



# **Western Area Plan**

**Village of Hoffman Estates**

*Village Board Presentation*  
4.8.2019

# Presentation Overview

1. Existing Conditions
2. Market Analysis
3. Future Land Use &  
Development Framework
4. The Heart of Prairie Stone
5. Key Questions

# Western Area Plan Goal Statement:

To develop a dynamic land use and development framework for Hoffman Estates' Western Plan Area that ensures economic sustainability, while providing flexibility in adapting to change.

**THE  
LAKOTA  
GROUP.**

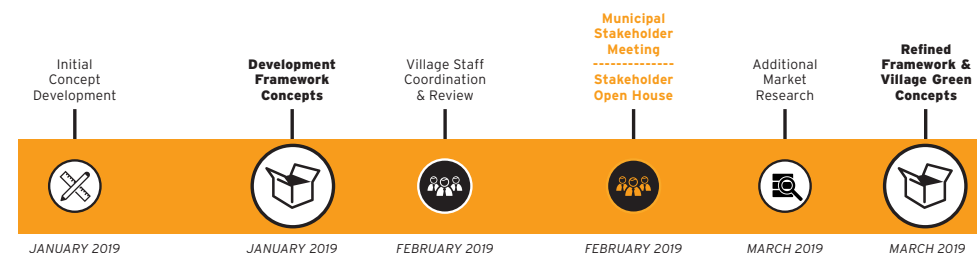
GOODMAN WILLIAMS  
GROUP  
REAL ESTATE RESEARCH

# Project Timeline

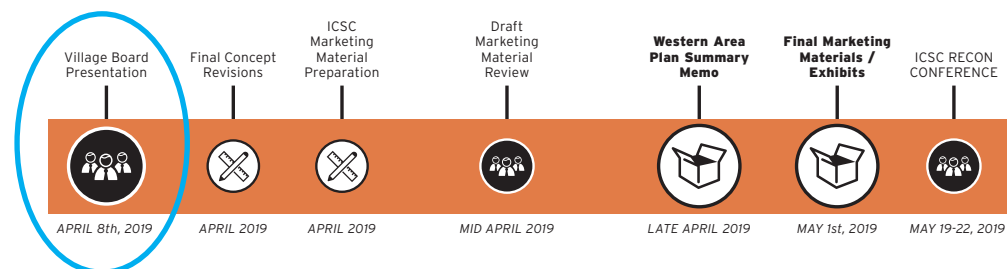
## PHASE 1: SITE ANALYSIS & ENGAGEMENT



## PHASE 2: LAND USE FRAMEWORK & VILLAGE GREEN CONCEPT PLAN DEVELOPMENT



## PHASE 3: WESTERN AREA PLAN WRAP-UP & ICSC PREPARATION

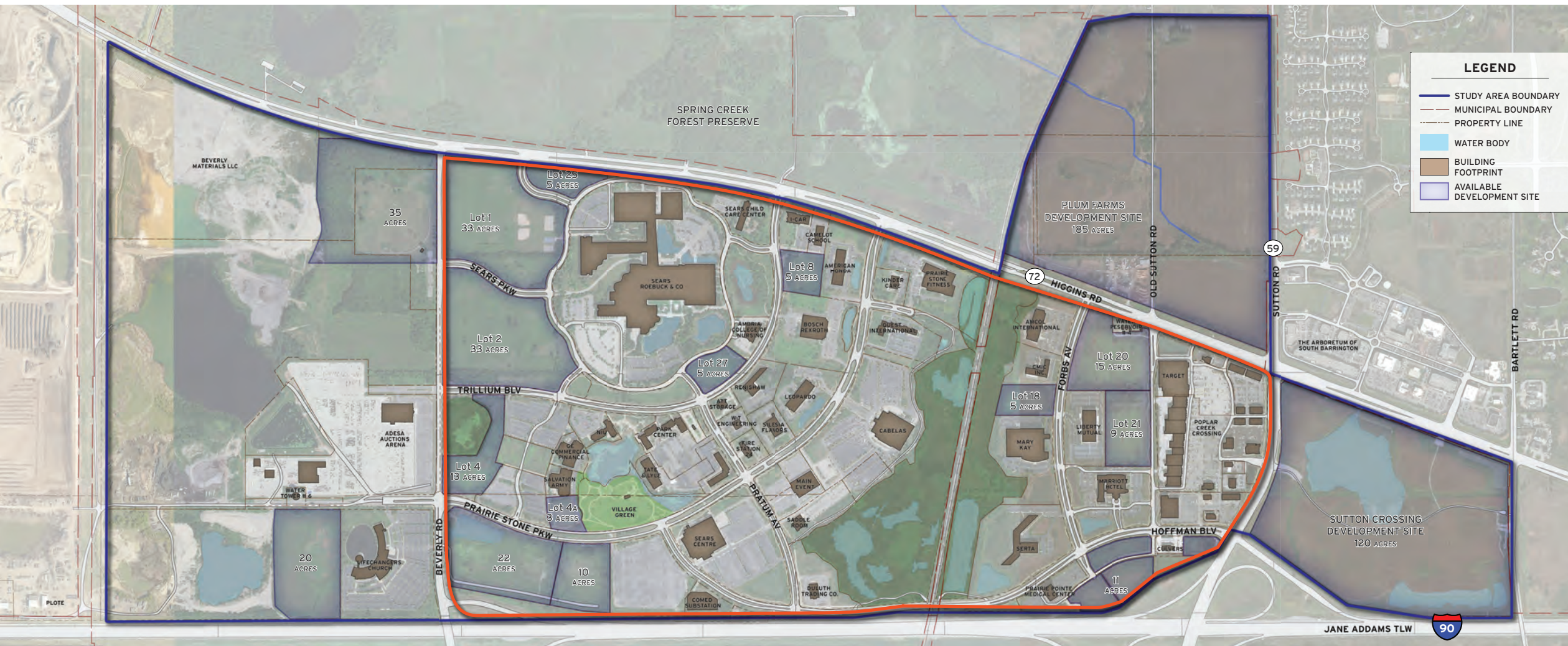




# **EXISTING CONDITIONS**



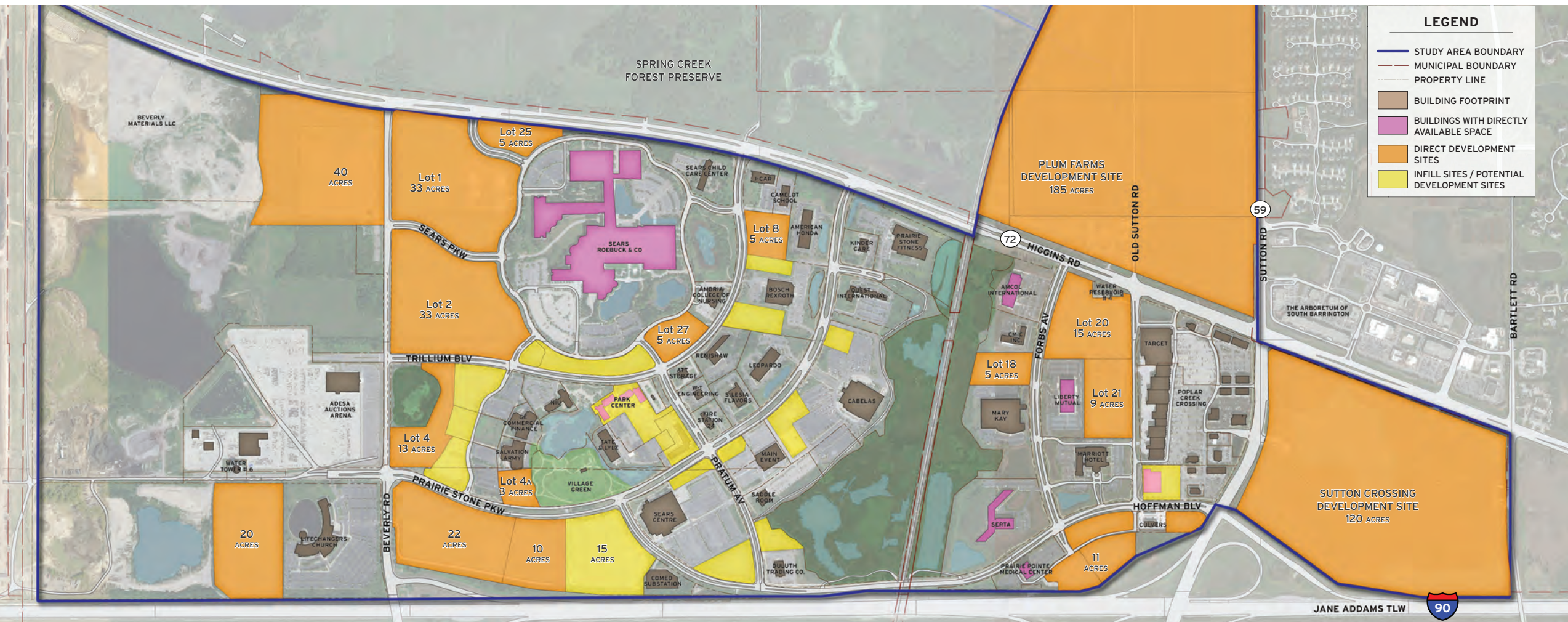
# WESTERN AREA PLAN BOUNDARY



- Study Area: ± 1,650 Acres
- Distance Across: ± 3 Miles
- Study Area Core (Beverly to Sutton): ± 840 Acres
- Distance Across: ± 1.75 Miles



# LAND AVAILABILITY



**± 532 Acres**  
**Direct Development Sites**

**± 83.5 Acres**  
**Potential Development Sites**

**± 527,000 SF**  
**Available Office Space**

**± 78,000 SF**  
**Available Retail Space**

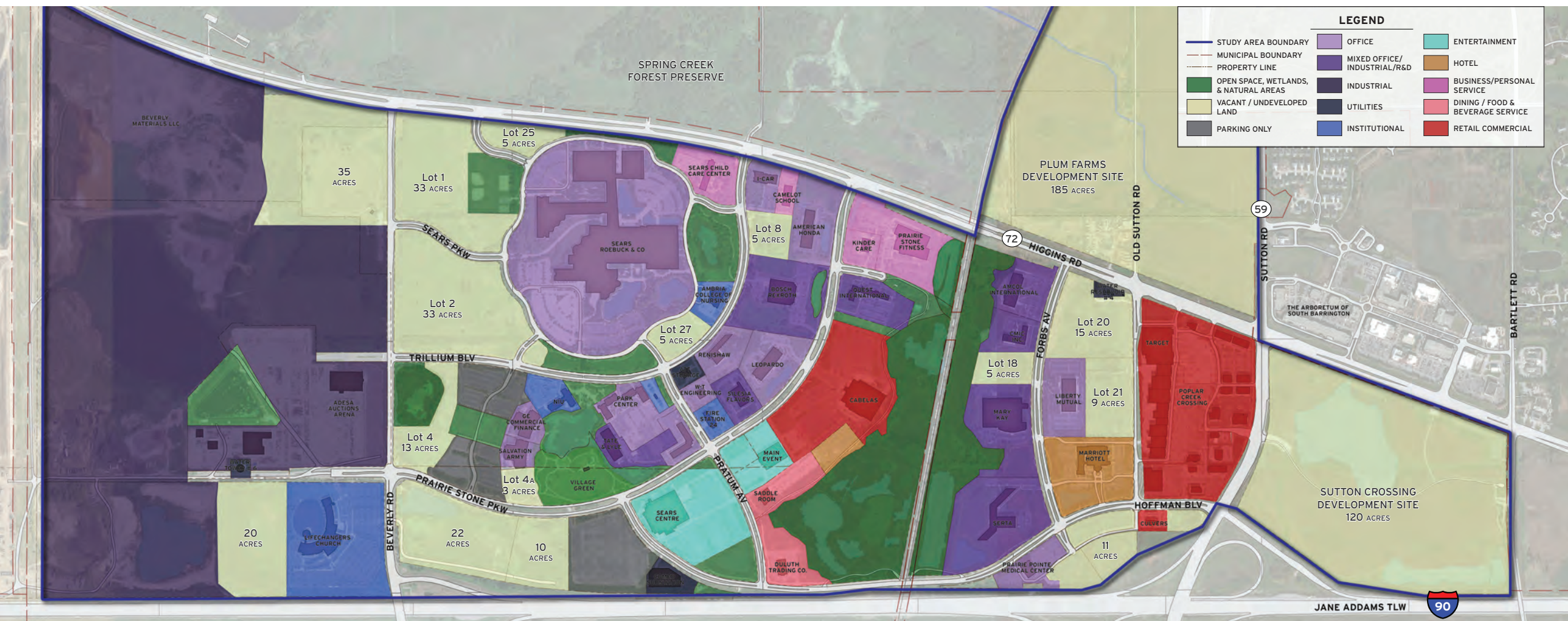
# LAND AVAILABILITY

- **Broad range of sites and spaces available for development or reuse.**
- **Different types of sites present different challenges and opportunities.**
- ***Roughly 40% of developable land is vacant or underdeveloped.***
- **Direct Development Sites (± 532 Acres)**  
Land ready and available for development
  - 3 to 15 Acres: 9 Sites
  - 15 to 40 Acres: 6 Sites
  - 100+ Acres: 2 Sites  
(~57% of total)
- **Infill Opportunities / Potential Development Sites (± 83.5 Acres)**  
Outlots and sub-dividable parcels  
Under-utilized areas with existing uses  
Sites requiring additional preparation
- **Buildings with Directly Available Space**
  - 8 Office buildings: ± 527,000 SF (CoStar)  
~53% is within Sears HQ
  - 1 Retail anchor: ± 42,000 SF (PineTree)
  - 10 In-line spaces: ± 36,500 SF (PineTree)

