Water Reclamation District (FRWRD) under an agreement with MWRD.

Sanitary Sewer Disposal shall be in accordance with Metropolitan Water Reclamation District (MWRD) standards for the majority of the Village and Fox River Water Reclamation District (FRWRD) standards for the western portions of the Village for the following;

- Permitting and construction methods
- Sizing and location of sanitary sewer conveyance systems.
- Conveyance of the sewage flow from a building

Stormwater Management

Stormwater management facilities shall be sized based upon the demand generated by a development to accommodate the 100-year frequency, 24-hour duration



design storm in stormwater management facilities to meet the standards that follow:

- Water quantity, where peak post-development run-off rates shall not exceed pre-development run-off rates.
- Stormwater draining to a wetland regulated by the Army Corps of Engineers shall conform to the Army Corp requirements.
- Roadway and parking lot drainage requirements shall conform to Village Code.
- Stormwater conveyance maintenance shall occur in accordance with Village Code and practice.

Village will continue to 1) identify areas which have recurring drainage problems and evaluate the extent to which water bodies and surrounding areas are being impacted by the stormwater discharges; 2) determine where additional improvements are needed; 3) establish a priority listing of stormwater management facilities projects and costs and associated completion time.

Village may in the future delineate a strategy for managing and testing stormwater quality.

Flood Control

The MWRD regulates the flood protection measures for Hoffman Estates.

Solid Waste Disposal

The Village contracts with a private waste management firm and the level of service for the Village's solid waste disposal shall be reviewed on a periodic basis for adequacy of service.

Recycling

The Village strongly supports the recycling programs that will be continued and enhanced throughout the Village as part of the solid waste disposal service.

Water Conservation

Continue public education program alerting residents of wasteful water practices, and encouraging responsible and practical use of potable and water resources. Through the Citizen Newsletter the Village maintains a public awareness of the value of conservation of the supply of potable water.

Pollution Control

The Village has a permit with the National Pollutant Discharge Elimination System (NPDES) permit program. All discharges requiring permits shall be required to meet NPDES Quality Standards.

The Army Corp of Engineers requires new development to establish minimum buffers of native vegetation adjacent to jurisdictional wetlands and water bodies to mitigate run off pollution and flooding.

Erosion Control

The Village requires that new construction be engineered to reduce erosion. Erosion controls shall include the recommended best management practices for erosion and sedimentation control.

Wireless Emergency Response System

Hoffman Estates is part of a county-wide pilot program to develop an emergency response system with a "state of the art" wireless communication infrastructure. The current configuration of the system is envisioned to be series of strategically located cameras for real time video information should an emergency take place with an independent and reliable Village communication network that provides "hot-spots" for wireless transmission of information. This will enable the police and fire departments to obtain secure and real time information about emergencies and the ability to communicate with other Villages through a secure network.

Village-wide Wireless Access

As the Village wireless system is developed further, there could be home applications that provide Village wide internet service with a subscriber network. In the future the system might also include the business community providing opportunities to partner with companies on a fee for service approach.



SUSTAINABLE DESIGN PRACTICES- LEED

Creating a sustainable approach to development that preserves natural resources and conserves energy is a significant goal for the Village of Hoffman Estates. The US Green Building Council (USGBC) has developed sustainable practices, guidelines and policies that are applicable for the Village to address in planning for the future. The following section is a synopsis of sustainable design guidelines for neighborhood development that is part of the LEED pilot program.

What is LEED

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality.

LEED provides a road map for measuring and documenting success for every building type and phase of a building life cycle. Specific LEED programs include:

- New Commercial Construction and Major Renovation projects
- Existing Building Operations and Maintenance
- Commercial Interiors projects
- Core and Shell Development projects
- Homes
- Neighborhood Development
- Guidelines for Multiple Buildings and On-Campus Building Projects
- LEED for Schools

LEED for Neighborhood Development

Sustainable guidelines are organized into the following categories

1. Location Efficiency
2. Environmental Preservation
3. Encourage Compact, Complete, & Connected Neighborhoods
4. Resource Efficiency



Location Efficiency

The goal is to reduce energy consumption and degradation of the environment by promoting the following location efficiency initiatives.

- 1. Transportation Efficiency:** Reduce air pollution, energy consumption, and greenhouse gas emissions generated by transportation by encouraging new development in locations that reduce automobile dependence. Promote public health by encouraging new development in locations that provide increased opportunities for walking, bicycles and transit. The use of efficient vehicles by the Village is encouraged.
- 2. Water and Stormwater Infrastructure Efficiency:** Conserve natural and financial resources required for construction and maintenance of infrastructure. Encourage new development within and near existing communities, in order to reduce multiple environmental impacts caused by haphazard sprawl.
- 3. Clean up and Encourage Contaminated Brownfields Redevelopment:** Conserve land and reduce air, water, and land pollution from contaminated land.
- 4. Adjacent, Infill, or Redevelopment Site to Reduce Automobile Dependence:** Encourage development within existing communities and already-developed places to reduce multiple environmental harms associated with haphazard sprawl. Reduce development pressure beyond the limits of existing development. Conserve natural and financial resources required for construction and maintenance of infrastructure.
- 5. Contribution to Jobs-Housing Balance:** Encourage balanced communities with a diversity of uses and employment opportunities. Reduce energy consumption and pollution from motor vehicles by providing opportunities for shorter vehicle trips and/or use of alternative modes of transportation.
- 6. School Proximity:** Promote children's health through physical activity by facilitating walking to school and promote a sense of community.
- 7. Access to Public Space:** Provide access to public gathering space in order to promote a sense of community.

Environmental Preservation

The goal is to reduce energy consumption and degradation of the environment by promoting the following location environmental preservation initiatives.

- 1. Preserve Imperiled Species and Ecological Communities:** Protect imperiled species and ecological communities. Conserve existing natural areas and protect trees to provide habitat and promote biodiversity.
- 2. Parkland Preservation:** Protect natural habitat. Preserve existing tree canopy, native vegetation and pervious surfaces while encouraging high density, smart growth communities.
- 3. Wetland & Water Body Protection:** Conserve water quality, natural hydrology and habitat through conservation of water bodies and wetlands.
- 4. Design the Site for Habitat or Wetlands Conservation, through Restoration and Implement Conservation Management:** Conserve water quality, natural hydrology and habitat through conservation of water bodies and wetlands.
- 5. Provide Erosion & Sedimentation Control through Steep Slope Preservation and Site Disturbance during Construction:** Minimize erosion to protect habitat, and reduce stress on natural water systems, by preserving steep slopes in a natural, vegetated state. Reduce water pollution from erosion during construction.
- 6. Reduce or Maintain Stormwater Runoff Rates and Provide Stormwater Treatment:** Protect land that is important for natural or cultural resources from development. Conserve native wildlife habitat, wetlands and water bodies. Reduce stormwater pollution, prevent flooding, and promote aquifer recharge.
- 7. Prevent Outdoor Hazardous Waste Pollution:** Reduce surface water pollution from stormwater. Reduce stormwater pollution from the use of pesticides and fertilizers.



Encourage Compact, Complete and Connected Neighborhoods

The goal is to reduce energy consumption and degradation of the environment by promoting the following location compact and complete neighborhood initiatives.

- 1. Encourage Compact Development especially with Transit-Oriented Development:** Conserve land. Promote livability, transportation efficiency, and walkability. Maximize walking trips to and from transit stops in the area immediately surrounding the transit stop.
- 2. Provide for Transit Amenities and Inter-Modal Connections:** Promote community livability, transportation efficiency, and walkability.
- 3. Provide for a Diversity of Uses:** Promote community livability, transportation efficiency, and walkability.
- 4. Provide for Housing Diversity:** To enable citizens from a wide range of economic levels and age groups to live within a community.
- 5. Encourage Affordable Rental Housing in New Development:** To enable citizens from a wide range of economic levels and age groups to live within a community.
- 6. Encourage the Development of Affordable For-Sale Housing:** To enable citizens from a wide range of economic levels and age groups to live within a community.
- 7. Reduce the Parking Footprints:** Reduce stormwater runoff per capita. Encourage neighborhood walkability and promote public health through physical activity.
- 8. Encourage Neighborhood Walkability:** to promote public health through physical activity.
- 9. Provide for Community Outreach and Involvement:** To encourage community participation in the project design and planning and involve the people who live in a community in deciding how it should be improved or how it should change over time.
- 10. Orient and Design Buildings to Shape Walkable Streets and Comprehensively Design Walkable Streets:** To promote pedestrian connectivity and encourage pedestrian-oriented streets.
- 11. Create and Maintain Street Network for Vehicles and Pedestrians:** Provide direct and safe connections, for pedestrians and bicyclists as well as drivers, to local destinations and neighborhood centers. Promote public health through increased physical activity.
- 12. Maximize Pedestrian Safety and Comfort and Maximize Pedestrian Experience:** Provide direct, safe, and comfortable connections, for pedestrians and bicyclists, to local destinations and neighborhood centers. Promote public health through increased physical activity. Provide appealing and comfortable pedestrian street environments in order to promote pedestrian activity.
- 13. Regional Precedents in Urbanism and Architecture:** Promote energy savings, respond to regional climate, increase the life of buildings and materials, provide cultural continuity, and reinforce local distinctiveness.
- 14. Provide Adaptive Reuse of Historic Buildings:** Encourage use of historic buildings in a manner that preserves their historic materials and character.



Resource Efficiency

The goal is to reduce energy consumption and derogation of the environment by promoting the following resource efficiency initiatives.

1. **Encourage Certified Green Buildings through use of LEED rating systems:** Encourage the design and construction of buildings to utilize energy conserving practices.
2. **Regulate Energy Efficiency in Buildings:** Encourage the design and construction of energy efficient buildings to reduce air, water, and land pollution and environmental impacts from energy production and consumption.
3. **Regulate Water Efficiency in Buildings:** Encourage the design and construction of water efficient buildings to reduce the environmental impacts from water consumption.
4. **Encourage Heat Island Reduction:** Reduce heat island effect to minimize impact on micro-climate, human and wildlife habitat, and required energy for cooling.
5. **Develop Infrastructure Energy Efficiency:** Reduce air, water, and land pollution from energy consumption on a municipal level.
6. **Encourage On-Site Power Generation and Renewable Energy Sources:** Reduce air, water, and land pollution from energy consumption and production by increasing the efficiency of the power delivery system. Increase the reliability of power. Reduce environmental impacts associated with fossil fuel energy generation by increasing the use of on-site renewable energy sources.
7. **Encourage Efficient Irrigation through the use of Greywater & Stormwater Reuse:** Conserve potable water.
8. **Encourage Efficient Wastewater Management:** Reduce pollution from wastewater and reuse nutrients from the wastewater stream.
9. **Encourage Reuse of Materials and Recycled Content:** Strongly promote reuse of materials, resource and recycled content.
10. **Use Regionally Provided Materials to Reduce Transportation:** Promote selection of regionally available materials and resources to build local economy and reduce embodied energy.
11. **Develop Construction Waste Management:** Promote efficient use of solid waste by diverting construction, demolition and land clearing debris from landfill disposal, and by redirecting resources for recycling and reuse. Promote safe and efficient disposal or reuse of waste streams generated by occupants.
12. **Light Pollution Reduction:** Reduce light pollution.
13. **Contaminant Reduction in Brownfields Remediation:** Encourage brownfields cleanup methods that reduce contaminant thereby minimize long-term remediation or monitoring burdens.



SOCIAL INFRASTRUCTURE

Community Services

Today the Hoffman Estates Department of Health and Human Services provides affordable community health services including immunizations, health clinics, financial counseling, community education, referral services, and mental health counseling. As the community evolves the department will continue to address the changing community health and mental health needs through on going assessment of programming. This will ensure that the department continues to effectively serve Hoffman Estates residents.

The following is a list of current and potential future community services:

1. Health and Mental Health
2. Well Child Immunizations
3. Counseling
4. Preventative Health Screenings
5. Adult Health Services
6. Smoking Cessation
7. Grief and Bereavement Services
8. Psychological Testing
9. Support services for patients and families of terminal illnesses
10. Short-term health equipment loans
11. Vision and Hearing Screening

Other

1. Assistance with AllKids applications
2. Elementary School Mentoring Program
3. Afterschool Programs
4. Financial Assistance
5. Financial Counseling
6. Vocational Testing
7. Divorce Support
8. Parent Support
9. Referral Services
10. Homeless Support
11. Community Education
12. Domestic Violence Prevention

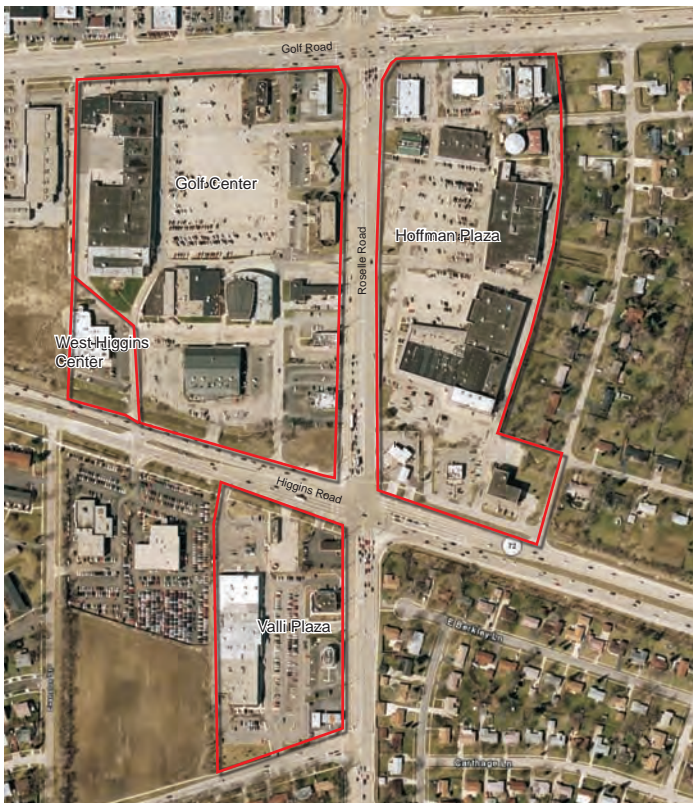


A.1 . APPENDIX: SHOPPING CENTER STRATEGIES

- Shopping Center Cluster 1:
Golf Center / Hoffman Plaza /
West Higgins and Valli Center
- Shopping Center Cluster 2:
Barrington Square and Poplar Commons
- Shopping Center Cluster 3:
Forest View Plaza and Huntington Plaza
- Hoffman Village
- Crossroads Commons
- Strawberry Hill
- Brandess Center West
- Rose Plaza
- Poplar Creek Crossing



SHOPPING CENTER CLUSTER 1



Golf Center, Hoffman Plaza, West Higgins Center and Valli Plaza

With grocery stores, Jewel and Valli Produce, and mid-sized boxes like Michaels, Dania, TJ Maxx, Harlem Furniture, and Petland, this cluster is a hybrid community/power center. This dual focus makes this cluster a high sales tax producer for Hoffman Estates. Grocery customers receive frequent reminders to return and shop for more durable goods at this location and proximity causes mid-sized box store customers who normally shop for groceries closer to home to make convenience purchases.

Golf Center's recent façade improvement and the addition of Dania at Hoffman Plaza are excellent cluster improvements. As this cluster continues to develop it will be important to both retain strong tenants and recruit new tenants that strengthen the dual focus on community and power center tenants.

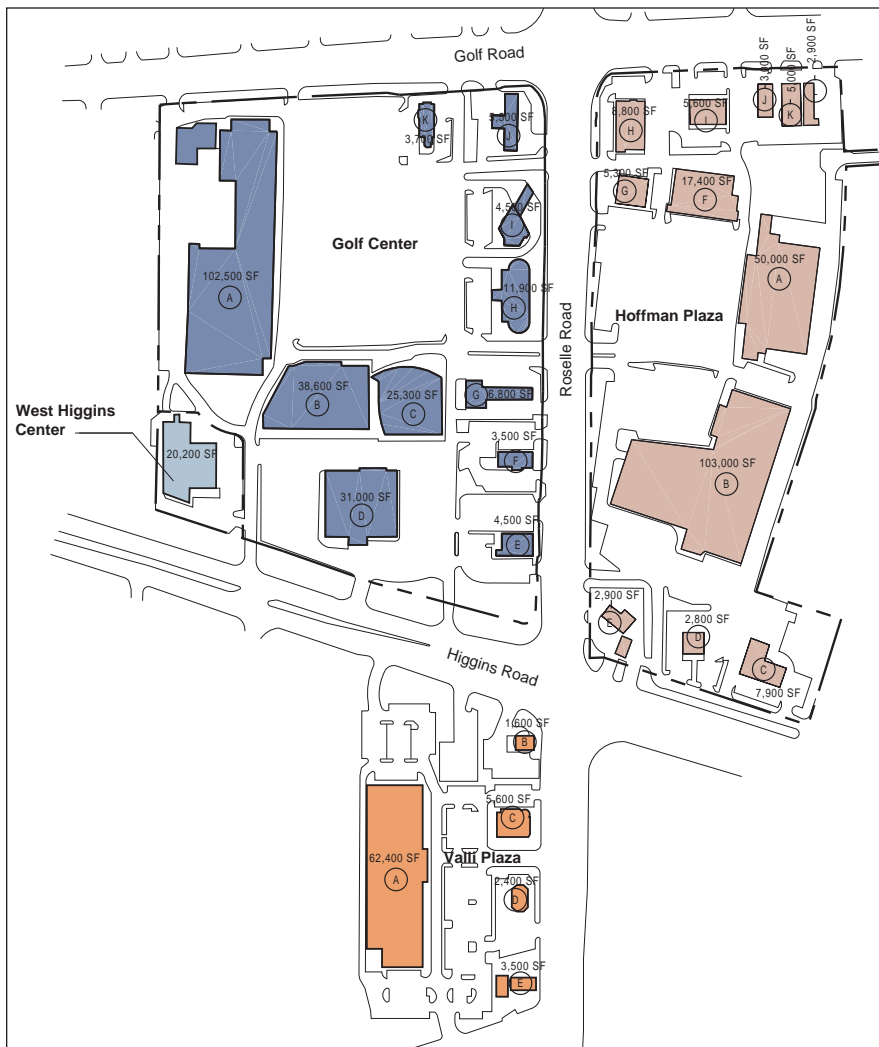
Existing Conditions

Market Position	Hybrid community and power center
Target Square Feet	Up to 600,000
Existing Square Feet	430,000 plus outlots

Strategy

Attraction Strategy	Capitalize on location to remain a high sales tax producing cluster
Anchor Strategy	Retain Grocery and up to 10 Power Tenants
Design Strategy	Major façade improvements to meet tenant needs, building updates, outlot improvements and landscaping.
Access Strategy	Add traffic signal on Roselle between the shopping centers while redeveloping the outlots at NE corner of Roselle and Higgins Road.





SHOPPING CENTER CLUSTER 2



Barrington Square and Poplar Commons

Strategy

These two centers with the surrounding office and residential properties from Higgins Road to the tollway offer the components of modern mixed use development. With the potential for a Star Line Station, replacing aging structures and providing stronger pedestrian connections could transform this area into a transit oriented development. In the near term, there is a natural fit between entertainment and dining that this cluster, with its recent outlot additions, has begun to exploit. Additional modern, high quality outlot restaurants and offices would be compatible with future redevelopment strategy.

Existing Conditions

Market Position	Hybrid Power and Entertainment Center or Mixed-use
Target Square Feet	Hybrid Alternative: Up to 600,000 Mixed-use Alternative: Up to 300,000
Actual Square Feet	300,000 plus outlots

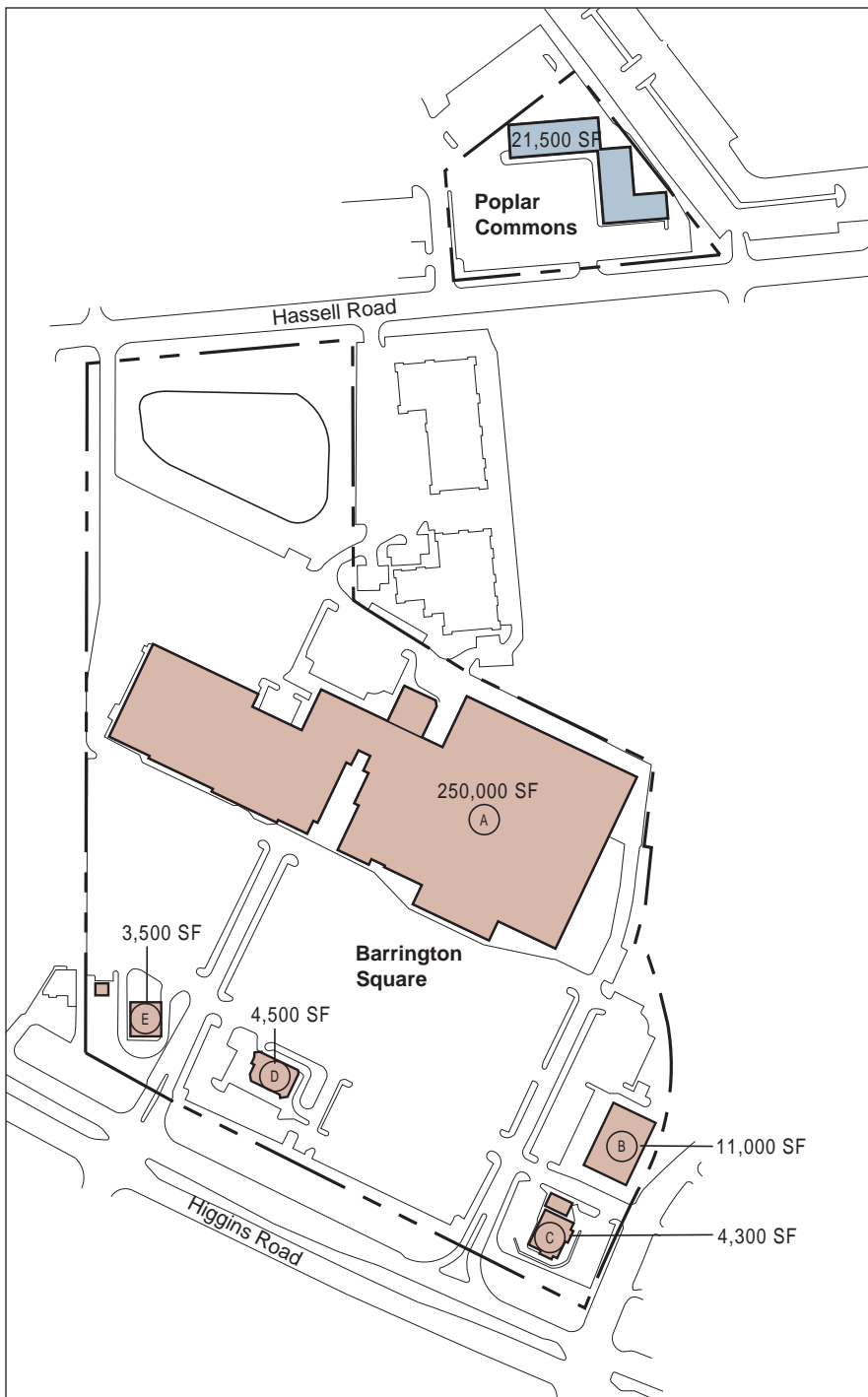
Strategy I: Hybrid Alternative

Attraction Strategy	Hybrid Alternative: Use space, superior Tollway access, and central Hoffman Estates position to create destination center.
Anchor Strategy	Hybrid Alternate: additional large format stores
Design Strategy	Updated look, remodel courtyard and landscaping
Access Strategy	Maintain or improve the access from Higgins and Hassell Road, pedestrian access to adjacent office

Strategy II: Mixed Use Alternative

Attraction Strategy	Mixed-use Alternative: Add new construction to existing mixed-use environment with integrated residential and dining/entertainment focus
Anchor Strategy	Mixed-use Alternative: Restaurant cluster
Design Strategy	New Urbanist design site plan with civic space and integrated retail, office and residential district in a TOD Plan
Access Strategy	Maintain or improve the access from Higgins and Hassell Road, pedestrian access to adjacent office





SHOPPING CENTER CLUSTER 3



Forest View Plaza and Huntington Plaza

Although these two centers effectively serve the convenience needs of well established Hoffman Estates neighborhoods, their façades and landscaping are aging. Walgreens, a significant Huntington Plaza tenant, occupies in-line space that is inconsistent with the parent company's desire to operate only freestanding stores. If Walgreens were to redevelop into an attractive, freestanding building at the street, it would better anchor the cluster and improve Huntington Plaza's appearance. This cluster also has an opportunity to add restaurants to serve the adjacent busy family oriented neighborhoods. Both shopping centers would benefit from a general appearance upgrade including façade and storefront updates, enhanced lighting, signage coordination, improved landscape and parking lot resurfacing. The improvements should include additional space for outdoor seating as well as strong bicycle and pedestrian connections to the neighborhoods.

