From Corporate Campus to Activated Asset:
The Reimagining of the Former McDonald’s Campus
A previously hidden property now offers a once-in-a-lifetime opportunity: a corporate campus re-imagined as **A PLACE FOR ALL**. The lush lawns, mature trees and quiet lakes, once exclusive, can be made **INCLUSIVE**, an environment for all to engage, connect, relax, work and play—a true place for people.

Achieving this vision is more journey than project and we’ve curated a team of experts to guide you. And like you, we’re in for the long-haul. We will solve immediate challenges in order to establish a solid economic footing, while keeping our eyes on the future to ensure enduring value and **RELEVANCE**. We will leverage proven **SUSTAINABILITY** practices to make the property **RESILIENT** to future environmental change. We will test and perfect strategies on this campus so that it can serve as a **MODEL FOR FUTURE** developments.

Opportunities like this get our hearts racing and wheels turning. Together, we’ll awaken the potential of this site, and create a truly special place for all.
Taking an agile approach to master planning means identifying a road map to the horizon, defining value-driven aspirations beyond the horizon, and reviewing the direction looking back at tactical steps that were taken.
The creators of suburban office parks had vision...

At one time, these places represented the future...can they again?
3 key prototypes, somewhat sequenced over time:

1. Corporate campus – office/labs for mid management and scientific researchers
2. Corporate estate – the HQ for smaller number of executives
3. Office park – speculative, lower cost, flexible; lower level management, back office, startups, computer service providers

Numerous variations: research park, technology park, etc. The terminology is blurry, partly as the forms and the marketing have evolved.

The concepts have also converged over time (e.g. in Silicon Valley many corporate HQs now occupy sites in business parks) and the distinctions have been lost.
One could argue this project, given its visibility, its existing features, its constraints, etc. offers a chance to do more than a regular real estate project.

It’s an opportunity to create an innovative model that demonstrates various new ways to fix the physical and economic problems suburbs face, and some of the social problems we have more broadly as a culture as well.

How much appetite is there to do something beyond maximizing returns and minimizing risk?
Suburbs are facing some challenges: a new generation of workers appears to be shifting its preferred location for living and working back to the city center.

Environmentally, socially, and politically the country is also facing some challenges, leading to a re-examination of suburban planning and infrastructure norms, and the role of civic space in promoting community.

Suburbs will need to evolve to address the needs of a new generation, and Oak Brook Reserve can serve as a model for what is needed, a place to come together not just to work but also to reflect, recreate, socialize, and converse.

Oak Brook - like many suburbs - has no downtown, main street, or civic space, per se. It has a shopping mall which serves as a proxy.

The McDonald’s campus, at the crossroads between the village’s parks and recreation, government center, and library is the ideal place for a new type of civic and social infrastructure, one that could become a model for the change our suburbs, and our culture, needs.
Ray Kroc’s vision wasn’t just business, it also involved community

Before Ray Kroc opened Raymond’s, an upscale hamburger place in Chicago (and Beverly Hills), he and his business associates pooled money to buy this old beer garden in suburban Glenwood (near Oak Brook).

Ray died in 1984, leaving his fortune to his wife. When she passed away, her largest single donation was close to $2 Billion for the creation of community and recreation centers around the country.
Oak Brook has a Vision about the role that workplaces can play in an increasingly virtual world, and it aims to provide an environment that supports the change, purpose, and meaning sought by a new generation.

It's not just about providing space, ensuring comfort, or giving perks, it's about providing connections and community – the so-called “emotional ergonomics” which are driving people downtown (and into cafes and co-working spaces).
Oak Brook Reserve, McDonald’s former suburban corporate HQ site, lies at the heart of the village of Oak Brook—a western suburb of Chicago. The existing complex consists of three late 20th C. buildings—a hotel, a commercial office building, and a conference center all of considerable architectural quality.

The project scope is to re-brand, stabilize, and enhance the campus to generate interest in tenancy. Our design vision and intent is performed through critically reinvesting into the future of the site, by preserving, restoring, and enhancing the existing site assets which define the character of the project, paired with new, strategic landscape and architectural interventions.

Our ideas demonstrate short-term tactical enhancements balanced with long-term visionary thinking—fostering adaptation and resilience within uncertain ecological, social, and economic forces—ensuring enduring value and relevance.
Natural Systems Network:
- The greater Chicago area contains a wide range of open spaces that form a strong network of natural systems including the lakefront, river greenways, large and small parks, as well as green streetscape.

Ease of Access:
- Chicago has a robust transportation network with multiple transit modes and access by regional freeways.
Natural Systems Network:

- The greater Chicago area contains a wide range of open spaces that form a strong network of natural systems including the lakefront, river greenways, large and small parks, as well as green streetscape.

Ease of Access:

- Chicago has a robust transportation network with multiple transit modes and access by regional freeways.
SITE CONTEXT

- The site is strategically located along Chicago’s green corridor and Salt Creek, connecting to larger natural systems
- The site is surrounded by various assets and amenities

- OAKBROOK CENTER
- ADJACENT TO BUTLER NATIONAL COUNTY CLUB
- BIKE TRAIL NETWORK
- RESIDENTIAL AREA
- HOTEL
- PLANNED AMPHITHEATER
- ACCESS TO OAK BROOK PARK DISTRICT
- ACCESS TO FULLERSBURG COUNTY FOREST PRESERVE
- OAK BROOK PUBLIC WORKS
- CONNECTIONS
Infrared Imaging

- This false-color image uses near-infrared detection to help easily identify vegetation, which reflects the most light and appears bright red.
- Vegetation has the capacity to sequester carbon, absorb stormwater, and provide other ecosystem services.
SITE ANALYSIS

Summer shadow study
- Composite shadows 8am-6pm
  Summer solstice June 21

1. North shore of Lake Ed gets partial shade
2. South shore of Lake Ed is mostly sunny throughout the day
3. North shore of Lake Fred receives the most sun exposure
4. Open grass areas have partial shade
Winter shadow study

- Composite shadows 8am-6pm
  Winter solstice December 21

1. North shore of Lake Ed is sunny throughout the day
2. South shore of Lake Ed is mostly sunny throughout the day
3. North shore of Lake Fred receives the most sun exposure
4. Open grass areas have more shade in winter
Tree Maturity

0-20 YEARS
20-40 YEARS
40-60 YEARS
60-80 YEARS
80+ YEARS
HISTORIC TREE COVER
PROPERTY LINE
SITE ANALYSIS

SETBACKS + HEIGHT REQ.

Current Height Restriction per Amended Ordinance 95-SD-DP-EX3-S-819 for Ordinance S-409:

- +75' or 734' above MSL
- Except: Buildings north of Lake Fred/Ed or west of Ronald Ln. extended north shall remain a maximum of 35' in height or three stories, whichever is less, provided however, that parking structures may be above that height but shall not exceed the lesser of 4 stories or 40' unless located within an office building structure, and up to 10% of the total permitted lodging facilities floor area may be above that height but shall not exceed the lesser of 5 stories or 60'.

Variance Proposed:
- 9 stories max.
- +120' max.

- PROPERTY LINE
- SETBACK
- EASEMENT
- HEIGHT ORDINANCE DIVISION
- EXISTING BUILDING HT.
- PROPOSED BUILDING HT.
SITE ANALYSIS

Materials

- PLANTING
- STONE
- HARDSCAPE
- ASPHALT PAVEMENT
- WALL
- PROPERTY LINE
SITE DEFINITION

Site Areas  80.5 acres

- PRESERVE
- RESERVE
- DEVELOP

DEC. 2019
SITE DEFINITION

Site Areas
- Buildings

75.11 acres
5.39 a.

Site areas defined by:
PRESERVE
RESERVE
DEVELOP
Site Areas

- Buildings: 5.39 a.
- Roadways: 7 a.

68.11 acres

PRESERVE
RESERVE
DEVELOP

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SITE DEFINITION

Site Areas 46.73 acres
- Buildings 5.39 a.
- Roadways 7 a.
- Setbacks 21.38 a.
SITE DEFINITION

Site Areas  44.75 acres
- Buildings  5.39 a.
- Roadways  7 a.
- Setbacks  21.38 a.
- Easements  1.98 a.
SITE DEFINITION

Site Areas 28.52 acres
- Buildings 5.39 a.
- Roadways 7 a.
- Setbacks 21.38 a.
- Easements 1.98 a.
- Floodplain 16.23 a.
### SITE DEFINITION

**Site Areas**

- Buildings: 5.39 a.
- Roadways: 7 a.
- Easements: 1.98 a.
- Floodplain: 16.23 a.
- Mature tree cover: 7.94 a.

**Total Site Area:** 20.58 acres

**Legend:**
- PRESERVE
- RESERVE
- DEVELOP

**Scale:** 0' - 960'

**Dec. 2019**

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**Note:** The diagram visually represents the site areas with different colors and patterns, indicating the preserve, reserve, and develop zones.
GUIDING PRINCIPLES

EMBRACE NATURE

- Resilient
- Celebrates Water
- Supportive Habitat
- Climate Change Adaptation
- Immersive + Experiential

FOSTER COMMUNITY

- A place for all
- Supported by culture
- Multiple Tenancies
- Broader Mission and Purpose
- Programmed Activities
- Flexible Spaces

ELEVATE THE STANDARD

- Focus on User Experience
- Next level amenities
- Digitally Enabled
- Modernized Infrastructure
- Smart Green Buildings
- The New Class - A in Oak Brook

PILLAR 1: CONNECTION TO NATURE

PILLAR 2: INTEGRATION OF TECH, NATURE, LIFESTYLE, MIND BODY + SPIRIT

PILLAR 3: TO CARE FOR

PILLAR 4: ENTREPRENEURIAL SPIRIT

PILLAR 5: GROWTH + FOCUS
One of the most defining features of the site is its naturalistic character – a curated palette of existing introduced species intermix with hardy, pioneering, and emergent natives in an ecologically vibrant setting. All of our design strategies look to emphasize these site characteristics – fostering deepened human/nonhuman connections and encouraging novelty – through new program elements and structures, along with directed landscape strategies toward a holistic and integrated campus infrastructure. The existing quiet lakes, old-growth woods and open fields paired with new intensive and flexible site programming create a unique offering for a suburban office park, both for the people who work on the site, as well as the larger community.
GOALS

Goal: Leverage existing site assets and implement new sustainable systems to preserve and enhance the existing natural ecosystem.

