

PLANNING  
**Palatine's**  
VISION

**EXISTING CONDITIONS | JAN, 2024**

# WHAT WE'RE COVERING

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# PROJECT OVERVIEW

In 2023 the Village of Palatine started the process of updating its comprehensive plan, a document that creates a **long-term vision for the future of the community's growth and development.**

The comprehensive plan will help to guide the Village into the future by outlining overarching goals, planning objectives, and strategies related to a variety of planning themes, such as mobility, sustainability, community character, economic development, and future growth opportunities.

The Plan's main geographic areas of focus are Palatine's commercial corridors, including the Northwest Highway, Quentin Road, Dundee Road, and Rand Road, as well as Downtown Palatine and the surrounding neighborhoods.

**An analysis of existing conditions, in addition to extensive community feedback, will inform the final Plan.**

# PLANNING PROCESS



## Phase 1

### State of the Village

Phase 1 includes community engagement and research that will inform the entire plan.



## Phase 2

### Community Visioning

Phase 2 includes community visioning and the development of preliminary planning solutions.



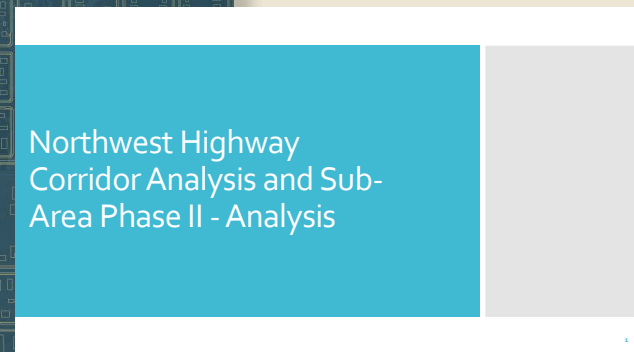
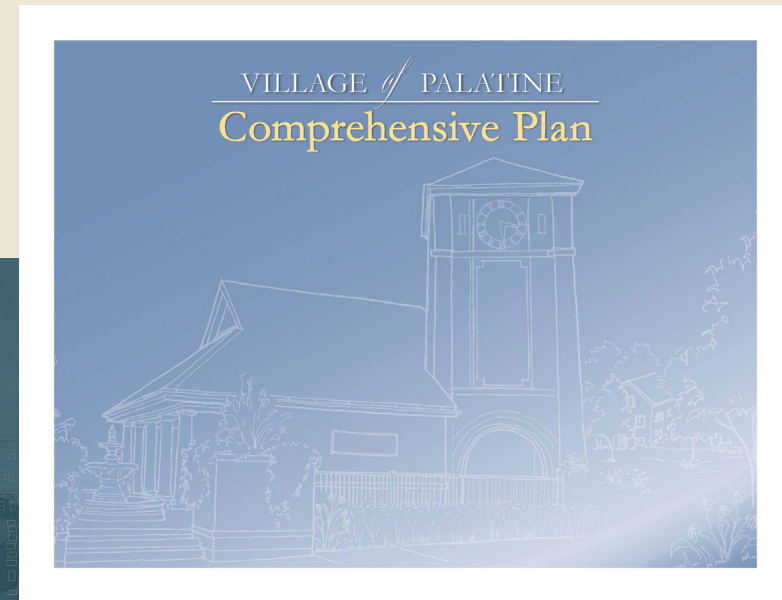
## Phase 3

### Comprehensive Plan

Phase 3 includes the creation of the Comprehensive Plan and the Implementation Strategy.

# PREVIOUS PLANNING EFFORTS

- Village of Palatine Comprehensive Plan (2011)
- Downtown TOD Plan (2016)
- Bicycle Transportation Plan (2011)
- Subarea Plans:
  - » Michigan Avenue / Plum Grove Road Subarea Plan (2018)
  - » Benton Street / Gilbert Road Subarea Plan (2018)
  - » Northwest Highway Corridor Analysis and Subarea Plan, Phase 1
  - » Northwest Highway Corridor Analysis and Subarea Plan, Phase 2





# COMMUNITY ENGAGEMENT

A Comprehensive Plan is meant to align the future actions and decisions of community leadership with the needs of the residents, businesses, and other community stakeholders. In order to achieve this, extensive community engagement must be an integral component of the planning process.