Existing Conditions

Market Position	Neighborhood Center
Target Square Feet	150,000 SF
Actual Square Feet	130,000 plus outlots

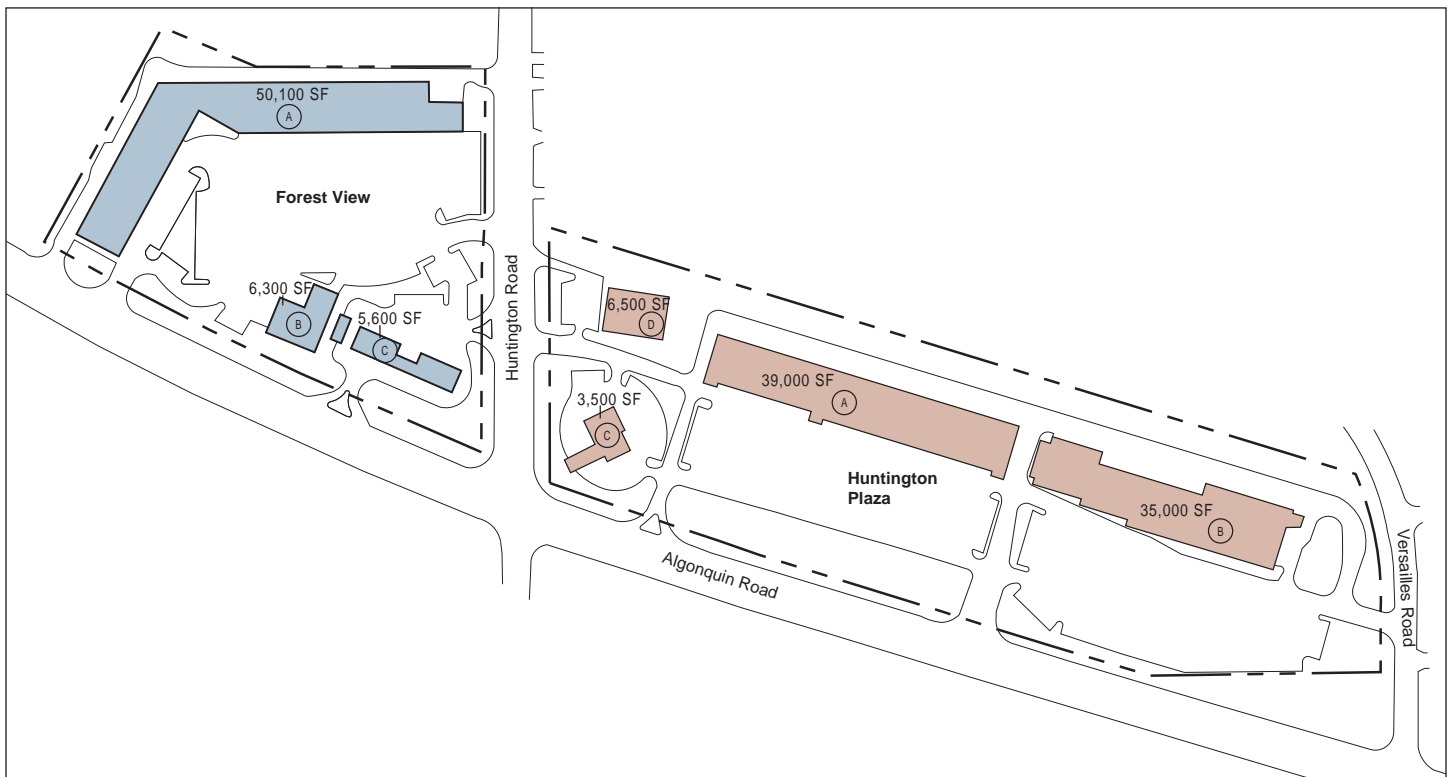
Strategy I

Attraction Strategy	Become a signature neighborhood gateway that identifies the surrounding area as a unique, inviting place to live.
Anchor Strategy	Improve and expand existing drug store and add small market (e.g. Trader Joe's)
Design Strategy	Update look, remodel buildings, add landscaping
Access Strategy	Keep current access



Strategy II

Attraction Strategy	Become a signature neighborhood gateway that identifies the surrounding area as a unique, inviting place to live.
Anchor Strategy	Expand existing drug store and add restaurants
Design Strategy	Update look, remodel buildings, add landscaping, create dining café spaces
Access Strategy	Keep current access



HOFFMAN VILLAGE



Existing Conditions

Market Position	Neighborhood center
Target Square Feet	Up to 125,000
Existing Square Feet	160,000 plus outlots

Strategy

Attraction Strategy	Provide neighborhood shopping in an environment that enhances and serves the surrounding area.
Anchor Strategy	Retain Dominick's
Design Strategy	Joint development with south parcel - renovate existing buildings as needed building outlot improvements.
Access Strategy	Improve site access



Hoffman Village

Despite recent improvements to the signage and a new bank tenant, this center continues to struggle because it is the size of a two-anchor center but has only one anchor. Visibility issues plague the center's eastern segment and as currently configured, Hoffman Village only takes advantage of the auto traffic on Golf Road. Volumes at this center are unlikely to increase without radical changes. The vacant land facing Barrington Road and south of the existing center may be an opportunity to reorient this center to both roads and add the needed anchor. Adding modern space on a new parcel would allow for site development with desirable outlots and modernization of the existing buildings without as much business disruption. Tenants could move to newly constructed space allowing redevelopment of their previous store.



CROSSROADS COMMONS

Crossroads Commons

With the loss of Bay Furniture, this center's owner faces major re-tenanting and possibly significant remodeling costs. As currently configured, Crossroads Commons is a poor gateway to Hoffman Estates and its total redevelopment could offer an opportunity to improve this very visible community entrance. Although access is confusing, visibility is high making this an ideal spot for an auto dealership or signature office building with very attractive landscaping in addition to supporting restaurant and convenience tenants. Bay Furniture's single tenant pad means that this strategy can be undertaken incrementally as uses vacate. Over the coming years, the result of total rehabilitation would be a new village gateway that better announces the community's value.

Existing Conditions

Market Position	Unanchored strip center
Target Square Feet	70,000 footprint with partial 3 or 4 story office totaling 45 to 60,000
Existing Square Feet	72,000

Strategy I

Attraction Strategy	Redevelop into attractive gateway commercial
Anchor Strategy	Single Tenant Alternative: Auto Dealership, Upscale Furniture, Entertainment.
Design Strategy	Redevelop and redesign center, use new urbanist design guidelines.

Strategy II

Attraction Strategy	Redevelop into attractive gateway commercial
Anchor Strategy	Convenience Cluster Alternative: Drug store or small market
Design Strategy	Redevelop and redesign center, use new urbanist design guidelines.
Access Strategy	Review optimal access locations and increase visibility into the site.



STRAWBERRY HILL



Strawberry Hill

Although this small center offers few retail tenants, its service tenants are valuable assets to the community. They require relatively inexpensive space and can provide a reasonable return to the owner of an obsolete sized center. To prevent decline, it is important to maintain landscaping and attractive signage at this center. In the future it is likely that a single tenant will acquire and redevelop this property.

Existing Conditions

Market Position	Class "C" office space
Target Square Feet	20,000
Existing Square Feet	20,000

Strategy

Attraction Strategy	Provide affordable space for desirable services
Anchor Strategy	None



BRANDESS CENTER WEST



Brandess Center West

Although it suffers from poor access, this center has developed an ethnic food niche that it should continue to exploit as long as the owners are unable to realize a higher value for the property. It is possible that an adjacent auto dealership will someday acquire this property for needed expansion. Until that time, minor improvements like flower planters and outdoor tables should be encouraged to improve the atmosphere for existing customers and invite more customers to sample the unique ethnic fare.

Existing Conditions

Market Position	Specialty use
Target Square Feet	Per dealership requirements
Existing Square Feet	(existing 40,000 square foot structure, could be demolished)

Strategy I

Attraction Strategy	Redevelop as auto dealership
Anchor Strategy	Automobile Dealership
Design Strategy	Attractive new building and automobile display
Access Strategy	Site lower than roadway - access at current curb cut

Strategy II

Attraction Strategy	Provide affordable space for desirable services
Anchor Strategy	None
Design Strategy	Façade improvements, awnings and signage
Access Strategy	Site lower than roadway - access at current curb cut



ROSE PLAZA



Rose Plaza

This center is well positioned to serve the surrounding neighborhoods. As one of Hoffman Estates' most recent additions, it has a modern configuration that offers flexible tenanting options. Key services like childcare and banking make it a one-stop location for nearby families. The key to continuing Rose Center's success is frequent reinvestment in updating and landscaping. Connecting to nearby neighborhoods through strong pedestrian and bicycle pathways is also important.

Existing Conditions

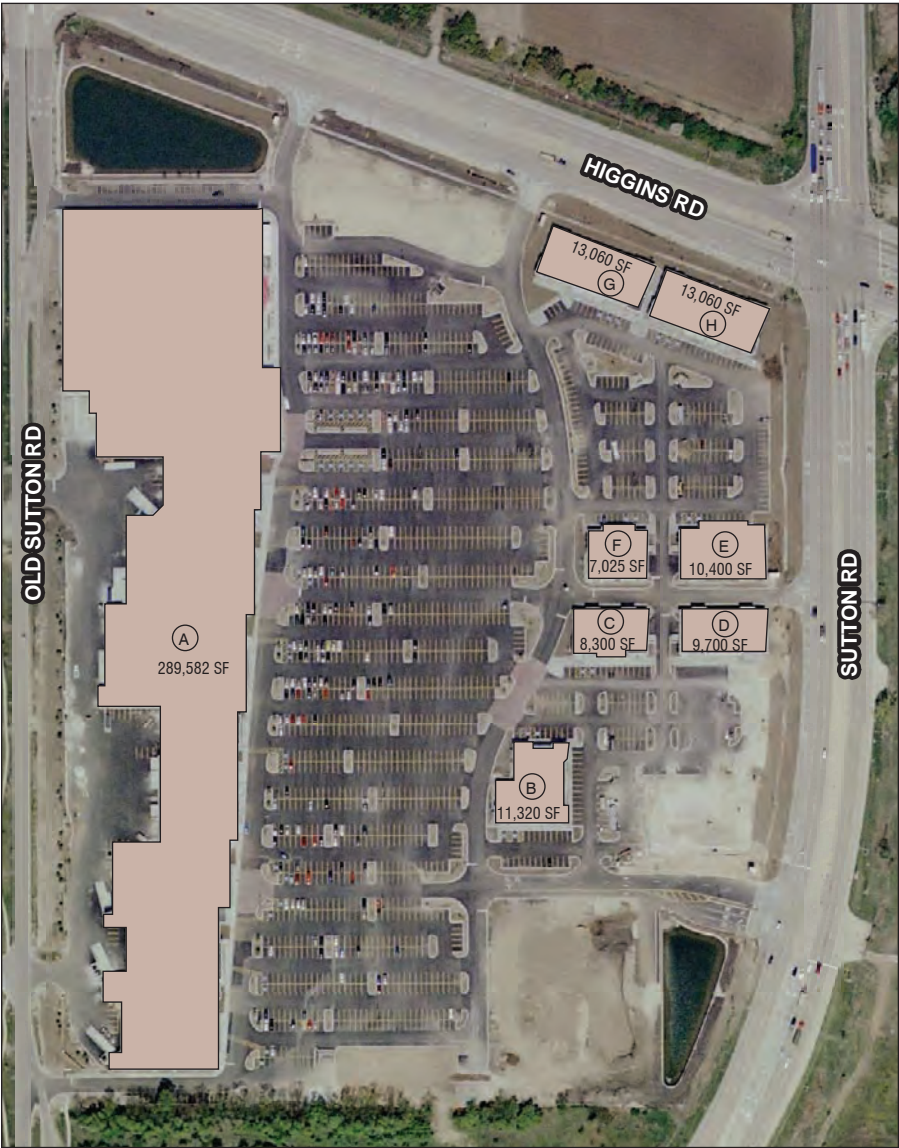
Market Position	Neighborhood Center
Target Square Feet	Current
Existing Square Feet	127,000 SF

Strategy

Attraction Strategy	Provide convenience goods and services for nearby residents
Anchor Strategy	Current
Design Strategy	Maintain and continue to update center to stay current
Access Strategy	Keep current access



POPLAR CREEK CROSSING



Poplar Creek Crossing

This recently opened center offers modern space for high volume national tenants and also seeks to fill smaller multi-tenant buildings with local stores and services. The full access tollway interchange offers regional accessibility and the close proximity of employment centers provides daytime shopping activity. Growth within this center’s trade area promises to expand the market. Future success at this center depends on frequent updates and superior landscape maintenance to preserve the fresh shopping experience.

Existing Conditions

Market Position	Power Center
Target Square Feet	Current
Existing Square Feet	386,847 SF

Strategy

Attraction Strategy	Provide high volume, value oriented shopping that complements the Arboretum Development
Anchor Strategy	Current
Design Strategy	Maintain and continue to update center to stay current
Access Strategy	Keep current access



A.2. APPENDIX: STAKEHOLDER INTERVIEWS

- Interview Summary



Interview Summary

Advantages of Hoffman Estates

- Key location advantage is access like Schaumburg without the traffic
- The development processes very logical with a Village that doesn't try to put impediments in front of you
- Development review process works much better after recent tweaking
- There is a good, professional workforce available
- The Northwest Tollway is a "Golden Corridor"
- The Village does a good job of balancing traffic flow to development
- Proximity to major shopping makes Hoffman Estates very attractive
- The proximity to a mix of housing price points is important. Many local businesses' CEO live nearby
- Hoffman Estates' forest preserves are an important amenity
- Sites in Hoffman Estates are a good balance between easy access to O'Hare and cost

Concerns

- Finding low end employees is work force problem
- There is a perception that the Village gave huge breaks for big guys and very little to small guys
- Similarly there is concern about equitably treatment for existing people verses new people
- The Village landscaping requirement requiring 10 feet in front of building for larger trees that would obscure building is viewed as excessive.
- Biggest issue with location for retail is that Hoffman Estates is dead even between Woodfield and Spring Hill
- Surface roads are becoming congested, especially Beverly and Shoe Factory
- Hoffman Estates is not positioned for industrial users. They are hit for tolls and now either want to be far-- Bollingbrook to Freeport-- or near the city.
- Renovation of centers is entirely influenced by interest of tenants
- Finding out about the Village's rules and regulations is somewhat difficult

Recommendations

- The Village could have a town center like Arlington Heights
- Higgins and Barrington is the best location for downtown Hoffman Estates
- Hoffman Estates has demand for 200 rooms or 400 hotel rooms especially with coming water park.
- The Village needs to be more fiscally responsible
- Hoffman Estates has an opportunity to take advantage of higher value residential due to open space. This will require tear downs
- Village needs to recognize the importance of the hospital
- The Village needs a zoning classification specific to Hospitals
- Many residents and employees would use transit to get to the Airport



- Village should consider City of Chicago approach where green projects move to the front of the line and get zoning relief at the beginning of the approval process
- Although Prairie Stone was designed as office park it should be open to considering denser development including executive condos
- There is an opportunity for entertainment corridor
- One way to get redevelopment is to allow vertical height. A number of centers in California have been successfully remodeled when height was allowed.
- It may also be beneficial to encourage green buildings to get redevelopment

Interviewees

- Neil Heskin, Church of the Holy Spirit
- Tim Beechick , Hamilton Partners
- Jill Blodgett, Chamber
- Dave Steiner, Hilton Garden Inn
- Georgeanna Mehr, Hoffman Estates Community Bank
- George Moser, Stonegate Properties
- Mauro Tossi, Jewel
- Linda Gump, Hospital
- Fred Wilson, Quest International
- Pierre Cowart and Steve Smith, Leopardo
- Jim Hub, Motorwerks
- Naomi Buerkle, Mary Kay
- Jim Terrell, Sears, Roebuck and Co.



A.3. APPENDIX: COMMUNITY SURVEY RESULTS

- Comprehensive Plan Survey Results
- Tabulation and Summary



Village of Hoffman Estates

Comprehensive Plan Survey

Spring 2006

Survey Results

In April 2006 the Village of Hoffman Estates mailed 1600 community surveys to a sample group of residents. This statistical control group was established by randomly selecting every 40th address from the GIS (Geographic Information System) residential PIN List (Parcel Identification Numbers). A total of 498 surveys were returned which represents a yield of over 31% and an excellent rate of return. The following is a compilation of the community survey results. The following survey results were prepared by Business Districts Inc.(BDI)

Using the following scale, please answer these questions about the quality of life in Hoffman Estates:

1-Excellent 2-Good 3-Fair 4-Poor 5-Don't Know

	C	Mean	Median	Mode	1	2	3	4	5
How do you rate Hoffman Estates as a place to live?	404	1.78	2	2	33%	57%	9%	1%	0%
How do you rate your neighborhood as a place to live?	403	1.79	2	2	37%	48%	13%	2%	0%
How do you rate the overall quality of life in Hoffman Estates?	402	1.80	2	2	24%	64%	10%	0%	1%
How do you rate Hoffman Estates as a place to work?	391	1.87	2	2	23%	25%	12%	2%	49%
How do you rate Hoffman Estates as a place to raise children?	400	2.10	2	2	34%	47%	10%	1%	12%
How do you rate Hoffman Estates as a place to retire?	401	2.47	2	2	15%	27%	22%	10%	30%

Hoffman Estates was highly rated as place to live, with scores for neighborhoods, quality of life and place to raise children predominately concentrated in excellent or very good. Many participants were unsure of whether Hoffman Estates was a good place to retire or a good place to work. This result is expected because many households have not experienced retirement or employment in Hoffman Estates. If the respondents who answered "Don't Know" are removed from the analysis the percentage of excellent and good responses is:

	% Good or Excellent
How do you rate Hoffman Estates as a place to live?	90.3%
How do you rate the overall quality of life in Hoffman Estates?	89.2%
How do you rate Hoffman Estates as a place to raise children?	87.3%
How do you rate your neighborhood as a place to live?	85.1%
How do you rate Hoffman Estates as a place to work?	71.7%
How do you rate Hoffman Estates as a place to retire?	53.0%

Comprehensive Plan Implications:

Except for retirement services, these results suggest a mandate to preserve the existing conditions rather than seek significant change.



1. Rate the shopping areas in Hoffman Estates where you shop with regard to the following characteristics:

1-Excellent 2-Good 3-Fair 4-Poor 5-Don't Know

	C	Mean	Median	Mode	1	2	3	4	5
The ease of getting to and from the shopping centers.	405	2.00	2	2	28%	49%	18%	5%	0%
Variety of products available.	404	2.08	2	2	25%	46%	26%	3%	1%
Quality of shopping.	404	2.09	2	2	18%	57%	22%	2%	1%
How well the mix of stores meets your daily shopping needs.	404	2.10	2	2	23%	48%	25%	4%	1%
Appearance of shopping areas (landscaping, buildings, etc.).	404	2.20	2	2	18%	49%	28%	5%	0%
How well the mix of stores meet your occasional shopping needs	400	2.27	2	2	23%	37%	27%	10%	5%

Generally, respondents rated the existing shopping as good. The ease of access to Hoffman Estates shopping centers was most highly rated with over 75% rating it as good or very good. The variety of products available, their quality and the ability to satisfy daily needs were also rated good or very good by over 70% of respondents. Even the lowest categories, appearance and ability to meet occasional shopping needs were rated good or very good by over 60% of respondents

Comprehensive Plan Implications:

As plans are made for future retail, the response to this question suggests preserving the convenience offering while seeking to satisfy more specialty needs in attractive places.

1. How important is it to you that the shopping areas where you shop have the following characteristics?

1-Very important 2-Somewhat important 3-Neutral 4-Somewhat unimportant 5-Very unimportant

	C	Mean	Median	Mode	1	2	3	4	5
I can get in and get out quickly by automobile.	404	1.45	1	1	66%	28%	5%	1%	1%
They have stores where I like to shop.	401	1.51	1	1	60%	32%	7%	0%	1%
They are well landscaped.	399	1.97	2	2	32%	47%	16%	4%	2%
They are close to my house.	400	1.97	2	2	33%	46%	16%	5%	2%
They are attractive.	403	1.97	2	2	29%	52%	13%	5%	1%
There are places to sit and relax	400	2.04	2	2	35%	41%	16%	5%	4%
They are larger and have a variety of stores	399	2.04	2	2	29%	45%	20%	5%	1%
There are places to eat outside in good weather	400	2.46	2	2	24%	39%	20%	11%	9%
I can linger and wander about window shopping	402	2.75	3	2	16%	31%	29%	15%	10%
I can walk there	399	2.84	3	3	18%	27%	28%	17%	13%

This question identified characteristics important to respondents and what influenced their shopping behavior. Convenient access (getting in and out quickly) and having stores where they enjoy shopping were very or somewhat important to 90% of respondents. The clustering of at least 60% of the responses at "very important" further emphasizes the importance of these characteristics. Interestingly, although it is very or somewhat important to 79% of the



respondents that the shopping area is “close to my house,” only 35% of respondents reported that it is very or somewhat important that “I can walk there.” Attractiveness and landscaping were very or somewhat important to at least 80% of the respondents. Being able to window shop and walk from home had the least support from the respondents.

Comprehensive Plan Implications:

In combination with the previous question, these responses further support the importance of convenience shopping. They also suggest that appearance enhancements are important

2. In an average month, how many times do you shop in these commercial areas?

	C	Mean	Median	Mode
Other Communities	356	6.31	5	4
Rose Plaza	367	3.34	0	0
Other Hoffman Businesses	218	3.01	2	0
Hoffman Plaza	374	2.92	2	0
Hoffman Village	361	2.32	1	0
Golf Center	372	2.27	1	0
Barrington Square	371	2.26	2	0
The Internet/Catalogs	292	2.24	1	0
Forest View/Huntington Plaza	364	2.23	0	0
Poplar Creek Crossing	361	1.24	0	0

Although the high ranking of “other communities” illustrates that respondents frequently shop in other communities, it is not possible to compare that answer to the responses associated with individual centers because “other communities” is multiple centers. The mode (most common) answer of “0” for all Hoffman Estates centers suggests that no one center in Hoffman Estates is visited with any frequency by the whole community. This is consistent with the answer to a previous question where daily shopping was identified as the strength of existing shopping.

Comprehensive Plan Implications:

A center that everyone visited in the average month would be functioning as a “downtown.” Because these responses failed to uncover that behavior, it remains appropriate to consider how to create a community center that draws widely.

3. Using the following scale, please rate each of these characteristics as they relate to Hoffman Estates as a whole:

	1-Excellent	2-Good	3-Fair	4-Poor	5-Don't Know					
	C	Mean	Median	Mode	1	2	3	4	5	
Overall quality of new development	396	2.09	2	2	19%	46%	16%	3%	19%	
Overall appearance	403	2.17	2	2	14%	58%	25%	3%	0%	
Overall image/reputation	399	2.18	2	2	14%	56%	27%	2%	2%	
Shopping	400	2.21	2	2	16%	51%	28%	5%	0%	
Recreation	399	2.22	2	2	19%	44%	26%	6%	6%	



Sense of community	400	2.24	2	2	16%	48%	26%	7%	3%
Access to affordable, quality housing	397	2.38	2	2	10%	43%	28%	7%	14%
Overall quality of older development	397	2.51	2	2	6%	44%	33%	9%	9%
Job opportunities	389	2.73	3	3	7%	16%	22%	10%	48%

It is interesting to note that in question 1, 90% of the respondents thought that Hoffman Estates was an excellent or good place to live but only 70% believe that Hoffman Estates' "Overall reputation" is excellent or good. In general these answers indicate room for improvement on all the issues. A high percentage of respondents felt uninformed on "Job Opportunities," "Quality of New Development," and "Access to Affordable Housing." Again removing the uninformed responses creates this ranking:

	% Good or Excellent
Overall quality of new development	76.0%
Overall appearance	72.1%
Overall image/reputation	70.6%
Shopping	67.4%
Recreation	65.7%
Sense of community	66.2%
Access to affordable, quality housing	59.4%
Overall quality of older development	53.7%
Job opportunities	38.4%

Comprehensive Plan Implications:

The comparatively high ranking for "Overall quality of new development" and low ranking for "Overall quality of older development" suggest support for redevelopment. The low ranking of "Job opportunities" suggests continuing support for business parks.

4. Using the following scale, rate these aspects of your neighborhood:

	1-Excellent	2-Good	3-Fair	4-Poor	5-Don't Know				
	C	Mean	Median	Mode	1	2	3	4	5
Walking opportunities	400	1.91	2	2	34%	45%	14%	5%	4%
Parks	401	1.95	2	2	29%	50%	15%	4%	2%
House style	403	2.00	2	2	21%	60%	18%	1%	0%
Upkeep of homes	404	2.08	2	2	20%	55%	21%	3%	0%
Sidewalks	400	2.20	2	2	17%	52%	24%	7%	1%
Bicycling opportunities	397	2.22	2	2	24%	36%	19%	10%	15%
Streetlights	390	2.39	2	2	20%	41%	18%	20%	2%
Low volume of traffic	401	2.41	2	2	15%	41%	30%	13%	1%
Low speed of traffic	401	2.45	2	2	12%	48%	24%	16%	1%
Amount of on-street parking	399	2.46	2	2	13%	41%	29%	14%	4%



The responses were positive about the physical aspects of the neighborhood, house style, and upkeep of homes, sidewalks, streetlights and parks. The concerns were focused on traffic issues, speed, volume, and on-street parking. Although bicycling, parks, and walking opportunities were generally positive, questions 5 and 8 suggest interest in additional provision for these aspects.

Comprehensive Plan Implications:

Provisions for on-street parking, traffic control and street lighting would be important to improving the neighborhoods.

5. Using the following scale, rate the importance of these features in your neighborhood:

1-Very Important 2-Important 3-Somewhat Important 4-Not Important 5-Don't Know

	C	Mean	Median	Mode	1	2	3	4	5
Homes appreciating in value	405	1.3	1	1	76%	20%	3%	1%	1%
Mature trees and landscape	404	1.72	2	1	46%	39%	13%	2%	0%
Homes setback from the side of the lot	402	1.94	2	2	35%	42%	18%	5%	1%
Variety of architectural styles and building materials	403	2.13	2	2	24%	44%	24%	6%	2%
Variety of home sizes	402	2.16	2	2	29%	37%	22%	11%	2%
Consistent front and side yard dimensions	403	2.47	2	2	21%	31%	23%	22%	3%
Similar lot sizes	402	2.62	3	2	13%	35%	28%	22%	3%
Similar age of homes in the neighborhood	402	2.66	3	2	15%	31%	25%	27%	2%
Garage doors that do not dominate the view from the street	399	2.68	3	3	17%	24%	29%	25%	7%
Houses of similar height	402	2.71	3	2	14%	30%	25%	29%	3%

“Homes appreciating in value” was by far the most important neighborhood issue. Second was mature trees and landscape. Support for side lot set backs and variety in architectural styles was also expressed. In general there was little consensus on the importance of similar home sizes, front or side yards dimensions, lot sizes, similar age homes, garage door locations or building height.

Comprehensive Plan Implications:

The acceptance of varying size homes and styles suggests receptivity to redevelopment of older homes. The key will be preserving mature landscaping and influencing an overall increase in home values.

6. What additional recreational opportunities would you like to have available in Hoffman Estates? (Check all that apply.)

Use	C
Walking trails	278
Bicycling opportunities	211
Sledding	126
Athletic fields	106
Fishing	103



Dog training	69
Boating	60
Camping	54
Cross country skiing	46
Model Boating	33
Snowmobiling	29

Walking trails and bicycling opportunities were the highest ranking request for additional recreational opportunities. With 411 surveys tallied, no other use attracted more than 35% of the respondents

Comprehensive Plan Implications:

There appears to be little demand to create highly specialized recreational facilities.

7. Would you like to see more or less of the following types of development in the Village?

1-A Lot More 2-A Little More 3-Neither More or Less 4-A Little Less 5-A Lot Less

	C	Mean	Median	Mode	1	2	3	4	5
Single-family homes	374	2.15	2	2	30%	33%	32%	4%	2%
Shopping centers	374	2.67	3	3	14%	33%	37%	10%	7%
Office development	367	2.97	3	3	8%	25%	42%	14%	12%
Light industrial parks	364	3.19	3	3	9%	20%	38%	16%	19%
Townhomes	373	3.21	3	3	6%	18%	42%	20%	15%
Condos	374	3.68	4	3	5%	9%	33%	23%	30%
Apartments	374	4.14	4	5	3%	4%	22%	24%	49%

With the exceptions “Single-family Homes” and “Apartments,” the most common respondent choice was “Neither More or Less.” Respondents were largely positive about more single family house development in the Village. There also was some support for additional shopping centers. Over 50% of the responses to both apartments and condos development were negative.

Comprehensive Plan Implications:

Again, this question supports maintaining the current mix of uses.

8. How important to you are the following transportation projects?

1-Very Important 2-Important 3-Somewhat Important 4-Not Important 5-Don't Know

	C	Mean	Median	Mode	1	2	3	4	5
New Tollway ramps on Barrington Road	392	1.90	2	1	50%	22%	14%	12%	4%
New rapid transit service	390	2.16	2	1	41%	21%	15%	18%	10%
New Tollway ramps on Beverly Road	388	2.88	3	4	22%	12%	16%	37%	19%



Transportation was a significant issue and 2 projects were highly rated by the respondents. There was a significant consensus on the importance of the Barrington Road Toll-way ramps and new rapid transit service.