CONNECT TO WATER

NATIVE PLANTING

EXPERIENTIAL

FLEXIBLE OUTDOOR SPACES

TRAIL NETWORK

HEALTHY RECREATION

ALL-SEASON

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One of our main design drivers is to make Oak Brook Reserve more inclusive. While the Village of Oak Brook is a hub for neighboring communities, drawing visitors with its thriving retail base, it lacks a central gathering place. Elevating public amenities on campus, such as hiking and biking trails which connect to a larger trail system; introducing waterfront civic and entertainment options through new structures, multi-use/multi-season landscape program intensities, and promoting a calendar of events to attract residents of Oak Brook and beyond. This is with intent to make Oak Brook Reserve the inclusive epicenter of Chicago’s western suburbs, creating a campus that is engaged, active and occupied both temporally and seasonally.
Open access:
Access to the once exclusive site to the community through food & beverage, retail, physical connections, nature and thoughtful programming.
In order to generate interest with tenants who share our foresight for a progressive and flexible campus, it is crucially important to elevate the ecological performance of the existing campus buildings while preserving their authenticity, quality, and embodied energy. For this comes upgraded, modernized infrastructure to create smarter and carbon neutral renovations and new construction. Diverse amenity offerings blend internal activities with eternal ones, encouraging multi-modal and multi-sensorial work environments.
Upgrade the site to meet the needs of a 21st Century society through providing access to new technology, user experiential continuity, adaptable workspaces, and ensuring the site and building’s resiliency in an ever-evolving market and environment.
Looking far beyond the immediate horizon into the unforeseeable future, we want this site to leave a legacy that helps address major problems facing climate change, sprawl, and a changing workforce/place; to represent the values and culture we wish to impart on a new generation. We want this site to flourish into a landmark destination for suburban Chicago.

Our Vision is to see the project not just as a singular development, but one that can leave a significant legacy that far outlives anyone involved in its creation. One that recognizes the need for change and actively promotes a new model: educating the next generation, leading by example, showing new ways to live and work towards a better future.

Given the project’s unique location within the continuum of a highly utilized and civically praised ecological corridor and tied to a local corporate legacy, the project positions itself at the nexus of a challenging immediate civic imaginary – with competing visions and unrelenting market forces asking to weigh development and density against ecological value and performance. It is in this situation, that we as designers can show to the public that this doesn’t have to be a zero-sum game, rather we can demonstrate our roles as curators of complex situations to design interventions with intent that marry ecology and economics.
OVERALL PLAN

Embrace Nature
- All of our design strategies look to emphasize these site characteristics – fostering deepened human/nonhuman connections and encouraging novelty – through new program elements and structures, along with directed landscape strategies toward a holistic and integrated campus infrastructure.

Foster Community
- Elevating public amenities on campus, such as hiking and biking trails which connect to a larger trail system; introducing waterfront civic and entertainment options through new structures, multi-use/multi-season landscape program intensities, and promoting a calendar of events to attract residents of Oak Brook and beyond.

Elevate the Standard
- In order to generate interest with tenants who share our foresight for a progressive and flexible campus, it is crucially important to elevate the ecological performance of the existing campus buildings while preserving their authenticity, quality, and embodied energy.
**MASTERPLAN**

**PROGRAMMATIC ZONES**

**Resort**
- Utilize the lake’s typology to develop a series of connected landscape interventions that stitch together a connected loop

**Recreation**
- Focused landscape interventions both retain the lake edge and enhance it permitting pedestrian access and enhancing ecological services

**Retreat** [Repose, Refresh, Renew?]
- Mediate between the site’s boundary and new development through preserving the wetland and wooded landscape, offering a degree of seclusion from the otherwise openness of the site

**Residency** [Recharge, Reboot, Relate?] 
- Grow a residential area mixing urban density with rich biodiversity
- Leverage development restrictions to offer a variegated residential experience - part urban, part rural - but with connection to the COB

**Reserve**
- Preserve the richness of the existing woodland canopy and enhance the existing assets, creating a heart of the campus situated in what makes the campus novel.
EMBRACE NATURE

- Provide varied open spaces for unique experiences and community gathering and interaction
- Embrace exercise culture for the health and well-being of the community
- Engage people with nature

VISION & APPROACH
PROJECT UNDERSTANDING
GUIDING PRINCIPLES
EMBRACE NATURE
FOSTER COMMUNITY
ELEVATE THE STANDARD
MASTERPLAN

N

BIOSWALE + GROUND WATER RECHARGE
BIORETENTION BASIN + WATER FILTRATION AND COLLECTION
WETLAND + HABITAT PROVISION
SOLAR ENERGY COLLECTION
ACTIVATED FOREST
FOREST PRESERVE
OPEN SPACE | DOG PARK
OPEN SPACE | MARKET
OPEN SPACE | EVENT PARK
EMBRACE NATURE

PRESERVE [45%] 977K/2.15M FT² NATURALIZED AREAS
- Preserve existing trees and desirable plants
- Remove hazard trees
- Remove invasive species
- Restore the understory
- Restore the ground plane

RESTORE [24%] 515K/2.15M FT² NATURALIZED AREAS
- Preserve existing trees and desirable plants
- Thin the canopy, selective clearing
- Remove invasive species
- Complement the canopy
- Restore the ground plane
- Restore the water’s edge
- Clean up debris

ENHANCE [13%] 384K/2.15M FT² NATURALIZED AREAS
- Enhance edges adjacent to roadways
- Enhance areas adjacent to buildings
- Create open space and recreational opportunities

BUILDINGS + ROADWAYS [12%] 292K/2.15M FT² DENATURALIZED AREAS

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PRESERVE WOODLANDS

Buffer Zone with minor disturbance of vegetation.

Preserve existing trees
- Protect root zones from compaction and construction activities.
- No heavy equipment permitted within the woodland, all work to be performed with hand tools.

Preserve existing desirable understory plants
- Protect root zones from compaction and construction activities.
- No heavy equipment permitted within the woodland, all work to be performed with hand tools.

Existing organic matter to remain
- Leave non-hazardous deadfalls
- Preserve leaf litter layer

Remove hazard trees

Remove invasive understory species
- Cut and remove honeysuckle, euonymus and other woody understory plants
- Apply appropriate herbicide at stump to prevent regrowth

Remove invasive vines
- Cut and remove vines.
- Apply appropriate herbicide at stump to prevent regrowth.
RESTORE WOODLANDS

Moderately disturbed landscape zone that will not be impacted by grading. Becomes a native landscape that sets the tone for the campus.

Preserve existing desirable trees
- Protect root zones from compaction and construction activities.
- No heavy equipment permitted within the dripline of preserved trees.
- All work to be performed with handtools.

Thin the canopy and trim existing trees
- Selectively remove undesirable species and underdeveloped specimens.
- Remove hazard trees.
- Remove lower limbs to a height of 10' to 20'.

Remove invasive understory species
- Cut and remove honeysuckle, euonymus and other woody understory plants.
- Apply appropriate herbicide at stump to prevent regrowth.

Compliment the canopy
- Install canopy tree species native to Illinois oak woodland habitats.

Restore the ground plane
- Ground should not be tilled, disked or plowed. Dead vegetation to be cut to a few inches high.
- Slopes greater than 2:1 may require temporary stabilization.
- Sow new native dry/mesic seed with a no-till seed drill with showy biennial cover crop.
ENHANCE EDGES
Landscape zones adjacent roadways that will be impacted by construction / utility enhancement.
• Landscape improvements for areas that will not be impacted by grading in the future phases will include trees, shrubs, ornamental grasses, perennials and lawn.
• Areas of disturbance adjacent to roadway in the right of way will receive lawn and / or native seed cover.
• Areas adjacent to graded areas that will be disturbed by future construction activity will receive lawn seeding or sodding where appropriate.
• Area within the roundabout to receive hardscape and landscape improvements.

RESTORE+ENHANCE LAKE EDGES
Water’s edge and emergent plantings that help stabilize soil and prevent soil/sediment migration.
• Sow new native mesic/wet seed mix along lake edge, above normal pool level, with a no-till seed drill. Include a showy biennial cover crop. Install bio-degradable erosion control blanket.
• Install native emergent plugs from 0-12” below normal pool level. Install gabion blanket below normal water line in areas void of emergent plantings. Install coir logs at vegetated shelf for emergent native plants.
• Install native mesic/wet shrubs and trees. Tree sizes to include whips, 1”, 1.5”, 2” And 2.5” Calipers
EMBRACE NATURE

SUMMER ACTIVITIES

In fair weather, there are opportunities to enjoy nature throughout the site, while the landscape provides a setting for enhanced market, retail, and community program offerings.
EMBRACE NATURE

WINTER ACTIVITIES

Multi-use public areas can be adapted for seasonal sports and events, while allowing visitors convenient access around the site to indoor amenities.
FOSTER COMMUNITY

- Create a well-connected pedestrian and bike network for leisure and mobility
- Provide unique experiences along trails
- Outdoor experiences and activities
- Events in the park, markets, exhibitions

HIGH PEDESTRIAN MOBILITY | EXERCISE OPPORTUNITY
ICONIC PEDESTRIAN BRIDGE
VISUAL CONNECTIVITY: WATER, OPEN SPACE
BIKE TRAILS AS CULTURAL TRAILS
GATEWAYS TO SITE
CONNECTING TO FULLERSBURG COUNTY FOREST PRESERVE
CONNECTING TO OAK BROOK PARK DISTRICT
OAK BROOK PUBLIC WORKS
CONNECTING TO BUTLER NATIONAL COUNTY CLUB
PEDESTRIAN FRIENDLY ROADS

GUIDING PRINCIPLES
- EMBRACE NATURE
- FOSTER COMMUNITY
- ELEVATE THE STANDARD

VISION & APPROACH
PROJECT UNDERSTANDING

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FOSTER COMMUNITY

PEDESTRIAN REALM

- Trails, walkways, bridges, plazas, and outdoor experiences are integrated into a coherent system of loops and links.
- Health and wellness is encouraged through walking.
- Each zone’s loop is ~.5 mi long, when combined with other loops and individual’s workout can be tailored to their wellness goals or desired activity level.
FOSTER COMMUNITY

PROGRAMMING

There is diverse programming that encourages visitors to move throughout the site, while each zone will contain complementary spaces that give it distinct character.
ELEVATE STANDARDS

- Create a LIVE, WORK, PLAY, STAY environment
- Year round activated programming
- Support the economy through the creation of jobs
### ELEVATE STANDARDS

#### BUILDING PROGRAM

| OPTION 1 | RESIDENTIAL | 467,000 SF |
| OPTION 1 | OFFICE | 230,000 SF |
| OPTION 1 | RETAIL + AMENITIES | 92,000 SF |
| OPTION 1 | PAVILIONS | 5,000 SF |
| **TOTAL** | **794,000 SF** |

| OPTION 2 | RESIDENTIAL | 220,000 SF |
| OPTION 2 | OFFICE | 660,000 SF |
| OPTION 2 | RETAIL + AMENITIES | 63,000 SF |
| OPTION 2 | PAVILIONS | 5,000 SF |
| **TOTAL** | **948,000 SF** |