*Figures based on on-site observations  
and CoStar data from December 2018.*



# CURRENT LAND USE



**32% Vacant**

*Land ready for development*

**35% Employment Use**

*incl. production uses & warehousing*

**10% Open/Natural Space**

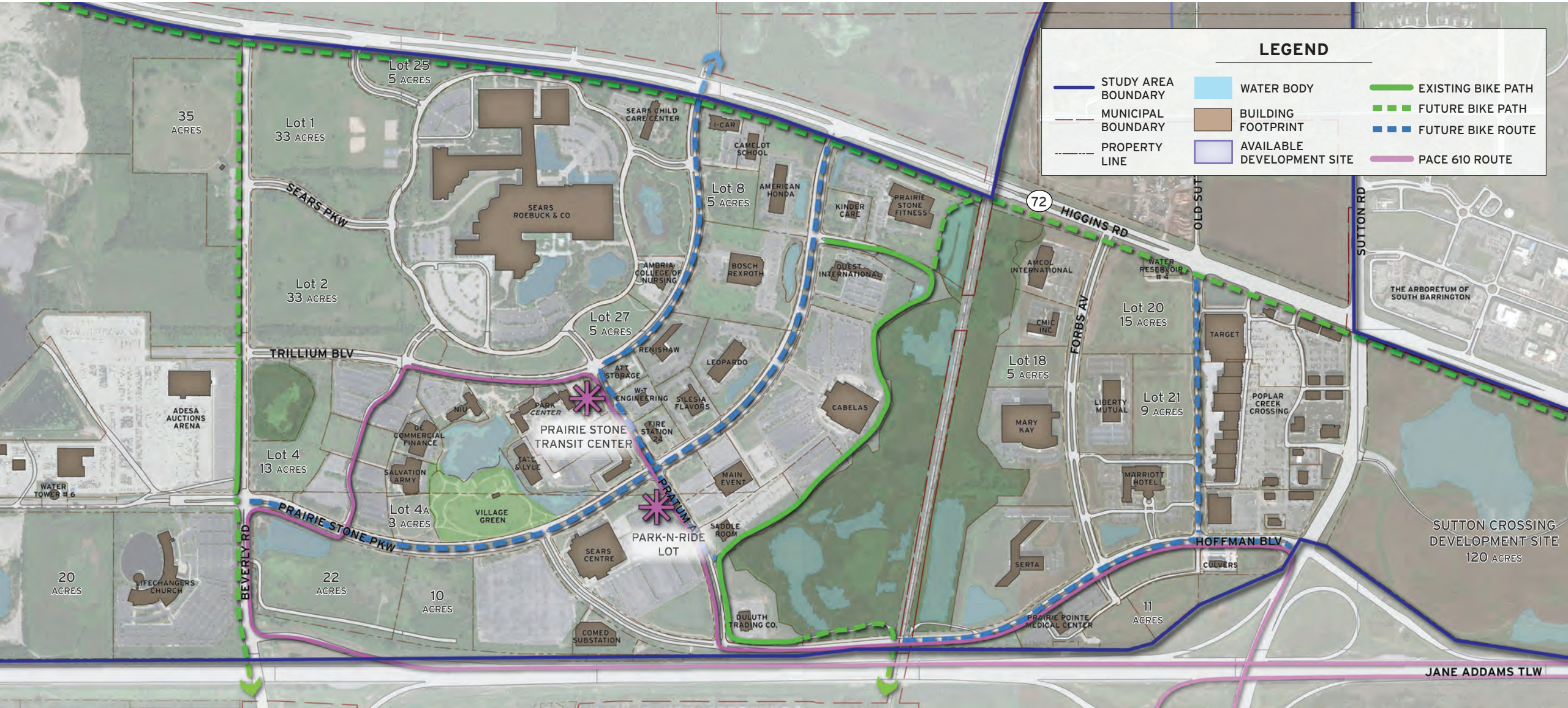
*incl. park areas & wetlands*

**10% Commercial Use**

*incl. retail, services, hotel & entertainment*



# CONNECTIVITY





# STUDY AREA IDENTITY | BRANDS



# STUDY AREA IDENTITY | LOCATIONS



- 59/90 at Poplar Creek **Entertainment District** to the south and east
- Prairie Stone **Business Park** to the north and west
- Poplar-Prairie Stone Crossing **Shopping Center** to the north east
- **Strong brand name recognition, but overall lack of clarity on 'What' & 'Where'**



# STAKEHOLDER INPUT: KEY TAKEAWAYS

## **Clarity of Vision and Intent**

- What does the Village want?
- What is it willing to do/offer to achieve that vision?

## **Large and Small Opportunities**

- Small actions/enhancements can contribute meaningfully to larger goals.

## **Interconnectivity**

- Of Ideas, Spaces, and People
- Of Land Uses
- Of Business/Tenant Needs





# STAKEHOLDER MEETINGS: KEY TAKEAWAYS

## **Urban Vision, Suburban Context**

- Learn from cities, don't try to replicate them.
- What makes this area unique? How can you leverage these strengths?

## **Location, Location, Location**

- The I-90 Corridor is highly desirable for business
- Area is generally perceived as distinct from the rest of Northwest Suburban Submarket
- But, you are not alone - western edge of Cook County, Schaumburg, Rosemont and Chicago





# **MARKET ANALYSIS**

DEMOGRAPHICS

OFFICE & EMPLOYMENT

RETAIL SUMMARY

RESIDENTIAL MARKET

# HOFFMAN ESTATES DEMOGRAPHIC CHANGES

## POPULATION & RACE, 2010 - 2018

	2010	2018	% CHANGE 2010 - 2018
TOTAL POPULATION	51,895	52,317	+ 0.8%
TOTAL HOUSEHOLDS	18,132	18,302	+ 0.9%
TOTAL HOUSING UNITS	18,970	19,123	+ 1.3%
AVERAGE HOUSEHOLD SIZE	2.84	2.83	- 0.4%

*Source: Esri Business Analyst, 2018 Estimates*

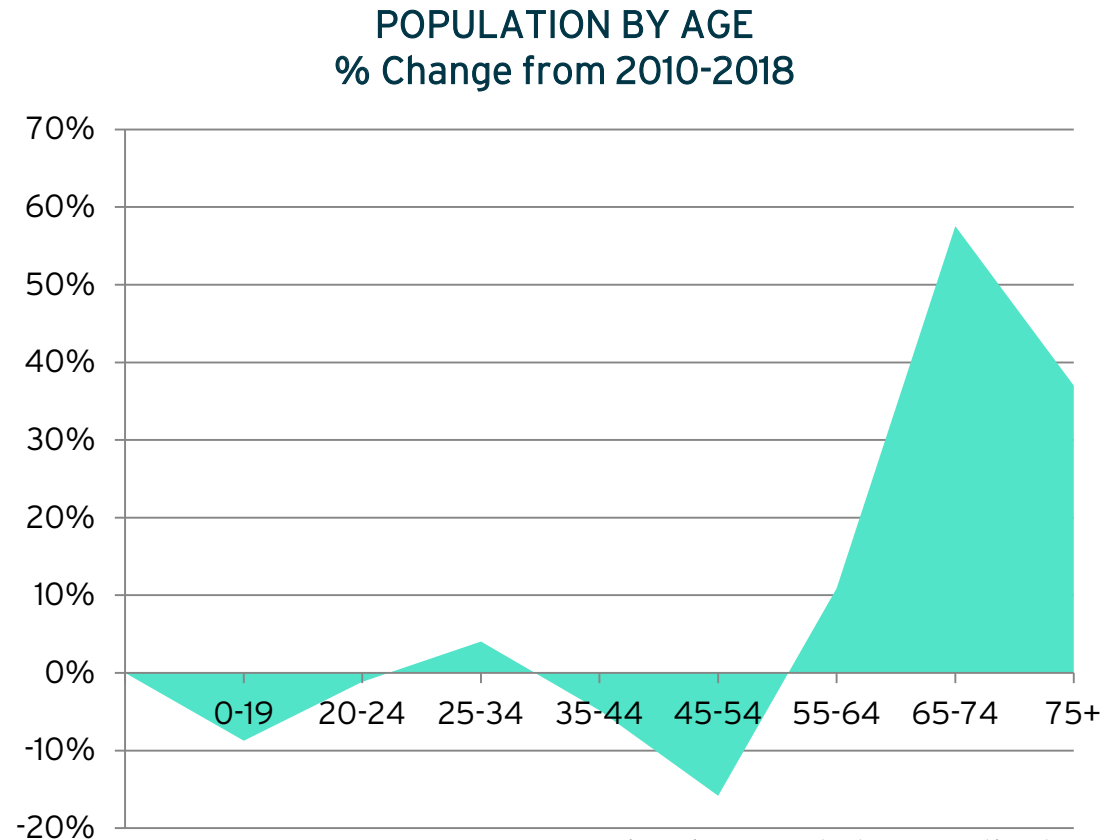
	2010	2018	% of 2018 Total	% CHANGE 2010 - 2018
WHITE ALONE	33,270	31,804	60.7 %	- 4.4 %
BLACK ALONE	2,478	2,243	4.3 %	- 9.5 %
ASIAN/PACIFIC ISLANDER ALONE	11,768	13,026	27.5 %	+ 10.7 %
AMERICAN INDIAN ALONE	120	134	0.3 %	+ 11.7 %
SOME OTHER RACE ALONE	2,900	3,535	7.2 %	+ 21.9 %
TWO OR MORE RACES	1,359	1,576	3.1 %	+ 16.0%
HISPANIC ORIGIN	7,297	9,058	18.5 %	+ 24.1%

*Source: Esri Business Analyst, 2018 Estimates*

- Hoffman Estates population and households increased only slightly during this period
- Hoffman Estates is becoming more diverse. The change in the white population decreased more than 4%, while the fastest growing race was Asian / Pacific Islander
- The Hispanic Origin population of Hoffman Estates has increased 24% since 2010