Comprehensive Plan Implications:

Plans for transportation improvements are important to the Hoffman Estates residents.

9. How likely would you (or a member of your household) be to use the following transit services if they were available to you, assuming convenient access to the transit service from your home and at your destination?

1-Definitely Would Not Use 2-Probably Would Not Use 3-May Use 4-Probably Would Us 5-Definitely Would Use

	C	Mean	Median	Mode	1	2	3	4	5
Fixed Route	394	2.76	3	2	17.8%	29.4%	24.4%	15.7%	12.7%
Express Route	390	2.51	2	2	22.6%	34.6%	20.8%	13.1%	9.0%
Rail Shuttle Route	380	2.43	2	2	23.4%	37.4%	20.3%	10.3%	8.7%
Feeder Bus Service	382	2.59	2	2	20.7%	31.4%	24.9%	13.9%	9.2%
Dial-A-Ride	387	2.48	2	2	23.0%	33.6%	24.3%	10.3%	8.8%
Subsidized Taxi	377	2.38	2	2	26.3%	36.6%	19.4%	8.5%	9.0%
\$\$	71	9.52	\$8	\$5					26.8%

Transit options received a lukewarm response with only fixed route even approaching 30% of respondents indicating that they probably or definitely would use that option.

Comprehensive Plan Implications:

Although the majority does not seem to support transit services, those who need the service have no alternative; and consequently, planning must accommodate public transit.

10. How likely would you or a member of your household ride a bus service that runs once an hour to the following destinations from a bus stop near your home?

1-Not Likely At All 2-Unlikely 3-Neither Likely Nor Unlikely 4-Likely 5-Very Likely

	C	Mean	Median	Mode	1	2	3	4	5
Metra Station	374	3.08	3	4	46.8%	17.1%	11.5%	16.3%	8.3%
Woodfield Mall	387	3.07	3	4	23.0%	14.2%	13.7%	30.7%	18.3%
St. Alexius Medical	372	2.39	2	1	22.3%	12.6%	16.9%	32.0%	16.4%
Valli Produce	374	2.31	2	1	18.7%	0.0%	0.0%	0.3%	0.0%
Poplar Creek	372	2.26	2	1	25.0%	0.0%	0.0%	0.0%	0.0%
Harper College	374	2.22	2	1	11.2%	0.0%	0.0%	0.0%	0.0%
Golf Center / Hoffman Plaza	370	2.18	2	1	1.6%	0.0%	0.0%	0.0%	0.0%
Hoffman Village	367	2.10	2	1	44.4%	24.0%	14.7%	10.9%	6.0%
Barrington Square	371	2.08	2	1	44.7%	24.3%	15.6%	8.9%	6.5%
Jewel Shopping	367	1.86	1	1	42.8%	23.4%	15.5%	12.0%	7.1%
Forest View / Huntington Plaza	366	1.80	1	1	42.3%	22.7%	12.0%	13.7%	11.5%



The Metra Station and Woodfield Mall were the only locations that even average a neutral, “Neither Likely nor Unlikely” a places that respondents might ride to on mass transit.

Comprehensive Plan Implications:

Again the majority does not seem to support transit services, however, those who need the service have no alternative; and consequently, planning must accommodate public transit.

11. How long does it take you to commute to work each day (one way)?

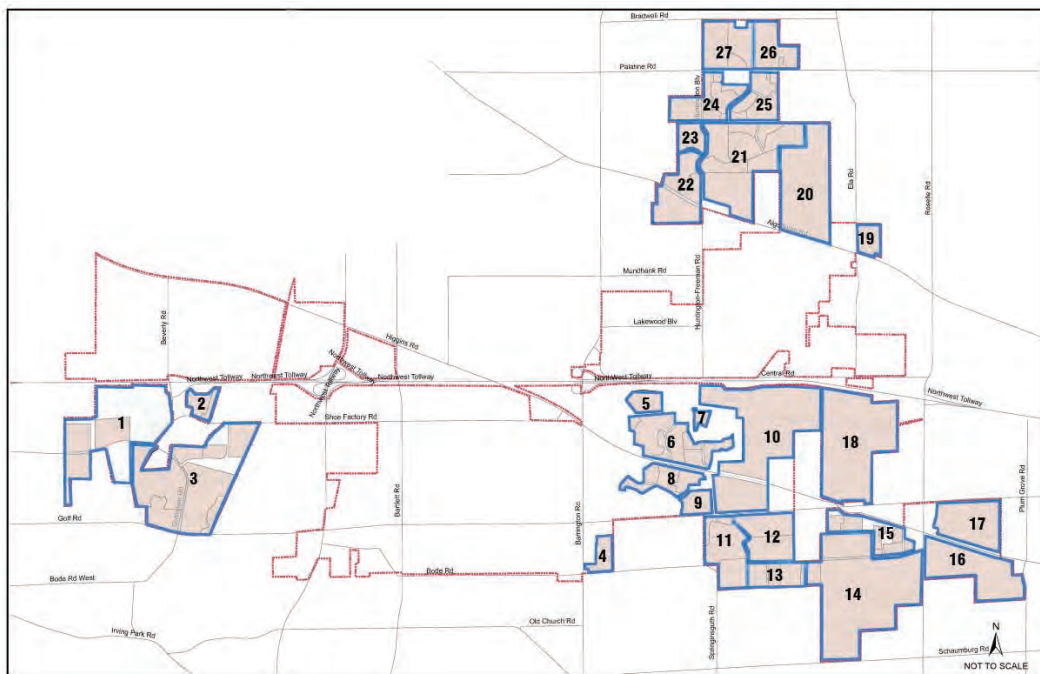
less than 15 minutes	26.5%
16 to 30 minutes	33.4%
31 to 45 minutes	19.6%
46 to 60 minutes	11.4%
61 to 90 minutes	7.5%
more than 90 minutes	1.5%

Nearly 60% of respondents have daily commute of 30 minutes or less.

Comprehensive Plan Implications:

Hoffman Estates residents do significant commutes and consequently amenities that speed their travel and enhance its appearance would be important to comprehensive planning.

12. So we can better understand the survey results, please tell us about yourself:



Enter the number from the map above that identifies your neighborhood

6.5% West
57.5% South
33.6% North

What is your age?

		C	Mean	Median	Mode
<30	7.6%				
30-39	14.4%	384	55.4	50	50
40-49	27.2%				
50-59	25.1%				
60-69	15.7%				
>69	9.9%				

How long have you been a resident of Hoffman Estates?

		C	Mean	Median	Mode
1 or less	8.9%				
2-5	18.4%	393	22.1	14	3
6-10	12.8%				
11-20	24.5%				
Over 20	35.5%				

How long have you lived in your present home?

		C	Mean	Median	Mode
1 or less	9.2%				
2-5	21.2%	391	15	12	3
6-10	15.3%				
11-20	27.4%				
Over 20	26.9%				

How long to do you expect to continue residing in Hoffman Estates?

1 or less	5.0%
2-5	18.8%
6-10	23.4%
11-20	23.4%
Over 20	29.5%

When was your home built?

Before 1960	11.6%	1980-1989	18.5%
1960-1969	23.5%	1990-1999	6.3%
1970-1979	33.2%	After 2000	6.8%



Are there children or young adults living in your home?

Yes 50.3%

No 49.5%

Are you an adult with your parents living in your home?

Yes 5.7%

No 94.1%

In total, how many people live in your home?

C	Mean	Median	Mode
393	2.87	2	2

In what type of home do you live?

78.9% single-family detached house

2.0% duplex, triplex, or fourplex

13.8% townhome

5.3% apartment/condo

Are you? Male 28.4% female 45.9 We completed this survey as a couple 25.6%

Comprehensive Plan Implications

The chart below shows the characteristics of the sample verses the characteristics of Hoffman Estates as a whole:

	Community	Sample
Households	16,000	411
Median Adult Age	45	50.5
% Female	50.2%	45.9%
% Male	49.80%	28.4%
% Couple	59%	25.6%
West	6%	6.5%
North	27%	57.5%
South	67%	33.6%



A.4. APPENDIX: OPEN HOUSE #1 SUMMARY

- Open House Executive Summary
- Summary of Open House
- Tabulation and Results



COMPREHENSIVE PLAN OPEN HOUSE 1

The first series of Community Meetings for the development of the Comprehensive Plan for the Village of Hoffman Estates were held on the 18th, 19th and 20th of April 2006. The meetings followed an Open House format and were designed to elicit citizen comments and bring forth community issues on a wide range of topics including Retail, Business, Residential, Transportation, Open Spaces/Recreation areas and Town Center development. Using dots to indicate choices and through written comments several members of the community participated in these Open Houses. An additional survey was also provided to the attendees to fill out and hand in to the Village Staff.

The Open houses were located in three different locations for the convenience of community members. The first session that was held in the Village Hall was well attended with approximately 50 community members participating. In all there were a total of 90 people that attended these three open house sessions. The following is a summary of the results from the sessions with tabulated results and images of some of the exercises that the members participated in.

RETAIL:

Most shopping centers within the Village were frequented by residents on a regular basis. The most popular choices were Hoffman Plaza, Rose Plaza and Poplar Creek Crossing. Amongst the other top choices were Barrington Square, Valli Plaza, Golf Center and centers outside Hoffman Estates. Woodfield Mall was voted the favorite shopping mall in the region by a large majority, followed by the Streets of Woodfield and Deer Park Center.

When asked to identify the priority businesses that would increase resident spending in the Village the choices included hardware stores, fine dining establishments and general food stores for groceries. The community also identified various challenges that they perceived relative to the retail in Hoffman Estates. These included the following concerns:

- a) The existing centers are viewed as being outdated, small and not a good combination of stores. Participants expressed a desire to provide modern

shopping centers

- b) Access issues to existing centers were a concern of many.
- c) There was a perceived lack of destination stores within the Village and competition from stores outside Hoffman Estates.
- d) The North and West side residents expressed a concern over the lack of neighborhood services. (convenience/ gas station/ drug store/ grocery)

BUSINESS:

When analyzing the time taken by most residents to commute to their workplace, it was found that a majority of people took between 10-20 minutes (31% of respondents). This was followed by those that traveled 30-45 minutes (18%)

RESIDENTIAL:

Most people that attended the open houses were long time residents of the community (37% of respondents had lived in Hoffman Estates over 25 years). There were several comments on the aspects of the Village that were appreciated throughout the community. The following represents the highlights of these comments:

- a) Easy access to highways I-90 and Route 53
- b) Excellent school system
- c) Large open areas, proximity to the forest preserves and golf courses.
- d) Affordability of taxes
- e) Good Village services and concerned Village government.

Concerns regarding the residential land uses were also raised by residents including the following:

- a) Lack of variety in the housing stock
- b) Lack of identity and ambiguous boundaries between surrounding suburban communities.
- c) Pedestrian friendly neighborhoods with access to retail and bike path connections within the Village
- d) Lack of code enforcement.
- e) Lack of neighborhood oriented retail in the North and Western portions of the Village.



TRANSPORTATION:

With the possible addition of the STAR Line stations in Hoffman Estates a majority of the residents responded by saying that they would largely use the trains for occasional rides to the airport followed by those that would use it occasionally for shopping or other non- work related trips. The percentage of people that responded saying they would benefit greatly from the addition of these stations was small, with only 10% saying they could use the service daily to commute back and forth from their work places.

OPEN SPACE:

The residents of the Village largely patronize all open space and recreation areas within and along the perimeter of the Village. The most frequently used open space facility was the neighborhood park, followed by the forest preserves and golf courses. Residents expressed a desire for additional bike paths and trail connections throughout the Village.

TOWN CENTER:

The development of a Town Center was considered important by most members of the community. The idea of locating a town center adjacent to a new STAR Line station was well supported by the participants.



Village of Hoffman Estates Comprehensive Plan
Open House April 18

Summary of Input

The first series of community meetings for the development of the Comprehensive Plan for the Village of Hoffman Estates were held on the 18th, 19th and 20th of April 2006.

The meetings followed an Open House format and were designed to elicit citizen comments and bring forth community issues on a wide range of topics including Retail, Business, Residential, Transportation, Open Spaces/Recreation areas and Town Center development. Using dots to indicate choices and through written comment several members of the community participated in these Open Houses. An additional survey was also provided to the attendees to fill out and hand in to the Village Staff.

The Open houses were located in three different locations for the convenience of community members. The first session that was held in the Village Hall was well attended with approximately 50 community members participating. In all there were a total of 90 people that attended these open house sessions. The following is a summary of the results from the open house sessions with tabulated results and images of some of the exercises that the members participated in.



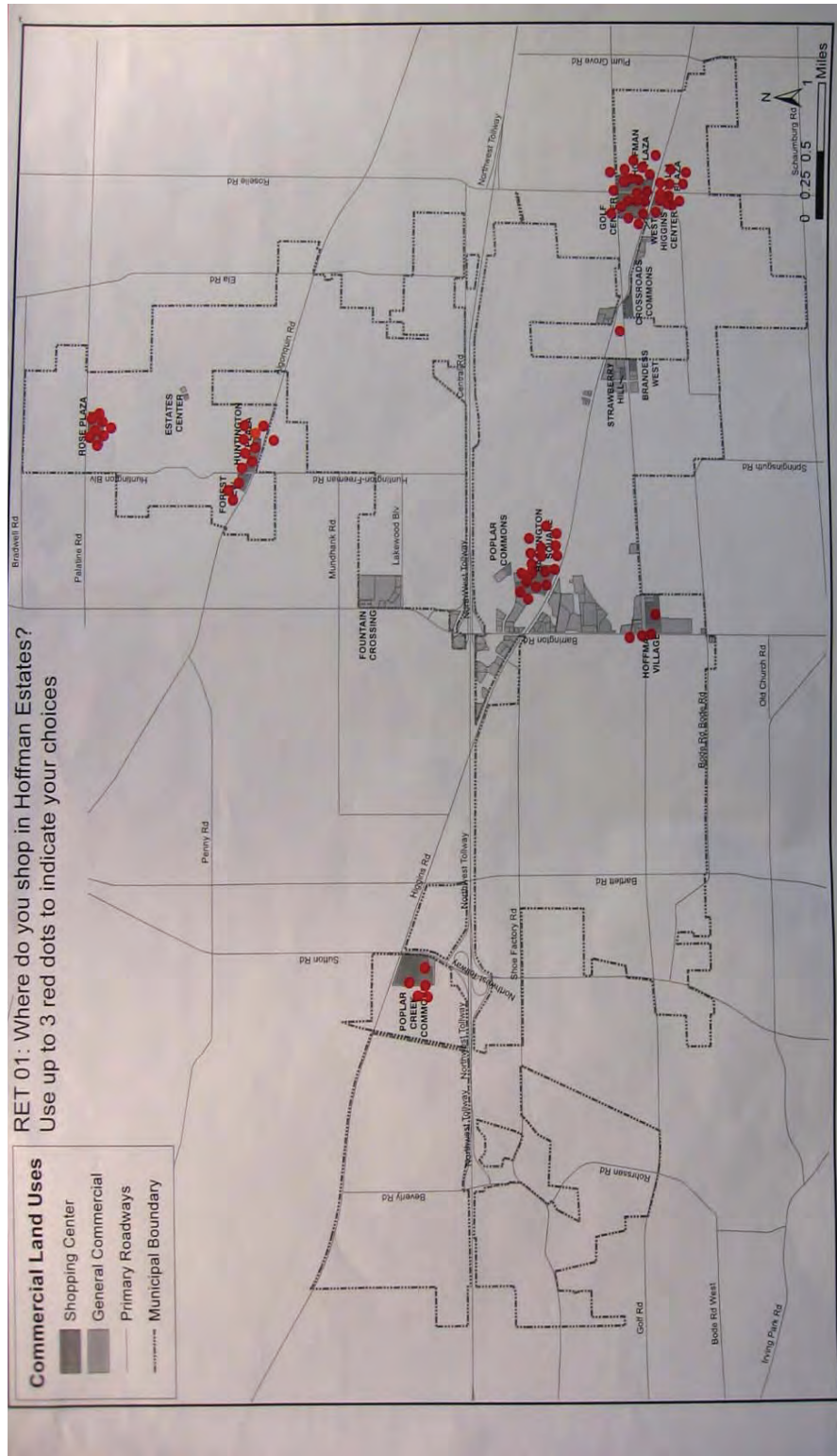
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Village of Hoffman Estates Comprehensive Plan
Open House April 18

Summary of Input



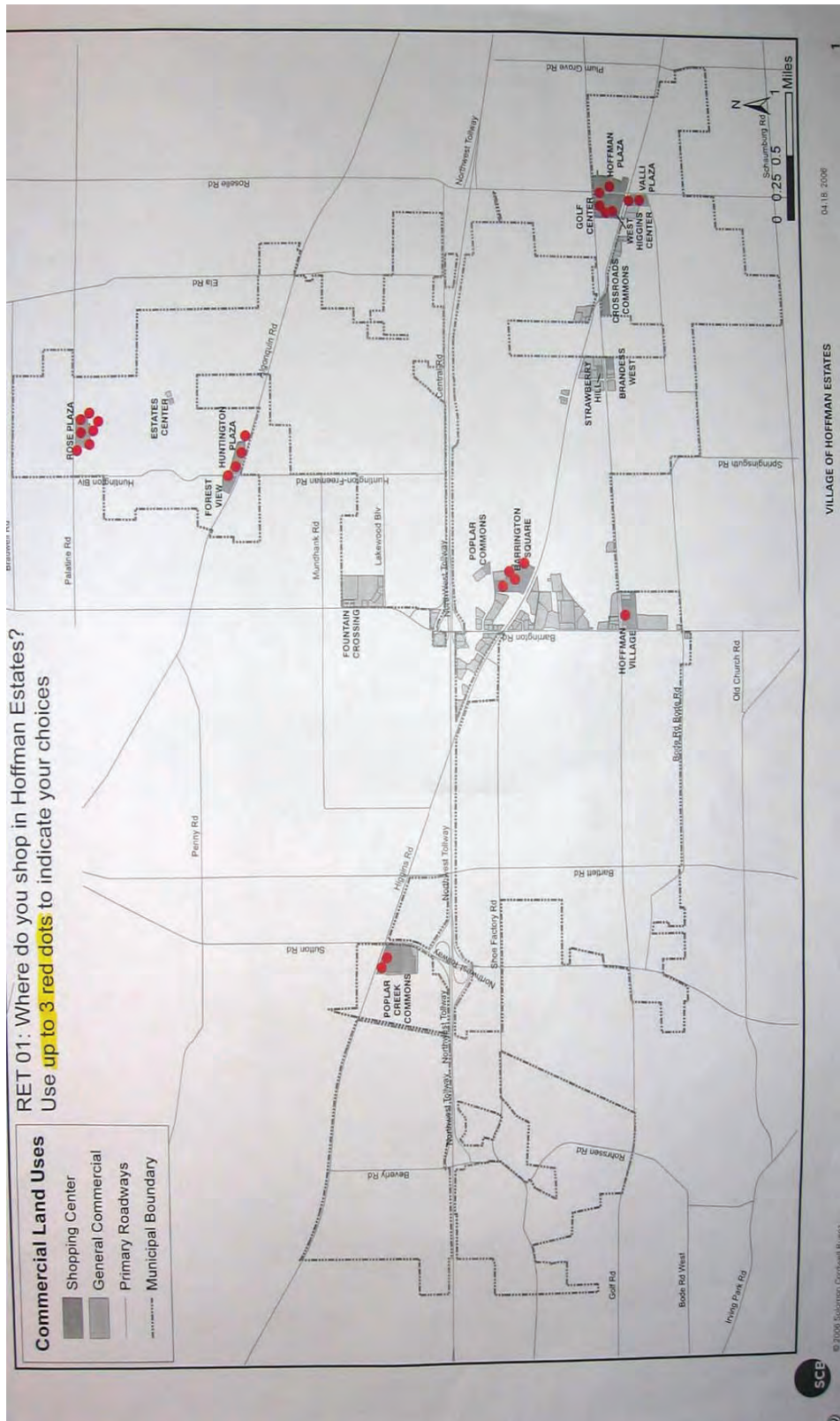
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Village of Hoffman Estates Comprehensive Plan
Open House April 19

Summary of Input



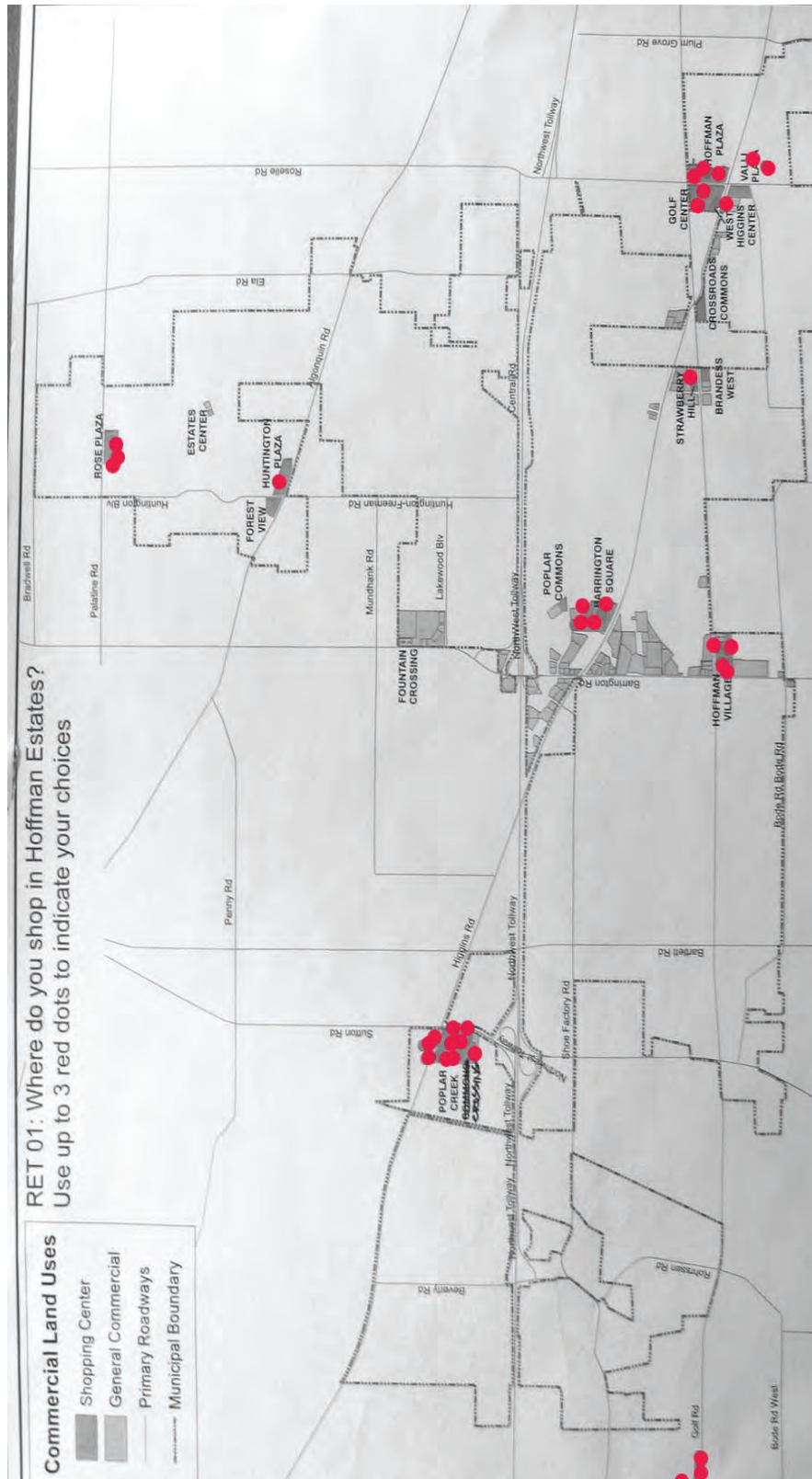
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Open House April 20

Summary of Input



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Village of Hoffman Estates Comprehensive Plan
Open House April 18,19,20

Summary of Input

RET 02: How often do you shop at these Hoffman Estates Centers?