The Community Engagement Plan provides multiple community touchpoints, with the goal of reaching a diverse subset of community stakeholders. The community feedback gathered through this program will assist the planning team in defining pertinent planning issues, goals, strategies, and implementation actions.

**The following is an overview of engagement completed during Phase 1. There will be additional engagement opportunities made available throughout the next phases of the planning process.**

# ENGAGEMENT TO-DATE



# WHAT'S IMPORTANT TO THE COMMUNITY?



**A Vibrant and Charming Downtown:** Palatine should focus on creating a vibrant downtown area with a diverse mix of businesses, entertainment options, and gathering areas while still retaining its existing charm.



**A Place for Community Gathering:** Additional events, placemaking, and community gathering spaces that are accessible and enjoyable for all ages can help facilitate recreation and socialization, fortifying an already strong sense of community.



**A Cohesive Built Environment:** Ensuring that land is developed to its highest and best use, that property developers have access to maintenance resources, and that public art is interspersed throughout the Village can improve Palatine's overall appearance.



**An Environmentally Sustainable Village:** Promoting existing sustainability programs and introducing new initiatives, such as community composting, sustainable building standards, and greening of the built environment can boost environmental resiliency.



**A Well-Connected Community:** Improving the sidewalk network, enhancing pedestrian crossings, continuing to support bicycle infrastructure and improving access to key areas in the community can make alternative transportation a safer, more viable option.



**Housing for All:** Providing more housing options for new families, young professionals, lower-income residents, empty nesters, disabled residents, and seniors can help make the community more livable while encouraging economic development and density.





# COMMUNITY PROFILE

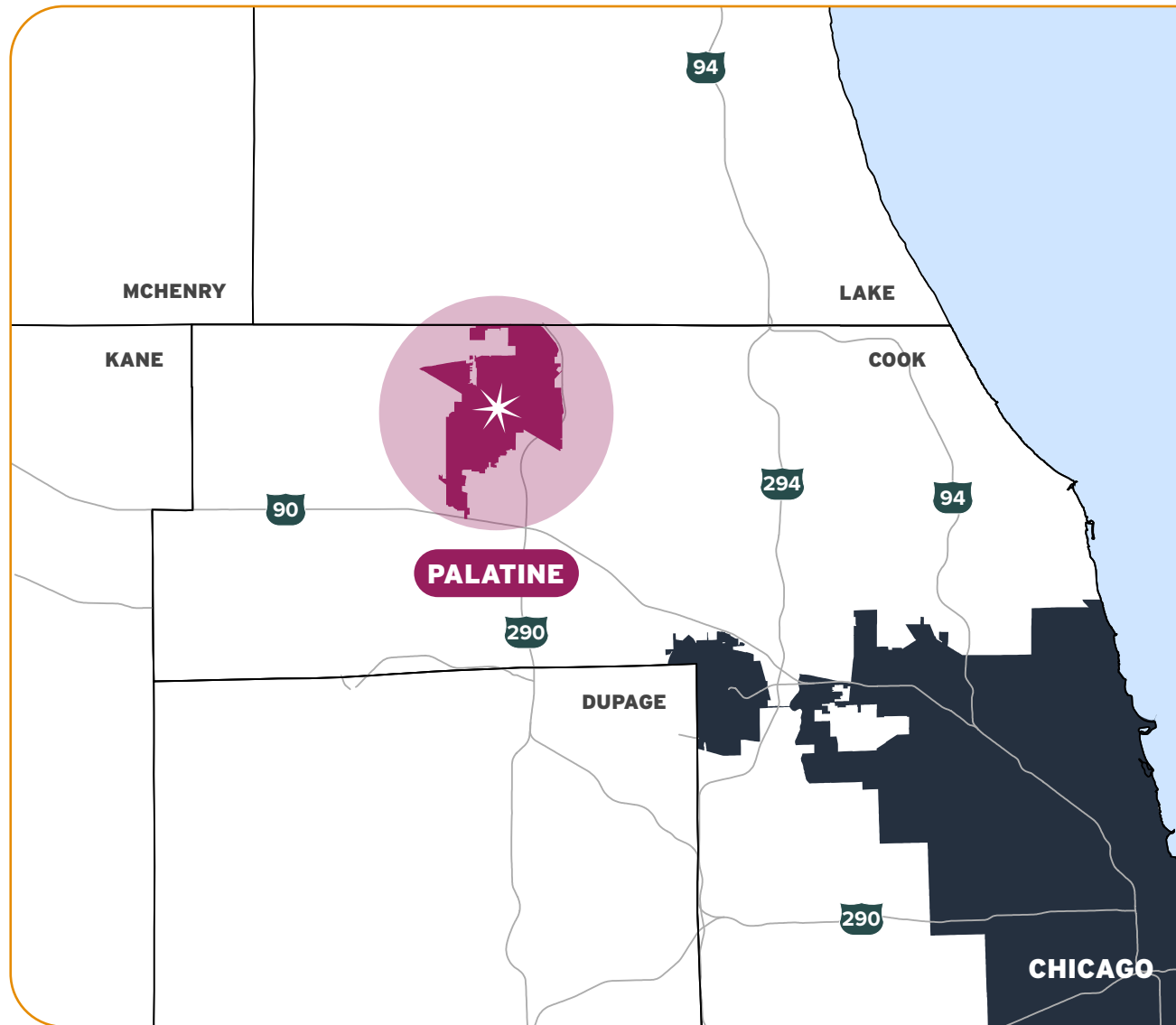
Palatine is a suburban community with small town charm located in the Chicago metropolitan area. The area has its roots in agriculture, with settlers coming to cultivate the fertile prairie lands. The construction of the railroad in 1853 set the Village on a path to growth. The roadway system further increased connectivity to the region as unincorporated land was annexed into Palatine over the years, resulting in the Village's 14 square mile footprint today.