# HOFFMAN ESTATES DEMOGRAPHIC CHANGES

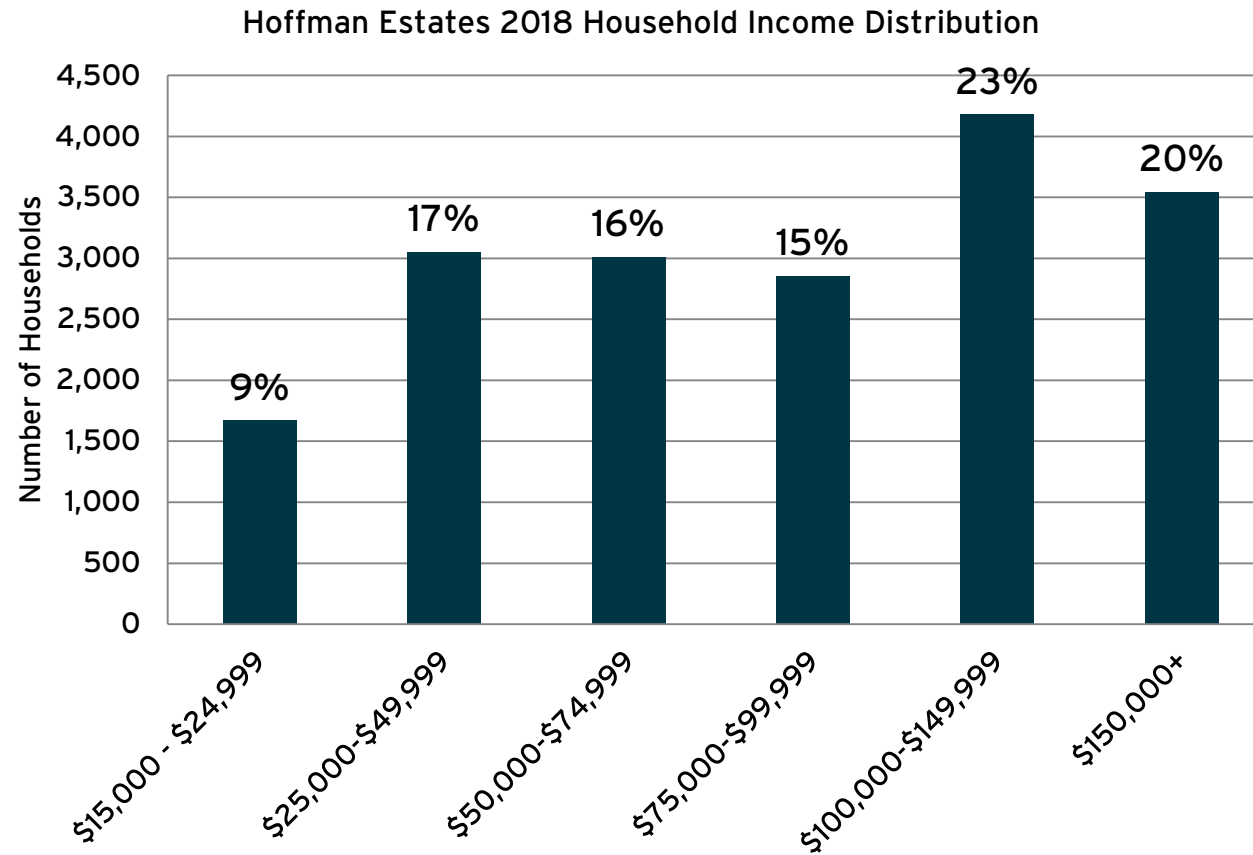
POPULATION AGE, 2010 - 2018



Source: Esri Business Analyst, 2018 Estimates

- Two segments of the population are increasing: 25-34, and 55+
- The median age has increased from 33.5 to 35.1
- The most significant shift in age groups is the 65-74 cohort, that has seen a 57.6% increase
- There has been a decrease in the number of school age children, and adults 35 - 54
- Significant increase in adults 55+

# HOFFMAN ESTATES HOUSEHOLD INCOME DISTRIBUTION, 2018



- Nearly 60% of households earn \$75,000 or more per year

Source: Esri Business Analyst, 2018 Estimates

# HOFFMAN ESTATES EMPLOYMENT

BY MAJOR INDUSTRY, 2011 - 2018

INDUSTRY	2018	2011	% CHANGE 2011-2018
Management of Companies and Enterprises	4,071	5,332	-23.65%
Health Care and Social Assistance	4,599	4,851	-5.19%
Educational Services	429	4,714	-90.90%
Information	298	3,107	-90.41%
Retail Trade	2,198	2,312	-4.93%
Accommodation and Food Services	1,800	1,722	4.53%
Professional, Scientific, and Technical Services	1,035	1,386	-25.32%
Wholesale Trade	2,164	1,224	76.80%
Finance and Insurance	962	1,087	-11.50%
Manufacturing	428	857	-50.06%

*Source: Where Workers Work, Illinois Department of Employment Security*

- Job numbers peaked in 2011 at 29,237
  - About 10,000 jobs have left the area since 2011, with 19,947 jobs total in 2018
- Information and Educational Services were once leading industries, but have experienced 90% job loss since 2011
- AT&T officially announced the closing of the Hoffman Estates headquarters in 2013, which accounts for thousands of jobs leaving the area

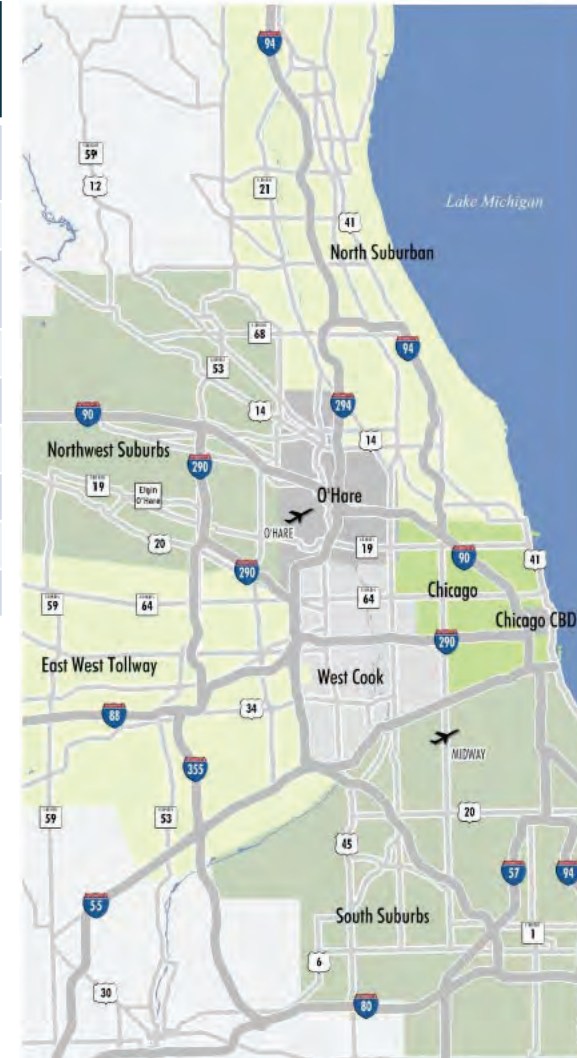
# OFFICE MARKET DATA

Q3, 2018

SUBMARKET	RENTABLE SQ FT.	DIRECT VACANCY SQ FT.	VACANCY RATE	2018 NET ABSORPTION
CENTRAL BUSINESS DISTRICT	1,320,505,588	16,139,814	12.2%	327,954
SUBURBAN OFFICE MARKETS				
Northwest	26,827,473	5,887,768	21.9%	133,842
O'Hare	13,151,169	1,905,632	14.5%	41,695
North	21,357,389	3,743,612	17.5%	-8,467
East-West Tollway	39,262,218	6,311,025	16.1%	169,914
South Suburbs	2,311,411	441,230	19.1%	67,157
TOTAL SUBURBAN	102,909,660	18,289,267	17.8%	404,141

Source: CBRE

- Northwest Suburbs have significantly higher vacancy than other markets
- Absorption for 2018 YTD has been a positive sign for the NW suburbs

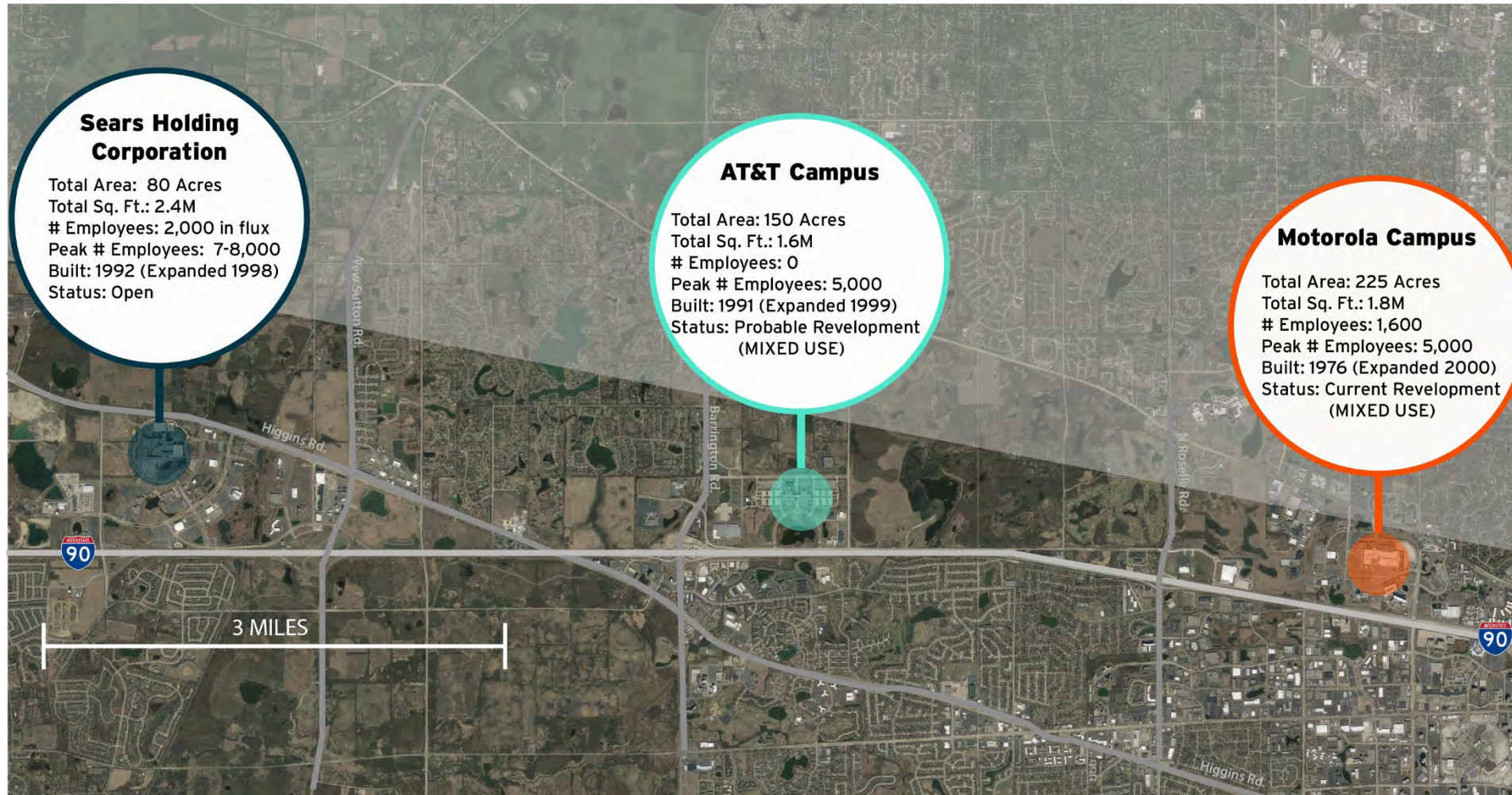


Source: CBRE



# FORMER OFFICE CAMPUSES ALONG I-90

## Office & Employment



Source: Goodman Williams Group

- Together, AT&T and Prairie Stone/Poplar Creek account for 1/3 of all direct vacancy within the Northwest submarket.



# KEY TAKEAWAYS

- High vacancy rates in Northwest suburban market.
- Absorption has been negative until 2018, with many firms relocating to Downtown Chicago.
- Future market opportunities will include spaces for smaller, specialty firms that want to be in a suburban mixed-use district along the I-90 corridor.
- **As recent development proposals have shown, the suburban corporate campus model is evolving.**

## Oak Brook

The 16.5 acre McDonald's Plaza site is being reimagined as a new village center with a mix of residential, office, hotel, and retail.



Bird's Eye View of Existing 16.5 Acre McDonald's Plaza Site



Bird's Eye View of Proposed Town Center Concept

## Schaumburg

Redevelopment of Motorola's 225 acre former campus has begun, with new offices, homes, retail, hotels, and entertainment venues planned.