Name of Center:	Once a Week			Monthly			Annually			Never		
	Open House	Open House	Open House	Open House	Open House	Open House	Open House	Open House	Open House	Open House	Open House	Open House
	1	2	3	1	2	3	1	2	3	1	2	3
Poplar Creek Crossing			5	2	2				5	2	3	
Hoffman Village	3		1	3	1	3	2	2	1	1	1	
Barrington Square	15	2	2	12	7	4	2		2			
Poplar Commons	1	3		1		2	2			1	2	1
Fountain Crossing		1		2			1		1	3	1	
Huntington Plaza	7	4	1	2	3		1			1	1	1
Forest View	2	1		3	3		2			2	1	1
Estates Center		1								2	1	1
Rose Plaza	6	10	5		1		1			1	1	1
Strawberry Hill			1	1			3				1	1
Brandess West Center										1	1	1
Crossroads Commons				2		2					2	1
Golf Center	7	1	3	3	2			1				1
West Higgins						1						1
Hoffman Plaza	17		1	2	2		1		1		1	
Valli Plaza	11	4	2	5					1		1	
Outside Hoffman Estates	12	3	16		1			1				
Top five choices:												
Open House 1	Hoffman Plaza - Barrington Square - Outside HE - Valli Plaza - Golf Center											
Open House 2	Rose Plaza - Valli Plaza - Huntington Plaza - Outside HE- Poplar Commons											
Open House 3	Outside HE - Poplar Creek Crossing - Rose Plaza - Golf Center - Valli Plaza											



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Village of Hoffman Estates Comprehensive Plan
Open House April 18, 19, 20

Summary of Input

RET 04: Place up to 3 red dots identifying the business that should be added to increase the amount you spend in Hofman Estates

Open House	1	2	3
Art Gallery	6	2	1
Business Services (Copying, Faxing, Printing)	3		
Casual Dining (Welcomes Children, Table Service)	4	3	8
Fast Food (Counter Service)	0		
Fine Dining (White Table Cloths, Atmosphere)	18	4	2
Microbrewery/Sports Bar	7		1
General Food Stores (Groceries)	8		8
Specialty Foods (Ice cream, Coffee, Meat)	3	2	2
Ethnic Restaurants	8	4	2
Bakery	9	3	2
Banquet Facilities	1		1
Pet Supplies and Grooming	1	1	
Florist/Gardening Supplies	4	1	
Craft Supplies Store	3	1	
Gifts/Decorative Accessories	1		1
Greeting Cards/Gifts	1	1	1
Furniture	3		
Apparel	3		2
Jewelry	0		
Guest Lodging (Bed & Breakfast, Motel)	2		1
Hardware Stores	12	8	5
Drug Stores	0	1	2
Personal Services (Hair cuts, Spa, Barber, Dry Cleaning)	0	3	2
Professional Services (Medical, Legal, Accounting)	0		
Added by resident: Book store new or used			3
Top five choices:			
Open House 1	Fine Dining - Hardware Stores - Bakery - General Food Stores - Ethnic Restaurants		
Open House 2	Hardware Stores - Ethnic Restaurants - Fine Dining - Casual Dining - Personal Services		
Open House 3	General Food Stores - Casual Dining - Hardware Stores - Book Stores		



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Village of Hoffman Estates Comprehensive Plan
Open House April 18, 19, 20

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Summary of Input

RET:05: What are the biggest challenges and/or opportunities for retail in Hoffman Estates? Provide written comments in the space below	
Open House	Comments
1	<p>Give out more discount coupons in Newspapers</p> <p>Need Diversity</p> <p>Outdated, small isolated strip centers, not cohesive</p> <p>Outside dining</p> <p>Starbucks near Golf & Roselle area</p> <p>Hobby Shop</p> <p>Hoffman Plaza outdated! Parking lot needs work. Signs needed to residential entrances; ie Highlands/High Point, etc. Golf Center nice but can't get to Hoffman Plaza</p> <p>More modern shopping centers</p> <p>New to area, not familiar with variety of businesses, advertise. Need more variety, not competing with each other</p> <p>Competition with Schaumburg</p> <p>Behind in technology, need more WI-FI hot spots or Village wide WI-FI</p> <p>Challenge, all retail is likely to experience a decline as increasing number of people shop on the internet.</p> <p>Too many empty stores</p> <p>How about restaurants that are not fast food or white tablecloth, something in between</p> <p>Take chances with new design. Traditional and conservative can get boring, so overdone in other new malls.</p> <p>Old Hoffman area (Hoffman Plaza) something off of Roselle between Golf & Higgins. A high rise condo or several of them.</p> <p>Improve your low income areas (ie Barrington Square) in high profile areas.</p> <p>Traffic congestion: ingress & egress=challenge. Opportunities= offering unique items you don't find elsewhere/lots of money in this area</p> <p>Competition from stores in Schaumburg</p> <p>Unattractive shopping centers</p> <p>Update Hoffman Plaza</p> <p>Huge indoor water park and resort</p> <p>Escalating prices</p>

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Village of Hoffman Estates Comprehensive Plan
Open House April 18, 19, 20

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Summary of Input

RET:05: What are the biggest challenges and/or opportunities for retail in Hoffman Estates? Provide written comments in the space below	
Open House	Comments
2	<p>Why can't we have resale, 2nd hand stores in HE?</p> <p>What are you doing at Beacon Hill?</p> <p>Garden Store</p> <p>So many other competitors outside Hoffman, Need destination choices on major corridors.</p>
3	<p>To provide neighborhood stores for west side residents. (ie grocery, coffee shop, gas station, so residents don't have to leave the neighborhood to do shopping.) Not necessarily in the neighborhoods, but close by.</p> <p>The West side is mostly low density single family housing. People invested in this area for it's beauty!. They didn't move here for the shopping.</p> <p>Improve West End East/West transportation/Roads.!(ie widen Golf Rd (Rt 58)-Shoefactory Rd) for better traffic flow and safety</p> <p>Didn't move here for the shopping or widening of our streets. Leave the "rural" setting as is, please.</p> <p>Basics for West Side-full service grocery store, gas station, public transportation, keeping traffic congestion to a min. in our neighborhoods.</p> <p>Full service grocery, Whole Foods; gas station</p> <p>Gas Station & Grocery store, Valli Produce.</p> <p>There is so much repetition of the same stores in strip malls-NO MORE SUBWAYS/CLEANERS/BANK BRANCHES ON EVERY CORNER!</p> <p>Local bars with food service up north and more restaurants up north.</p> <p>Want more non-chain restaurants</p> <p>No more state aid people</p> <p>Gas station, please!!</p> <p>Gas Station, grocery store, walgreens, fabric store; restaurants would be good.</p> <p>Gas Station! Restaurants - child friendly, coffee shop, create with a park like unobtrusive façade.</p> <p>Book store for work/pleasure; dry cleaner</p>

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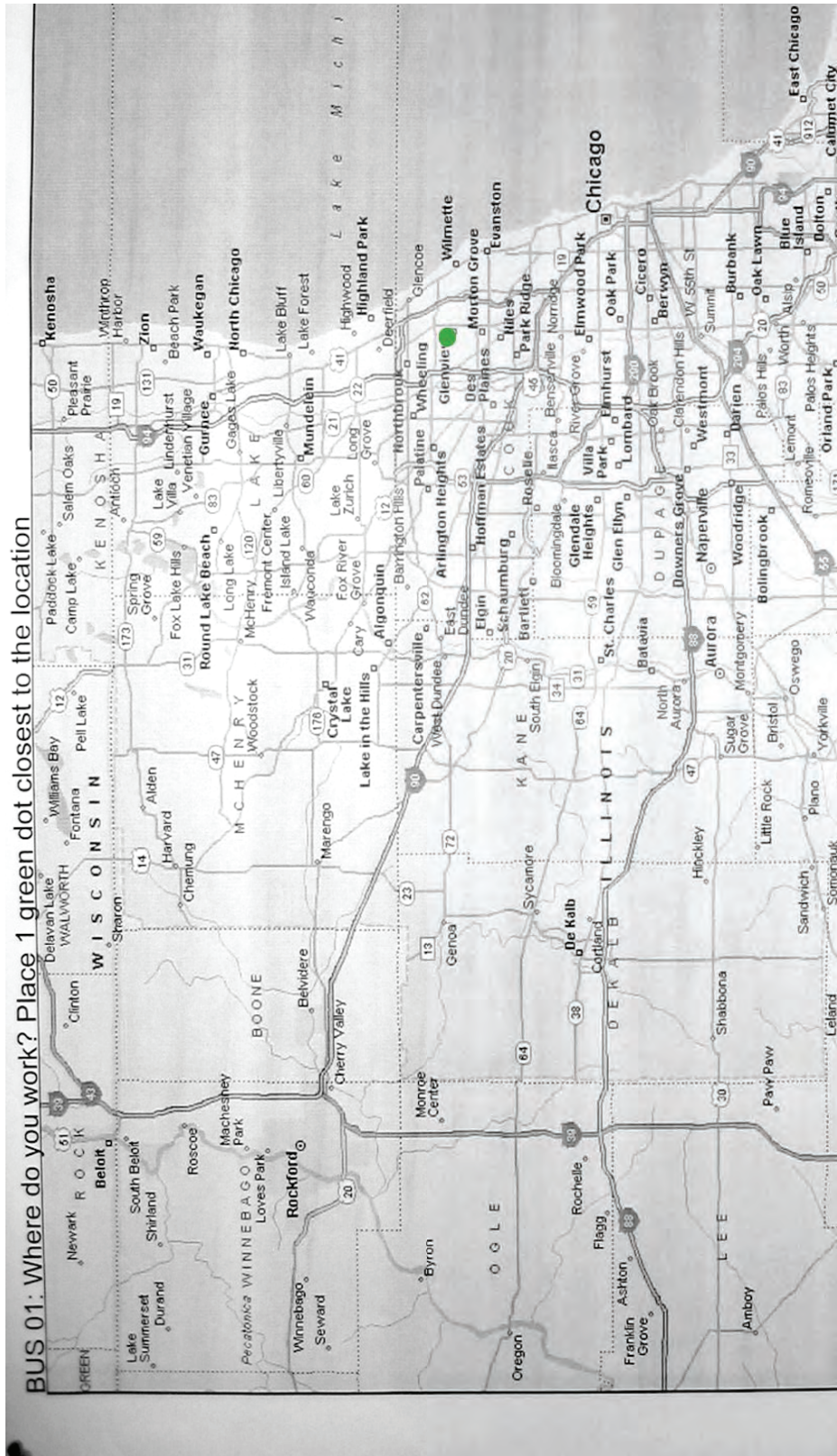
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Open House April 18

Summary of Input



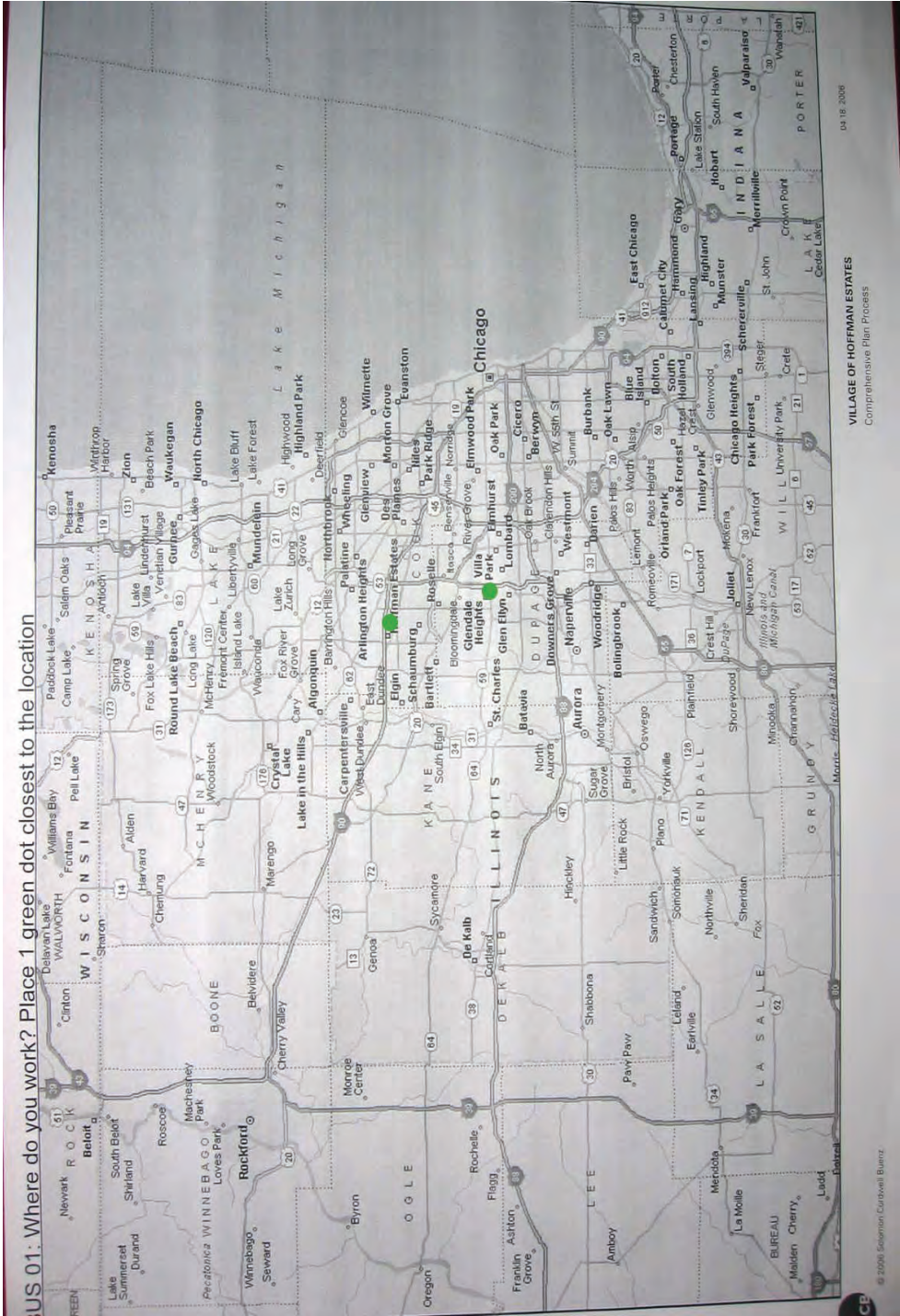
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Open House April 19

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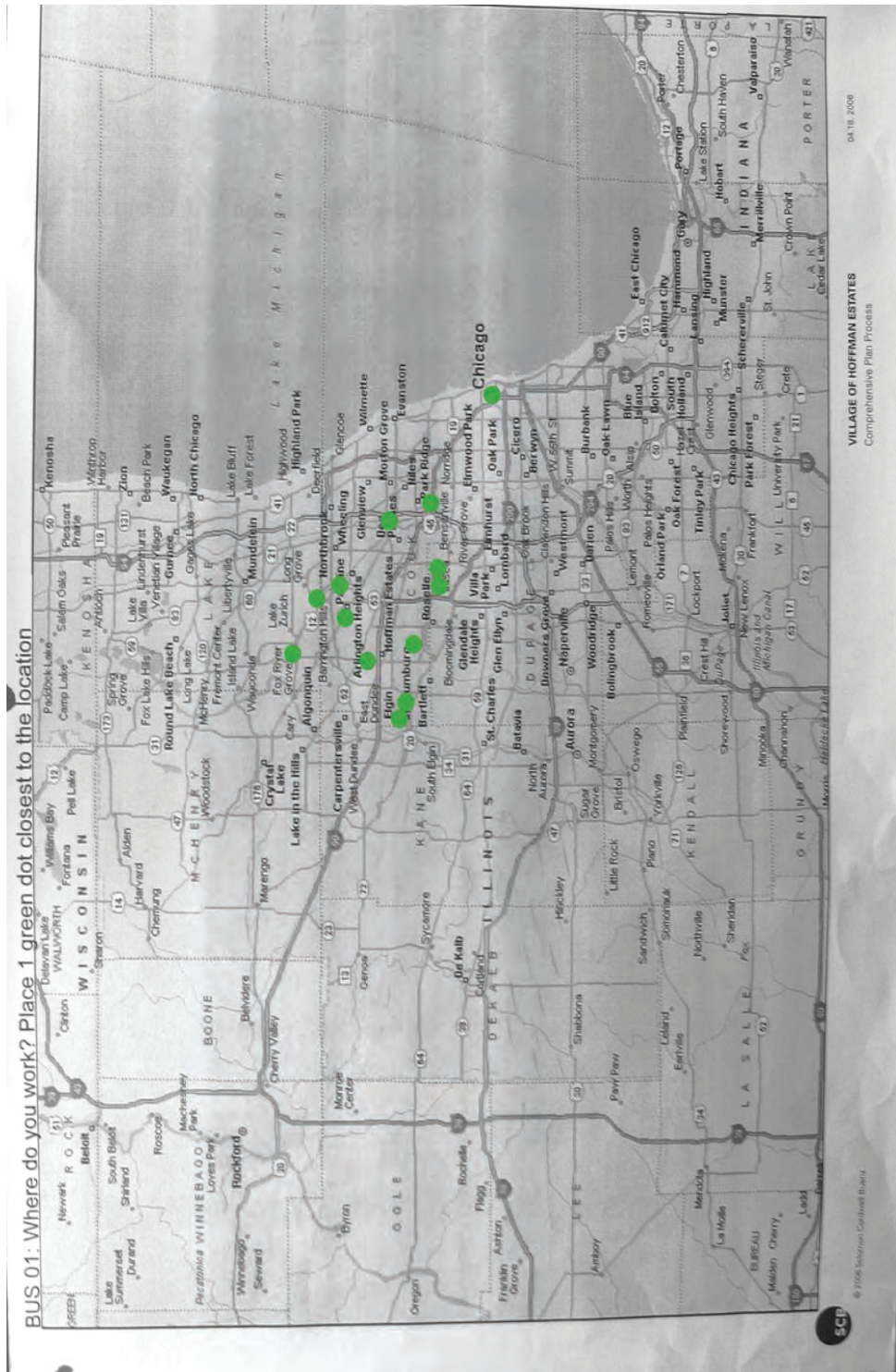
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Open House April 20

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Village of Hoffman Estates Comprehensive Plan
Open House April 18,19,20

BUS 02: How long is your commute to work? Place 1 green dot to

Open House	1	2	3
Work at home	1	1	1
Less than 5 minutes	2	1	
5-10 Minutes	0		1
10-20 Minutes	5	2	3
20-30 Minutes	2		3
30-45 Minutes	2		4
45-60 Minutes	1	1	3
60-90 Minutes	0		

BUS 03: How many hours a week do you work out of your home?

Open House	1	2	3
1-10 Hours	5	2	3
10-30 Hours	2	1	1
30-50 Hours	2		2

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Summary of Input

BUS 04: Are there business support services/businesses that you use? Provide wirtten comments in space below	
Open House	Comments
1	Bus service to other communities Kinko's in HE south of Tollway Kinko's on Roselle Office Depot Kinkos Restaurants Parmacy Grocery Store Menards Pac-n-mail Theater for live plays UPS Store Motel/Hotel
2	
3	ComCast Cable ComCast Cable; Landscape Service, Praire Stone Health Center!! (excellent) ComCast Cble, PSWC



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Village of Hoffman Estates Comprehensive Plan
Open House April 18, 19,20

Summary of Input

BUS 05: How long have you had a business in Hoffman Estates? Place 1 green dot against the correct category.

Open House	1	2	3
Less than a year	0		
1-3 Years	1	1	
3-5 Years	0	2	
5-10 Years	1		
10-15 Years	0		
15-25 Years	1		
Over 25 years	0		

BUS 06:	What type of business do you have?	What do you like about having a business in Hoffman Estates?	What are the challenges to businesses in Hoffman Estates?
Open House			
1			
2			
3			Traffic flow



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Village of Hoffman Estates Comprehensive Plan
Open House April 18, 19, 20

Summary of Input

RES 01: How long have you lived in Hoffman Estates?
Place 1 orange dot against the correct category.

Open House	1	2	3
Less than a year	3		1
1-3 Years	2	1	6
3-5 Years	0		4
5-10 Years	2	2	
10-15 Years	2	1	2
15-25 Years	10	4	1
Over 25 years	12	7	4

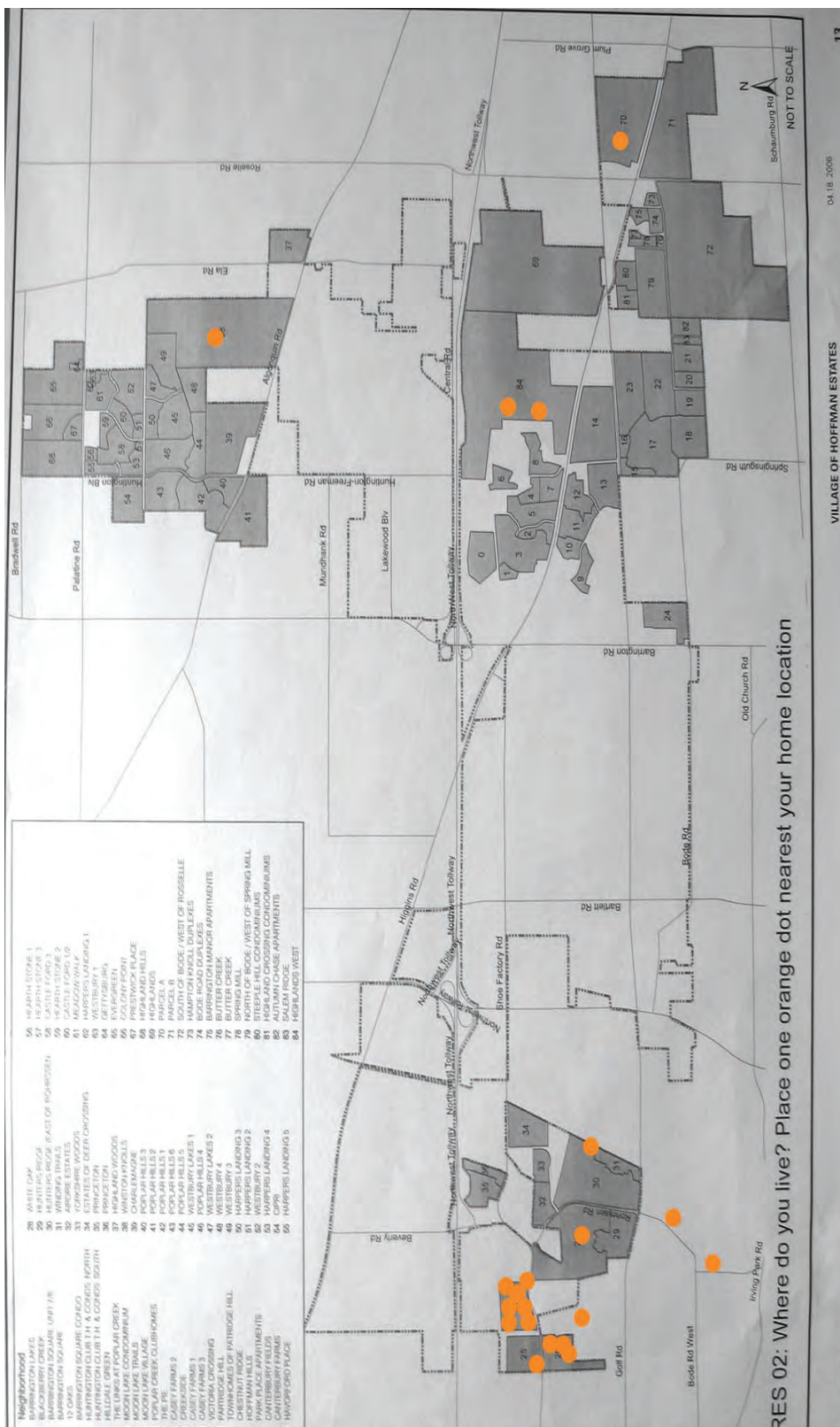


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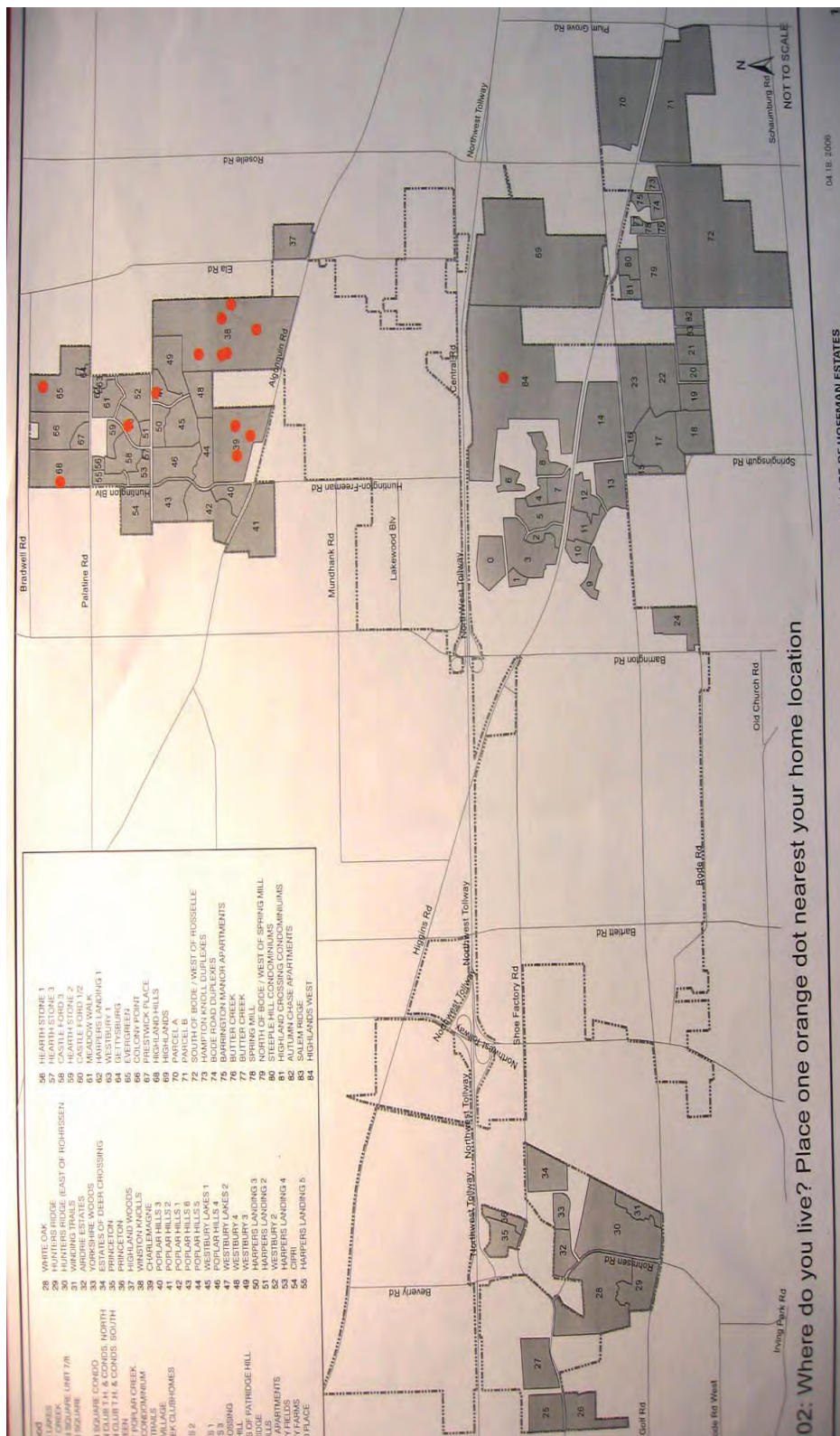
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Open House April 19

Summary of Input



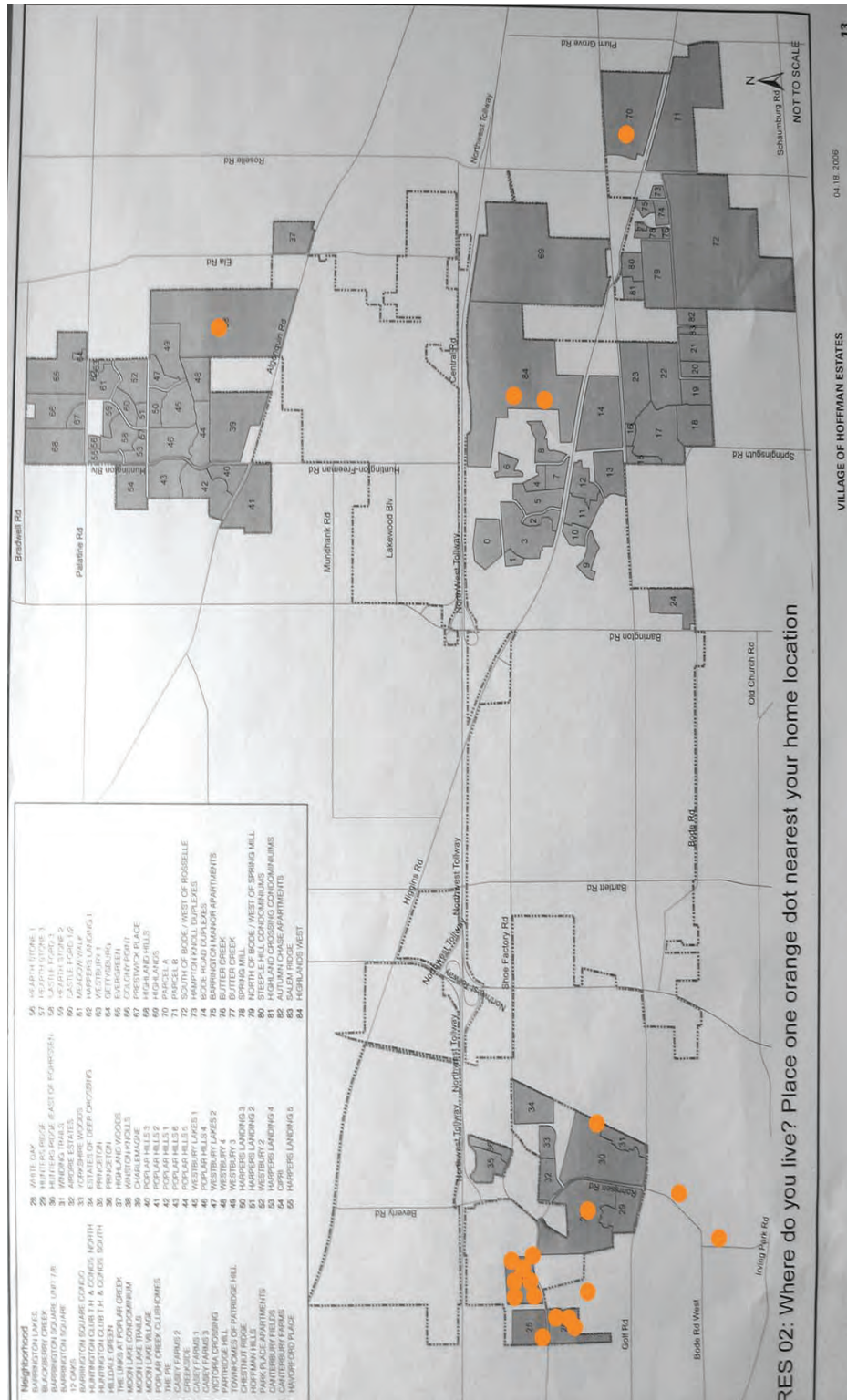
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Village of Hoffman Estates Comprehensive Plan
Open House April 18,19,20