#### EXISTING

| 2715 JORIE | OFFICE | 110,000 SF |
| 2715 JORIE | RETAIL + AMENITIES | 44,000 SF |
| 2715 JORIE | CONFERENCE | 16,000 SF |
| **TOTAL** | **160,000 SF** |

| LODGE | 218 BEDS | 212,000 SF |
| LODGE | CONFERENCE | 26,000 SF |
| **TOTAL** | **238,000 SF** |

| COB | OFFICE | 230,000 SF |
| COB | RETAIL + AMENITIES | 41,000 SF |
| **GRAND TOTAL** | **1,567,000 SF** |

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**Summary**

**December 2019**

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ELEVATE STANDARDS

PARKING SUMMARY

EXISTING PARKING
- COB (3 LVLs)
- JORIE SURFACE LOT
- NORTH SURFACE LOT
- SOUTH SURFACE LOT
  TOTAL

STRUCTURED PARKING
- BELOW GRADE (2-3 LVLs)
- ABOVE GRADE (2 LVLs)
  NEW CONSTRUCTION TOTAL

SURFACE + STREET PARKING
  EXISTING + N.C. GRAND TOTAL

VISITOR DROP-OFF

VEHICULAR ACCESS
- RESIDENTIAL
- OFFICE
- RETAIL + AMENITIES
- HOTEL

ENTRY POINTS

Note: car parking totals are derived on a proportional relationship to program ratio mix and TOTAL SF; this # reflects the program totals and ratios expressed in Option 1.
ZONE 1: RESORT
LANDSCAPE STRATEGIES
ARCHITECTURAL STRATEGIES
MASTERPLAN

ZONE 1: RESORT

Overall Strategy
• Create Resort environment around Lake Fred
• Improve terrace + connection to water on S. side of 2715 Jorie Blvd.
• Improve Wedding Area
• Improve pedestrian accessibility to water
• Create a coherent connection across Lake Fred
LAKE FRED

1. Terrace Plaza & outlook
2. Outdoor wedding venue
3. Hospitality Courtyard
4. Waterfront dining and events area
5. Overlook / amphitheater
6. Boardwalk to complete the loop
ZONE 2: RECREATION

LANDSCAPE STRATEGIES

ARCHITECTURAL STRATEGIES
ZONE 2: RECREATION

Overall Strategy
• Create a recreation and entertainment environment around Lake Ed
• Maximize building on existing surface lots
• Maximize utility by incorporating all-season programming
• Align new office space along central spine of Ronald Lane
• Build up to setback to maximize civic space toward Lake Ed
• Maximize residential view toward golf course
• Split parking above/below ground to minimize building height
MASTERPLAN

ZONE 2: RECREATION

FULL BUILD-OUT

- PARKING (BETWEEN GRADE - 2 FLOORS) 550 CARS
- PARKING (ABOVE GRADE - 2 FLOORS) 425 CARS
- RESIDENTIAL (5-8 FLOORS) 220,000 SF
  (AVERAGE UNIT SIZE)
- OFFICE (5 FLOORS) 120,000 SF
- RETAIL + AMENITIES (1 FLOOR) 66,000 SF

TOTAL 406,000 SF
1. Entertainment plaza for gathering and events
2. Introduce a flexible plaza that serves all seasons
3. Replace the existing helipad with a gathering space and scenic overlook
4. Activate Lake Ed by introducing kayaking
5. Provide locations for evening fire pits
6. Iconic bridge and boardwalk to complete Lake Ed Loop
ZONE 2: RECREATION

VIEW FROM LAKE ED PEDESTRIAN BRIDGE
LOOKING TOWARD NORTH SITE
ZONE 2: RECREATION

VIEW FROM BOARDWALK LOOKING TOWARD SKATING LOOP
ZONE 2: RECREATION

AERIAL VIEW OF SKATING LOOP + BOARDWALK
ZONE 3: RETREAT
LANDSCAPE STRATEGIES
ARCHITECTURAL STRATEGIES
ZONE 3: RETREAT

Overall Strategy
- Create a retreat environment south of Kroc Drive
- Maximize building on existing surface lot and expand building footprint to the West
- Align new office space along central spine of Ronald Lane
- Orient ground floor retail to take advantage of woodland environment
- Minimize Kroc Drive drop-off traffic by having main parking garage entrance off Ronald Lane
- Connect Ronald Lane to civic drive South of site
- Split parking above/below ground to minimize building height
- Create buffered surface parking on North side of Kroc drive to meet Lodge demand, while preserving hotel guests’ room views
ZONE 3: RETREAT

FULL BUILD-OUT

- PARKING (BELOW GRADE - 3 FLOORS) 575 CARS
- PARKING (ABOVE GRADE - 2 FLOORS) 330 CARS
- RESIDENTIAL (6-8 FLOORS) 190,000 SF

(AVG. UNIT SIZE:
- OFFICE (6 FLOORS) 110,000 SF
- RETAIL + AMENITIES (1 FLOOR) 35,500 SF

TOTAL 335,500 SF
1. Accommodate visitors with a new parking lot integrated with existing mature landscape.
2. Elevate the access and arrival experience along Kroc Dr.
3. Improved signage and way-finding at Jorie
4. Sustainable rain garden
5. Introduce a ‘Wetland Walk’ south of Kroc Dr.
6. Incorporate special paving at intersection.
MASTERPLAN

ZONE 3: RETREAT

KROC DRIVE

VIEW FROM KROC DRIVE LOOKING TOWARD COB ENTRANCE
ZONE 4: RESIDENCY
LANDSCAPE STRATEGIES
ARCHITECTURAL STRATEGIES
ZONE 4: RESIDENCY

Overall Strategy

- Create a campus environment with COB and residential area to the South
- Re-align drive to perimeter of housing development
- Allow each townhouse to maximize views, having a full-depth footprint
- Minimize units by having each townhouse be single-family oriented
- Double or quadruple-up townhomes to create a more urban streetfront
- Maintain grade where applicable to keep townhomes as a light-touch on the landscape and add vertical variety
- Allow for gaps in-between townhome groupings to create interstitial landscapes and preserve tree clusters
- Maintain a visual privacy between townhomes and COB
ZONE 4: RESIDENCY

RES. OPTION BUILD-OUT

- PARKING (1 FLOOR) 80 CARS
- RESIDENTIAL (2.5 FLOORS) 88,000 SF

(40 UNITS, AVE. UNIT SIZE: 2200 SF)

TOTAL 88,000 SF
ZONE 4: RESIDENCY

VIEW FROM TOWNHOMES LOOKING TOWARD COB
ZONE 5: RESERVE

LANDSCAPE STRATEGIES

ARCHITECTURAL STRATEGIES

EMBRACE NATURE

FOSTER COMMUNITY

ELEVATE THE STANDARD

MASTERPLAN

VISION & APPROACH

PROJECT UNDERSTANDING

GUIDING PRINCIPLES

EMBRACE NATURE

FOSTER COMMUNITY

ELEVATE THE STANDARD

MASTERPLAN

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ZONE 5: RESERVE

Overall Strategy

- Create a central hub environment between the Lodge + COB with the inclusion of boutique F+B amenities
- Maximize hotel adjacency and create coherent arrival sequence by turning existing sloped lawn into stand-alone F+B and plaza facing Ronald Lane on East side of Lodge turnaround
- Create elevated F+B to maximize experience of existing site assets (trees) and provide an additional novel outdoor asset
1. Pedestrian-friendly arrival + autocourt
2. Provide outdoor plaza for outdoor working, gathering space + activities
3. Flexible event lawn
4. Arrival plaza + pavilion at water’s edge
5. Anchor the autocourt with sculptural structure + outdoor cafe seating
1. Hotel arrival & autocourt
2. Boutique food & beverage
3. Tiered plaza & water feature
4. Destination woodland cafe / conference
5. Enhanced existing features
ZONE 5: RESERVE
VIEW FROM COB THIRD FLOOR

ZONE 5: RESERVE

MASTERPLAN

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MASTERPLAN
ZONE 5: RESERVE

VIEW FROM LAKE ED LOOKING SOUTH
MASTERPLAN

ZONE 5: RESERVE

VIEW FROM LAKE ED LOOKING SOUTH
PHASE 1

Program
1. Pedestrian-friendly autocourt
2. Outdoor plaza
3. Sculptural structure to anchor the autocourt
4. Outdoor activities
5. Flexible lawn
6. Arrival Plaza + waterfront pavilion
7. Bridge connection
8. Entertainment plaza
9. Destination woodland cafe’
10. Enhanced existing features
11. Multi-use plaza and sports court
12. Parking structure south of Kroc Drive
13. Entry signage

Areas
Existing
735,000 sf

New Construction
200,000 sf
550 additional spaces
Program
1. Terrace plaza and landscape
2. Outdoor wedding venue
3. Hospitality courtyard
4. Waterfront dining + events
5. Overlook/amphitheater
6. Boardwalk connection
7. Hotel arrival and autocourt
8. Tiered plaza with boutique food and beverage
9. Sustainable rain gardens
10. Parking lot integrated with existing mature landscape

Areas
New Construction
15,000 sf
142 additional spaces
**Program**
1. Building accommodating office, residential, retail and parking
2. Plaza with access to retail
3. Improved wayfinding at Kroc Drive entry
4. Kroc Drive with enhanced arrival experience
5. Special-paved intersection
6. Wetland walk

**Areas**
New Construction
135,000 sf (335k total including garage p1)
641 additional spaces (1191 total inc. garage p1)
**Program**

1. Building accommodating office, residential, retail and parking
2. Flexible seasonal plaza
3. Boardwalk
4. Scenic overlook
5. Kayaking docks

**Areas**

New Construction
380,000 sf
975 additional spaces
Program
1. Residential townhouses
2. Woodland walk
3. Outdoor gathering space

Areas
New Construction
88,000 sf
80 additional spaces
**Phase 1: Landscape, Ex Arch., NC Pk.ing, Pavilions**
Existing
735,000 sf

New Construction
200,000 sf
550 additional spaces

**Phase 2: Landscape, Pavilions**
New Construction
15,000 sf
142 additional spaces

**Phase 3: Landscape, NC Building, NC Pk.ing**
New Construction
135,000 sf (335k total including garage p1)
641 additional spaces (1191 total inc. garage p1)

**Phase 4: Landscape, NC Buildings, NC Pk.ing**
New Construction
380,000 sf
975 additional spaces

**Phase 5: Landscape, NC Buildings**
New Construction
88,000 sf
80 additional spaces

**Total:**
794k program NC
700k structured parking NC
(total site parkable: 3,170 cars)
A ‘biome’ is the community of plants and animals that naturally occupy a climate zone and geographic area, often referred to as ecosystems. The biome in Northern Illinois is a temperate deciduous forest.
The natural plant communities in the northern Illinois region comprise of woodland, savanna, prairie and wetlands.