Today, bustling commercial corridors and established industrial areas contribute to a diverse local economy. Palatine's downtown provides a walkable, pedestrian-scale environment with shops and restaurants.

**Maintaining and growing Palatine's assets is an important goal of the planning process.**

# REGIONAL CONTEXT

- Located in northwest Cook County 30 miles from the Chicago Loop and 14 miles from O'Hare International Airport.
- Connected to the region by the Metra Union Pacific Northwest (UP-NW) line and major highways, Interstate 90, Illinois Route 53, and US Highways 12 and 14.
- These connections facilitate residents' access to surrounding urban and suburban centers and the broader region.



# COMMUNITY HISTORY

There are dozens of historical structures throughout Palatine that serve as testaments to Palatine's history as a thriving nineteenth-century settlement. Settlers from New York and New England traveled west to the area and its fertile prairies as early as the 1830s.

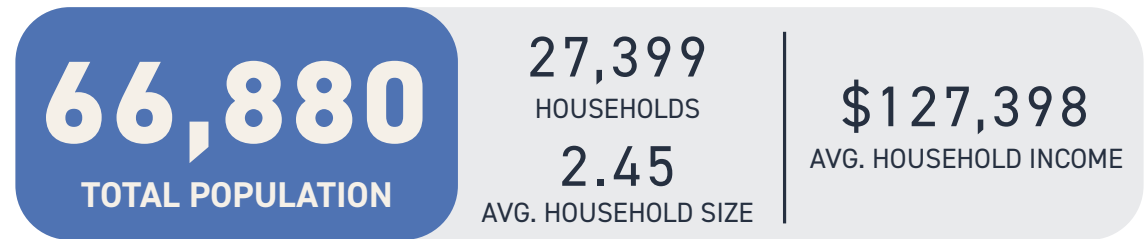
The Illinois and Wisconsin Railroad came to the area in 1853 and was soon replaced by the Chicago and Northwestern Railroad. The arrival of rail facilitated the development of the Village, which was surveyed and laid out in 1855. Palatine was incorporated as a Village in 1866 and chartered by the State in 1869.

Palatine's proximity to Chicago and the railroad spurred enormous population growth beginning in the mid-twentieth century. Today, Palatine has an active historical society that strives to highlight Palatine's many historic structures, places, and artifacts.