Summary of Input

RES 03:	What do you like about Hoffman estates?	What would you like to see improved in your neighborhood?
1	<p>The many trees spreading across the neighborhood streets like boulevards of Chicago</p> <p>Not Much</p> <p>Easy access to I-90 and Rt. 53 north and south (I-290 & I-355), reasonable taxes, services</p> <p>Accessibility to I-90 toward city; airport and other local communities</p> <p>Village listens to residents' concerns. Love access to I90. Proud people live here.</p> <p>Location along I90 very saleable. Sears put us on the map, get more!</p> <p>Access to I-90. Quiet, well kept neighborhoods</p> <p>access to expressways, good schools, quiet neighborhoods, low crime.</p> <p>Its openness, people gov't.</p> <p>Government, open area, schools</p> <p>Aces to I-90, open spaces</p> <p>Location, diversity, access to resources, size & growth potential</p> <p>Convenient transportation, good schools.</p> <p>Location, location, location - schools-mayor O'Malley's influence.</p> <p>Location</p> <p>Open areas. Large amounts of forest preserves</p> <p>Affordable (relatively low taxes)</p> <p>"Openness" forest pres. Etc.</p> <p>Location</p> <p>Police Fire and Village Services</p> <p>Fishing Lakes</p> <p>Location to 90 and shopping, park district</p> <p>Schools</p> <p>Location, less crime</p> <p>Quiet, low crime rate, safe close to the county open spaces</p> <p>Nice place, generally quiet</p> <p>Location, schools, real estate quality</p> <p>Location in Chicago area, proximity to Woodfield shopping, etc.</p> <p>The way the streets are maintained, snow removal</p> <p>Quiet, good schools, friendly.</p>	<p>I'd like a greater mix of styles. Each neighborhood is defined by it's builder</p> <p>The work done by the Village done in a professional manner by union workers and to be accountable for bad work.</p> <p>Need for street lights for safety and aesthetics.; improved code enforcement</p> <p>Implement no overnight street parking</p> <p>Hoffman Plaza rebuilt - 2 stories and parking under</p> <p>Signs to HE entrances. People think we're Schaumburg!</p> <p>More pedestrian friendly shopping areas</p> <p>Stricter remodeling & design guidelines. Determent of handyman additions</p> <p>Internet WI-FI for the community</p> <p>More inclusion in government jobs of minorities; communication from officials. Access to transportation for those who can not drive Competitive cable/Internet services, possibly community provided internet</p> <p>Improved disaster preparedness</p> <p>Jones Rd.</p> <p>Senior services, more services for seniors</p> <p>Governors lane/road improvement would go far in pushing rehabbing Barrington Square</p> <p>Com Case competitor</p> <p>Bike paths that connect the community</p> <p>Enforcement of codes, ordinances</p> <p>Listen to and act on residents' concerns</p> <p>More stop signs, more police giving speeding tickets</p> <p>More code enforcement, watch speeding, no permanent trailers on driveways</p> <p>Police should stop speeding, reckless driving and runing stop signs</p> <p>Code enforcement for "crappy" back yards.</p> <p>Yes, code enforcement is poor. People are not taking care of homes and yards, get after them and maybe have an awareness program</p> <p>Slow down traffic on Freeman Rd., more police enforcement, stop cars with loud speakers blaring music.</p> <p>The neighborhood is good</p> <p>More street lights.</p>
2		

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Village of Hoffman Estates Comprehensive Plan
Open House April 18,19,20

Summary of Input

RES 03:	What do you like about Hoffman estates?	What would you like to see improved in your neighborhood?
3	<p>Keeping cell towers out of our parks</p> <p>Providing exceptional parks & park services</p> <p>Exceptional snow removal and street availability</p> <p>Good planning for the future!</p> <p>Clean, excellent schools, excellent Park District, good roads, nice preservation of Forest Preserves.</p> <p>Amazing snow removal, no annual car (city) stickers!</p> <p>Great village services! Concerned Village government! The Best!</p>	<p>Bike walking paths so you can enjoy the west side without always hopping in the car</p> <p>Ditto! *</p> <p>Forest Preserve paths connected to West Side. Ditto. Bigtime.</p> <p>Town Center centralized to West Side (Bev./Shoe Factory) Ditto! Ditto! Ditto!</p> <p>Sidewalks from Golf to Shoe Factory on Rotterssen</p> <p>No Fence streetscapes (houses backing up to major streets with a variety of fencing)</p> <p>No Mail drop box. No nearby shopping. Need both!!</p> <p>Mail drop box.</p> <p>Sidewalks from Winston Knolls to Huntington Plaza on same side.</p> <p>Better drainage in Winston Knolls</p> <p>Better and diverse retail up north.</p> <p>Driveway on Glen Lake Rd.</p> <p>Remove restrictions on uniform mailboxes</p> <p>Expanded retail services! Please continue momentum!!</p> <p>Biking/walking paths, move us out of U46 school district.</p>

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Village of Hoffman Estates Comprehensive Plan
Open House April 18, 19, 20

Summary of Input

RES: 04 Place an orange dot in the box that best describes how important you believe these neighborhood issues are:

Neighborhood Issue	Very Important			Important			Not important		
	Open House 1	Open House 2	Open House 3	Open House 1	Open House 2	Open House 3	Open House 1	Open House 2	Open House 3
Homes are generally compatible in character.	10	8	9	6	5	4	3	1	1
Homes are a similar age.				2		4	16	7	6
Homes are of varied architecture.	18	4	13	6	3	2			
There are large mature trees.	20	8	12	6	2	1	1		
Homes are approximately of equal size		2	1	9	9	1	11	1	6
Homes within a block are on similar size lots	7	4	9	9	7		3	1	
Homes are of similar height	3	2	2	8	3	3	9	4	2
Homes have approximately equal setbacks from the street	14	9	8	6	1		2	1	
Homes are constructed of similar building materials	3		1	10	5	8	8	2	2
Garage doors do not dominate the view from the street	8	1	9	11	3	1	3	4	
Homes are setback from the side of the lot, allowing for green space between homes	21	7	9	2	4	1	2	1	

Village of Hoffman Estates Comprehensive Plan
Open House April 18,19,20

Summary of Input

OS 02: How many times a year do you use open spaces for recreation spacesa in Hoffman Estates? Place 1 yellow dot per category																		
Name of Center:	Once a year			Twice a year			4 times a year			Once in 2 months			Once a month			Weekly		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Parks in your subdivision		1					2	1		1	3		4	1	5	9	6	3
Forest Preserves	2	2				1	5	2		1	1		4	2	4		2	
Golf Courses		3				4	1	3		2		3	3	1	3		1	



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Village of Hoffman Estates Comprehensive Plan
Open House April 18,19,20

Summary of Input

OS 03:	What improvements would you like to see in the open spaces and recreational areas in Hoffman Estates? Provide written comments
1	<p>Parks are good and getting better. Add places to rest and relax. Read a book in the shade or play cards with a friend or two on a warm afternoon.</p> <p>More nature trails. Like what used to be at the ??? Part of Paul Douglas FP before the wetland flooded the bridge path</p> <p>Need more table with and without a cover. More nature trails and bike paths</p> <p>More trails</p> <p>Easier bike access in open areas and streets</p> <p>Public art and sculptures, art museum</p> <p>Better access to bike paths and interconnection of N&S Hoffman; Crosswalks on Barrington Road to County FF</p>
2	<p>I would like my kids to be able to ride bikes to and from Willow Creek Recreation Center and HEIACC from home</p> <p>More walking trails</p> <p>Wildlife preserves</p>
3	<p>Both the West Side of HE & the East side of Elgin require more parks & open areas</p> <p>Path/sidewalk system on West End so you can get around within the Westside without a car</p> <p>Fill overflow in Highland Park/clear weeds so children can ice-skate in cold weather</p> <p>More equal distribution of lighted ball fields across the community</p> <p>Able to connect Forest Preserve paths with West Side neighborhoods/parks</p> <p>Open space incorporated into Town Center, Bike paths</p> <p>Spruce up Forest Preserve on Barrington Rd. An Interpretive Center would be excellent there</p> <p>More shade trees at Parks up North near benches.</p> <p>Tennis Courts on West Side.</p> <p>Places for people to gather, relax, read. Benches, Trees, open green fields for playing</p>



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Village of Hoffman Estates Comprehensive Plan
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Summary of Input

TC 02: How important is a Town Center to Hoffman Estates? Place 1 yellow dot per category.

1	Important			Somewhat important			Not Important			No Comment		
	2	3		1	2	3	1	2	3	1	2	3
18	5	11		3	4	2	5	2				

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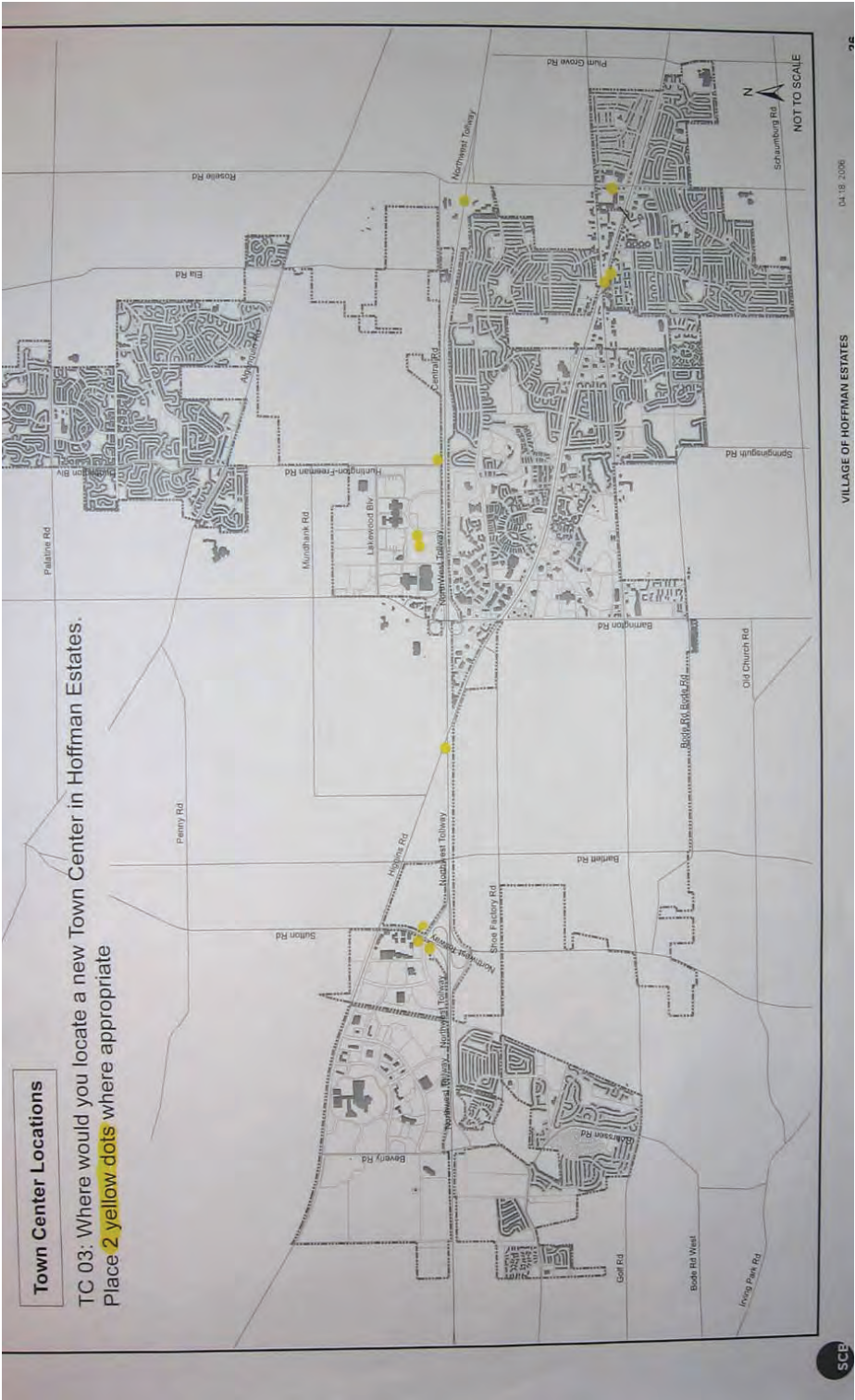
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Open House April 19

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Village of Hoffman Estates Comprehensive Plan
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Summary of Input

TC 04: Do you think locating a Town Center near a new train station for the STAR Line is a good idea? Place 1 yellow dot to indicate your choice.					
	YES			NO	
Open House	1	2	3	1	2
Responses	7	10	8	6	2

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Summary of Input

TRANS 04: If transit was available would you use it...(Please use 2 of the blue dots provided to indicate your choice.)

	Daily to Work			Occasionally to work			Occasionally to the airport			Occasionally for shopping or other non-work trips			Never		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Open House															
Responses	7	2		3	1	2	16	12	17	12	9	6	2	1	4
Written Comment:															
2- Need sound barrier on I90 for the Highlands															
2- Need more bus service to Woodfield and Medical Centers															

TRANS 05: How far would you be willing to walk to take transit? (Please use 1 blue dot to indicate

	Less than 2			2 blocks			3 blocks			4 blocks			More than 4 blocks		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Open House															
Responses	6		1	5	1		5		5	8	3	2	5		6

A.5. APPENDIX: OPEN HOUSE #2 SUMMARY

- February 2007 Open House Boards



DEMOGRAPHICS / REGIONAL TRENDS

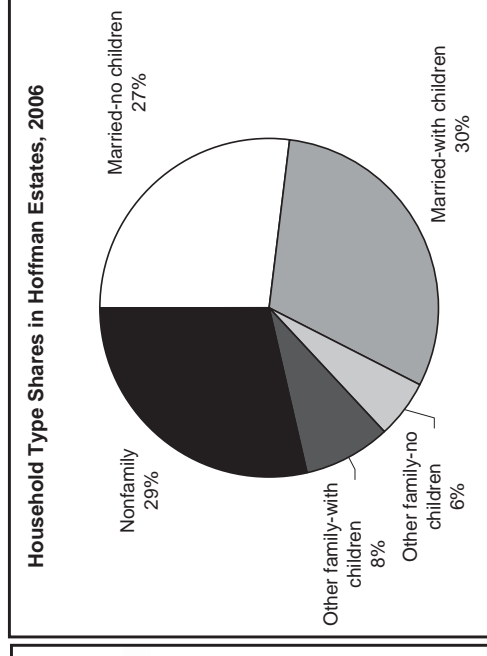
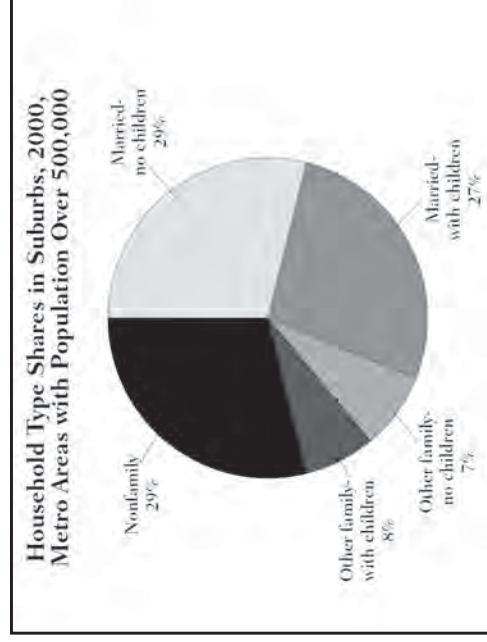
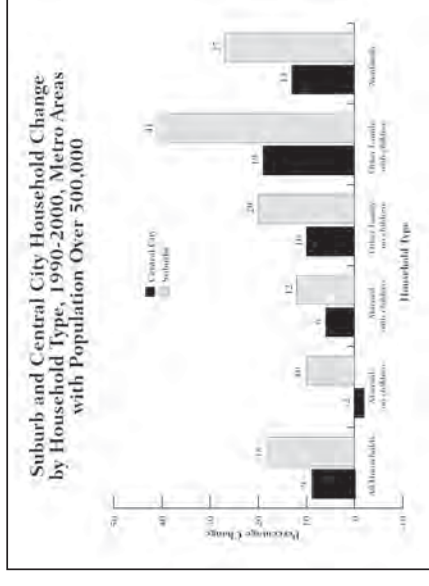
NATIONAL DEMOGRAPHIC TRENDS

- **Suburbs now contain more nonfamily households—largely young singles and elderly people living alone—than married couples with children***
- **In 2000, 29% of all suburban households were nonfamilies, while 27% percent were married couples with children. Overall, suburbs experienced faster growth in every household type than their cities in the 1990s***
- **Married with Children:** As the children of baby boomers age and leave home, the traditional “nuclear family household type accounts for a shrinking portion of all US households. In 2000, less than 27% of all households nation wide were of this type while in 1990 they accounted for 40 %
- **Married without Children:** 29% of households and consist of young couples who do not have children yet, empty nesters, elderly couples and other couples without children.
- **Other Families with Children:** 8% of households, primarily single parent households (4 out of 5 of these households are headed by females)
- **Other Families without Children:** 7% of households
- **Non Families:** 29% of households, more than 80% of these category are single people living alone, of these 1/3 are living alone.

- **Suburbs in slow-growing Northern metro areas are becoming more diverse with older populations and expectations to serve a wide range of incomes***

With increasing numbers of non families calling the suburbs home there is raising demand for transportation services, affordable housing, home healthcare for residents who are aging in the same place.

- **Source: Brookings Institution Center on Urban and Metropolitan Policy**



REGIONAL

The following is a snapshot of who lives in Hoffman Estates and comparison with adjacent communities.

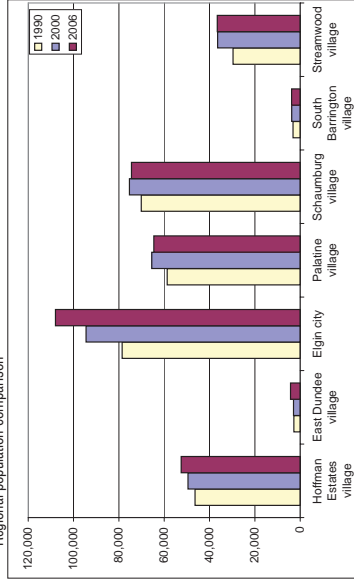
DEMOGRAPHICS

This information is a baseline for trend projections in the Comprehensive Planning Process.

Population

- Total Population (2000): **49,495**
- Total Population (2006): **52,497**
- Male: **26,155**
- Female: **26,341**
- Median Age (years): **35.7**
- Population 20 years and over: **32,880**
- Population 65 years and over: **4,240**
- 1990-2000 Population change: **6.06%**

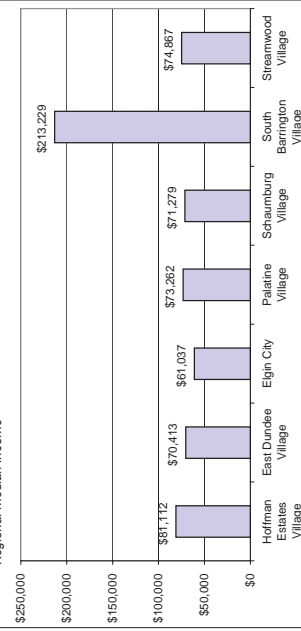
Regional population comparison



Employment and Income

- Employed civilian population (16 years and over): **29,200**
- Commuting to work (Workers 16 years and over): **26,331**
- Unemployment rate (IL Dept. of Employment Security, 2004): **4.9%**
- Median household income: **\$81,112**
- Per capita income: **\$34,064**

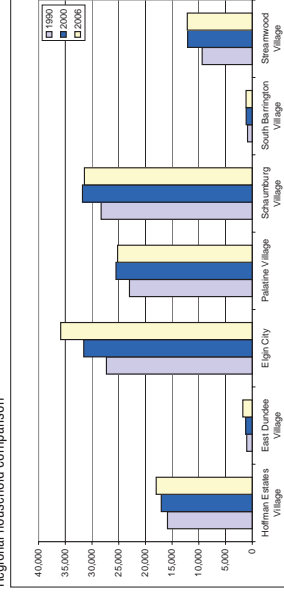
Regional median income



Households

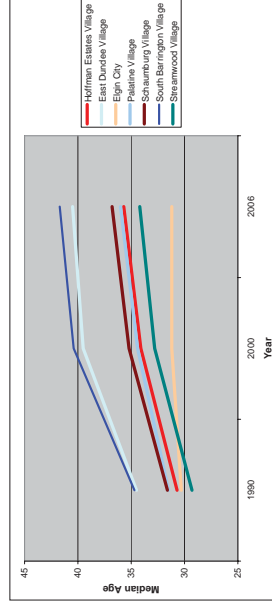
- Total housing units: **19,256**
- Total households: **17,982**
- Married-couple family: **56.5% Of Total Population**
- Average household size of the owner occupied unit is **3.06**
- Households with individuals under 18 years: **7,380**
- Households with individuals 65 years and over: **2,347**
- Owner-occupied housing units: **13,924**
- Renter-occupied housing units: **4,051**
- Median value of owner-occupied housing unit is **\$181,700**
- Median gross rent of renter-occupied unit is **\$888**

Regional household comparison

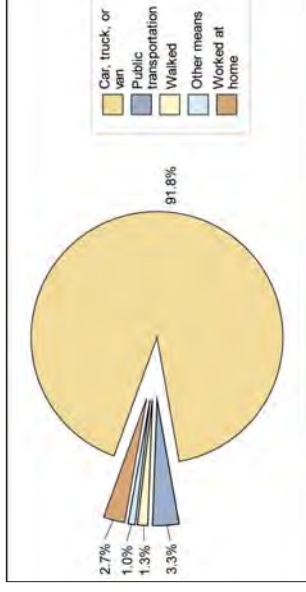


Age

The Village of Hoffman Estates has experienced gradual aging in the population in recent years. In 2000, the median age of Hoffman Estates residents was 34.1, up from 30.7 in 1990. With the exception of Elgin, all the comparison areas experienced a similar trend in population age.