- A goal going forward will be to preserve natural communities that are on the site and strategize the applicable restoration of lost native communities.
- Also enhancing spaces for human use through thoughtful landscape design and planning.
ANALYSIS

Wetland to Woodland continuum
ANALYSIS

Savanna + Prairie Grasses

- **Andropogon gerardii**
  - Big bluestem

- **Bouteloua curtipendula**
  - Sideoats grama

- **Carex brevior**
  - Plains oval sedge

- **Calamagrostis canadensis**
  - Bluejoint grass

- **Deschampsia cespitosa**
  - Tufted hairgrass

- **Dichanthelium clandestinum**
  - Deer tongue grass

- **Eragrostis spectabilis**
  - Purple lovegrass

- **Elymus canadensis**
  - Canada wild rye

- **Festuca ovina**
  - Sheep fescue

- **Glyceria striata**
  - Fowl manna grass

- **Koeleria macrantha**
  - Junegrass

- **Panicum virgatum**
  - Switchgrass

- **Sorghastrum nutans**
  - Indiangrass

- **Schizachyrium scoparium**
  - Little bluestem

- **Spartina pectinata**
  - Prairie cordgrass

- **Sporobolus heterolepis**
  - Prairie dropseed
SAVANNA + PRAIRIE FORBS

- **Asclepias tuberosa**
  Butterfly milkweed

- **Aster oblongifolius**
  Aromatic aster

- **Baptisia alba**
  White wild indigo

- **Chamaecrista fasciculata**
  Partridge pea

- **Coreopsis tinctoria**
  Plains Coreopsis

- **Dalea candida**
  White prairie clover

- **Dalea purpurea**
  Purple prairie clover

- **Dodecatheon meadia**
  Shooting star

- **Echinacea purpurea**
  Purple coneflower

- **Eryngium yuccifolium**
  Rattlesnake master

- **Helianthus occidentalis**
  Western sunflower

- **Lespedeza capitata**
  Round-headed bush clover

- **Lobelia siphilitica**
  Great blue lobelia

- **Liatris aspera**
  Rough blazing star

- **Lespedeza capitata**
  Round-headed bush clover

- **Liatris aspera**
  Rough blazing star

- **Helenium autumnale**
  Sneezeweed

- **Liatris aspera**
  Rough blazing star
ANALYSIS

Wetland sedges, rushes, grasses, forbs
ANALYSIS

Woodland + Savanna trees and shrubs

- *Acer saccharum*: Sugar maple
- *Carpinus betulus*: Hornbeam
- *Carya spp.*: Hickory
- *Cornus alternifolia*: Pagoda dogwood
- *Cornus stolonifera*: Red stem dogwood
- *Fraxinus spp.*: Ash
- *Pinus strobus*: Eastern white pine
- *Quercus bicolor*: White oak
- *Quercus coccinea*: Scarlet oak
- *Quercus macrocarpa*: Bur oak
- *Quercus rubra*: Red oak
- *Quercus velutina*: Black oak
- *Sambucus canadensis*: American elder
- *Tilia americana*: American basswood
- *Viburnum dentatum*: Arrowwood viburnum
- *Viburnum prunifolium*: Black haw
- *Viburnum dentatum*: Arrowwood viburnum
- *Viburnum prunifolium*: Black haw
Wildlife of Dupage County

- Birds
- Fish
- Amphibians, reptiles
- Insects and crayfish
- Mammals
EXISTING LAKE EDGES

- Stone edging + lawn
- Stone edging + vegetation
- Vertical stone edging + vegetation
Stone edging + lawn
- Open views and access to the water
- Shore stabilization except for high wave areas

Stone edging + vegetation
- Limited views and access to the water
- Shore stabilization enhanced with vegetation

Vertical stone edging + vegetation
- Limited views and access to the water
- Shore stabilization enhanced with vegetation
**Preserve**
Preserve areas of existing forest and woodland that currently serve as buffers from parking and adjacent roadways/parcels where applicable. Use these natural elements of beauty to guide the overall design/layout of the project.

**Restore**
Restore wetlands, prairie, savanna and woodland park-like open-spaces to provide habitat and encourage pollinators.

**Enhance**
Enhance the landscape through thoughtful planting design, refined stormwater strategies and minimized lawn areas to create a palette of native and adapted species that tolerate natural disturbances and human intervention.

**Legend**
- Older trees (>60 years) - Preserve/restore priority
- Younger trees (< 60 years) - Preserve/restore
- Lake edges - Restore wetlands
- Prior development - Enhance
WHAT'S NOT CHANGING

- Total existing entitlement in terms of GFA
- View from the surrounding road, with the exception of some signage
- Entry/Exit Points
- Setbacks
- Existing Buildings: office, hotel, and conference center remain, although there may be incremental changes (primarily interior)
- Existing Landscape: minimal tree cover impacted, new development constrained to existing surface lots, adjacent area impact minimized
- “Positioning” of the development in terms of being “high quality” and “high end”
RESTORE + ENHANCE

WHAT'S LIKELY TO CHANGE

- Several new buildings likely to be added over time
- The type of uses will broaden
- Site is becoming more open to the community
- Active both during the daytime and in the evening
- Although the landscape is to be preserved, it will also be improved
- A modest increase to the height limit will be requested.
- Transit connections will be explored
GOALS

Embrace the natural beauty of the campus and hold onto its natural assets, while envisioning improvements to restore the inherent character of the site.

- The natural setting of this campus is a key differentiator.
- Converting the campus to one based on Landscape Ecology will be a key to lowering maintenance costs and establishing a balance of environment and architecture on the site.
- Restoration of the existing woods and establishing a softer approach to the lake edges will be critical.

LAKE FRONT OPPORTUNITY

FORESTED WOODLANDS

CONNECTION TO THE WATER

WETLAND HABITATS
Ecosystem services: benefits that humans freely gain from the natural environment
Utilize sustainable site strategies to foster a holistic natural and built environment

- Do no harm to the natural and built environments
- Preserve human and environment health, encompass nature and culture, and explore alternatives, including inaction.
- Maximize and mimic ecosystem systems, conserve sustainable, regenerate lost resources, and provide regenerative systems as intergenerational equity.
- Utilize a systems thinking approach, to encompass living processes adapting to change, thus fostering environmental stewardship in all aspects of design + build. By utilizing sustainable site strategies, we hope to utilize a decision making hierarchy of preservation, conservation, and regeneration.
GOALS

Planting design goals

- Use native planting as far as possible
- Create four seasons of beauty
- Establish resilient plant communities
- Embrace plant’s natural form
- Environmentally sensitive, promotes sustainability
- Provide integrated and seamless development with nature
- Create habitat for pollinators
GOALS

EMBRACE NATURAL BEAUTY
SUSTAINABLE SITE STRATEGIES
NATIVE + RESILIENT
Sustainable strategies: Stormwater management

- Design constructed landscapes to duplicate processes of the natural hydrologic system
- Effectively manage filtration, runoff and water cycle activities
- Integrate soil and vegetation to sustainably manage and protect runoff
- Artful stormwater design opportunities to manage stormwater with an aesthetic and educational edge
- On-site wastewater treatment, disposal, and reuse
- Promote groundwater recharge
- Maintain predevelopment baseflow
- Intercept drainage directly to storm sewers, reduce vegetation clearing and grading, reducing site footprint, and intercept direct runoff to infiltration soils
- Strategies include rain gardens, bioswales, bioretention basins, permeable pavement, green roofs, etc.
Sustainable strategies: Reduced mowing

- Reduce turf where possible
- No-mow zones along lake shoreline
- Mowed border and undulating edges
- Replace turf with native prairie/savanna planting
- Native vegetation in the form of tall grasses and flowering plants attract more biodiverse animal communities
- Mowed edges
- Ecolawn - use of a mix of low-maintenance and drought tolerant turf grasses
Sustainable strategies: Native planting

- Native plants are already adapted to the region and require less effort in establishment
- Fulfill multiple functions from aesthetics to ecosystem functions
- Deliver desired aesthetic benefits, in addition to providing wildlife habitat and stormwater functions
- Opportunity to tie into the larger regional ecological context
- Potential for use on green roofs, green walls, stormwater planting design
- Scope for edible landscapes, community gardening
- Ecological restoration and preserve existing healthy vegetation communities as much as possible
Sustainable strategies: Invasive species control

- Introduction of invasive species can be harmful to the ecosystem.
- Outcompete native plants, degrade habitat quality, and use vital resources without supporting native plant and animal communities.
- Significant initial work is required to identify and remove the infestation, and then monitoring and follow-up control measures for regrowth over the long term.
- Prevention and early detection coupled with long-term monitoring required.
Sustainable strategies: Avian habitat

- Forested woodlands, savannas, and grasslands provide great opportunities for avian nesting habitats
- Artificial nesting structures when natural nesting areas are in low supply; may be sculptural
- Opportunity for activities such as birdwatching
- Converting a tract of lawn into a native meadow can provide habitats for ground-nesting avian species
STRATEGIES

Sustainable strategies: materiality

- Promote materials that minimize human and ecological damage, and minimize resource use
- Reuse, reconstruct, redesign materials found on site; recycle materials
- Opportunities for local sourcing of construction materials
- Materials with low environmental impact, low human and environmental health risks
- Materials and products that come from companies with sustainable social, environmental, and corporate practices
- Choosing low carbon materials
- Design for durability, disassembly and reconstruction
- Properly dispose of materials in controlled landfills

DEAD TREE LOGS AND RECLAIMED WOOD FURNITURE
STRATEGIES

Utilize different landscape typologies to create spaces of varied scopes, interests, and programs

- Public open spaces- flexible spaces for modest to large gatherings and events
- Community amenities- Places for community activities, recreation, and cultivating social life
- Infrastructural landscapes- Functional landscapes designed to provide ecological services such as stormwater management and carbon sequestration
- Spaces for refuge- Sanctuary-like spaces designed to foster smaller-scale interactions and private contemplation
- Naturalized landscapes- Restored and activated landscapes that facilitate a natural environment while allowing human connection to nature
- Preserved landscapes- landscapes preserved in their original state with minimal to no human intervention
Utilize landscape typologies to generate varied degrees of naturalization and intervention.
STRATEGIES