# COMMUNITY DEMOGRAPHICS

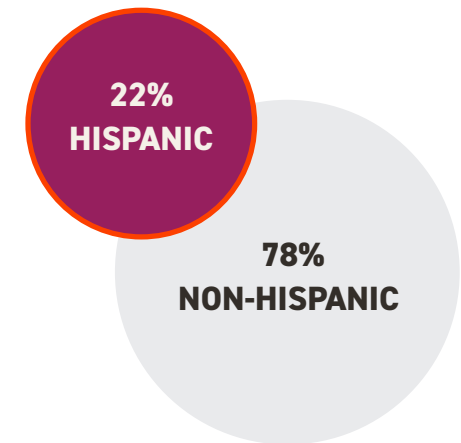
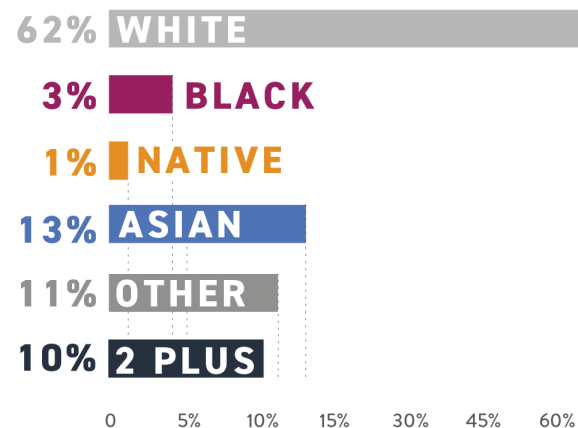
- The Village of Palatine has an estimated population of 66,800 in 2023 (ESRI) and has decreased by over 2.4 percent since 2010
- The median age in Palatine is estimated to be 39.7, which has increased from 36.8 and is projected to increase to 40.9 in five years, indicative of an aging population.
- Palatine’s population is ethnically diverse. In 2023, approximately 38 percent of the population identifies as non-white, and 22 percent have a Hispanic origin. Diversity has increased since 2010 and is expected to continue increasing over the next five years.



## POPULATION BY AGE



## RACE AND ETHNICITY





# LAND USE & ZONING

Land use is a pattern of physical development and arrangement of residential, commercial, industrial, and open space uses within a community.