Aerial View of Existing 225 Acre Campus



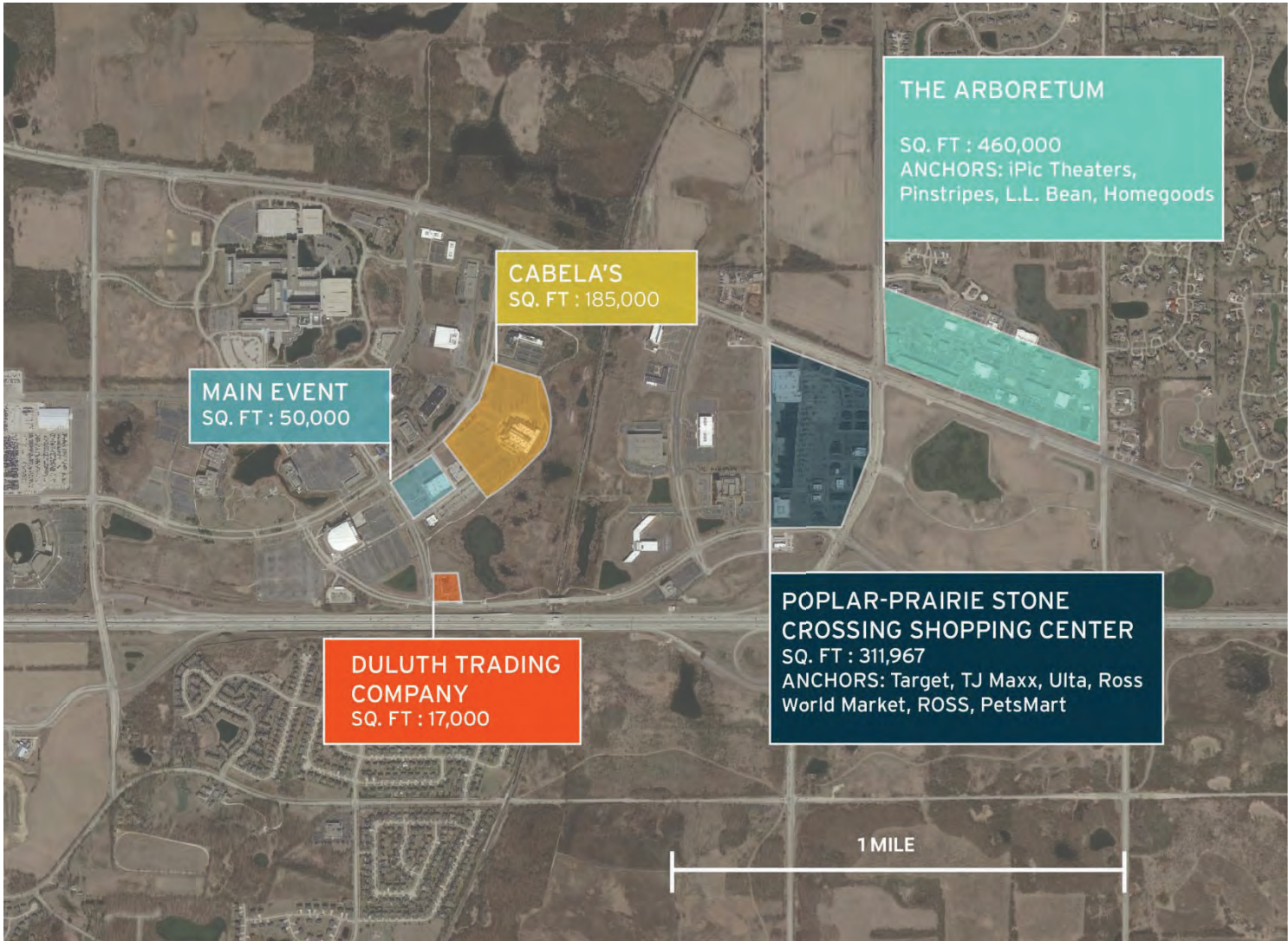
Proposed Master Plan Concept (source: Antunovich Assoc.)



- 72 Large Format Stores over 100,000 square feet nearby
- Woodfield Mall (Built 1971)
- Only 1 new development since 2007 (Walmart in Carpentersville, 2016)



# MAJOR RETAIL SITES NEAR STUDY AREA

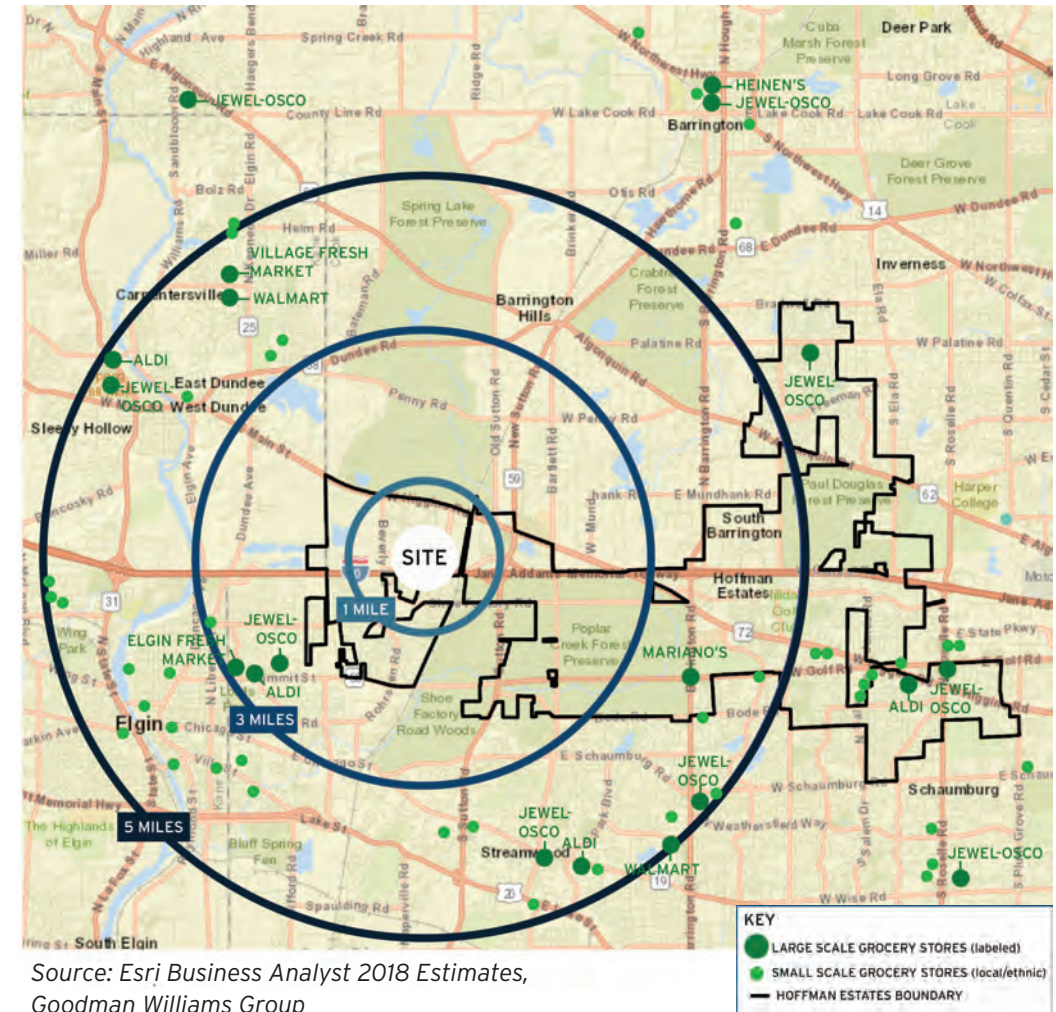


SOURCE: Goodman Williams Group

# GROCERY STORE POTENTIAL

- There are few grocery stores within 3 miles of the Study Area, but many within the overall trade area.
- In addition to major chains, there are many smaller stores and ethnic/specialty stores.
- Significantly more residential units may be needed for a new full-service grocer within the Study Area.

## MAP OF ALL GROCERY STORES PROXIMATE TO STUDY AREA 1, 3, AND 5 MILES



Source: Esri Business Analyst 2018 Estimates,  
Goodman Williams Group



# KEY TAKEAWAYS

- Large supply of shopping centers and big box retailers already serving market.
- Potential opportunity for certain specialty retailers that need good vehicular access and large sites.
- Market for future restaurants and neighborhood-serving retail as part of a mixed-use district.
- **“Retail Follows Rooftops”..... and Jobs.**



# HOUSING UNIT AND OCCUPANCY CHARACTERISTICS

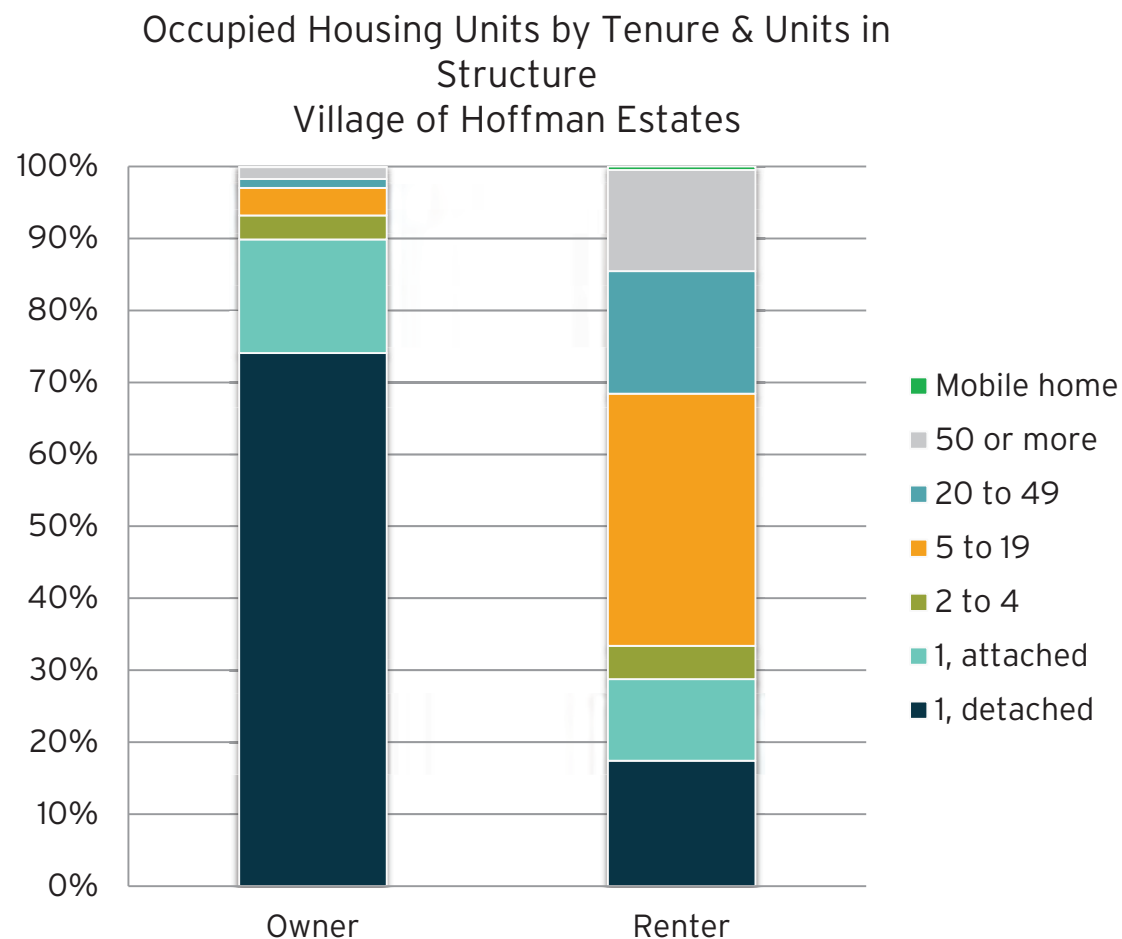
## Housing Occupancy, Vacancy, and Tenure

<u>Attribute</u>	<u>Hoffman Estates</u>	<u>Chicago Metro Area</u>
Housing units	18,535	3,806,802
Occupied housing units	17,765	3,464,942
Percent	95.8%	91.0%
Owner-occupied	13,297	2,223,994
Percent	74.8%	64.2%
Renter-occupied	4,468	1,240,948
Percent	25.2%	35.8%
Vacant housing units	770	341,860
Percent	4.2%	9.0%