Precedents

- Connecting to the water’s edge
- Connecting to natural assets
- Green infrastructure
STRATEGIES

Utilize different landscape typologies to realize enhanced, restored and preserved landscapes.
STRATEGIES

Preliminary planting strategies at the building proximity

ENHANCE + RESTORE

PUBLIC OPEN SPACES
COMMUNITY AMENITIES
INFRASTRUCTURAL LANDSCAPES
SPACES FOR REFUGE

ENHANCE
RESTORE
STRATEGIES

Preliminary planting strategies at the building proximity

ENHANCE + RESTORE

• Reduce lawn area to what is programmatically necessary and restore with native prairie and savanna planting
• Enhance with native plants instead of exotics
• Employ a multi-layered planting approach to inhibit weeds and create resistance to washout

EXISTING CONDITIONS

PRECEDENTS

LAWN + PRAIRIE PLANTING - RGA HEADQUARTERS - LJC

LARGE TURF LAWNS

EXOTIC PLANTS NOT FROM THE REGION

SINGLE SCATTERED SHRUBS AT BUILDING EDGES

MULTI-LAYERED PLANTING - RGA HEADQUARTERS - LJC

NATIVES FROM WITHIN THE REGION
STRATEGIES

Preliminary planting strategies at the lake edges

ENHANCE + RESTORE + ACTIVATE

SPACES FOR REFUGE

NATURALIZED LANDSCAPES

ENHANCE

RESTORE + ACTIVATE
STRATEGIES

Preliminary planting strategies at lake edges

ENHANCE + RESTORE + ACTIVATE

- Restore turf lake edges with native wetland/marshland planting
- Enhance with a naturalized planting strategy for a more organic aesthetic
- Soften lake edges while allowing access to the water at strategic places to activate the water’s edge
- Create planting shelves along the water’s edge for improved aquatic planting and pedestrian safety

EXISTING LAKE EDGE

TURF LAKE EDGE

HARD EDGES WITH MONOCULTURAL BLOCK PLANTING

STONE EDGES

PRECEDENTS

NATURALIZED LAKE EDGE - LUND INSTITUTE OF TECHNOLOGY

SOFTER EDGES + ACCESS - DELOITTE UNIVERSITY

STONE + VEGETATION - DELOITTE UNIVERSITY
Preliminary planting strategies at woodland areas

PRESERVE + RESTORE + ACTIVATE
STRATEGIES

Preliminary planting strategies at woodland areas

PRESERVE + RESTORE

• Preserve as much woodland areas as possible to maintain the park-like aesthetic and to enable the functional screening of parking areas
• Be selective about pruning/removal to provide opportunities for additional program
• Plan development in the proximity of existing development
• Restore lost woodland by planting trees directed towards final climax communities

EXISTING WOODLAND

WOODLAND AREAS

WOODLAND - LAKE COUNTY FOREST PRESERVE

WOODLAND AREAS

MORAINE HILLS NATURE PRESERVE

PHOTO BY CHIP WILLIAMS
Preliminary planting strategies for stormwater management

ENHANCE INFRASTRUCTURAL LANDSCAPES

ENHANCE
Preliminary planting strategies for stormwater management

ENHANCE

• Enhance stormwater amenities with a palette that is salt tolerant, tolerant of wet or dry conditions, biodiverse, and tolerant of sun-shade exposure
• Place stormwater amenities such as rain gardens, and bioretention areas near large paved areas such as parking lots
• Locate stormwater amenities based on the natural slope of the land and the flow of surface water
LIVING SHORELINES

**AQUATIC VEGETATION**
- Provides a buffer to upland areas
- Suitable for low wave environments

**EDGING**
- Added structure holds the toe of existing or vegetated slope in place

**SILLS**
- Parallel to existing or vegetated shoreline
- Prevents erosion
- Suitable for most areas except high wave energy environments

**BREAKWATER**
- Offshore structures to break waves
- Encourages sediment accretion
- Suitable for most areas

**REVETMENT**
- Lays over the slope of the shoreline
- Protects shoreline from erosion
- Suitable for sites with preexisting hardened shoreline structures

**SEAWALL**
- Vertical wall parallel to the shoreline
- Intended to hold soil in place
- Suitable for areas highly vulnerable to storms and flooding
PROPOSED LAKE EDGE

- Boardwalk along lake shoreline
- Wetland vegetation as buffer
- Elevated access above flood level
PROPOSED LAKE EDGE

• Softened lake edge with wetland restoration
PROPOSED LAKE EDGE

- Flexible open space in flood-prone areas
- Levels of access to the lake based on water levels
- Preserved trees and wetland vegetation as buffer
STRATEGIES

STORMWATER MANAGEMENT
REDUCED MOWING
NATIVE PLANTING
INVASIVE SPECIES CONTROL
AVIAN HABITAT
SUSTAINABLE MATERIAL SELECTION
EMBRACE NATURE
ANALYSIS
GOALS
STRATEGIES
OPERATIONS
Employ planting design strategies to create a dynamic landscape with functionality, aesthetic character and resilience.
Create visual interest throughout the year with strategic planting design.
Layer planting design with variations of plants that act as

- Structure
- Seasonal
- Spire
- Matrix
- Bulbs
- Composite
Design for bloom succession
Aim to utilize a native and diverse planting palette for maintaining seasonal interest throughout the year.

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</table>
Plan for plant succession directed towards a mature woodland community
Sustainable maintenance practices

PUBLIC OPEN SPACES

COMMUNITY AMENITIES

INFRASTRUCTURAL LANDSCAPES

SPACES FOR REFUGE

NATURALIZED LANDSCAPES

PRESERVED LANDSCAPES

ENHANCE

MORE

MAINTENANCE

RESTORE + ACTIVATE

PRESEVRE

MOWING

CLEARING

PRUNING

COMPOSTING

FERTILIZING

MULCHING

WEEDING

WATERING

DEC. 2019 165
Maintenance and management goals

- Develop a maintainable landscape with guide for the client and the contractor
- Collaborate with the contractor for maintenance and stewardship leading to a successful outcome
- Establish maintenance standards and de-icing methods
**MOWING**
- Biweekly
- In growing season only
- Mow to a height of 8-12 inches
  - meadows; 4 inches for turf
- In meadows, chop dead top
growth instead of cutting plants
  - at the base and inhibit seedlings

**PRUNING**
- Several times a year
- Prune only dead branches and
  - leave as much foliage on plants as
  - possible

**FERTILIZING**
- Biannually
- Fertilize only if the soil is nutrient
deficient
- Use organic fertilizer, mainly
during establishment
- Use compost

**PRUNING**
- Several times a year
- Prune only dead branches and
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  - possible

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- Biannually
- Fertilize only if the soil is nutrient
deficient
- Use organic fertilizer, mainly
during establishment
- Use compost

**WEEDING**
- Every two months
- Monitor plants for problematic
  - weeds
- Control, if necessary, through
  - spot herbicide application or
  - manual weeding
- For meadows, controlled burn in
  - late winter/early spring

**COMPOSTING**
- Selective, as needed
- Recycle organic matter on site
- Harvest seeds and cuttings for
  - future use where applicable

**WEEDING**
- Every two months
- Monitor plants for problematic
  - weeds
- Control, if necessary, through
  - spot herbicide application or
  - manual weeding
- For meadows, controlled burn in
  - late winter/early spring

**MULCHING**
- Annually
- 3 inches (4 inches maximum) deep
- Avoid volcano mulching at tree
  - trunks

**WATERING**
- Weekly
- Water immediately after planting
- Water more frequently in
  - establishment period (2-3 years)
Maintenance for plant community vs. individual plants

Multi-layer structure
• Less soil disturbed
• High density of vegetation
• No room for weeds
• Resistant to wash out
• Resilient & adaptable
• Beautiful habitat
• Pollinator friendly

Traditional planting
• Gallons of soil disturbed
• Mulch filler
• Single plants leave room for weeds
• Vulnerable to wash out
• Singular
• Stagnant
Mulch application

- Yearly application of 2-4” wood-chip mulch stalls new growth
- Too much wood-chip and too much water results in decline and death
- Mulch does not decompose quickly
- Mulch holds water causing crowns of plants to rot

Manufactured vs. natural mulch

- Learn from nature // leaf litter on the woodland floor
- City garden planting in leaf litter
- Naturally decomposes as in nature
- Improves soil fertility, reducing need for fertilizer
- Inhibit weed germination and growth
- Encourages beneficial bacteria
Maintenance vs. management

Going native saves money
It costs half as much to maintain a prairie than to maintain turf. Although upfront installation costs for a prairie may be high, the return to investment is met in three to five years. Total savings in maintenance costs can range between 10 and 30 percent over a 10-year period. A larger prairie will require a larger initial investment, but will increase savings in the long run.

AVERAGE FIXED COSTS PER ACRE

<table>
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<th>Cost Item</th>
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<td>First-year prairie maintenance</td>
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<tr>
<td>Controlled burning</td>
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Source: DJM Ecological Services

Cost Breakdown—1 Acre Prairie

After the initial investment in year one to install the new prairie, annual maintenance costs are much lower than the previous turf maintenance costs.

Return on Investment—1 Acre Prairie

Return on investment is met in year four when the cumulative costs to maintain turf exceed the costs of prairie installation and maintenance.
**Operations**

**Maintenance vs. management**

- Reduce maintenance, no deadheading, remove need for bark mulch, use 1-2 inches of leaf mulch instead or leave debris in place as mulch.
- Beds can be mowed in place in March with a mulching blade. Pass over entire area until fairly small and uniform consistency. 5 – 7 passes should be acceptable. Reduces need for haul off.
- Plants become green mulch.
- After year 2, plants are established, management greatly reduces.

**Savings**

- XXX cy mulch / 3” annually
- Planting bed application of herbicides / fertilizers
- Perennial maintenance

---

**Maintained Landscape**

![Maintained Landscape Image](image1)

**Managed Landscape**

![Managed Landscape Image](image2)

---

**Calendar Diagram**

- Nurturing Stage
  - Year 1 + 2
- Establishing Stage
  - Year 3 + beyond

**Maintenance Key**

- Dutch hoeling
- Observational weeding

---

**Legend**

- Early
- Mid
- Late
FOSTER COMMUNITY GOALS

STRATEGIES
Generate an urban environment based on density, flexible and multi-functional spaces, and a mix of uses

• A dynamic campus is not successful without people.
• An urban approach to density, the approach of close building proximity and shared, multi-use spaces creates a vibrant and ever-moving collection of people.
• More people in a concentrated space is more dynamic, and less expensive to build.
• Density also has less impact on the landscape, preserving more communal, shared space.
• Due to the environmental clearances and need for parking, new architecture will be positioned very close to existing buildings, making it much more dense.
• Embracing this eventuality is important now; by setting typical cross sections and setbacks, the eventual additional work feel intentional and cohesive to whatever immediate improvements are made.
Promote a collegiate atmosphere that facilitates collaboration, discovery, learning, teaching, and camaraderie.