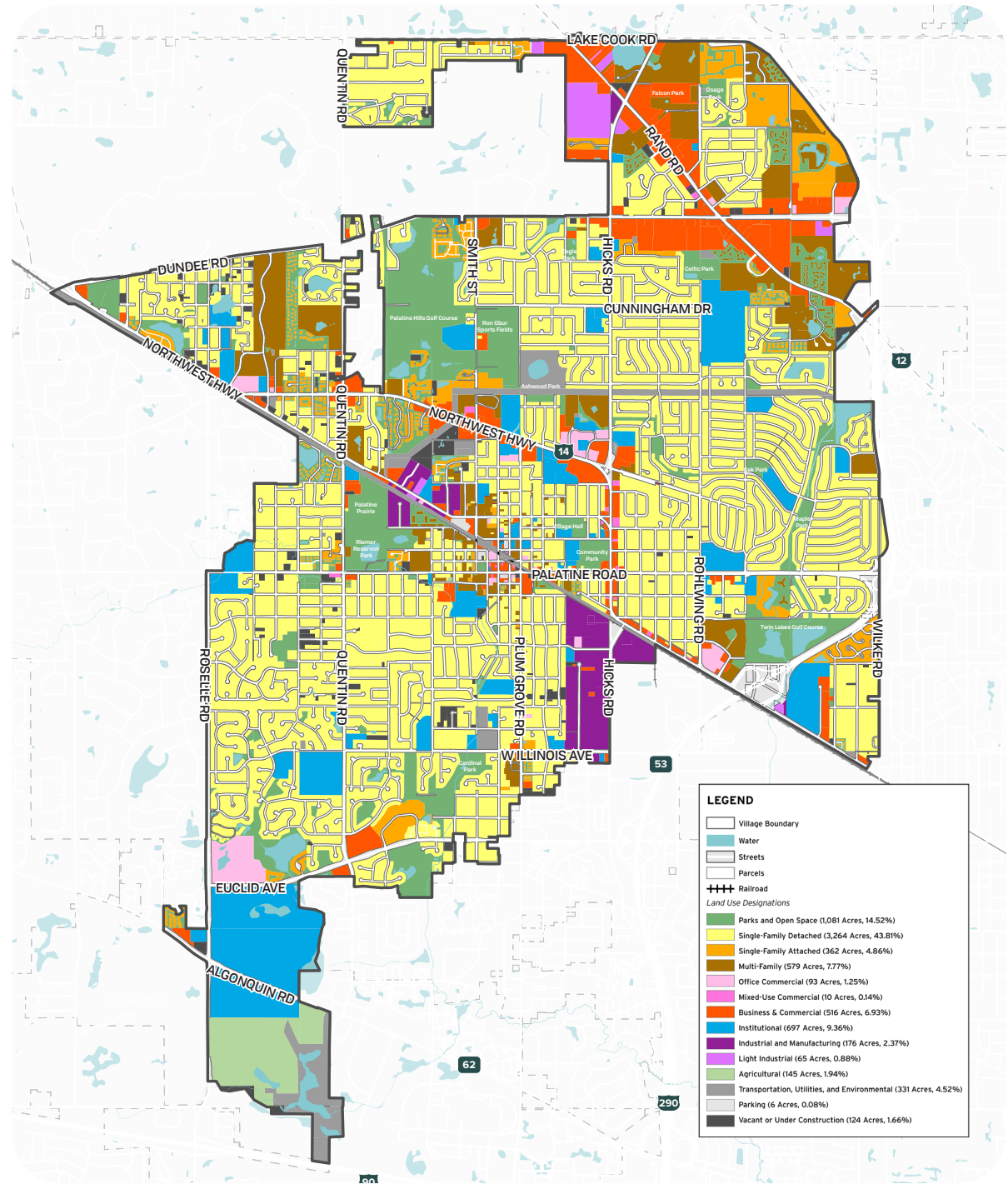
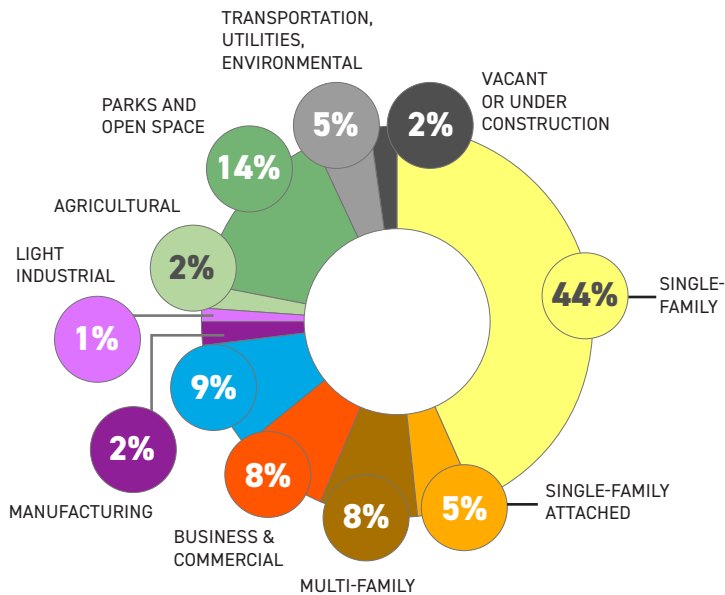
Palatine's history as an agricultural area that became increasingly connected to the Chicago metropolitan area through the railroad and arterial highways fostered a residentially-intensive land use pattern. This same connectivity was also an economic driver for concentrated areas of commercial and industrial activity along key transportation corridors.

A Zoning Code is the backbone of a community's regulatory framework for the use of land and a key determiner of a town's look and feel. Zoning establishes expectations for home buyers and the development community about how a community functions.