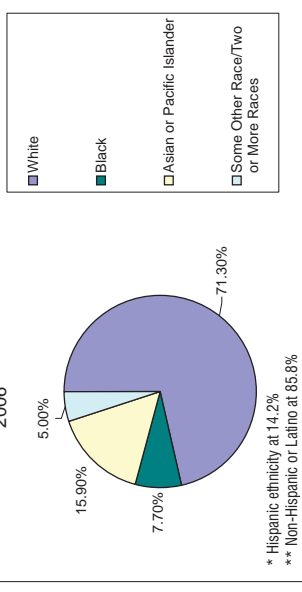
Means of Transportation to Work



Race and Ethnicity

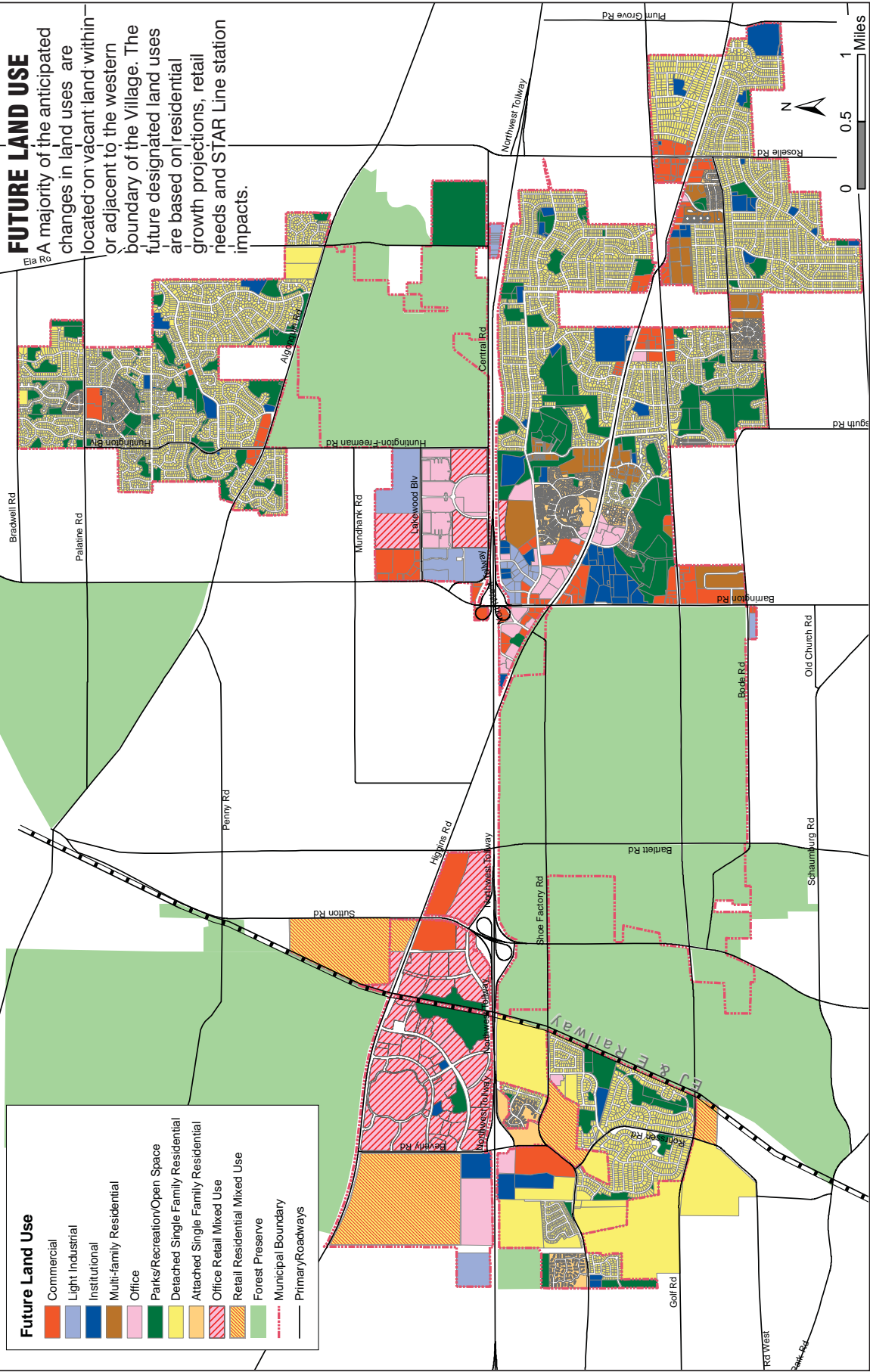
- White alone: 37,401
- Asian alone: 8,365
- Hispanic or Latino: 7,436
- Black or African American alone: 4,051
- Some other race alone/Two or more races: 2,620

2006



* Hispanic ethnicity at 14.2%
** Non-Hispanic or Latino at 85.8%

ZONING & LAND USE



ANNEXABLE AND DEVELOPABLE LAND

Since the inception of Hoffman Estates in the late 1950's the Village has grown via annexation both northward and westward along the I-90 Toll-way corridor. Today the Village has limited growth potential and is typically land locked by other adjacent municipalities. However there are a few parcels of unincorporated land remaining along the west boundary of the Village. The following is an inventory of the vacant parcels identified as potential annexation areas to Hoffman Estates. Within the existing boundaries of the village there are 850 acres of vacant land. The following chart represents land area strategies for the vacant land within the Village and potential annexations. This could represent a 6% increase in land area and approximately 1,200 additional housing units

PARCEL	LOCATION	SIZE	EXISTING LAND USE	PROPOSED LAND USE
A.1	On the west side of Sullivan Road - north of Higgins Road	82 acres	Vacant land outside the village - potential annexation	Retail / mixed use with housing
A.2	South of the Tollway Between Beverly Road and ELM RR	130 acres	Bridlewood Farms (existing) 220 Single Family Residences in unincorporated Cook County	Built out = to remain the same. Annexation would require a request by the subdivision residents
A.3	Southside of Shoe Factory Road	96 acres	Existing residential estate - primarily vacant land	Mixed use development with retail along Shoe Factory Road and Rohrsen Road and housing towards the interior of the site
A.4	Northside of Shoe Factory Road, East of Beverly Road	34 acres	Vacant land in unincorporated Cook County land	Future townhomes -
A.5	Southside of Golf Road, area east of Rohrsen Road	146 acres	Vacant land in unincorporated Cook County land	Mixed use residential SF detached and retail
A.6	Southside of Golf Road, area west of Rohrsen Road	30 acres	Vacant land in unincorporated Cook County land	This area is for single family detached homes
A.7	Northside of Golf Road	205 acres	Vacant land in unincorporated Cook County land	This area is for single family detached homes
B.1	Site Boundaries: north, Higgins Road; east, Bartlett Road, South, I-90 Tollway and Ramps, west, Sullivan Road	121 acres	Vacant land in the Village	Future retail Shopping Center - Sutton Crossing (120 acres) being planned for the northern portion of the site and Office / Hotel uses along the I-90 Ramps and frontage (to the south).
B.2	Northside of Shoe Factory Road	175 acres	Vacant land within the Village	Current annexation and development agreement provides for 300 SF homes and commercial along Beverly/Shoefactory Road
B.3	Southside of I-90 Tollway and west side of Beverly Road	14 acres	Vacant land within the Village	Office / Retail land uses
B.4	Southside of I-90 Tollway	20 acres	Vacant land within the Village	Northern Illinois University (NIU) Campus Expansion
B.5	Northside of I-90 Tollway	40 acres	Vacant land within the Village	Pole Site - Existing office and gravel operations site.
B.6	Northside of I-90 Tollway- West of Beverly Road	410 acres	Vacant land within the Village	A mixed residential development area with up to 1650 dwelling units. Commercial retail uses may be developed along Beverly and Higgins Roads.
B.7	Northside of I-90 Tollway- West of Beverly Road	70 acres	Vacant land within the Village	Future Office/business land use

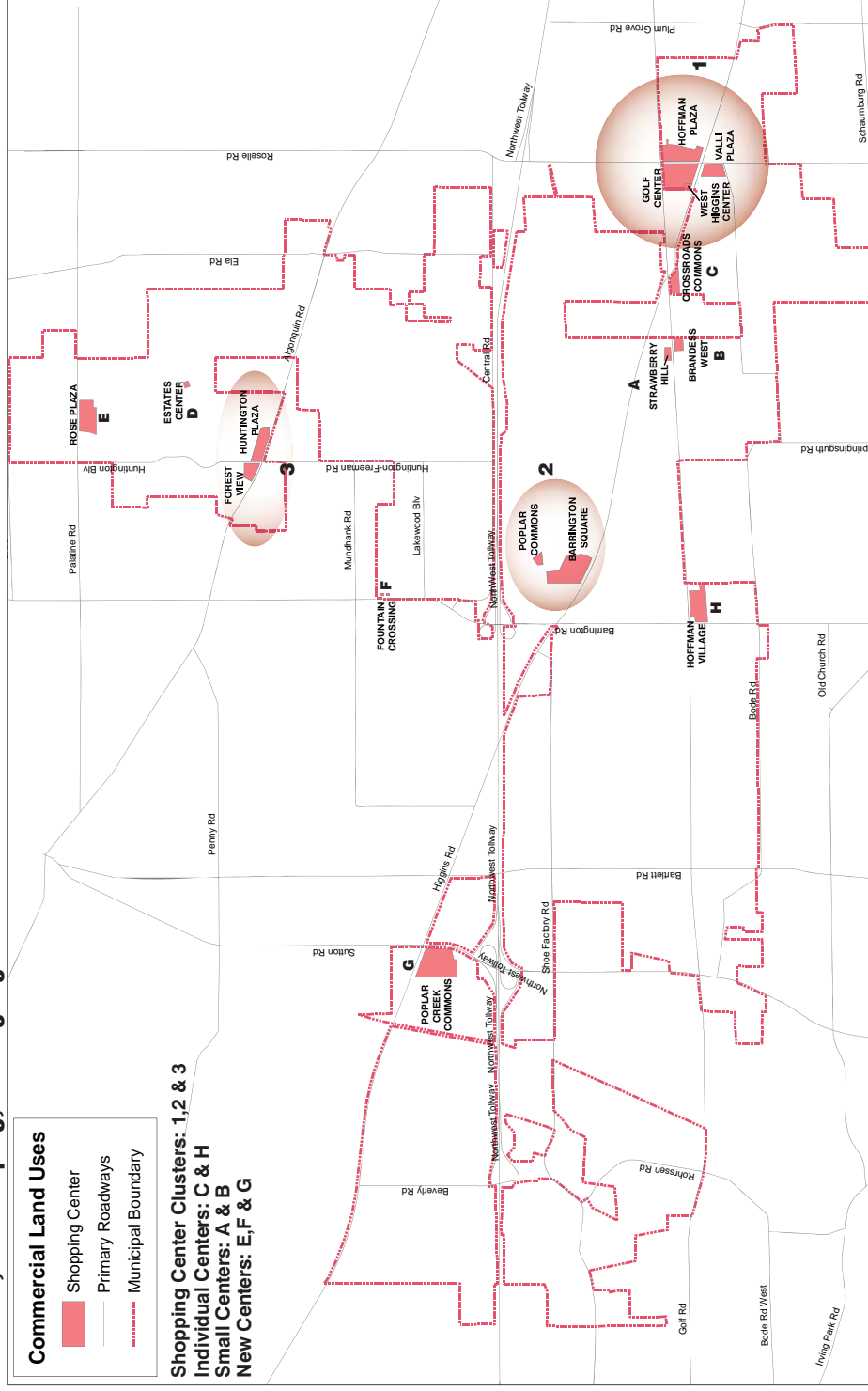
Some of the significant projects being planned adjacent to the Prairie Station STAR Line station area on vacant land include;

- 1) Recently opened 11,000 seat Sears Centre Arena
- 2) The Cabela's sporting goods store is under construction
- 3) The Sea Island Resort with a 120,000 SF water park, a 20,000 SF conference center, and a 500 room hotel is being proposed.

RETAIL

Retail Policy 1: As shopping center development practices change, encourage owners to modernize their aging centers. Redevelopment incentives as well as strict code enforcement are useful tools to promote modernization.

Retail Policy 2: Identify shopping center clusters and encourage a consolidated image for each cluster to enhance the customer attraction. Important image enhancements include re-branding the cluster with related names, recruiting new tenants, and using coordinated building facades, landscaping, and signage.



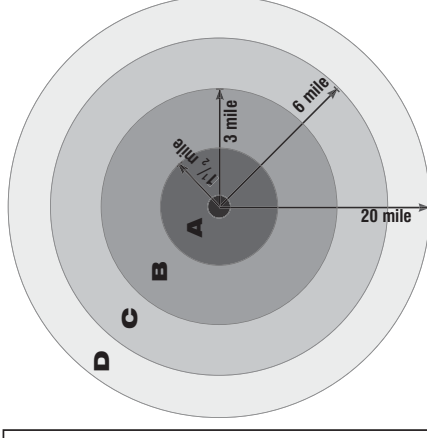
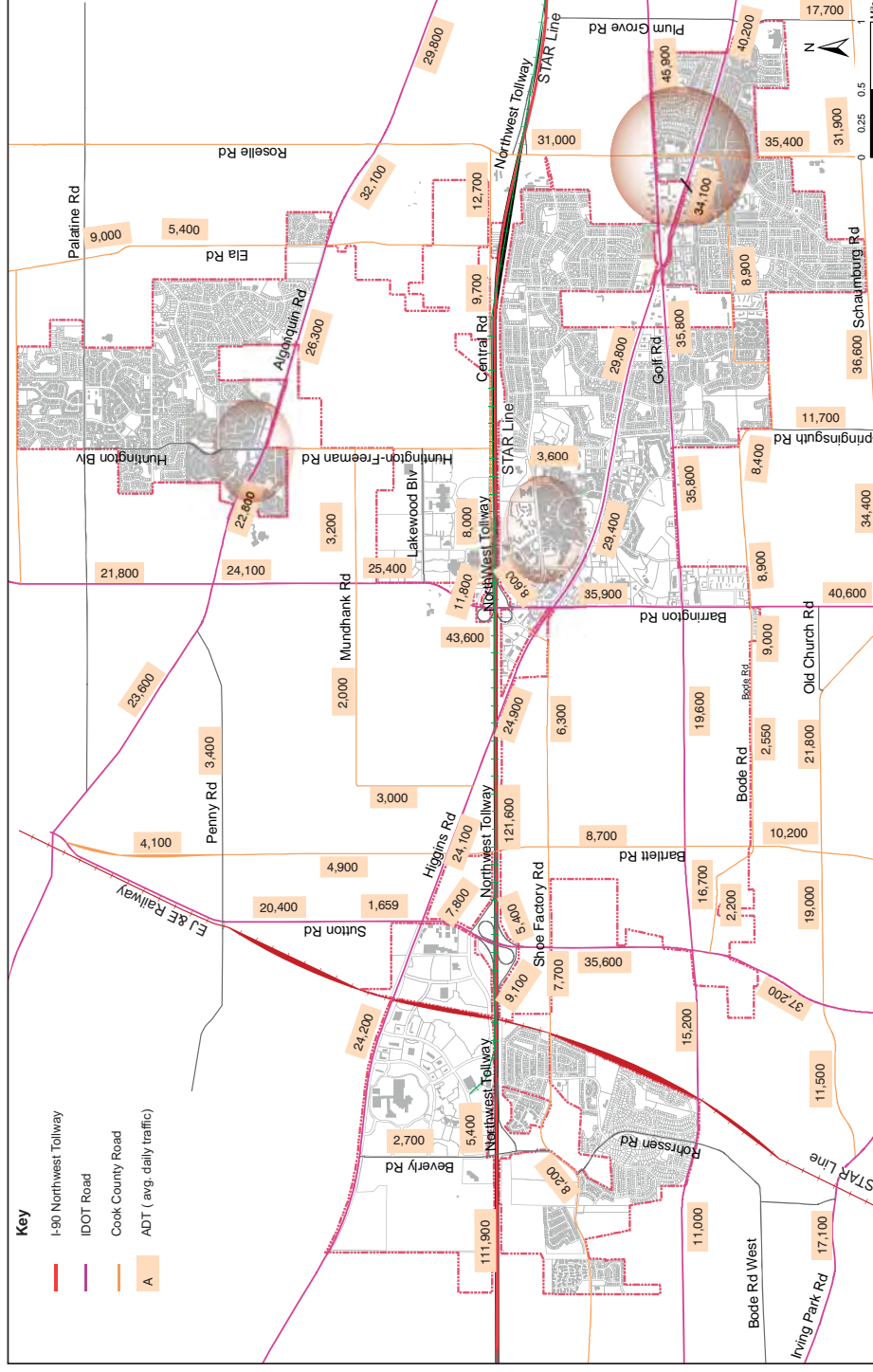
Retail Policy 3: Use International Council of Shopping Center classifications to determine the desired anchor strategy, tenant mix, and supportable retail square footage.

Type ICSC Category	Concept	Sq. Ft. Including Anchors	Acres	Typical Number
Neighborhood Center	Convenience	30,000 - 150,000	3 - 15	1 or more
Community Center	General merchandise, convenience	100,000 - 350,000	10 - 40	2 or more
Regional Center	General merchandise, fashion mall, typically enclosed	400,000 - 800,000	40 - 100	2 or more
Super Regional Center	Similar to regional center but has more variety and assortment	800,000 +	60 - 120	3 or more
Fashion/ Specialty Center	Higher-end, fashion-oriented	80,000 - 250,000	5 - 25	N/A
Lifestyle Center	Upscale specialty stores, dining & entertainment in outdoor setting	150,000 - 500,000 (can be smaller or larger)	10 - 40	0 to 2
Power Center	Category-dominant anchors, few small tenants	250,000 - 600,000	25 - 80	3 or more

Shopping Center	ICSC Type
<i>Barrington/Hassel Cluster</i> 300,568 GSF	
Barrington Square	Power/Entertainment Hybrid
Poplar Commons	Convenience
<i>Golf/Higgins Cluster</i> 81,758 GSF	
Brandess Center West	none
Crossroads Commons	none
Strawberry Hill	none
<i>Algonquin Cluster</i> 129,072 GSF	
Forest View Plaza	Convenience
Huntington Plaza	Neighborhood
<i>Golf/Roselle Cluster</i> 400,000 GSF	
Golf Center	Power
Hoffman Plaza	Neighborhood/Power Hybrid
West Higgins Center	none
Valli Center	Convenience
<i>Other Centers</i> 8,000 - 160,000 GSF	
Hoffman Village	Neighborhood
Rose Plaza	Neighborhood
Estates Center	none
Poplar Creek Crossing	Power

Retail Policy 4: As development opportunities arise, provide the community a full range of retail shopping options.

Retail Policy 5: Locate retail development along roadways with high traffic volumes that naturally intercept travelers on their daily trips. Developing shopping centers near other high traffic generators like offices and schools improves the success of dining and convenience uses.



Retail Policy 6: Locate Hoffman Estate's regionally targeted shopping centers to draw distinct markets that attract highly desirable tenants. Multi-unit specialty stores and mass merchandisers generally locate stores to serve non-overlapping 15-minute drive-times.



Primary trade area based on a 15 Minute drive times from major regional shopping centers

Retail Policy 7: Pursue retail sales at least equal to and ideally greater than the spending of the Village's residents*

	2005 Retail Sales	2005 Retail Sales Potential	Capture Rate
Hoffman Estates	\$469,041,320	\$438,720,741	106.9%
East Dundee	\$145,555,605	\$56,888,869	255.9%
Elgin	\$887,120,459	\$827,128,730	107.3%
Palatine	\$729,885,897	\$668,143,137	109.2%
Schaumburg	\$2,781,647,509	\$784,926,914	354.4%
South Barrington	\$13,737,997	\$91,625,619	15.0%
Streamwood	\$299,661,883	\$305,844,157	98.0%
West Dundee	\$283,953,661	\$67,036,183	423.6%

***The spending power of the residents of Hoffman Estates is currently an estimated: \$438,720,741**

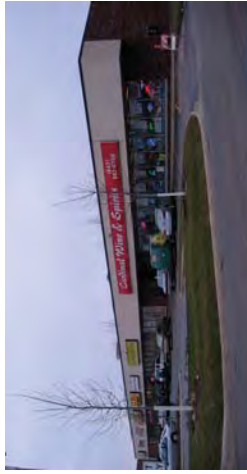
Retail Policy 8: Select an implementation strategy for improving each shopping center based on market potential, ownership, and tenant mix.



Hoffman Plaza



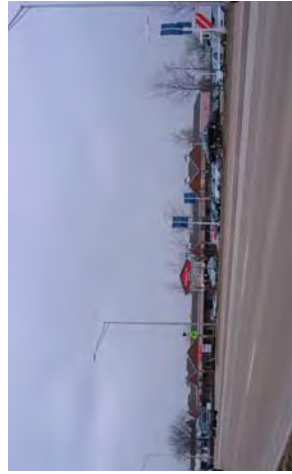
Poplar Commons



Crossroad Commons



Brandess West Center



Strawberry Hill



Barrington Square Mall

Improving a Retail Center Image

Creating a positive image with desirable tenants, quality buildings and up to date signage is very important to maintaining market for a retail center. As a retail center ages it can lose it's market appeal and sales potential, as a result of a deteriorating image in buildings or tenants. The following is a list of strategies for consideration toward improving the existing retail centers in Hoffman Estates.

1. Fix-up / Clean-up

This approach requires an evaluation of the tenant mix; building renovations; façade and landscape improvements; signage; lighting. Also in fixing up the center a potential "theme-ing" of the center could be considered to create a synergy of uses. Potential themes can be entertainment, restaurants, sports, outlet shops and/or a lifestyle center.

2. Partial Redevelopment

This approach involves a strategic demolition of a portion of the center and a re-configuring of the site plan to accommodate a different mix of stores, better access and increased visibility.

3. Mixed-Use Development

This strategy adds a mixed-use component to the center design with the inclusion of other uses in the development.

4. Green or Civic Space

This strategy works best with shopping centers over 150,000 GSF that can accommodate a civic component or neighborhood amenity, such as an outside plaza, outside dining, amphitheater, skating rink, etc.

5. Full Redevelopment

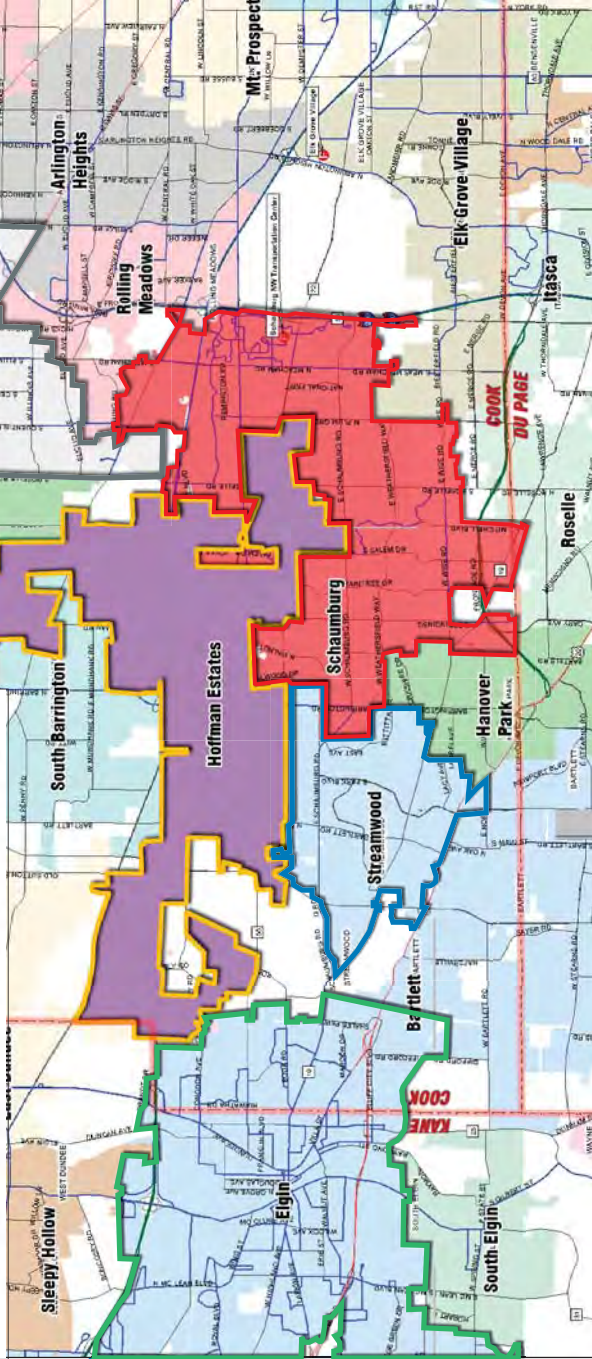
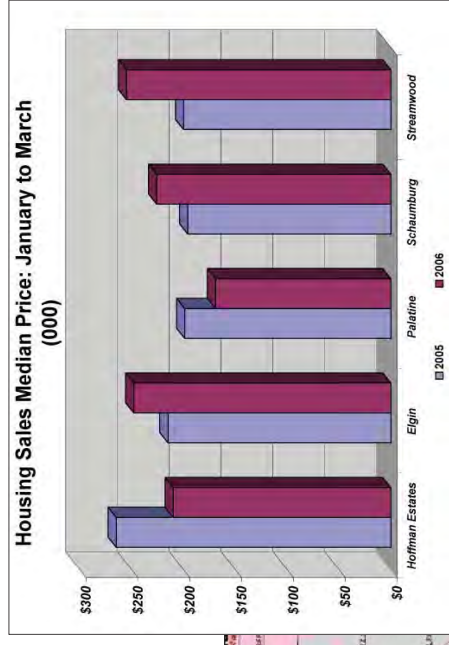
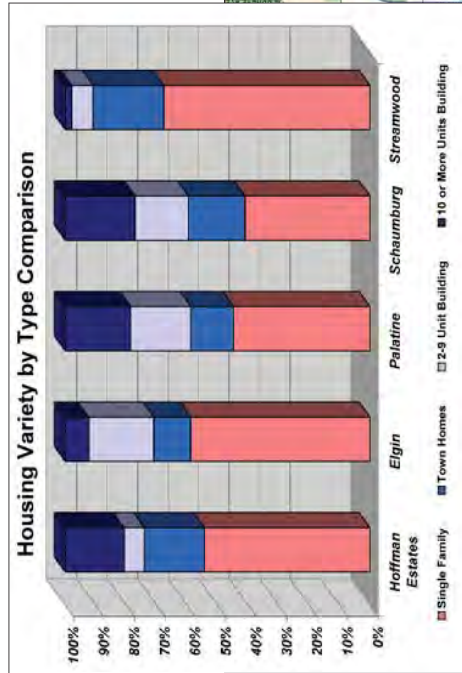
This strategy is oriented towards a center that is in a prime retail location but the design is not accommodate today's retail market expectations. In these circumstances a full redevelopment of the site would benefit both the center and Village collectively.

6. Redevelop as Another Land Use

The existing retail center is in a poor location and would benefit from redevelopment of the property into another use.

RESIDENTIAL

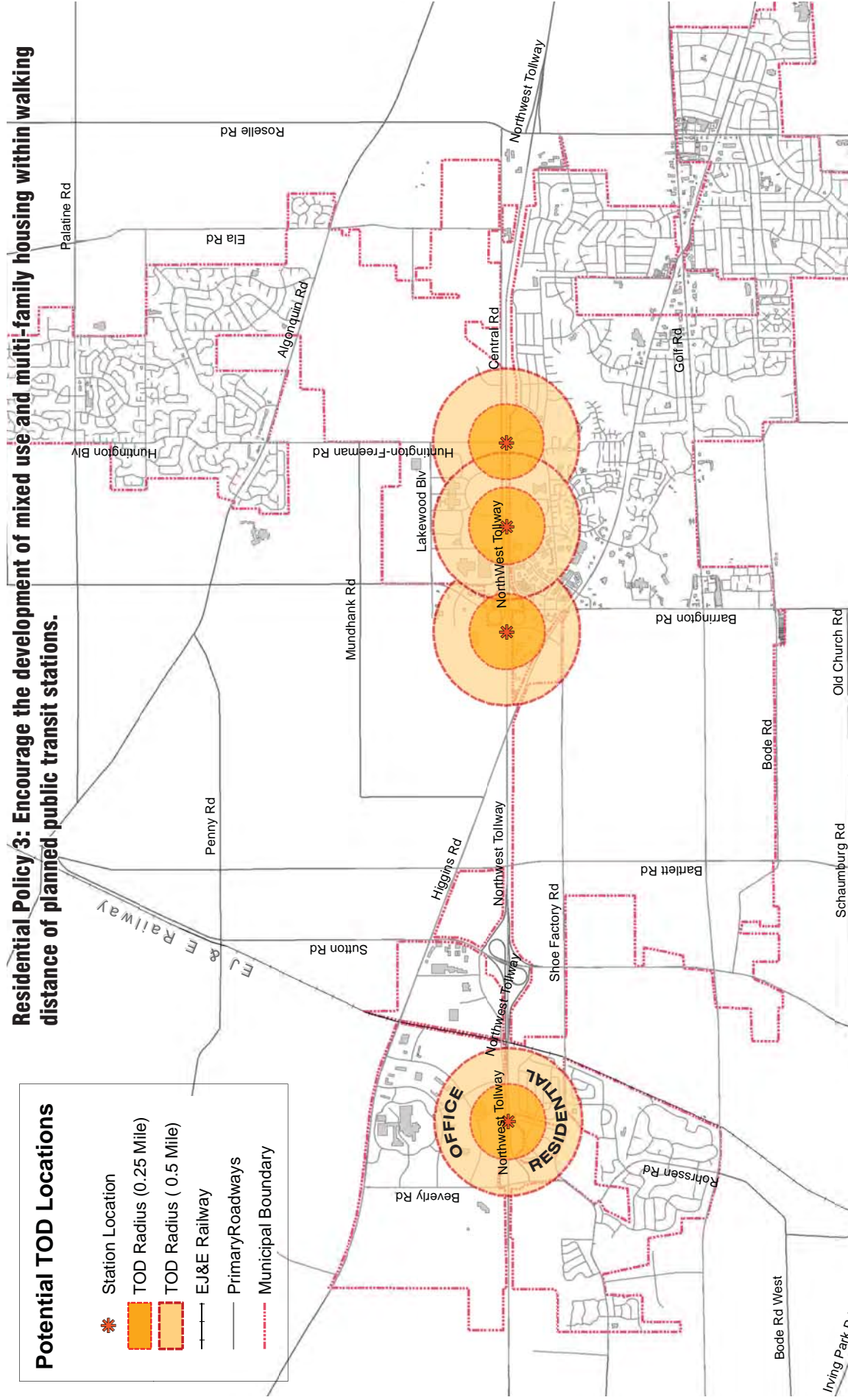
Residential Policy 1: Encourage existing and new development to provide a mix of housing types through out the Village. The goal is to ensure there are a variety of housing options and price points that will meet the future Village housing needs.



Palatine and Schaumburg offer new condominiums and townhomes as an alternative to single family homes

To meet the growing market demand for condominiums and townhomes, approximately 350 town homes were built in Hoffman Estates since the 2000 census with price points from \$250,000 to \$320,000.