- This campus already has that open feeling, but strengthening the interconnectedness of the architecture and converting this campus to a pedestrian, people focused layout will be a key differentiator to the surround corporate environment which remains vehicle-centric.
- Campuses typically have vehicular access controlled within the central core and park from the edges to walk into the center.
- There are also typically strong axial relationships, at least visual connections between the buildings.
Design for social interactions and community building, engagement and education

- Include wayfinding + signage
- Incorporate community centered spaces with local control and design in site programming
- Ensure site accessibility
- Design for human comfort: seating, drinking water, and bathrooms
- Ensure site safety- natural surveillance, sight views, perceptions of safety
- Design to promote physical activity and restoration
- Flexible spaces with perches for watching
- Preserve historical and cultural features
GOALS

URBAN COLLEGIATE SOCIAL

GUIDING PRINCIPLES
- EMBRACE NATURE
- FOSTER COMMUNITY
- ELEVATE THE STANDARD

VISION & APPROACH

PROJECT UNDERSTANDING

GUIDING PRINCIPLES

EMBRACE NATURE

FOSTER COMMUNITY

ELEVATE THE STANDARD

MASTERPLAN
FOSTER COMMUNITY
GOALS
STRATEGIES
Provide a unique mix of tenants and program to activate the site day and night, week day and weekend.
Create areas for user groups to mix and interact and foster community through varied degrees of open spaces.
Create spaces for different degrees of engagement through varied landscape typologies and programming.
Cater to a broad range of users by creating inclusive spaces for people of all ages, colors, backgrounds, races, religions, nationalities and abilities to foster community building.

**DESIGN FOR ALL AGES**

- Children, youth, adults, seniors
- Playgrounds and nature play
- Community hubs and flexible spaces
- Walking trails and refuge gardens
- Outdoor work environments
- Ample seating

**PROVIDE ACCESSIBILITY**

- ADA accessibility to major buildings and program elements
- Materiality and tactile wayfinding
- Lighting and safety

**FOSTER DIVERSITY**

- Inclusive communal spaces
- Mix of uses
- Identity, art and aesthetics
- Spaces for cultural expression
- Promote interaction and dialogue
- Spaces for community events

**PROMOTE A MIX OF USES**

- Work, play, live, stay
- Flexible and multi-functional spaces
STRATEGIES

Precedents

Design for all ages with considerations for comfort, activity, safety and accessibility

- Engage
- Work
- Play

(Photos: Susan Rodiek; ASLA award)

ELDERLY ENGAGE IN GARDENING

YOUTH ENGAGE IN CONVERSATION

OUTDOOR WORK SPACES - LANDSCAPE FORMS

LANDSCAPES FOR PLAY - TROJAN PARK - LJC
Precedents

Foster diversity by providing spaces for art, culture, community engagement and promoting dialogue
- Art
- Community
- Interaction

SPACES FOR ART - GRAND CENTER ARTS ACADEMY PLAZA - LJC

COMMUNITY ENGAGEMENT - 103RD ST COMMUNITY GARDEN

SPACES FOR INTERACTION - BRYANT PARK
STRATEGIES

Precedents

Accessibility by adhering to ADA standards, and enhancing safety and wayfinding through lighting and signage strategies

- Accessible
- Well-lit
- Tactile
STRATEGIES

Precedents

Provide a mix of uses to promote flexibility of use and diversity of program

- Flexibility
- Multi-functional
- Mixed-use
STRATEGIES

VARIED PROGRAMS + SPACES
INCLUSIVE SPACES FOR ALL AGES + ABILITIES
FOSTER DIVERSITY
ELEVATE THE STANDARD

GOALS

STRATEGIES
• Upgraded state of the art technology across the campus connect Oak Brook Reserve to the world, providing a digital interface to all aspects of the built environment.

**USER EXPERIENCE TENANTS/ VISITORS**

**Connected Workplace**
Wireless, high-bandwidth connections for tenants and guests

**Seamless use of campus assets**
Seamless network connection to shared assets such as training rooms; secured and converged networks; booking and payment platforms for shared amenities such as parking, auditorium, event spaces, catering, etc.

**User-centric experiences**
Smart-phone interface, digital signage with active communications of campus events; Personalizable and programmable environmental controls in tenant spaces; Internet of Things (IoT) monitoring to help reduce resource use and waste; Range of tenant services such as guest management, catering and delivery coordination, community and networking platforms and events; Access to real-time information to reduce friction such as parking, rooms and amenities availability and location.

**Enhance Building Technology**
Advanced Building Management Systems (BMS) to enable integration of metering and resource reporting, predictive and preventative maintenance customized to user preferences.

**Next Gen use of BIM**
Map current state with laser scanning technologies; Utilize BIM for construction enhancements to save time and money.

**Optimize Site and Asset Use**
Track and manage assets to improve usage, maintenance, and quality. Integrate user work tickets to provide immediate feedback and action. Utilize planning software to minimize construction impact on site use. Optimize site logistics like delivery, landscaping and waste removal to minimize disturbance.

**FACILITY MANAGEMENT, OPERATIONS, SERVICE DELIVERY**
Resort – This campus should have an interconnectedness of an all-inclusive resort. Way-finding, building materials, exceptional maintenance, and a "concierge" of sorts for staff. The idea of having your access card also tied to a credit card for purchases, anything which replicates the convenience of going to resort but working in one.

GOALS

- Resort
- Retail
- Socialize
- Fitness
- Wayfinding
- Work
GOALS

STATE OF THE ART TECHNOLOGY
ALL-INCLUSIVE
A range of serviced spaces are needed to meet the social and economic needs of various groups in the community, such as:

- Mobile professionals seeking a functional place for occasional work
- Entrepreneurs needing affordable places not only to work but to meet and collaborate
- Students needing quiet spaces to study
- The elderly and other community members who need accessible places to gather and interact

These spaces can take different forms in different locations, based on the needs of the community.
Workspaces for ‘maker’ entrepreneurs provide safe community workspace with tools for creative, collaborative physical work. In so doing they serve several stakeholder groups:

- Resident entrepreneurs or hobbyists who need access to specialized tools and a safe workspace to tinker or work on new products, and to interact with others who have similar knowledge or interests.
- Local enterprises, and workforce development organizations, all of which have an interest in fostering creativity and entrepreneurship, and in developing a workforce skilled in new technologies.
- Educational / vocational institutions who could benefit from a larger maker community, and potentially share space and users.
STRATEGIES

RANGE OF SERVICED SPACES
'MAKER' SPACES
ENTREPRENEURIAL HUBS
ENVIRONMENTAL STANDARDS
Balancing the built environment with environmental services

Co-beneficial relationship between healthy indoor environment and environmental services thriving

Design Ethics

• Balancing the built environment with environmental services
• Co-beneficial relationship between healthy indoor environment and environmental services thriving
Goal: Leverage existing site assets and implement new sustainable systems to preserve and enhance the existing ecosystem.
Climate Positive Design Scorecard

Project Name: Oak Brook 2
Type of Project: Campus

<table>
<thead>
<tr>
<th>Net Impact over 50 years</th>
<th>-739 Metric Tons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Source (Embodied Carbon)</td>
<td>1,239,182 kg CO₂-eq</td>
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<tr>
<td>Total Sink over 50 years</td>
<td>2,262,050 kg CO₂-eq</td>
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<tr>
<td>Total Costs over 50 years</td>
<td>35,544 kg CO₂-eq</td>
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</table>

<table>
<thead>
<tr>
<th>Total Area</th>
<th>776,750 sq. feet</th>
<th>17.83 acres</th>
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<tbody>
<tr>
<td>Impervious area</td>
<td>317,171 sq. feet</td>
<td>41% of total area</td>
</tr>
<tr>
<td>Permeable area</td>
<td>459,579 sq. feet</td>
<td>59% of total area</td>
</tr>
<tr>
<td>Planted area</td>
<td>459,579 sq. feet</td>
<td>59% of total area</td>
</tr>
</tbody>
</table>

Carbon sequestration over time

Embodied carbon profile
- Paving: 30.7%
- Walls, Curbs & Headers: 16.7%
- Site Elements: 52%
- Subsurface Elements: Other 10.7%
CLIMATE POSITIVE

- Reduce the embodied carbon in your materials
- Consider alternatives for materials - switch to environmental sinks instead of sources

Add more trees, wetlands or shrubs
Add carbon sequestering foliage to move your project in the direction of being carbon positive.

Switch to no-mow fescue, meadow
Specify native, drought-tolerant, and low water use where possible.

In Project
Highest to lowest carbon emissions

<table>
<thead>
<tr>
<th>Material</th>
<th>Emissions in project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concrete - Pedestrian</td>
<td>383111 kg CO2 Eq</td>
</tr>
<tr>
<td>Concrete Unit Pavers</td>
<td>182382 kg CO2 Eq</td>
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<tr>
<td>Asphalt Concrete</td>
<td>121982 kg CO2 Eq</td>
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</table>

Alternatives to consider
Lowest to highest carbon emissions

- Loose Aggregate Paving
- Wood Decking
- Sand
- Aggregate Base – Compacted
- Stabilized Crushed Stone
- Artificial Turf
- Concrete - Pedestrian Cement Substitutes
Preliminary Design McDonalds, 2715 Jorie Blvd, Oak Brook

Project Name: McDonalds
Project Address: 2715 Jorie Blvd, Oak Brook
Prepared By: Time 79 Weeks: timug@folsomlaboratories.com

EARTHEN ENVIRONMENTAL STANDARDS

SOLAR STUDY | 2715 JORIE
- investigate Chicago/IL process + incentives

Annual Production Report produced by Steve O’Rourke
© 2019 Folsom Labs 1/3 October 25, 2019