- Owner occupancy rate in Hoffman Estates is 10 percentage points higher than in the Chicago Metro Area
- Vacancy rate is lower in Hoffman Estates

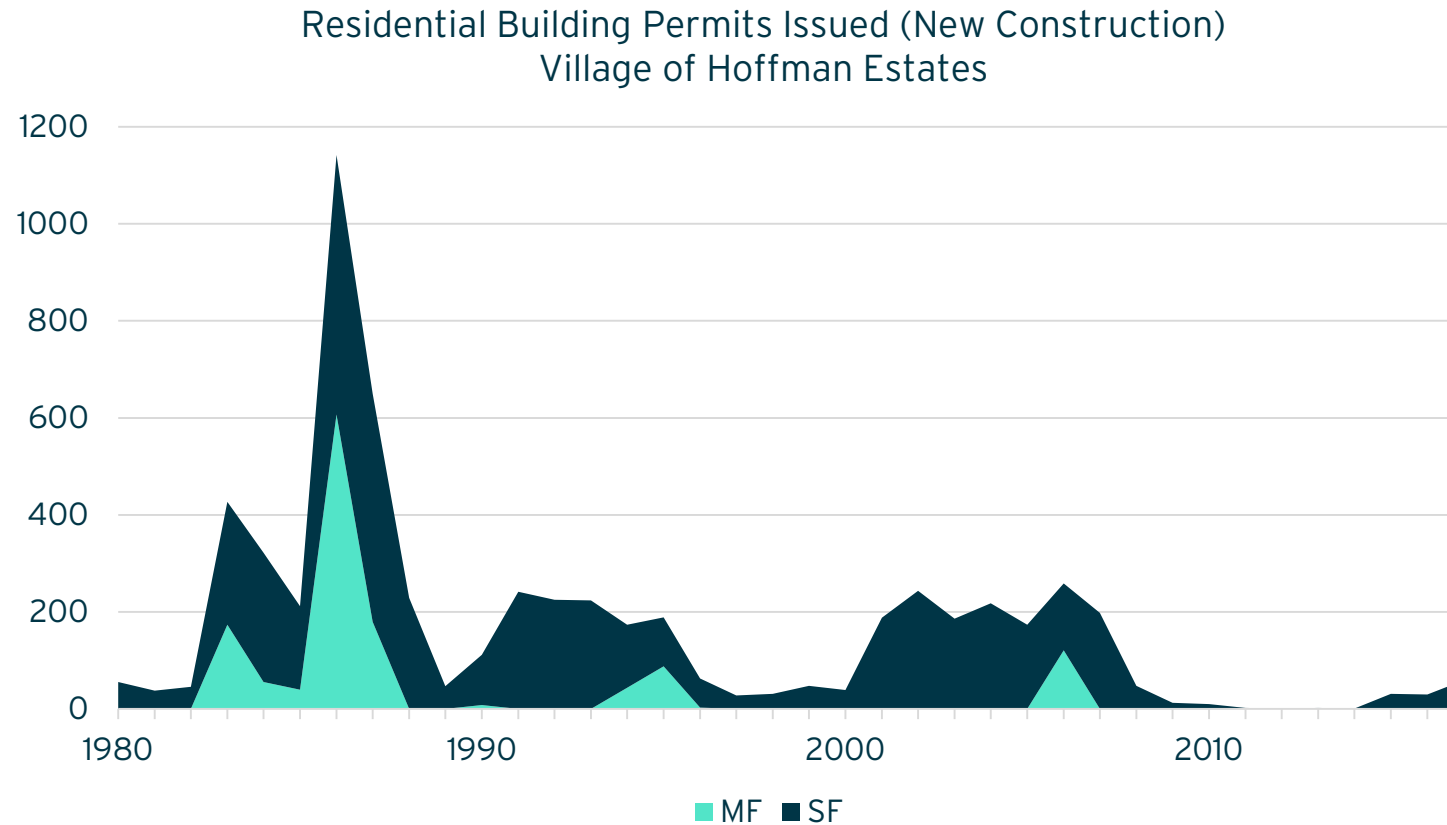
*Source: ACS (2012-2016, 5-Year Estimates)*

# HOUSING UNIT AND OCCUPANCY CHARACTERISTICS



- Single family homes make up nearly 90% of owner-occupied homes
- Nearly 70% of renter-occupied homes are in buildings with fewer than 20 units
- 70% of existing housing stock was built between 1960 - 1990, and half of that was built in the 1970's

# RESIDENTIAL DEVELOPMENT ACTIVITY



Source: ACS (2012-2016, 5-Year Estimates); Goodman Williams Group (2010-2017 Estimate)

- No new multifamily units have been permitted since 2006
- The majority of residential development since 1980 occurred during three periods



# RESIDENTIAL DEVELOPMENTS NEAR SITE



Source: Goodman Williams Group

# FOR-SALE MARKET TRENDS

	<u>2016</u>	<u>2017</u>	<u>2018*</u>	<u>Current Supply (Months)**</u>
<b>Hoffman Estates</b>				
<i>Attached</i>				2.2
Sales	268	272	268	--
Median Sale Price	\$139,500	\$144,950	\$154,000	--
<i>Detached</i>				3.5
Sales	513	505	465	--
Median Sale Price	\$283,000	\$305,000	\$315,700	--
<b>Schaumburg</b>				
<i>Attached</i>				1.7
Sales	775	893	776	--
Median Sale Price	\$152,000	\$166,000	\$171,600	--
<i>Detached</i>				2.6
Sales	471	506	418	--
Median Sale Price	\$299,500	\$315,000	\$320,000	--

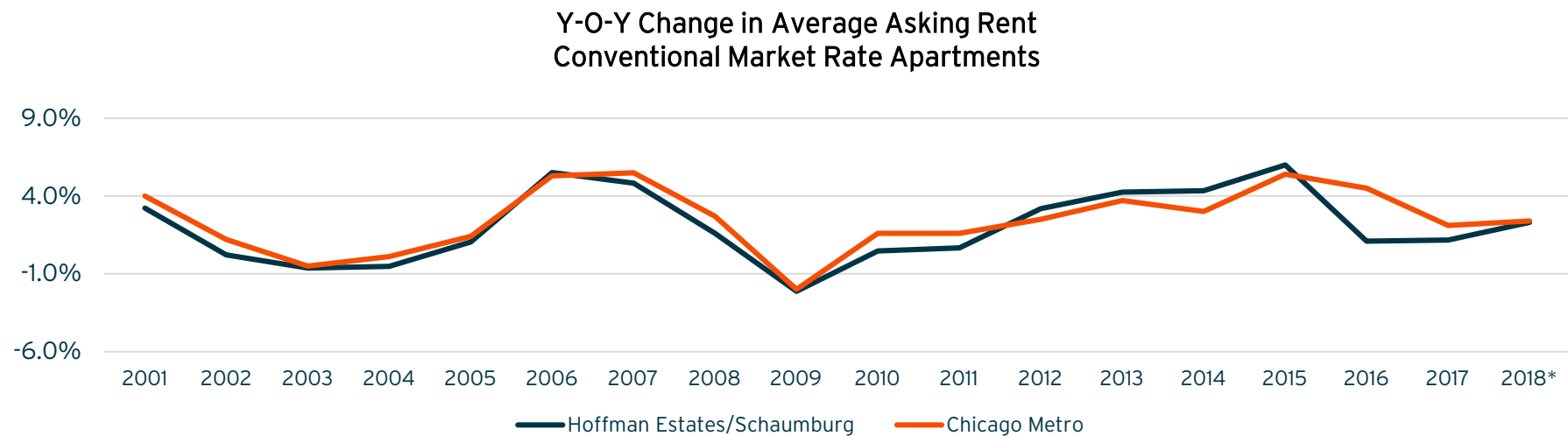
\*Through 11/19/18.

\*\*Based on current year sales pace.

Source: Midwest Real Estate Data and Goodman Williams Group

- Hoffman Estates and Schaumburg were considered together as a single investigative area
- Significant sales price strengthening has occurred in both the attached and detached segments
- Current listed supply levels in all segments are extremely low

# MULTIFAMILY MARKET TRENDS



\*YTD through November.

Source: CoStar and Goodman Williams Group

- Nearly 95% of market rate apartments are one & two bedroom units
- Of the 9,056 total units in the Hoffman Estates & Schaumburg, only 154 have three bedrooms
- Average asking rent is \$1,332, and current vacancy rate is 6.8%

# MULTIFAMILY PRODUCT



Typical 1970s-era apartment development.  
**Autumn Chase Apartments**, Hoffman  
Estates



Typical 1980s-era apartment development.  
**Savannah Trace Apartments**, Schaumburg



New apartment development.  
**North 680**, Schaumburg

- Majority of apartments Hoffman Estates and Schaumburg were built in 1970's
  - The next most active decade was the 1980's
    - Both decades saw primarily 2-3 story garden-style buildings
- Since 1990, just one large new development has been delivered
  - North 680, completed in 2017

# SUMMARY OF MARKET FINDINGS

- Strengths of area are:
  - Access to transit and freeways,
  - Proximity to major employment centers
  - Commercial and recreational amenities
- The housing market along the I-90 corridor will remain strong
- A key opportunity is the development of vibrant and walkable mixed-use neighborhoods
  - Allows access to a variety of housing types and lifestyle amenities
- Demand for new housing along the corridor will primarily be driven by expansion of employment
- Also driven by a shifting demographic profile which will give rise to new housing needs and desires
  - The aging of the Millennial and Baby Boomer generations
- The addition of new apartments and for-sale townhomes could bring needed housing balance to Hoffman Estates



# HOUSING TYPE OPPORTUNITIES

- There are several housing type 'products' being successfully developed within the Chicago suburbs that could be well suited for the Study Area.
- These would also help to address key strategic housing needs and goals within the Village, including:
  - 'Down-sizing' options for older residents
  - Wider range of unit types to attract desirable groups - young singles & couples, and families with children
- **Recommended Housing Types**
  - Courtyard (urban) style for-sale townhomes (entry level series)
  - Courtyard (urban) style for-sale townhomes (move up series)
  - Rental townhomes
  - Contemporary rental apartments

# HOUSING TYPE OPPORTUNITIES

## 'Entry-Level' For-Sale, Courtyard Townhomes

- Typical development characteristics
  - 75-150 units
  - 10-15 units/acre
- Typical plan features
  - 1,500-1,750 square feet
  - 2-3 stories
  - Rear-loading two car garage
  - 2-3 bedrooms, 1.5-2.5 baths
- Typical target market profile
  - Early career professionals
  - Entry level buyers
  - Singles, younger couples, and families with young children

## Emerson Park

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- Naperville
- M/I Homes
- \$240,000 and up



## Lake Ridge

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- Mundelein
- D.R. Horton
- \$260,000 and up



# HOUSING TYPE OPPORTUNITIES

## 'Move-Up' For-Sale, Courtyard Townhomes

- Typical development characteristics
  - 75-150 units
  - 10-15 units/acre
- Typical plan features
  - 1,750-2,000 square feet
  - 3 stories
  - Rear-loading two car garage
  - 2-4 bedrooms, 2.5-3.0 baths
- Typical target market profile
  - First move-up buyers
  - Couples
  - Families with young children

### Lexington Heritage

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- Arlington Heights
- Lexington Homes
- \$350,000 and up



### Lexington Walk

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- Morton Grove
- Lexington Homes
- \$360,000 and up





# HOUSING TYPE OPPORTUNITIES

## Rental Townhomes

- Typical development characteristics
  - 35-75 units
  - 10-15 units/acre
  - Often co-developed with apartments
- Typical plan features
  - 1,500-2,000 square feet
  - 2-3 stories
  - Two car garage
  - 2-3 bedrooms, 1.5-2.5 baths
- Typical target market profile
  - Early or mid-career professionals
  - Families with young children
  - Longer-term 'renters by choice'
  - Temporary/transitional renters

## Deer Park Crossing

- Deer Park
- Reva Development
- \$3,400-\$4,000/mo.