Residential Policy 3: Encourage the development of mixed use and multi-family housing within walking distance of planned public transit stations.



OFFICE

Office
Office/ Light-Industrial
Municipal Boundary
Primary Roadways

Deductive



Office Policy 2: Encourage office building property owners to undertake major renovations through infrastructure improvements, this will prevent the deterioration of Class A office space in the Village.



Office Policy 3: Where the retail market is insufficient and there is a need to provide incubator space for emerging businesses, the older shopping centers with excess retail space can provide “Class C” office space to attract entrepreneurial tenants who will grow into larger, higher-class space. The intent is to create transitional office land uses to balance market fluctuations and not to transform an aging retail center into a small office park. Small businesses should be encouraged to grow and relocate to office locations in the Village.



Office Policy 4: Discourage the creation of office condominium developments. Multiple condominium owners can create a difficult process for ensuring future maintenance, repairs and modernization of the buildings.



Office Policy 5: As St. Alexius Medical Center continues to grow and become a catalyst for medical office development; a cluster of medical related businesses and amenities such as laboratories, special diagnostic equipment (MRI, etc), physical therapy services, pharmacy, restaurants and transportation land uses should be encouraged to develop around the medical center.

Office Policy 6: Locate amenities such as recreational trails, health clubs and dining clusters to develop or expand near office clusters.



Office 7: Provide pedestrian connections between housing and office development. Today's executives value time above everything and will select office space for its proximity and quick access to their homes.

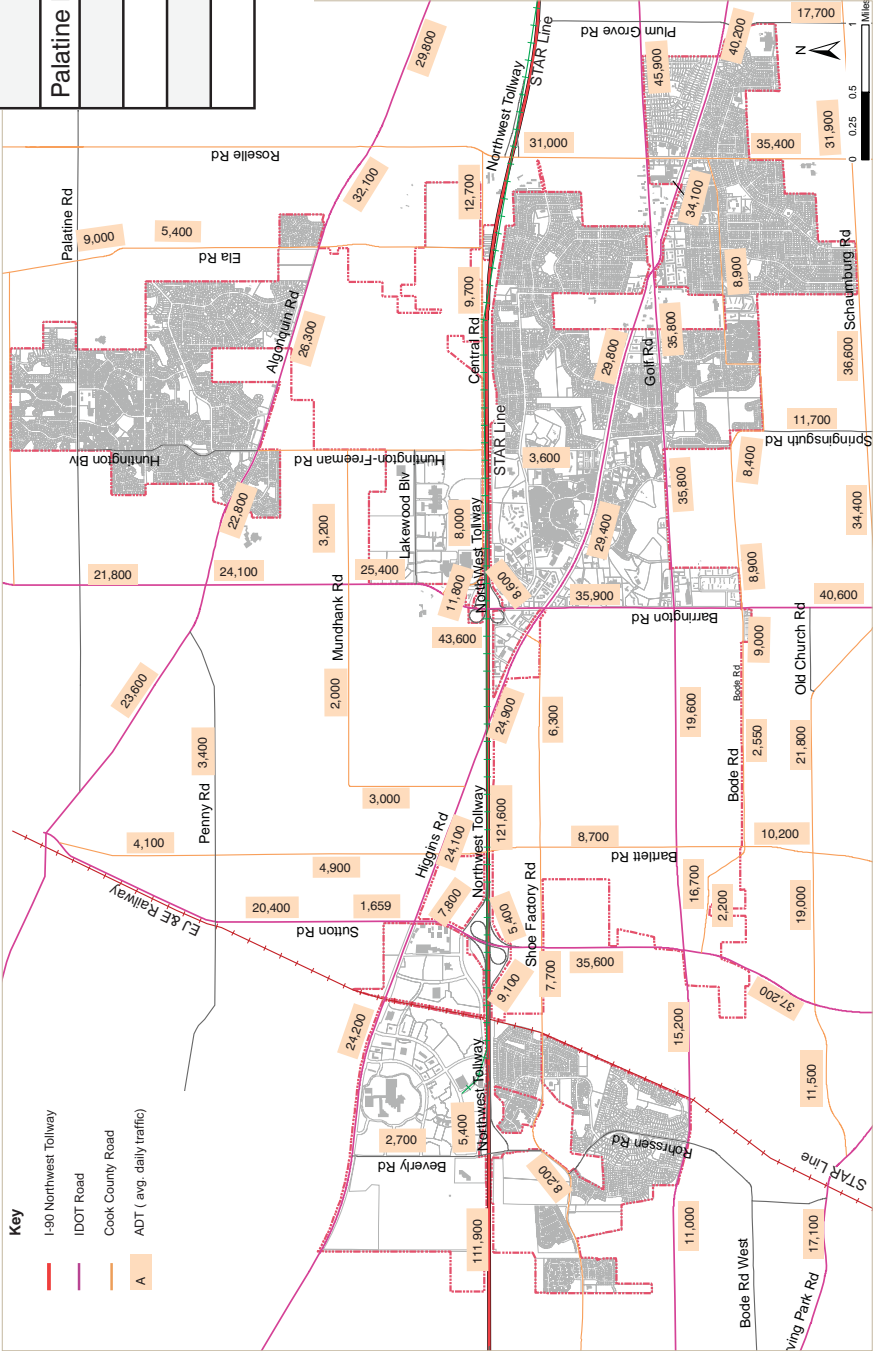


TRANSPORTATION

ROADWAYS

Hoffman Estates has a well-established roadway network comprised of arterials, collectors, and local streets to serve both regional and local travel. Many of the major arterials in the Village are under the jurisdiction of IDOT or Cook County.

Transportation Policy 1: Continue to work with IDOT and Cook County to balance the Village’s travel needs with regional travel needs.

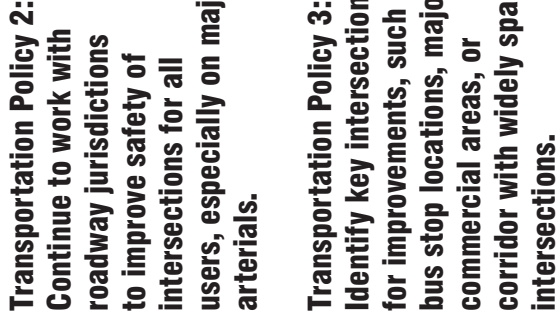


Roadways Jurisdiction

IDOT (Illinois Department of Transportation)	Cook County Road
Barrington Rd	Roselle Rd
Algonquin Rd (IL 62)	Central Rd
Higgins Rd (IL 72)	Bode Rd (some portions)
Golf Rd (IL 58)	Bartlett Rd
Sutton Road (IL 59)	Huntington/Freeman Rd (between Central & Algonquin)
Palatine Rd	Bradwell Rd
	Ela Rd
	Shoe Factory Rd
	Schaumburg Rd
	Old Sutton Rd (n/o Higgins)

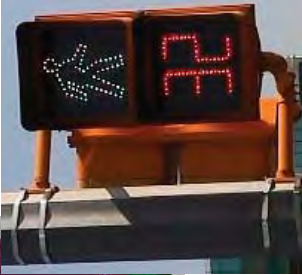


Intersections are an important part of the transportation system. Signalized intersections allow for the orderly movement of traffic as well as improve safety by reducing conflicts between traffic movements. Many of the signalized intersections in the Village are controlled by IDOT or Cook County.



INTERSECTION DESIGN

Transportation Policy 5: Consider use of mitigation measures such as pedestrian refuge islands, pedestrian countdown signals, and other advancing technologies to improve pedestrian safety.



Pedestrian Countdown Signals



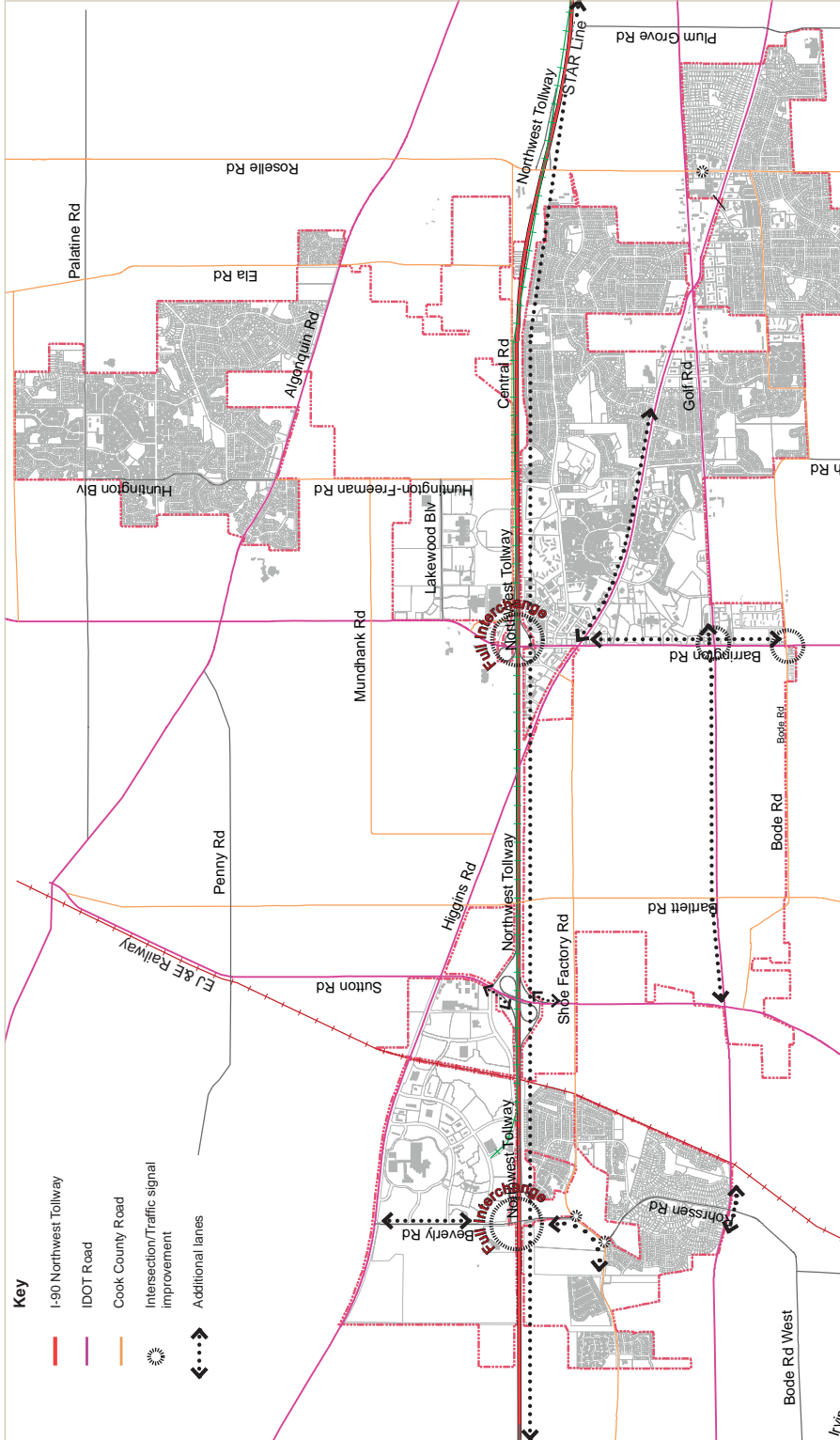
Pedestrian Refuge Islands



Improved Crosswalks

FUTURE ROADWAY IMPROVEMENTS

A number of roadway improvements are planned for the Village. These include roadway capacity improvements, intersection improvements, and I-90 improvements.



Transportation Policy 6:
Continue to work with the Illinois State Toll Highway Authority (ISTHA) regarding the I-90 widening project and ramp locations/configurations.

Transportation Policy 7:
Continue to monitor traffic on local streets and impacts from new developments.

Transportation Policy 8:
Identify roadway and intersection improvements supportive of transit service operations.

FUTURE ROADWAY IMPROVEMENTS

I-90: Northwest Tollway

- Reconstruction/Add lanes – IL 53 to Elgin. Provide an additional lane in each direction on the Northwest Tollway from I-294 to Elgin. Environmental and planning studies for the add lanes and interchange design are underway.

Golf Road

- East and west of Rohrssen Road – widen from 2 to 4 lanes plus turn lanes.
- From IL 59 to Barrington Road – widen from 2 to 4 lanes.
- From Barrington Road to Knollwood Drive – widen from 4 to 6 lanes.
- At Barrington Road – widen Golf Road approaches and traffic signal modernization.

Barrington Road

- New bridge structure at I-90.
- Full interchange at I-90.
- From Bode Road to south of IL 72 (Higgins Rd.) – widen from 4 to 6 lanes.
- At Bode Road – widen Bode Road approaches and traffic signal modernization.

Shoe Factory Road

- Widen from 2 to 4 lanes plus turn lanes from east of Beverly Road to west of Essex Road.
- New traffic signal at Rohrssen Road.
- Right turn lane at IL 59.

Beverly Road

- New I-90 entrance and exit ramps to and from the west.
- Widen Beverly Road from 2 to 4 lanes plus turn lanes from Shoe Factory to I-90.
- Add travel lane from I-90 to IL 72 (Higgins Rd.).

Sutton Road (IL59)

- From Shoe Factory Road to Columbine – widen from 4 to 6 lanes.

IL 72 (Higgins Road)

- Widen from 4 to 6 lanes from Huntington Blvd. to east of Barrington Road.

Roselle Road

- New traffic signal at Golf Center and Hoffman Plaza entrances

FUTURE ROADWAY IMPROVEMENTS

Transportation Policy 9: Future roadway and intersection improvements should incorporate Context Sensitive Solutions (CSS) concepts and principles. Used in planning for transportation improvements, CSS addresses fitting the improvement within its “context”, or surrounding. CSS includes all modes of transportation and involves working with stakeholders to strike a balance between mobility, safety, community needs, and the environment.

According to the Federal Highway Administration “Context Sensitive Solutions” (CSS) is a collaborative, interdisciplinary approach that involves all stakeholders to develop a transportation facility that fits its physical setting and preserves scenic, aesthetic, historic and environmental resources, while maintaining safety and mobility. CSS is an approach that considers the total context within which a transportation improvement project will exist.”

CSS is a new approach to the planning and design of transportation projects that integrates community, land use and quality of life issues with transportation and mobility concerns. It is a method of balancing the competing needs of many stakeholders starting in the earliest stages of project development. It also provides flexibility in the application of design controls, guidelines and standards to design a facility that is safe for all users regardless of the mode of travel they choose.

CSS has an interdisciplinary approach to planning and design incorporates the viewpoints of the various agencies, stakeholders and professionals who have roles or areas of concern in the transportation project. The different viewpoints allow coordination between different activities and resolution of competing interests. An interdisciplinary team approach can also result in a broader range of potential alternatives that meet multiple objectives.

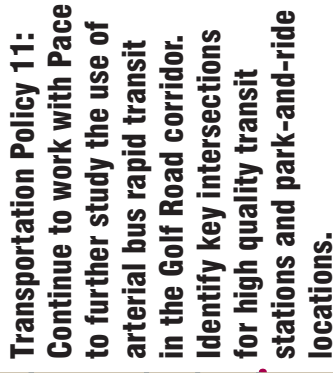
Citizens value specific attributes of their community, whether it is the economic vitality of their downtown, their history, ease of mobility and safe streets, the quality of schools, natural resources, scenic qualities, or their system of parks. These important values can be overlooked in the evaluation process. The CSS approach works with stakeholders and the community to identify their values. It strives to integrate these values into evaluation criteria, and develop alternatives to preserve and enhance community attributes and address concerns.



CSS examples



Regular, fixed route transit service is provided by Pace. Most of this service is provided only during the peak periods. Many portions of the Village are not served with fixed route transit. Several initiatives are underway by both Pace and the Village to improve transit service in the area.



GOLF ROAD BRT (BUS RAPID TRANSIT)



Bus Rapid Transit (BRT)
BRT combines the quality of rail transit and the flexibility of buses. It can operate on bus lanes, HOV lanes, expressways, or ordinary streets. A BRT system combines a simple route layout, frequent service, limited stops, Intelligent Transportation Systems (ITS) technology, passenger information systems, traffic signal priority for transit, cleaner and quieter vehicles, rapid and convenient fare collection, high-quality passenger facilities, and integration with land use policy.

Dedicated Bus Lanes

A lane on a street or highway reserved primarily or exclusively for buses, either all day or for specified periods. Other traffic, typically limited to emergency vehicles and in some cases taxis, may be allowed. Automobiles may be given limited access, such as for making left or right turns.

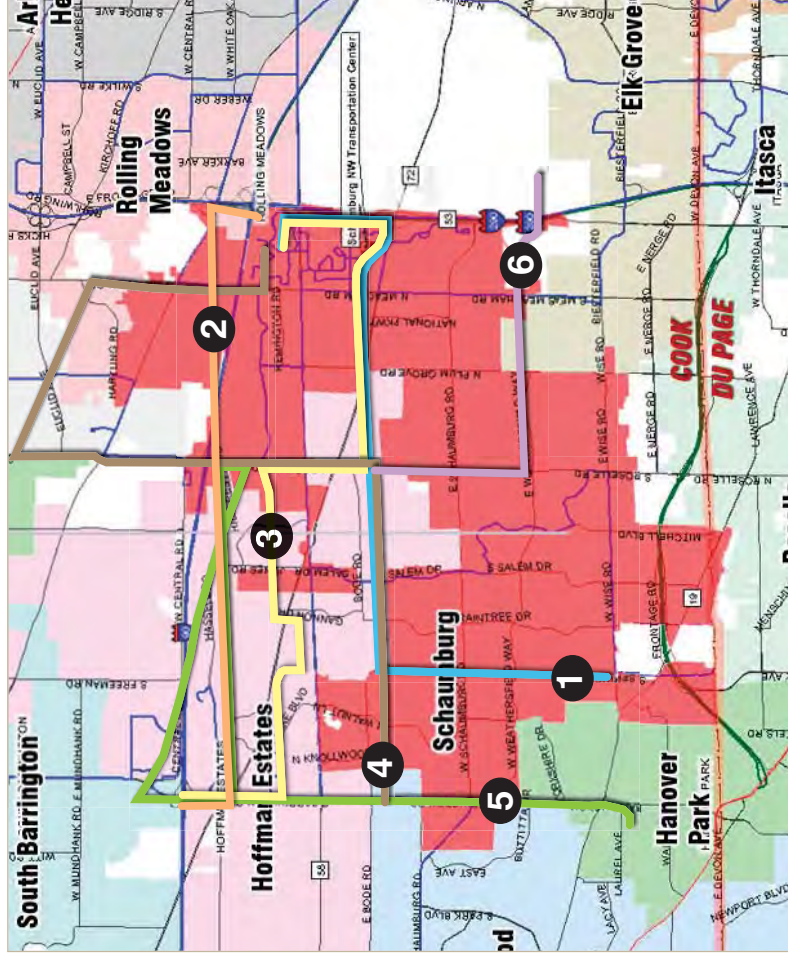


JOINT TRANSIT PLAN

The Joint Transit Plan, commissioned to look at the specific mobility needs of the Hoffman Estates and Schaumburg area, recommended a set of coordinated transit services. A long-term system was developed that could be implemented incrementally over time. Recommendations include:

- The full long-term recommended system included six fixed routes in the Hoffman Estates/Schaumburg area connecting residential areas, activity centers, and transportation centers (Northwest Transit Center, Metra stations). These routes would operate on a peak hour frequency of 30 minutes and an off-peak frequency of 60 minutes.

- #1. Springinsguth / Schaumburg / Martingale (between the Schaumburg Metra station and the Northwest Transportation Center)
 - #2. Hassell / Golf Road (from the Northwest Transportation Center to St. Alexis Medical Center)
 - #3. Bode Road (from Northwest Transportation Center to Town Square, Bode Road, and north to St. Alexis Medical Center)
 - #4. Schaumburg / Roselle Road (from Barrington Road, north on Roselle to Harper, via Algonquin and Meacham to Woodfield and the Northwest Transportation Center)
 - #5. Barrington / Higgins (from Hanover Park Metra station to St. Alexis, via Higgins to Golf and Roselle, serving the area south of Golf and east of Roselle as a flexible service area)
 - #6. Wise / Roselle Road (south from Town Square on Roselle to Wise, east to Alexian Brothers Medical Center)
- General Purpose dial-a-ride (DAR) service in the northern and western areas of Hoffman Estates
 - Service parameters:
Weekdays, 6am – 8pm
Saturdays, 8am – 8pm
Sundays, 10am – 8pm



METRA

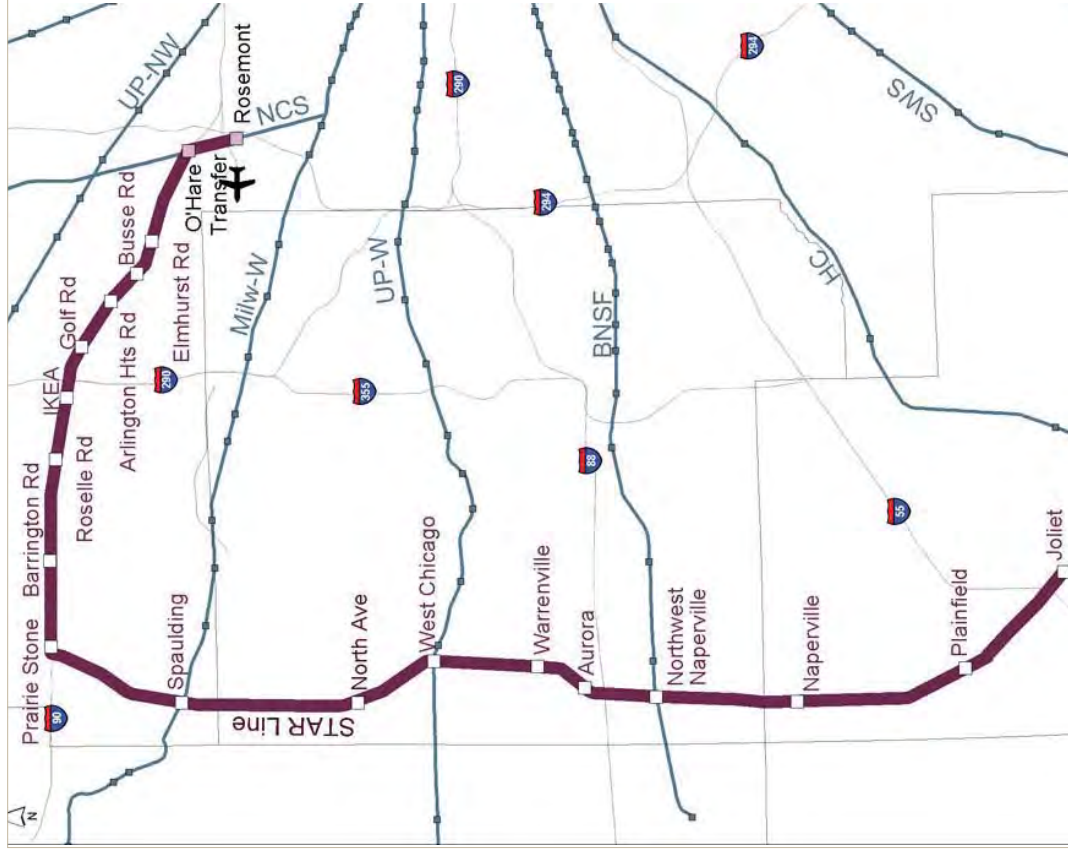
The Suburban Transit Access Route, or STAR Line, is a proposed suburb-to-suburb commuter rail line between O'Hare Airport and Joliet. The 55-mile STAR Line would initially connect nearly 100 communities and enhance Metra's hub-and-spoke system of rail passenger service by linking the spokes. The 55-mile route calls for the use of two dedicated transportation corridors. The first corridor runs approximately 36 miles along the Elgin, Joliet and Eastern (EJ&E) railroad corridor starting in Joliet, traveling north through Plainfield, Naperville, Aurora and West Chicago and continues to Hoffman Estates at Prairie Stone. The line would then connect to the Northwest Corridor Segment from Prairie Stone, heading east via Schaumburg, Rolling Meadows, Arlington Heights, Elk Grove Village and Des Plaines and on to O'Hare International Airport. Along the 19 miles of tollway, the rail system would be located in the median of I-90.

The STAR Line will include recommendations for feeder bus connections to the proposed stations from nearby origins and destinations.

In Hoffman Estates, stations are proposed at Barrington Road and Prairie Stone.

Transportation Policy 12: Continue to work with Metra on the STAR Line Alternatives Analysis and subsequent studies. Continue work on proposed station areas following TOD guidelines.

Transportation Policy 13: Provide additional feeder bus service to any new METRA rail station to encourage transit ridership.



PEDESTRIAN/BICYCLE IMPROVEMENTS

Pedestrian and bicycle accommodations are an integral part of the transportation network, facilitating non-motorized travel and access to public transportation, thereby contributing to the alleviation of urban traffic congestion.

Transportation Policy 14: Promote pedestrian crossing improvements at signalized intersections.



Transportation Policy 15: New development and redevelopment projects should emphasize pedestrian access.



Transportation Policy 16: Identify opportunities to provide additional pedestrian and bicycle facilities throughout the village including bicycle racks, bike lockers, and pedestrian-scale streetscape elements.

Transportation Policy 17: Explore opportunities to connect to recreation path systems of counties, communities and forest preserves by working with the Cook County Forest Preserve and the Northwest Municipal Conference.



Placing sidewalks in front of houses and garages behind is a subtle method of encouraging walking in your neighbourhood.

Building sub-divisions without sidewalks encourages people to drive because walking does not feel safe.

STAR LINE / TOD

Transit Oriented Development (TOD)

Concept: A TOD is a pedestrian environment that provides a vibrant mix of land uses within a short 10-15 minute walk from transit stop (1/2 mile radius) Ultimately a TOD provides expanded mobility, a variety of shopping alternatives and housing choices.



TIMING

Currently the STAR Line is in the preliminary planning process, the first phase of construction is anticipated to start in 5 years and will require a decade to complete. A large transportation / infrastructure project such as the STAR Line will encounter many hurdles along the way that can change the schedule, alignment or station location.

SIGNIFICANCE

A Transit Oriented Development (TOD) station area can become a symbolic place or center for a community. To create an integrated station area it is important to establish a shared vision and develop urban design guidelines that focus on;

- Strengthening the synergies between economic development, land use, transportation alternatives and urban design.
- Offering an alternative to the auto dependent suburban development pattern by creating a system of walk-able streets and developments
- Encouraging mixed-use / mixed-density opportunities to create a high quality and livable community for a variety of residential price points.

As we look to the future, the STAR Line has the potential to provide an opportunity for growth and economic development for Hoffman Estates while creating a series of wonderful and exciting new development possibilities for the Village.

PROCESS

Creating a TOD is a complex development process which requires more time, coordination and will entail greater up-front costs than a typical development.

- Financing a new commuter rail line is complex and requires financing from many sources including, federal, state and local resources. To receive federal funding a TOD must comply with federal regulations which include developing transit oriented development around train stations. For all available transit dollars there are many competing projects and a TOD will require ongoing state, local transit agency and municipal political support to secure project funding.
- Any private TOD will need to demonstrate that there is sufficient market demand to develop the project and justify the specified quantity and type of retail, office and housing units.