<table>
<thead>
<tr>
<th>Component</th>
<th>Value</th>
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<tbody>
<tr>
<td>AC System</td>
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<tr>
<td>Overall</td>
<td>3.5%</td>
</tr>
<tr>
<td>Inverters</td>
<td>2.1%</td>
</tr>
<tr>
<td>Clipping</td>
<td>0.1%</td>
</tr>
<tr>
<td>Wiring</td>
<td>0.3%</td>
</tr>
<tr>
<td>Soiling</td>
<td>2.0%</td>
</tr>
<tr>
<td>Irradiance</td>
<td>0.9%</td>
</tr>
<tr>
<td>Temperature</td>
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<tr>
<td>Mismatch</td>
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<tr>
<td>Shading</td>
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<tr>
<td>Reflection</td>
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</tr>
<tr>
<td>Acidity</td>
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<table>
<thead>
<tr>
<th>Source of System Loss</th>
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<tr>
<td>Shading: 1.0%</td>
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<tr>
<td>Soiling: 2.0%</td>
</tr>
<tr>
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<tr>
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Monthly Production

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<tr>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
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<th>May</th>
<th>Jun</th>
<th>Jul</th>
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<tr>
<td>Production</td>
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<td>130k</td>
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<td>160k</td>
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Condition Set

- Source Set: 1
- Weather Dataset: TMME CHICAGO INTL AV NS8@20mph, 0
- Solar Angle Location: Metro Living
- Transmission Model: Perfect Model
- Temperature Model: Sandia Model
- System: 3.5%
- Component: Overall
- Clamping: 0.1%
- Wiring: 0.3%
- Soiling: 2.0%
- Irradiance: 0.9%
- Temperature: 1.7%
- Mismatch: 3.7%
- Shading: 1.0%
- Reflection: 3.6%
- Acidity: 1.0%

Santa Fe

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<tr>
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<tr>
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<tr>
<td>Long.</td>
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<tr>
<td>Elevation</td>
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<tr>
<td>Altitude</td>
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<tr>
<td>Roof Type</td>
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</tr>
<tr>
<td>Roof Slope</td>
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</tr>
<tr>
<td>Roof Material</td>
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<tr>
<td>Roof Color</td>
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<tr>
<td>Roof Condition</td>
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<td>Slope</td>
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</table>
SOLAR STUDY | 2715 JORIE

- Analyze financial return.
- Expand assessment to Existing Buildings vs. New Construction
ENVIRONMENTAL STANDARDS

PRELIMINARY RECOMMENDATIONS

- Begin with investment in WELL + Solar, then explore feasibility of LEED ND + LBC

I. LEED NEIGHBORHOOD DEVELOPMENT

- Increased productivity
- Decreased health problems
- Increased retention
- Higher rental rates

II. WELL BUILDINGS

- Increased productivity
- Decreased health problems
- Increased retention
- Higher rental rates

III. LBC COMMUNITY CENTER

- Increased productivity
- Decreased health problems
- Increased retention
- Higher rental rates

PRELIMINARY RECOMMENDATIONS

- Begin with investment in WELL + Solar, then explore feasibility of LEED ND + LBC

BUSINESS CASE & MARKETABILITY

- Housing values are higher where it's walkable: homes with below-average levels of walkability command a premium between $4,000 and $5,000.
- EvaluatingLEED, increases the value of offsite/remote properties, properties with high walkability premium, with 70-80% more properties with low walkability scores.
- Only 15% of people who prefer to live in a walkable community actually do so. Leasing LEED ND development is a way to attract new renters, tenants, and local businesses.
- Reduce project operating costs through district and building-scale energy and water efficiency measures.
- Developers report significant community support for green neighborhoods, representing significant pent-up demand for the development standards that LEED ND is known to deliver.

EFFICIENT USE OF RESOURCES AND LOW INFRASTRUCTURE MINTERNALITY FOR URBAN INFILL DEVELOPMENT

- Research published by Saul Glazer, America shows that development tactics used in LEED ND projects lower up-front construction and ongoing maintenance costs, and generated the most tax revenue per unit compared to traditional urban infill.
- Market the project to prospective tenants and development partners.
Housing Sub-markets

- This map combines the information on age and income with age/type of housing stock.
- Note the high growth in more distant suburbs and the city center (dark blue), as well as concentrations of younger, wealthy along the Gold Coast/Lincoln Park (light orange) - this appears to confirm the shift in lifestyle preferences to downtown locations.
- Unless the suburbs evolve to address the lifestyle expectations of the younger generation, or unless the younger generation changes their preferences as they grow older, the suburbs may face challenges over the long-term.
Expected Change in Employment (Regional)

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>2020</th>
<th>2050</th>
<th>Difference</th>
<th>CAGR Difference</th>
<th>CAGR</th>
</tr>
</thead>
</table>
| NAICS 11 Employment: Agriculture, Forestry, Fishing and Hunting | 3,231 | 3,027 | (204) | -6.3% | 2.7%
| NAICS 22 Employment: Mining      | 1,332 | 1,467 | 135 | 49.7% | 3.2%
| NAICS 23 Employment: Utilities   | 11,883 | 10,092 | (1791) | -15% | 5.3%
| NAICS 28 Employment: Construction | 168,096 | 250,481 | 82,385 | 50% | 18%
| NAICS 31-33 Employment: Manufacturing | 364,358 | 260,479 | (103,879) | -28% | -7.3%
| NAICS 41 Employment: Wholesale Trade | 222,043 | 233,490 | 11,447 | 5.2% | 0.3%
| NAICS 42 Employment: Retail Trade | 611,778 | 640,978 | 29,200 | 4.8% | 0.7%
| NAICS 44-51 Employment: Transportation and Warehousing | 1,319,661 | 1,613,985 | 294,324 | 22.4% | 3.2%
| NAICS 52 Employment: Information | 77,544 | 82,078 | 4,534 | 6% | 0.7%
| NAICS 53 Employment: Finance and Insurance | 225,390 | 276,605 | 51,215 | 23% | 2.1%
| NAICS 54 Employment: Real Estate and Rental Leasing | 202,923 | 58,136 | (144,787) | -71% | -11%
| NAICS 55 Employment: Management of Companies and Enterprises | 367,735 | 468,863 | 101,128 | 28% | 3.3%
| NAICS 61 Employment: Administrative and Waste Services | 386,426 | 365,196 | (21,230) | -5% | 0.4%
| NAICS 62 Employment: Educational Services | 135,440 | 186,740 | 51,300 | 38% | 4.4%
| NAICS 63 Employment: Health Care and Social Assistance | 527,832 | 460,181 | (67,651) | -13% | -2%
| NAICS 71 Employment: Arts, Entertainment, and Recreation | 105,761 | 162,553 | 56,792 | 53% | 2.6%
| NAICS 72 Employment: Accommodation and Food Services | 365,853 | 496,200 | 17,347 | 44% | 1.3%
| NAICS 73 Employment: Other Services (Exc. Public Administration) | 163,484 | 192,860 | 29,376 | 18% | 0.9%
| NAICS 81 Employment: Other Services | 812,843 | 643,985 | (168,858) | -21% | -1.1%
| CMAP Total Employment: Wage & Salary Only | 4,362,466 | 4,958,638 | 596,172 | 13.9% | 0.9%

Table 14. Projected household population by County and City of Chicago.

<table>
<thead>
<tr>
<th>Year</th>
<th>DuPage</th>
<th>Kane</th>
<th>Cook</th>
<th>Other</th>
</tr>
</thead>
</table>
| 2016 | 1,754,303 | 1,542,712 | 8,096,880 | 61.4% | 7.3% | 16% | 10%
| 2017 | 1,842,082 | 1,651,882 | 8,492,452 | 62.7% | 7.8% | 16.5% | 12.5%
| 2018 | 1,917,321 | 1,826,898 | 9,059,360 | 59.1% | 8.3% | 17.2% | 15%
| 2019 | 2,009,108 | 1,891,325 | 9,790,868 | 59.5% | 8.4% | 17.4% | 16%
| 2020 | 2,069,220 | 1,904,578 | 10,476,228 | 59.5% | 8.4% | 17.4% | 16%

Table 15. Projected household population by County and City of Chicago.

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Table 16. Projected wage and salary employment by County and City of Chicago.

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| 2020 | 2,069,220 | 1,904,578 | 10,476,228 | 59.5% | 8.4% | 17.4% | 16%
• A generally lower density area due to the emphasis in single family homes
• A generally white area, with a substantial and growing Asian population (~30%)
• Areas to the east are fairly diverse, and growing more so
• Mostly office-related, white collar jobs...
• Healthcare dominates, but significant amount of professional/scientific/technical jobs as well
While the area is mostly affluent, older area (orange and red) - There are a number of younger affluent residents as well (green and yellow) - and a significant middle aged, middle class (blue)
• Suburban Office generally follows highway focused fingers of land between the rail lines (rail is typically surrounded by residential and industrial land)
• Offices came last to the suburbs, after residential, industrial, and retail
• East-West sub-market is the largest office market in the Chicago suburbs
• 110-130 mil. ft² in suburbs overall; 160mil. ft² if owner occupied included

Remote work
• after being discussed for years – is finally on the rise; and it’s not just for the independents
• Some remote work happens not at home but in group environments – i.e. Co-working spaces
• The nature and character of physical collocation and face to face interaction is changing
• Technology tools have finally gotten good enough to enable comfortable and meaningful digital interaction

Cultural Change
• Companies now realize the importance of attracting and maintaining talent through flexible work arrangements; also the benefit to innovation from being out in the community talking to others

Remote work is on the rise across most industries

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<th>Industry</th>
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Source: Census Bureau, The Wall Street Journal

Out of Office

Americans who reported working from home, by occupation

Cultural change: Companies now realize the importance of attracting and maintaining talent through flexible work arrangements; also the benefit to innovation from being out in the community talking to others.

Remote work – after being discussed for years – is finally on the rise; and it’s not just for the independents.

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### Remote Working is on the Rise Across Most Industries

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Source: Census Bureau, The Wall Street Journal
• Significant flows into and out of the county, but also within.
• More people work there than live there
• Most people that live in Oak Brook work somewhere else
• Most people that work in Oak Brook live somewhere else
• Despite graphic indicators, they are actually coming from all different directions (if anything more from the east than the west)
• Its one of the worst jobs-housing balances there is, but all that commercial development does ensure the city has plenty of revenue (and no commercial property tax, and comparatively lower sales taxes too)
• 40k commute into Oak Brook
• 3k commute out from Oak Brook
• Less than 200 live and work in Oak Brook
• Highway is a major barrier to movement; however, note the overpass connecting to the mall which could shorten distance to/from the site and mall (which has bus connections)
• Note also that sidewalk are not found everywhere but their expansion is proposed
Commercial Office Profile

- 30mil. ft² of commercial office dev. in 352 buildings
- Class A: 79 buildings totaling 15 mil. ft²
- Class B: 222 buildings totaling 13 mil. ft²
- Class C: 51 buildings totaling 2 mil. ft²
- Entire suburban market has ~164 mil. ft² over 1820 buildings
- Oak Brook typically attracts smaller tenants.
  - ~60% in 20k ft² range; 30% in 50k range; <10% in 100k range
- Vacancy rate for Grade A @15%, lowest in over a decade; Class B @20%
- Absorption in Oak Brook for last 5 yrs around 250-300k ft²/yr
- Class A leasing at about $30k/ft², Class B $18/ft²; Class C $15/ft²; Market avg. ~$22/ft²
- $58/ft² average sales price, though wide range from $13-$145/ft²
- Keep in mind prices vary considerably by location, grade, vacancy, and lease terms
- McDonald’s HQ appears to be substantially lower than the average but it depends on how its calculated
- It’s definitely lower than some recent Oak Brook sales
Who are the main competitors?