# HOUSING TYPE OPPORTUNITIES

## Contemporary Rental Apartments

- Typical development characteristics
  - 150-250 units
  - 4-6 stories
  - 25-50 units/acre
  - 1.5 parking spaces/unit
  - High level of building amenities
- Typical plan features
  - 650-1,200 square feet
  - 1-2 bedrooms, 1.0-2.0 baths
  - Upgraded finishes/features; in-unit laundry
- Typical target market profile
  - Early career professionals
  - Downsizing retirees
  - Singles & couples w/out children, roommates

### North 680

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- Schaumburg
- Urban Street
- \$1,700-\$2,450/mo.



### Avant at the Arboretum

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- Lisle
- Opus Development
- \$1,650-\$2,100/mo.



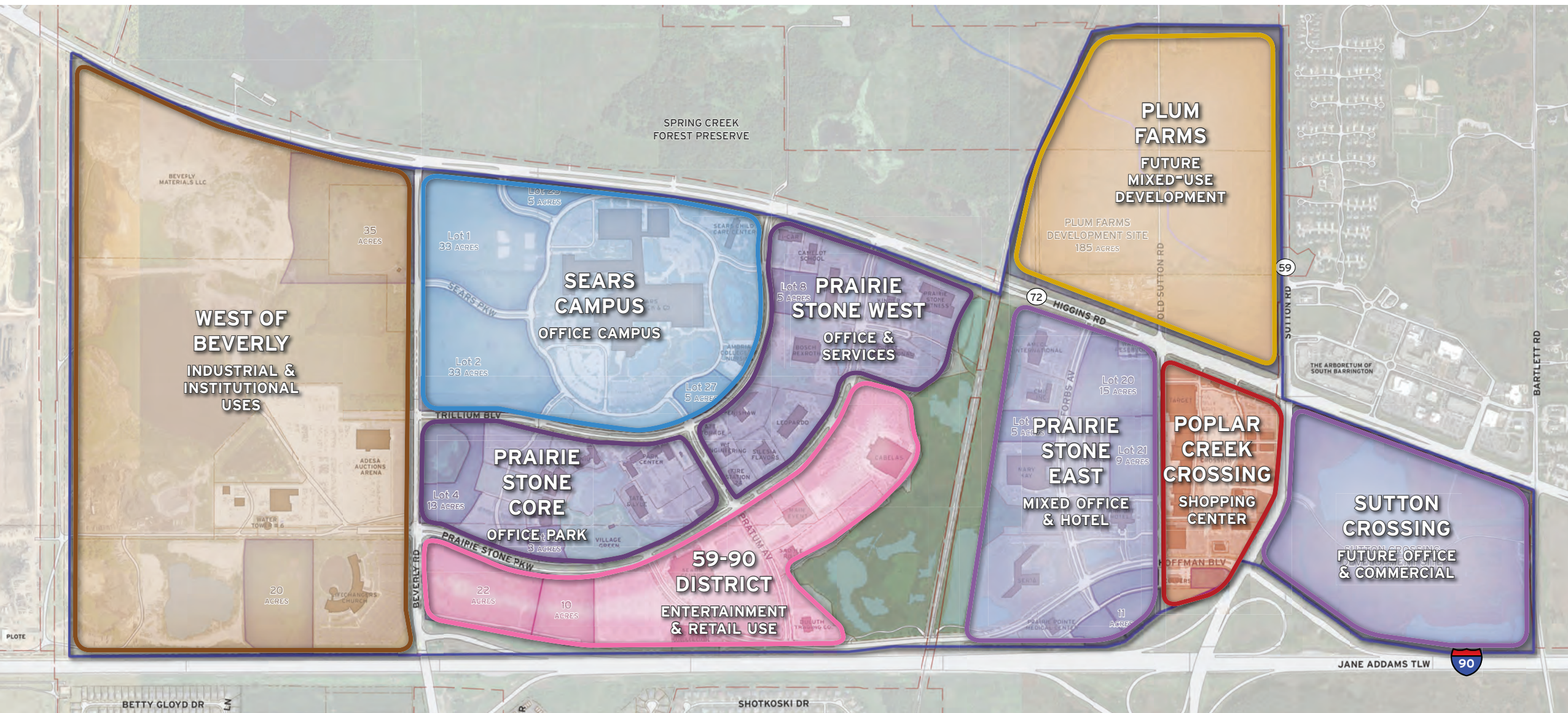


# **FUTURE LAND USE & DEVELOPMENT FRAMEWORK**

POLICY  
PLANNING  
DEVELOPMENT

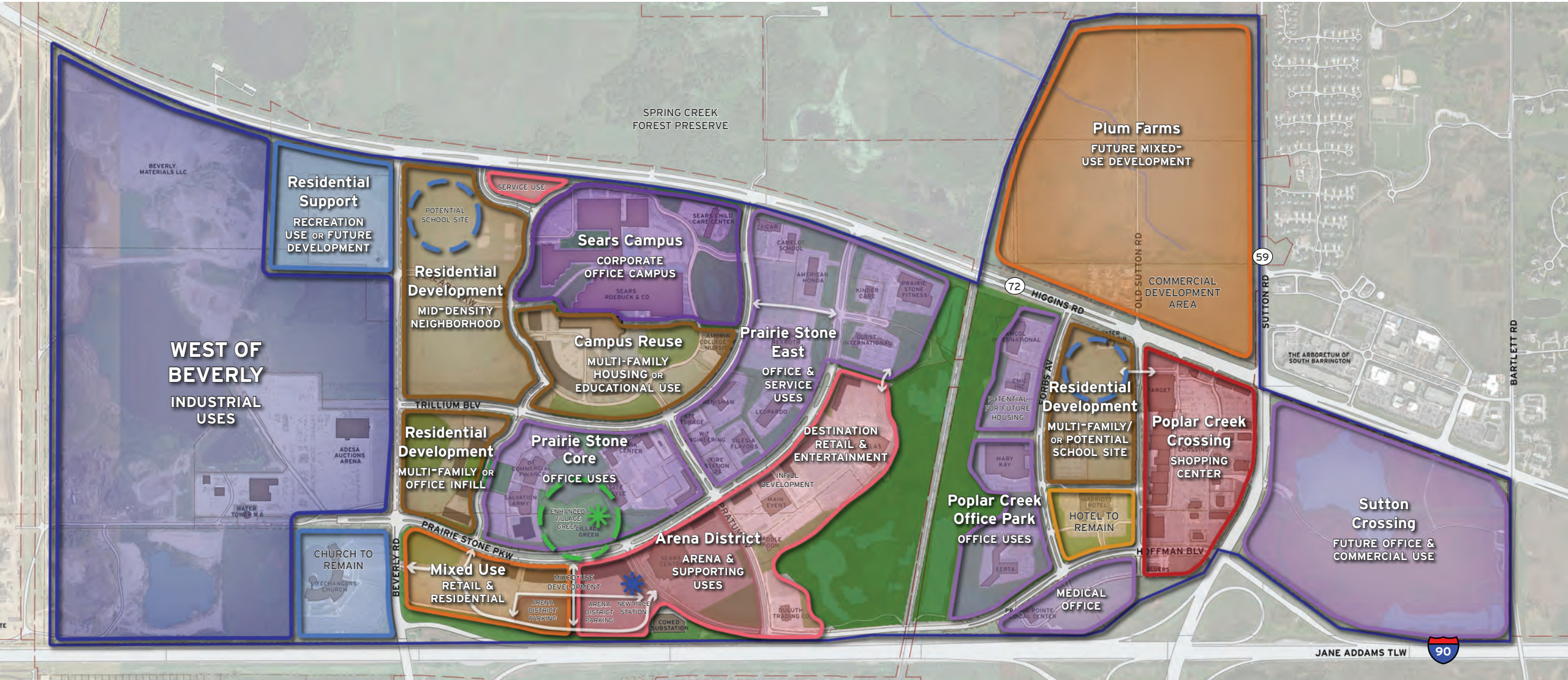


# EXISTING FRAMEWORK





# FRAMEWORK CONCEPT 1



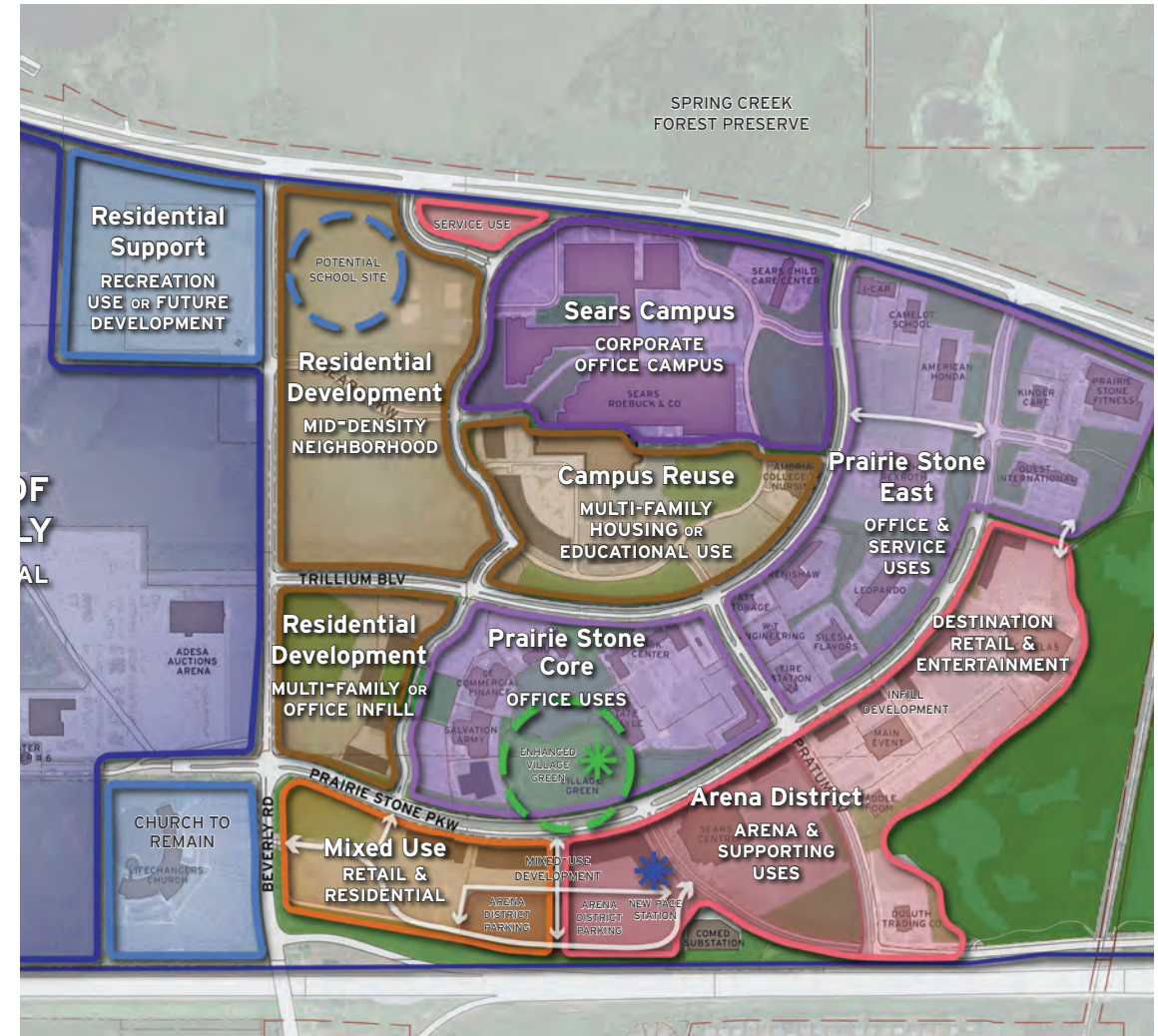


# FRAMEWORK 1 - SUMMARY

- Focus on residential growth throughout the Study Area
- Infill development on vacant and under-utilized properties and parking lots.
- Study Area Core split into two distinct sub-areas: *Prairie Stone & Poplar Creek.*

## Prairie Stone

- Major emphasis on residential development, with wide range of unit/development types.
- Potential inclusion of new school facility
- Explores non-office reuse opportunities for portions of the Sears Holdings Corp. Campus
- Focus on infill within 'Core' & 'East' areas.
- Prioritize higher density, mixed-use development near Village Green to support Arena District.