TOD Design Considerations

According to a recent study by the Brookings Institute and the Urban Land Institute (ULI) - America's most popular communities, share some basic characteristics;

- Walkable environments that combine homes, work, entertainment and schools in the same neighborhoods
- Provide several different housing options for employees and others
- Offer many parks, green space and recreational facilities

An element that can make all those characteristics possible- is higher-density, mixed use development. Good site and architectural design is critical to ensure density is an asset to a community.

Higher-density development offers valuable lifestyle and financial benefits.

- Strengthen the local economy by offering a variety of housing for the business workforce
- Reduce the cost of providing public services (water, sewer, roads).
- Reduce commuting time and traffic
- Help preserve space for parks and outdoor recreation.

Higher density neighborhoods (condos, apartments and townhouses) are considered desirable by many Americans who prefer walkable environments provided with retail streets and amenities. Today families with children at home are less than 27 percent of American households and in their place are young professionals, childless couples, empty nesters and single parents.

Larger buildings offer the opportunity to be visible from I-90. Design is very important and should be of the highest quality to present a signature building for the Village. Special attention should be paid to reviewing impacts to any adjacent residential properties. The Village should establish a design review process for the TOD to ensure quality development and landscape.



Santana Row - California



Bartlett Town Center - Bartlett, IL

Barrington Road Station Issues

The Barrington road station provides a unique development opportunity for he, where the station can be both a place of origin for transit riders as well as a transit destination for employment shopping and entertainment. The exact location for the Barrington road station has yet to be determined although a mile segment of the northwest toll way has been identified for 3 potential station locations (see map below)

The station district approach would show roadways, station access locations, potential redevelopment parcels and opportunities for new building types.

Issues for Consideration

The adjacent TOD illustrative diagram shows a general site plan for the Barrington Street Station TOD that has the tollway bisecting the center of the 1/2 mile station impact area.

Land Uses: The land uses on the north side of I-90 Northwest Tollway are primarily office buildings and to the south, there is a greater variety of land uses including residential, retail and office. The TOD should be compatible with the adjacent uses.

Open Space: Open space with a civic element such as a fountain or community building should be located in the center of the TOD creating a town center atmosphere to the station location.

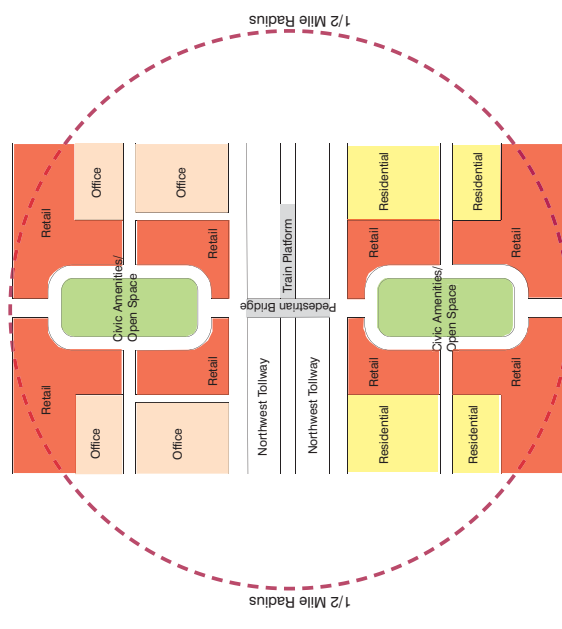
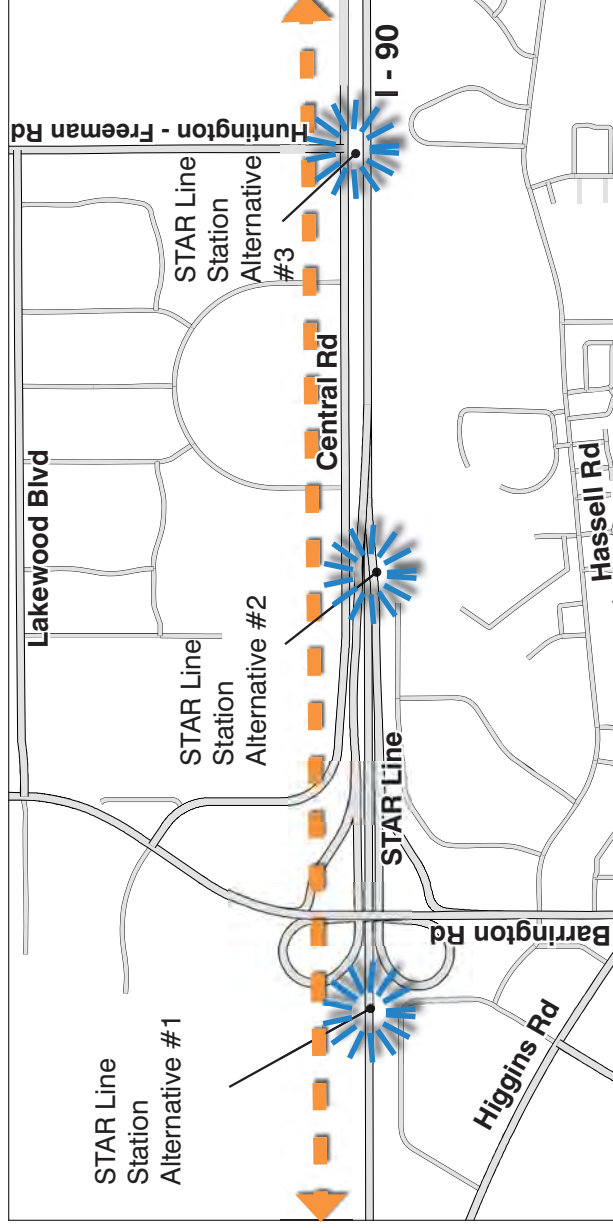
Retail Opportunities: Along major roads and access routes to the train station. Provide convenience retail at train station

Housing Opportunities: A TOD is a great opportunity to create a mix of housing types. With the higher land values – high-rise development is a possibility with the great views. High rise should be strategically placed and be of high quality to be a signature for the Village. Town houses can create wonderful streetscapes and scale to a neighborhood. Mid rise building create wonderful perimeter buildings to landscaped courtyards and open space.

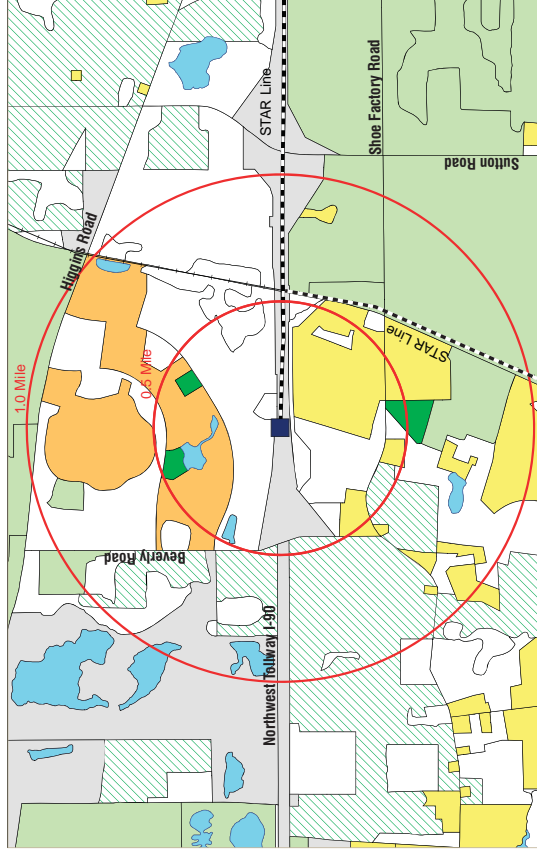
Office Opportunities: Office development is well suited to the north side. However office can be a supplemental use on the south side and integrated into the retail edges. In a mixed use building, office can be an good upper level use above ground level retail.

Parking: Large open tracts of land for parking lots should be avoided and where possible integrated into the entire development plan to encourage pedestrian activity and shared parking facilities.

Roadways: Provide a boulevard access road that starts at Higgins Road intersects with Hassell Road and continues to the southern boundary of the station. Provide a boulevard access road that starts at Lakewood Blvd and continues to the northern boundary of the station. Provide for a pedestrian bridge and/or dedicated bus lane to cross over the tollway and connect the southern boundary road with the northern boundary road to a building and platform in the center of the tollway.



Prairie Stone Station Issues



* Pedestrian connection across Tollway

Prairie Stone - STAR Line Station

Metra's current planning for the proposed Prairie Stone STAR Line Station is to be located in the Prairie Stone Business Park on the north side of the Northwest Tollway (I-90) right-of-way near the new Sears Centre arena. The proposed station service area will accommodate commercial, office, retail and residential land uses. The newly completed Sears Centre 11,000-seat arena, an arena for sports and concerts, will be within walking distance of the station. This station would be designed to accommodate connecting bus service, including fixed route service and employer-based shuttles.

The Prairie Stone Business Park has continued to develop over the last few years. Nearly 8,000 people are employed by businesses with offices in Prairie Stone Business Park. Today, vacant land is still available for development in the Prairie Stone Business Park; however it is anticipated the park will be built out within the next five years. Since 2002, nearly 40 acres have been developed, including a Hotel and over 200,000 SF of usable floor space. In addition, numerous residential developments have recently opened on the south side of the Northwest Tollway including many new single family subdivisions along Shoe Factory Road. This area south of the tollway has the greatest opportunities for future growth on vacant land within the Village boundaries and potential annexations.

Adjacent to the station and within the Prairie Stone Business Park, future development will include a Cabela's sporting goods store and the Sea Island Resort with a 120,000 SF water park, a 20,000 SF conference center, and a 500 room hotel.

Issues For Consideration

Impact of New Development and Growth of the Station Area
The Prairie Stone Business Park is master planned to accommodate eight million square feet of development on its 780 acres. The land is zoned as an Economic Development Area, which has similar incentives and structure as a Tax Increment Finance (TIF) district.

Pedestrian Access

Planning of the new station area includes opportunities to enhance of transit shuttles and other pedestrian amenities including crosswalks, signals and pedestrian lighting. As the station area develops over time, it is anticipated that pedestrian connections would improve incrementally with each development. In addition, new trails and pedestrian walkways are being planned for the Prairie Stone Business Park.

Transit Oriented Development / Office Park

The station can transform this primarily office park into a multi-faceted transit village for mixed use development of office, commercial, and entertainment. Creating a strong sense of place through design of public space that can transform this office park into a thriving regional center. Currently the land uses included in the station area site strategy include commercial, medium-density residential, mixed-use, hotel, industrial, office, and park uses. In this TOD district there is residential development south of the tollway

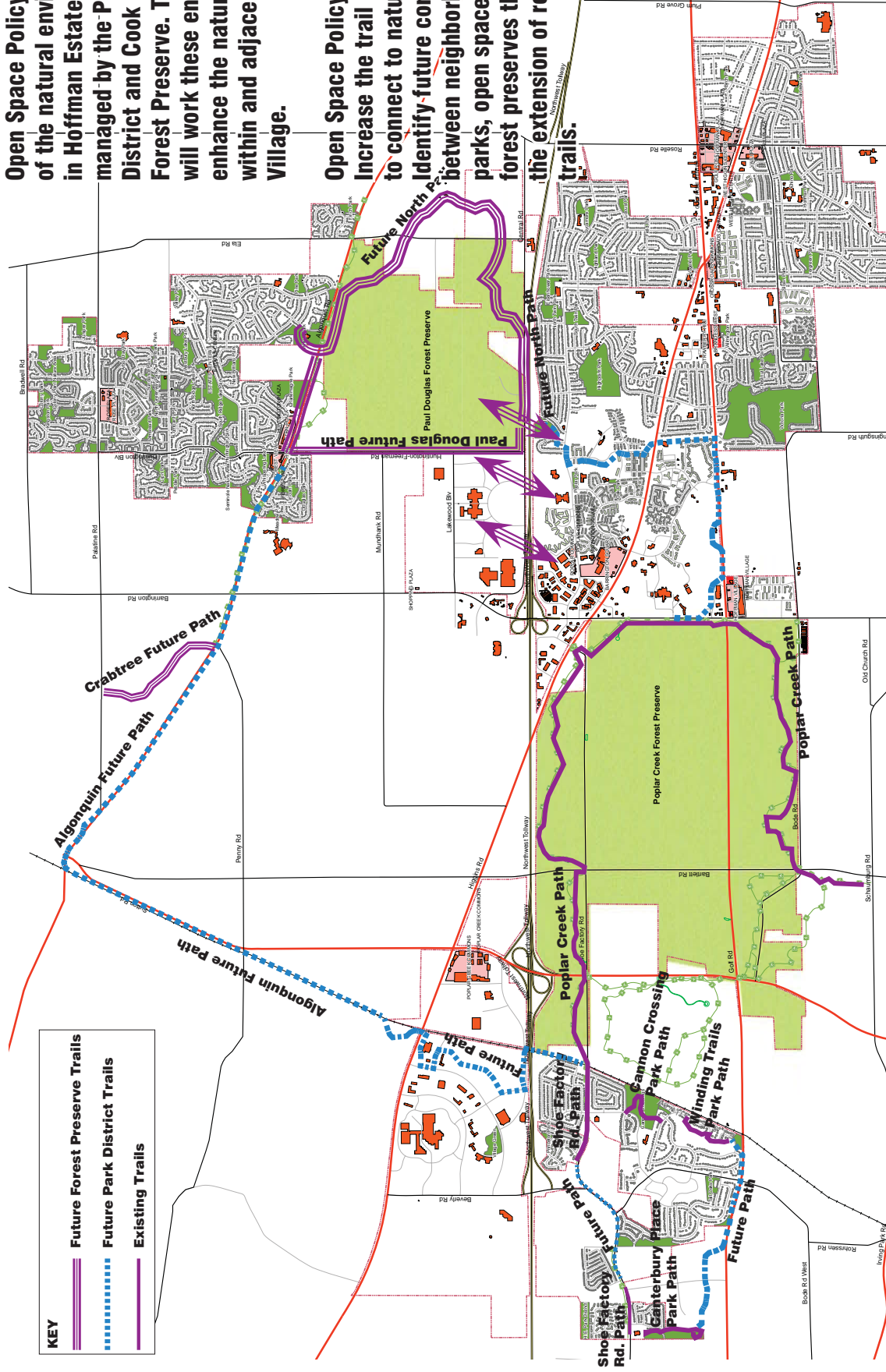
Parking Policies

There is an opportunity to locate the proposed station near the Sears Centre. This will provide opportunities for shared parking and park-n-ride facilities within the station area.

OPEN SPACE

Open Space Policy 1- Most of the natural environment in Hoffman Estates is managed by the Park District and Cook County Forest Preserve. The Village will work these entities to enhance the natural areas within and adjacent to the village.

Open Space Policy 2- Increase the trail network to connect to natural areas. Identify future connections, between neighborhoods, parks, open space and forest preserves through the extension of recreation trails.

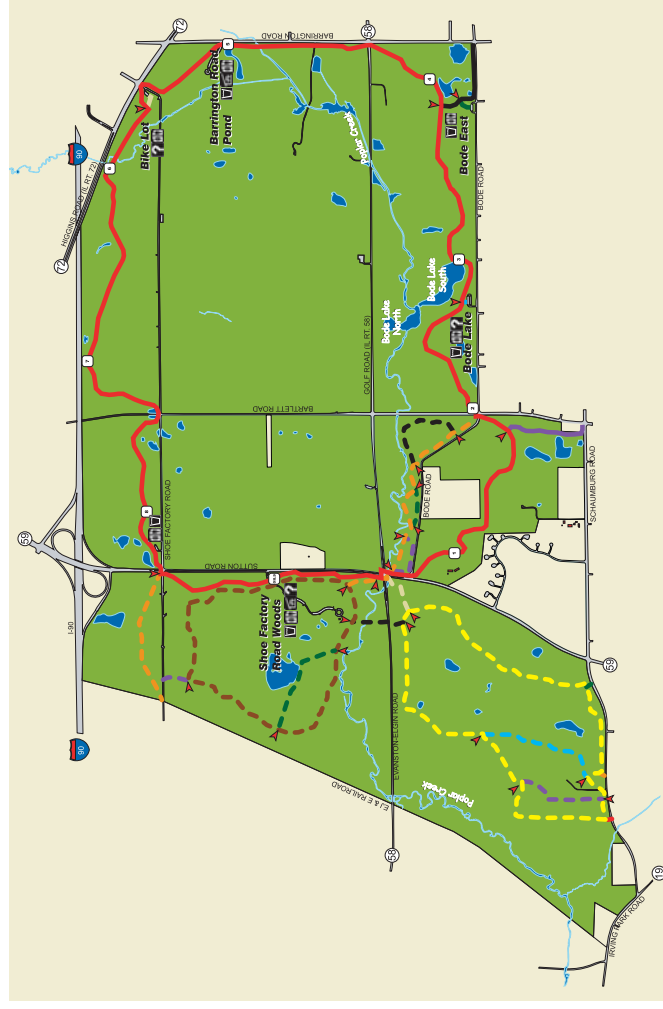


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PROPOSED FUTURE TRAILS
SECOND COMMUNITY OPEN HOUSE
Village of Hoffman Estates, Comprehensive Plan

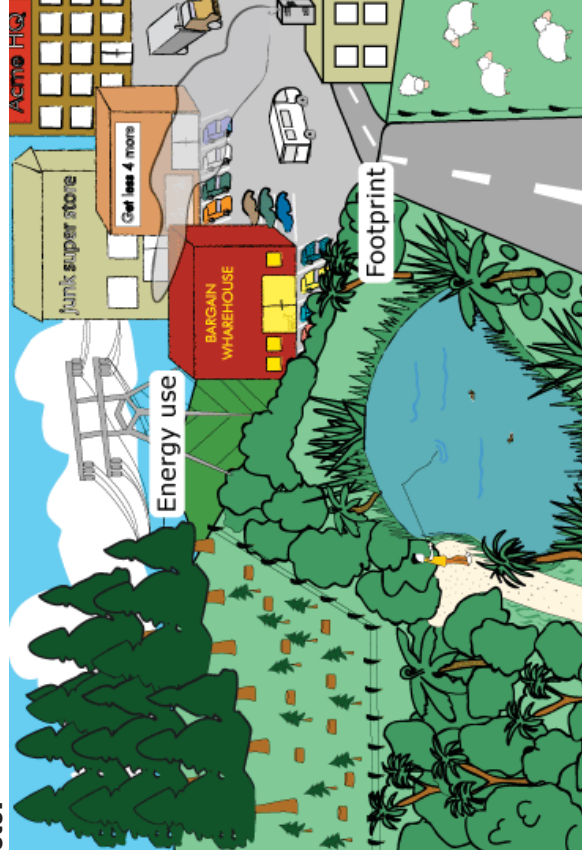
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Open Space Policy 3- Consistently coordinate and improve upon the storm water run off, collection and retention methods to improve ground water recharge and protect the ecological environment and water quality.

Open Space Policy 4- Increase public awareness of the importance of ecological issues, such as water and air quality, bio-diversity, etc.



LEED - Neighborhood Design

Open Space Policy 5- Create sustainability policy for the reduction of energy consumption by residents, businesses and municipal facilities. Review and potentially integrate the LEED ND Standards for Neighborhood Developments

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

The Comprehensive Plan is intended to guide the long range development policy of the Village. This informational update summarizes efforts by the Village toward implementation of the stated goals of the Plan. Also included at the end is a summary of key specific projects that have advanced since adoption of the Plan.

Corresponding 2008-2009 Village Board Goals are noted where appropriate (ST=Short Term, LT=Long Term).

Goal 1 - Maintain Strong and Healthy Neighborhoods

DEVELOPMENT SERVICES

- LT #4 Cooperated with Forest Preserve for new pedestrian/bike path in Paul Douglas Forest Preserve. Worked with Huntington Woods Corporate Center to provide paths to tie into forest Preserve paths. IDNR grant applied for to expand path connections, with partial funding from the developer.

PUBLIC WORKS

Pursuing several grants/loans for infrastructure improvements under the American Recovery and Reinvestment Act

VILLAGE WIDE

Monitoring and pursuing American Recovery and Reinvestment Act grants through various agencies, for various purposes.

Incorporated new and improved public meeting space into design for Village Hall Remodeling, new Fire Station 24, and new Police Department Building and Site

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 2 - Maintain a High Quality of Life

Improve access to Village amenities through better communication with the public:

ST #4 New Village website activated in 2008

ST #4 Two Community Electronic Message signs approved and installed

DEVELOPMENT SERVICES

LT #4 Draft of Comprehensive Bike Plan approved - final plan being developed

Expansion of Residential Property Maintenance Program (evening & weekend inspections, Clean Sweep Day)

Commercial Property Maintenance Program was expanded to include additional properties

LT #4 Obtained CMAQ funding for bike path/sidewalk on Higgins Road

LT #5

GENERAL GOVERNMENT

ST #1 Improve Public Facilities – Village Hall renovations, new Police Department Building, new Fire Station 24, Beacon Pointe Water Tower

ST #2 Village Partnership on Sports Council to enhance use of sports facilities

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 3 - Enhance and Update the Retail Environment

DEVELOPMENT SERVICES

ST #9 Worked with Hoffman Plaza & Jewel on Renovations completed Oct. 2008
LT #3

LT #3 Working with other property owners in Roselle Road BID on improvements

ST #2 Attend ICSC (National & Chicago)

LT #7 Working with Barrington Square Mall owners and Land Use Committee on redevelopment strategy

ST #2 Working with Fountain Crossing tenants on ingress, lighting, and signage issues

ST #2 *Explore Hoffman!* and *Visit Hoffman!* Guides

Ongoing Commercial Property Maintenance and Improvement Program

ST #2 Working with existing and potential businesses to obtain better signage for Prairie Stone Entertainment District

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 4 - Ensure Quality Housing is Accessible

DEVELOPMENT SERVICES

Approved zoning and concept plan for Plum Farms Development with attached- and multi-family units

Poplar Creek Village Senior Housing multi-family project

CDBG funding - North West Housing Partnership rehabilitation program

GENERAL GOVERNMENT

Evaluated possible grant under the Economic and Housing Recovery Act of 2008

Monitoring and evaluating other grant opportunities for housing assistance

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 5 - Provide Transit Alternatives

GENERAL GOVERNMENT/DEVELOPMENT SERVICES

ST #5 STAR Line - Task Force, Input on CN acquisition process
LT #5

DEVELOPMENT SERVICES

Funded, created and implemented a Taxi Discount Program – recently modified to now include airport trips

LT #4 Comprehensive Bike Plan development underway

Administer HOT Line Shuttle service, Pace Route 557

Funding for share of Pace Route 554

Working with Pace and other communities on future Golf Road corridor transit service

LT #4 With new developments, require sidewalk and/or path connections where appropriate

LT #4 Applied for CMAQ grants for bike path connections on Huntington ROW between Higgins and Golf

LT #4 Applied for CMAQ grants for bike path connection under Tollway and Hoffman Boulevard bridges to connect Prairie Stone and Shoe Factory Road paths

ST #5 Investigating and potentially implementing components of Village's Transit Plan

Encouraging use of Pace rideshare.com (carpool/vanpool) – made presentations to local businesses

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 6 - Provide Additional Civic Space

POLICE

- ST #1 Incorporate indoor community space and outdoor event space in new Police Department Building project

GENERAL GOVERNMENT

- ST #1 Enhancements to the Village Hall public meet space rooms

FIRE

- ST #1 Incorporated community meeting space in the new Fire Station 24

DEVELOPMENT SERVICES

- LT #3 Reviewing opportunities in Roselle Road BID for community focal points
- ST #2 Working on plans for the Prairie Stone Streetscape project includes focal points and various amenities
- ST #2 Working with Beacon Pointe Phase 2 owner to include community based focal points in possible new neighborhood retail/mixed-use center
- ST #5 Evaluate options for community space within TOD development at STAR Line stations

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 7 - Preserve Village History

VILLAGE WIDE

ST #7 Various 50th Anniversary Activities

GENERAL GOVERNMENT

ST #7 Village Historian

ST #7 Consultant hired to write Village's history

ST #7 Oral History

ST #7 Sunderlage Farmhouse renovations

ST #7 Consideration of "honorary" street name signs

ST #7 Historical Sites Commission established and supported

The 2007 Comprehensive Plan included discussion about preservation of several locally historic structures, including the Lindberg Schoolhouse on Shoe Factory Road. After several lengthy deliberations at public meetings, and after considering numerous perspectives and facts, the Village Board voted to approve a request by the owner of the Lindberg School to allow demolition of the building. A commitment to provide a donation of \$100,000 was secured to be used for historic related purposes as compensation for elimination of the building. The Village continues to value locally historic structures, however it is recognized that there are situations where preservation may not be an option.

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 8 - Encourage New Mixed Use Development

DEVELOPMENT SERVICES

- ST #2 Plum Farms development proposal concept plan approved Dec 2008
- ST #2 Ongoing support for Prairie Stone Entertainment District
- ST #2 Consideration of Beacon Pointe Phase 2 proposal
- ST #2 Considering mixed-use developments on other non-typical sites that would require a change in zoning

DEVELOPMENT SERVICES & GENERAL GOVERNMENT

- LT #5 STAR Line TOD planning
- ST #5
- LT #5 Discussions/agreement with Huntington Woods developer for possible station
- ST #5 location/TOD project

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 9 - Support Community Resource Centers

LT #2 Support for Community Resource Center at Bode/Salem Apartments
ST #4

POLICE

ST #1 New Police Station to include a second Community Resource Center
ST #4
LT #2

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 10 - Maintain a Strong Office Market

DEVELOPMENT SERVICES

- ST #2 Economic Development Division continues to monitor office market and work with real estate representatives on possible office developments
- ST #2 Approvals for Huntington Woods Corporate Center (Mori Seiki, Big Kaiser)
- ST #2 Prairie Stone Business Park – working with developers on infill office sites (JCL Bioassay, Serta, Liberty Mutual, AMCOL)
- ST #2 Continuing retention efforts to keep existing businesses in the Village (High Voltage)

COMPREHENSIVE PLAN SUMMARY UPDATE



April 13, 2009

Goal 11 - Ensure Environmental Sustainability

LT #1 Green Initiatives Commission Created

GENERAL GOVERNMENT

ST #1 Village buildings (Police Department, Fire Station 24) LEED certification

LT #1

LT #1 New recycling program implemented in fall 2008 led to a 10% increase in recycled materials in the first months

DEVELOPMENT SERVICES

LT #4 Coordinate with Cook County Forest Preserve on various projects, including path connections and new paths

LT #1 AMCOL approval with LEED certification

LT #1 Reviewing development codes and proposing amendments to encourage environmental sustainability

LT #1 Transit, pedestrian/bike programs, hybrid vehicle purchase

LT #4

LT #1 Applied for CMAQ grants to retrofit several diesel vehicles

LT #1 As part of recent street reconstruction projects, evaluated ways to reduce pavement width in replace with green space in appropriate locations

OTHER SIGNIFICANT INITIATIVES

Comprehensive Bike Plan

Technology Updates

Community Message Signs