**The following provides an overview of land use and zoning in Palatine.**

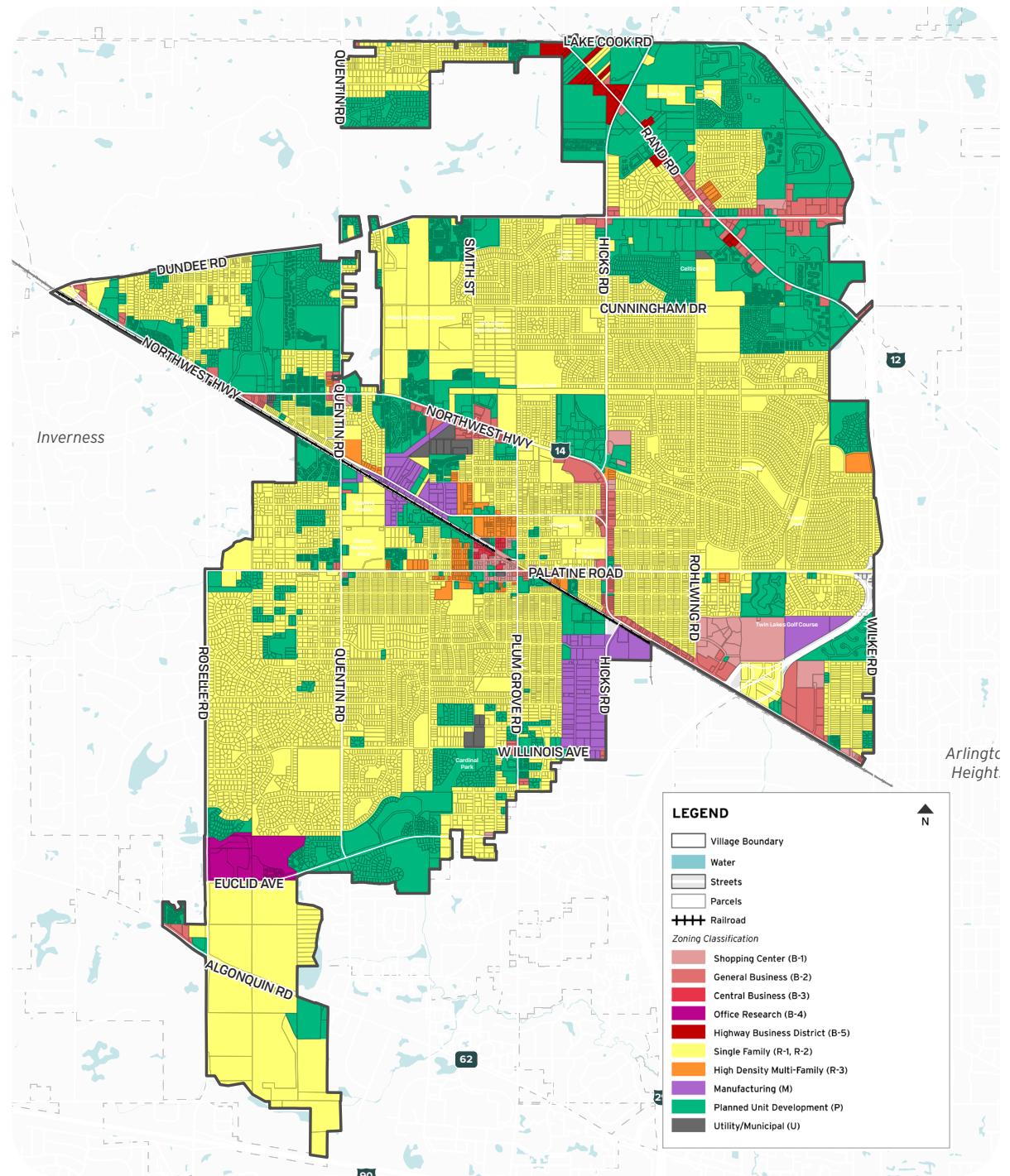
# CURRENT LAND USE

- Palatine maintains a strong diversity of land uses within its borders.
- Active light industrial districts operate in close proximity to established residential neighborhoods.
- Non-residential land uses focused in identifiable clusters and corridors.



# ZONING

- The Planned Development zoning district is used extensively throughout the Village
  - » Encompasses a range of land uses, so the Zoning Map doesn't clearly relay Palatine's land use mix
- Five single-family zoning districts
- One multifamily zoning district
  - » Most multifamily developments are located in the Planned Development zoning district
- Five commercial zoning districts reflecting different scales and contexts of commercial areas
- Manufacturing zoning district includes all light industrial uses
  - » Some light industrial uses are in the Planned Development zoning district





# A FOCUS ON COMMUNITY

Quality of life means different things to different people. For younger residents, it can mean having access to activities and the ability to get around safely without a car. Older generations may value safety and security, as well as opportunities to stay in the community after moving out of a house. Young families can view quality of life as attainable housing options, good schools, and parks and open spaces for recreation and family-oriented activities.