- Large suburban corporate campus redevelopments
- "Suburban" developments, aka more urban areas within the burbs
- Downtown
- Less so individual buildings with large chunks of vacant space
• 3 mile radius spending patterns on restaurants
• Equates to $70/week
• Lots of fine dining + family restaurant spending

17,796 Population
50.1 Median Age
2.5 Average Household Size
$125,464 Median Household Income

$7,152 Meals at Restaurants
$1,247 Food & Drink on Trips

2,678 Total Businesses
47,962 Total Employees

$844 Breakfast
$2,242 Lunch
$3,493 Dinner

ANNUAL SPENDING PER HOUSEHOLD

FAMILY RESTAURANT MARKET POTENTIAL

Spending in the last 30 days

$0
$50.00
$101.00
$151.00
$201.00
$251.00
$301.00
$351.00
$401.00

Number of adults

DEG. 2019 213
**ANALYSIS**

Competitors in the local market major shopping destinations

- Oak Brook Terrace among others

major lodging destinations

- Hilton Chicago/Oak Brook Hills Resort + Conference Center
- Eaglewood Resort + Spa
- Hilton Doubletree Lakes Hotel

---

**Oak Brook Area & Immediate Vicinity:**

Significant retailing center w/ inward traffic from other areas

- 2 major traditional malls nearby – one enclosed, one open air
- Numerous strip malls and discount centers
- Traditional village/town centers @ train stops
- Outlet Malls - one enclosed, one open air (further away)

Oakbrook Terrace is the biggest and most successful:

“the largest open-air shopping center in the contiguous United States”

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Competitors in the local market

- Hilton Chicago/Oak Brook Hills Resort + Conference Center
- Eaglewood Resort + Spa
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---

Key Competitors in the Region

Map not meant to be comprehensive; Not all shopping centers/areas shown.
Oak Brook Commons

- infill along Commerce Drive (north of site, adjacent to Oak Brook Center Mall)
- $500 mil. development:
- Hines plans a multi-use development for the 16.5 acre site; it will include retail, restaurants, two office buildings, 104 condo units, 250 rental apartments, 252 key hotel and a park
Competing with downtown

- Lincoln Yards (15 M sqft)
- Fulton Market (8 M sqft)
- One Central (11 M sqft)
- River District [Tribune] (9 M sqft)
- Old Post Office (16 M sqft)
- The 78 (13 M sqft)
- Michael Reese (5 M sqft)
- ~80+M sqft of new development (perhaps half of which is office) proposed downtown

...and there is still more land available
### Development Programming

#### short-term outlook

**Office (WORK)**
- Single tenants, large corporations, entrepreneurs, etc. drive leasing and face competition; although there is still demand for reasonably large chunks of space.
- There has been a broader suburban-to-urban shift in Chicago (e.g., many companies are moving downtown). The Wicker Park area remains a hub of activity.
- Having said that, rental rates and occupancies levels are better than other suburbs; more generally, Oak Brook is a well-positioned, growing village along a major corridor. Its well-regarded retail and its high-quality environment are a draw.

**Research/Innovation?**
- Largest single-sector locality is health, but most jobs are professional or medical/health services.
- Major institutions are the University of Chicago and the Illinois Institute of Technology.
- Currently, there are a number of companies along the corridor. There are major research institutions in the suburbs (Argonne, Fermilab).

**Retail**
- Oak Brook Center is a significant, successful regional commercial business district.
- Elements of the mixed-use outdoor, active lifestyle center are key drivers.
- New forms of shopping and retail mix are expected, such as mall or outdoor retail, but new forms of lifestyle centers? There is a need for neighborhood/local retail, including grocery/food/drink stores.

**F&B**
- This sector is healthy in the activity and retail districts. It is a draw for locals and visitors alike.
- While there is a significant amount of dining options, there are not well-designed into the corporate office environments; many are found at the real estate in strip developments along the highway; many are chain.
- Traditionally, restaurants are very busy, particularly on weekend evenings – it is difficult to get a table/reservations needed and sometimes require a wait.

**Corporate/Office Amenities**
- Most suburban corporate complexes are adding amenities as they consolidate/join. The need to have more like during the day and fit with the idea of providing similar if not better facilities there would be in the city center.

#### long-term outlook

**Office (WORK)**
- Suburbs likely to remain a significant market, but will need to shift offices, amenities, etc., and also upgrade older buildings and add new transit connections.
- New forms of office work will continue to evolve; some companies may shift down to more park offices.
- Space/tenant selection shifts to location, etc., based on independent/remote offices.

**Research/Innovation?**
- Research tends to cluster; corporate research in suburban locations, now moving downtown, e.g., for biotech/pharma, the driving force for this trend is opportunities to work side-by-side with academic researchers and existing research.
- Aging population needs to demand for hospital/hospitals.

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#### vision [appropriate]

- Yes.
- New form of office commercial and community hybrid.
- More multi-functional projects.
- Incumbent: new public, public-private mix.
- Incorporation of technology, technology, R&D in addition to corporate.
- Incorporation of co-working to welcome independents, remote workers, etc.

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**ANALYSIS**

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**DEVELOPMENT PROGRAMMING**

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**LJCC**

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<table>
<thead>
<tr>
<th></th>
<th>short-term outlook</th>
<th>long-term outlook</th>
<th>vision [appropriate]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential (LIVE)</td>
<td>There is very little housing in the area (low growth has one of the worst life-housing balances in the region), and most of that is in multifamily. Lot size is large for large SH. Restrictive zoning and land use limits.</td>
<td>Large SH is in decline, growing interest in smaller homes, apartments, semi-detached apartments, senior living...if zoning becomes more flexible. Multi-generational housing. Senior housing, even co-housing hybrids worth exploring long-term.</td>
<td>Yes, but may be a resource to co-lying with certain/height and/or multifamily in future (zoning doesn't currently allow). Senior housing may be away from suburban opposition to multi-family may stem from fear of lower income neighbors, traffic, etc.</td>
</tr>
<tr>
<td>Hospitality (STAY)</td>
<td>Significant hotels and corporate MICE space in area. In addition to what already exists onsite, apart from business accommodation, also provide for weekend retreats, weddings, events, etc.</td>
<td>Would depend on success of other elements, but the idea of longer term stays, such as research residencies, might be explored. Corporate retreats could continue.</td>
<td>Yes, but there may be other candidates for the hotel too (e.g., residential, senior living).</td>
</tr>
<tr>
<td>Community Amenities (PLAY)</td>
<td>The community obviously already has a generous assortment of amenities, both public and private, although not everyone can afford the latter. Also, many sports are in decline given the number of competing interests that exist.</td>
<td>New forms of recreation may be incentivized, but the site can also play into its surroundings by connecting to them and encouraging how back and forth.</td>
<td>Yes, although they should be different from what is already offered in the vicinity, and possibly shared with corporate amenity.</td>
</tr>
<tr>
<td>Entertainment/Attractions (PLAY)</td>
<td>Mall and existing recreational uses provide a fair amount of choice in terms of indoor and outdoor, but do not fully complement of options you would have in a more urban environment.</td>
<td>As younger population grows, and as families become more diversified, there will be a need for more variety. Targeting new families might warrant more activities for younger children.</td>
<td>Yes, for some types. More family-oriented? Build off lake/water features? Need community center connection? Outdoor movies, programs and casual events; amphitheater; dog parks; drive-in theatre?</td>
</tr>
<tr>
<td>Nightlife (PLAY)</td>
<td>Seems to be a special gap here, people are going elsewhere for this. However, the transit trend is that drinking age has been one of the top (interests in bars, clubs, nightlife, etc.)</td>
<td>People will always need places to meet, and likely, they should travel more outside and thus the middle. Range of options here would need to pay attention to the city.</td>
<td>Yes, for some types. If the area opens into the evening with food/drink options, it would seem to complement. Is the right location for something quieter, more upscale?</td>
</tr>
<tr>
<td>Recreation (PLAY)</td>
<td>A very sport oriented/health focused community historically. The community obviously already has a generous assortment of amenities, both public and private, although not everyone can afford the latter. Also, many sports are in decline given the number of competing interests that exist. New interest in tennis, golf, fields for polo, soccer, etc.</td>
<td>As population ages, and interests change, there will be a need for new/different amenities. For seniors, less active recreation, except for walking; more passive enjoyment of nature, etc. But with access to nearby active areas immediately adjacent. For commercial tenants, new/younger residents; maintain or evolve community's existing recreational opportunities.</td>
<td>Possibly, but needs to be thought through. Can, pool, park, playground, dog parks? This site will be the heart of the existing amenity cluster, so would be ideal to build off of and connect to that.</td>
</tr>
<tr>
<td>Education (LEARN)</td>
<td>Unable; would need to research</td>
<td>Several colleges/universities nearby, explore as option. Also could serve adult education purposes.</td>
<td>Yes, educational uses don't cost less, but they can help drive traffic to the site and may complement other uses and provide other opportunities (weekend)</td>
</tr>
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<td>Nature (LEARN)</td>
<td>Natural attractions are clearly part of the attraction in suburbs but they are also competing with host of other ways people can spend their leisure time, including interest/digital distractions.</td>
<td>Over the longer term, if designed to appeal to modern multi-tasking, digitally-enabled outdoor work/recreational spaces, perhaps return to nature/leisure.</td>
<td>Yes, conserve and enhance. Greenhouses, nature trails, exhibits, and outdoor furniture; changing points, sightseeing that allow for multiple activities, including work, to take place in nature.</td>
</tr>
<tr>
<td>Parking &amp; Access</td>
<td>Additional parking will be required as the number of uses expands and the community is welcomed into the site. Drop-off/pick-up and Package Delivery would need to expand.</td>
<td>Long-term, parking requirements and land use to be reviewed due to changes in technology (e.g., AVs, MaaS, etc.).</td>
<td>Yes, however: Structured parking would be made redundant (for retail/P&amp;O or office/retail) if CP-type, and cleaner.</td>
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