# PRAIRIE STONE CHARACTER

Concept 1



HIGHER-DENSITY MIXED-USE DEVELOPMENT NEAR THE ARENA



RANGE OF HOUSING TYPES & DENSITIES



ACTIVE, AROUND-THE-CLOCK USE



COMMERCIAL INFILL DEVELOPMENT



MULTI-FAMILY HOUSING WITH COMMUNITY GREEN SPACE



RECREATIONAL USES/AMENITIES

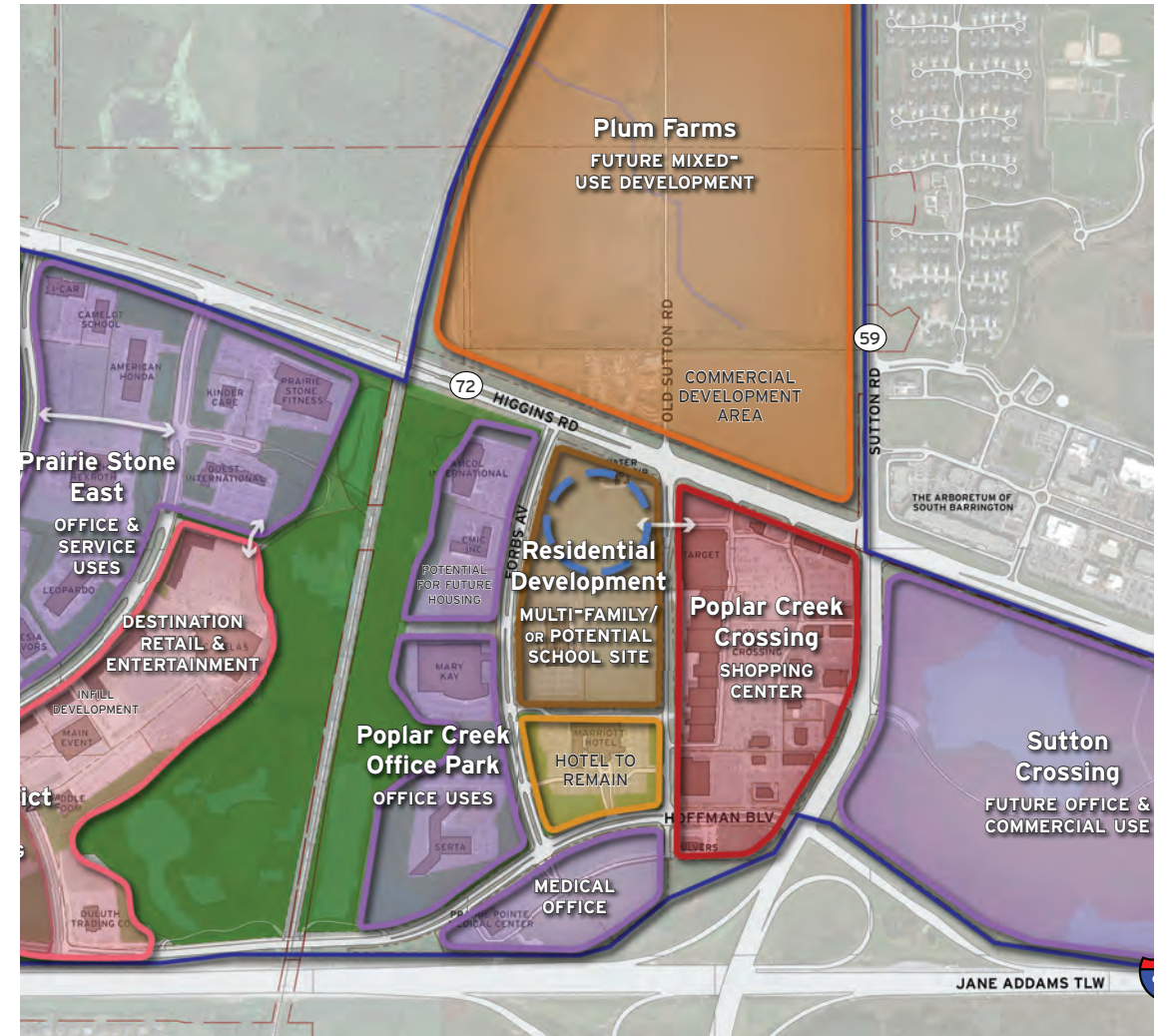


# FRAMEWORK 1 - SUMMARY

- Focus on residential growth throughout the Study Area
- Infill development on vacant and under-utilized properties and parking lots.
- Study Area Core split into two distinct sub-areas: *Prairie Stone & Poplar Creek*.

## Poplar Creek

- Generally maintain current land use patterns.
- Identify potential opportunities for change, such as reuse or redevelopment of vacant office space.
- New residential use on large sites to create a well-balanced mix of uses.
- Improved connectivity between Poplar Creek Crossing Shopping Center and surrounding uses.





# POPLAR CREEK CHARACTER

Concept 1



POTENTIAL SCHOOL SITE



HIGH-QUALITY, MODERN MULTI-FAMILY DEVELOPMENT



ENHANCED NON-VEHICULAR CONNECTIVITY



MAINTAIN OFFICE USES OR REUSE/REDEVELOP OVER TIME



HIGHLY-AMENITIZED RESIDENTIAL DEVELOPMENT



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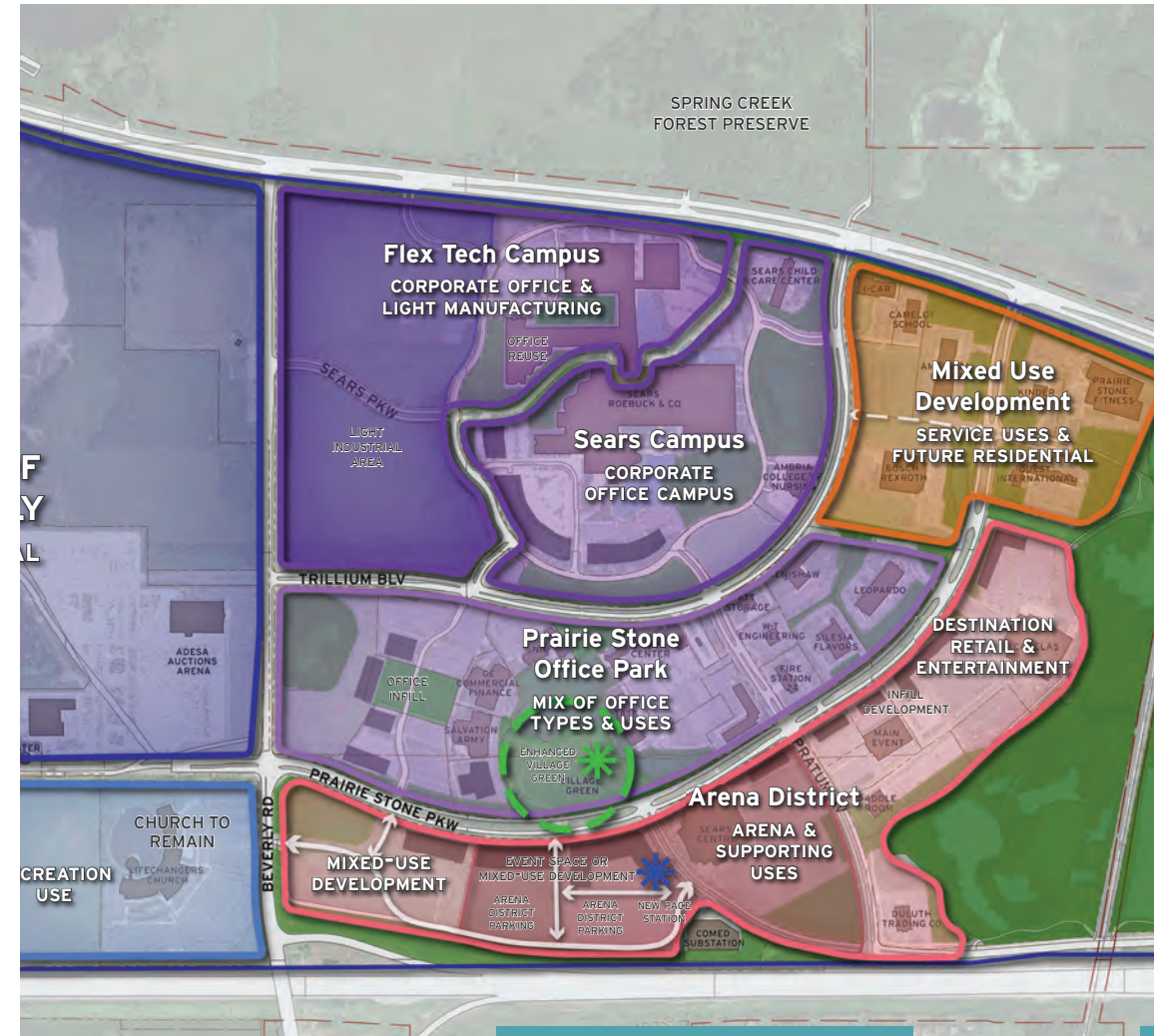


# FRAMEWORK 2 - SUMMARY

- Focus on expansion of office and employment uses within Prairie Stone
- Emphasis on residential development in eastern portions of the Study Area, including vacant or transitional land use sites.

## Prairie Stone

- New 'Flex Tech' or combined office/light industrial campus west of Sears Campus
- Office infill within traditional office park areas.
- Transition to mixed-use development at both ends of Prairie Stone Parkway, with under-performing office uses redeveloped as residential use over time.
- Potential creation of a formal outdoor event space near Sears Centre Arena.





# PRAIRIE STONE CHARACTER



HIGH-INTENSITY ACTIVATION OF ENTERTAINMENT DISTRICT



FOCUS ON OFFICE DEVELOPMENT WITHIN PRAIRIE STONE CORE



CONSOLIDATION OF SEARS CAMPUS



ENTERTAINMENT-ORIENTED COMMERCIAL USE



MIXED-USE INFILL DEVELOPMENT



POTENTIAL FLEX TECH CAMPUS

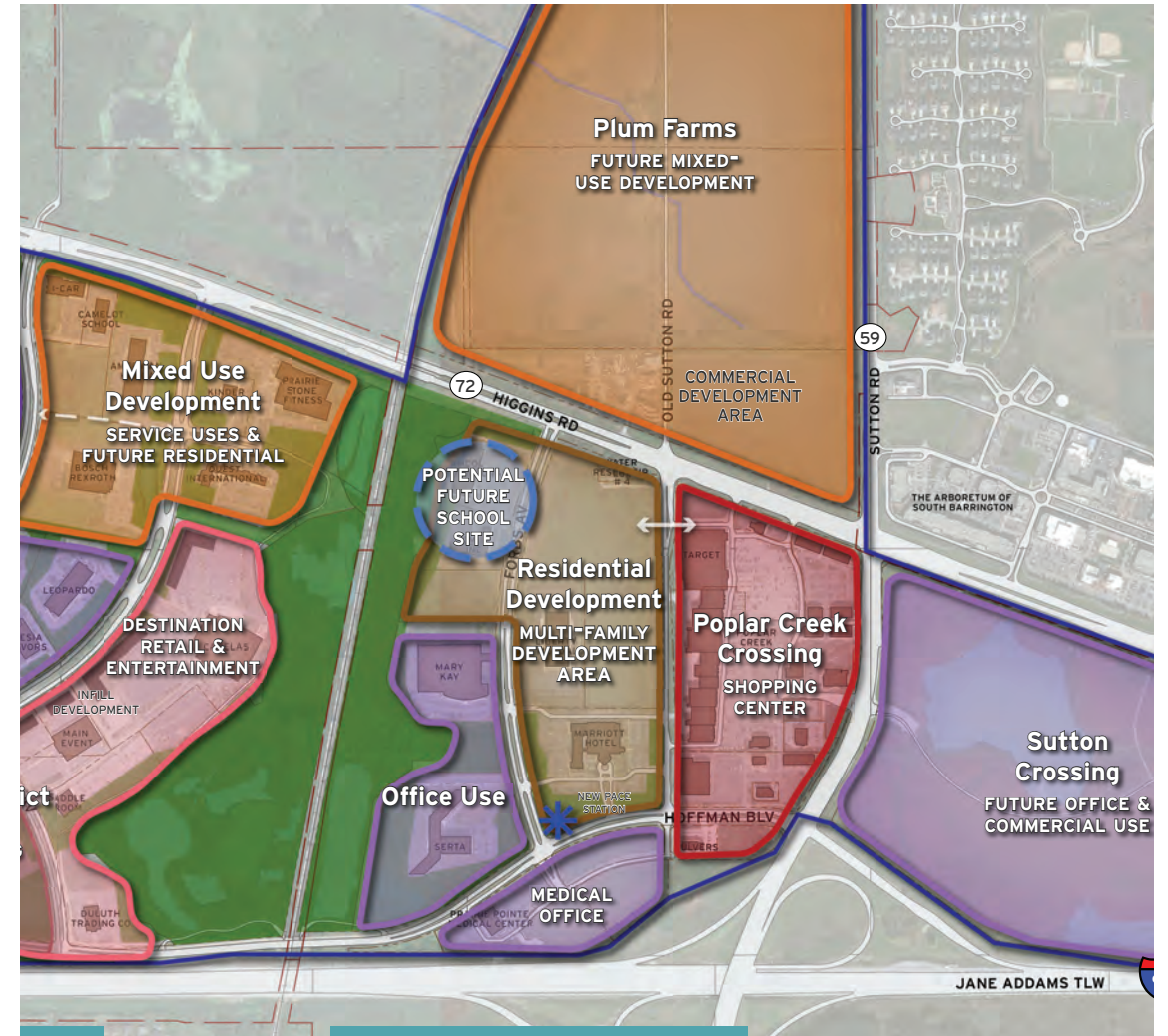


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- Emphasis on residential development in eastern portions of the Study Area, including vacant or transitional land use sites.

## Poplar Creek

- Major emphasis on residential development, supported by establishment of a new school.
- Continued use of larger-scale offices, with potential reuse considered over time.
- Improved connectivity between Poplar Creek Crossing, Plum Farms, and other new residential uses to create a cohesive neighborhood character.
- Expanded Pace transit access.





# POPLAR CREEK CHARACTER



MAJOR FOCUS ON RESIDENTIAL DEVELOPMENT



POTENTIAL HOTEL REUSE



POTENTIAL SCHOOL SITE



INTEGRATION WITH NATURAL AREAS & LANDSCAPING



ESTABLISHMENT OF A NEW RESIDENTIAL NEIGHBORHOOD



# **THE HEART OF PRAIRIE STONE**

THE VILLAGE GREEN  
THE ARENA DISTRICT



# VILLAGE GREEN

*The Heart of Prairie Stone*



AERIAL IMAGE OF EXISTING VILLAGE GREEN





# VILLAGE GREEN

## *The Heart of Prairie Stone*



ILLUSTRATIVE PLAN OF POTENTIAL PARK ENHANCEMENTS

- A Interactive Water Feature**
  - Pergola Structure
  - Range of Flexible Seating Opportunities
- B Expanded Beer Garden**
  - Outdoor Fireplace & Movable Furniture
  - Overhead String Lights
- C Existing Concessions Building**
  - Pergola Structure
  - Range of Seating Opportunities
- D 'The Grove'**
  - Lightly sloped area for picnics with tree coverage
- E New Enhanced Stage**
- F Sloped Event Lawn**
- G Outdoor Meeting Rooms**
  - Semi-Enclosed Seating Areas with Movable Furniture
- H Viewing Berms**
- I Entrance Plaza**
  - Seatwalls & Specialty Paving
  - Major Gateway Element with Signage
- J Enhanced Pedestrian Crossings with Specialty Paving**
- K New Festival Street with Specialty Paving**
  - Eliminate Boulevard
  - Adjustable Bollards to Restrict Traffic During Events
  - New Lighting, Landscaping & Decorative Elements
- L Typical Sculpture Location(s)**



# VILLAGE GREEN

## *Open Space Character*



DECORATIVE LIGHTING



SHADE STRUCTURES



INTERACTIVE WATER FEATURES



EXPANDED BEER GARDEN



PERMANENT OUTDOOR STAGE WITH LAWN



SCULPTURAL ELEMENTS



MIX OF SEATING AREAS & CONCESSIONS



INTEGRATION WITH ADJOINING USES



# VILLAGE GREEN

## *Business Park Amenities*



FREE LIBRARIES & LOCAL LEARNING HUBS



OUTDOOR WIFI



COVERED BIKE PARKING



CONCESSIONS AREAS WITH FLEXIBLE SEATING



PASSIVE RECREATION / SOCIALIZATION



OUTDOOR CLASSES & GROUP ACTIVITIES



SHADE ELEMENTS



RANGE OF SEATING/MEETING AREAS



INFORMAL GATHERING AREAS



# ARENA DISTRICT

## *New Development Opportunities*

- **An enhanced Village Green could be a key asset in efforts to attract new development on nearby properties.**
- Active, ground-floor commercial uses complement the Sears Centre experience.
- Upper-story residential, office, and/or hotel uses would help to activate the area during non-peak times.
- Shared parking opportunities between the Sears Centre and any new development would help to ensure that parking supply is both adequate and *efficient*.



STRONG CONNECTIVITY BETWEEN OPEN SPACES & NEARBY DEVELOPMENT



HIGH-QUALITY MIXED-USE DEVELOPMENT WITH ACTIVE GROUND-FLOOR USES



# ARENA DISTRICT

EXISTING CONDITIONS - LOOKING SOUTHEAST





# ARENA DISTRICT

ILLUSTRATIVE VIEW OF POTENTIAL ENHANCEMENTS





# ARENA DISTRICT

## PLAN VIEW OF EXISTING CONDITIONS





# ARENA DISTRICT

PLAN VIEW OF POTENTIAL FUTURE DEVELOPMENT







## KEY QUESTIONS

***Successfully planning for the future requires that some big questions be asked about what about works now, what needs to change, and what opportunities might existing moving forward.***

# BUSINESS PARK STRENGTH

*How do you improve Prairie Stone's competitiveness as an employment center?*

- **The Park should accommodate a diversity of business types and sizes at any point in their growth cycle.**
- Urban format – higher density of people and other firms clustered around shared amenities that foster synergy and idea sharing.
- Suburban format – separation of businesses on individual lots to accommodate growth and a wide range of uses or activities.
- Larger-scale complexes that accommodate needs of large corporations with many departments.





# MAJOR ATTRACTIONS & AMENITIES

***What is the role of Prairie Stone's major attractions - the Village Green & Sears Centre Arena - in future revitalization efforts?***

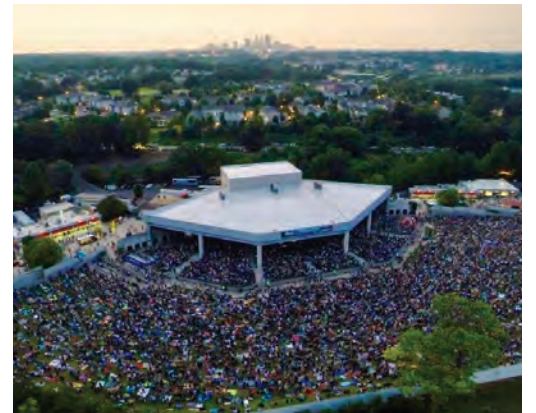
- **These are major assets within the Park and can serve as catalysts for future development.**
- Expand on popular features and explore programming and amenities that serve a wide range of users.
- Leverage the Village Green as a business amenity and tool for promoting synergy within the park.
- Support the Sears Centre Arena as an entertainment destination with new commercial development.



# BIG IDEAS & OPPORTUNITIES

*What major changes could occur within Prairie Stone in the future, and what measures would be required to enable this change?*

- **What if Prairie Stone became the *Country's Most Livable Office Park*?**
  - There is strong interest in - and significant benefits to - allowing residential use within the area.
- **Are there opportunities to attract other major employers?**
  - Thoughtful reuse of under-utilized facilities may help to lower costs and development constraints.
- **Is there long-term potential for other major entertainment uses?**
  - What would these uses need to operate successfully?
  - Are they more economically viable than the uses they would displace?
- **What role does transit play in the success or vitality of these ideas?**
  - Pace Express Bus service could be enhanced through higher densities.





# QUESTIONS



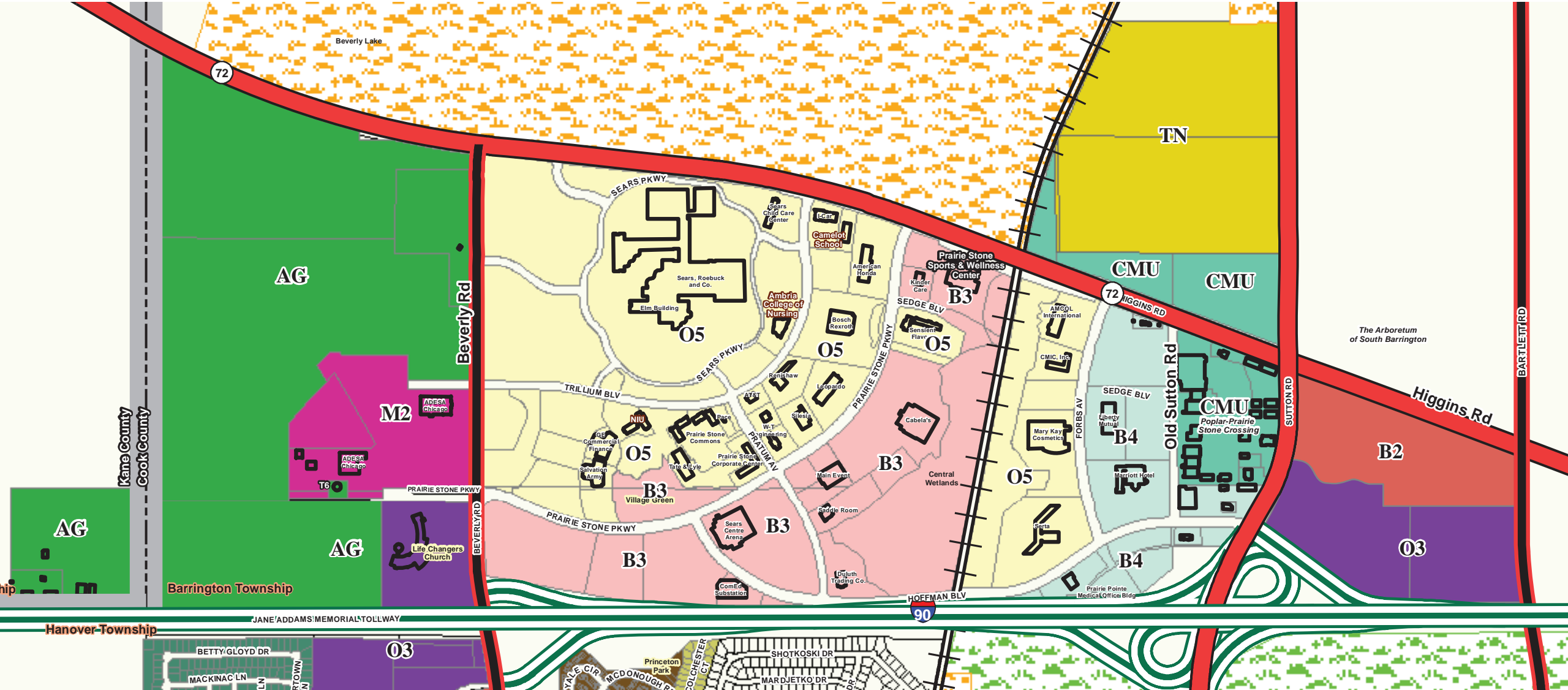






**ADDITIONAL  
INFORMATION**

# EXISTING ZONING





# SCHOOL DISTRICTS

- **District 300**

- Growing district, recent capital investments and more anticipated
- Geography is the biggest issue/concern
- Threshold issue for new schools
  - 400 students min for elementary,*
  - 800 - 900 students for K-8*

- **District U46**

- Very large district, lots of stakeholders
- Shrinking enrollment, facility closures
- BUT, aging student population will require capital improvements
- Conducting Master Plan in near future





# SCHOOL DISTRICTS