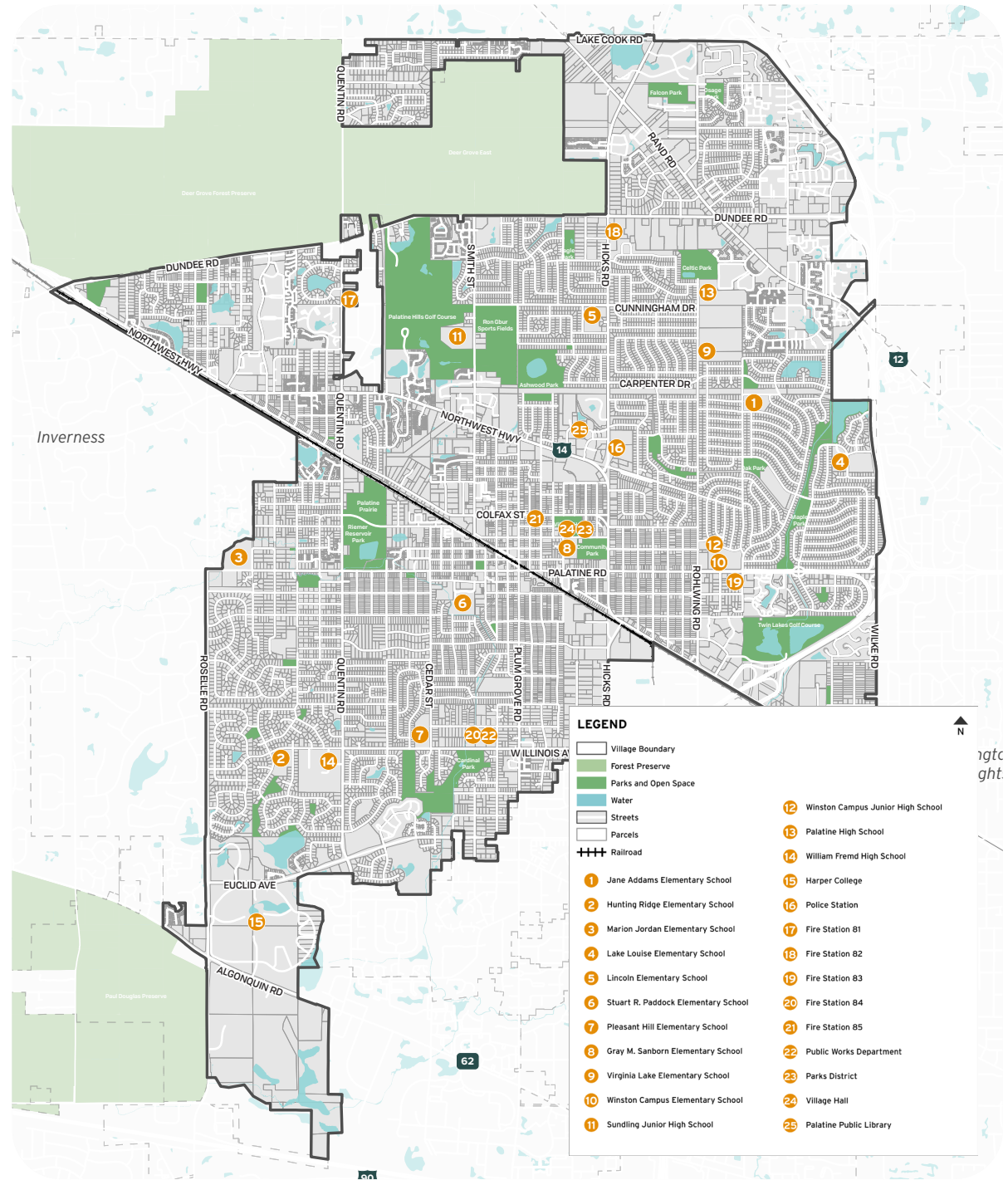
A Comprehensive Plan identifies key elements that support a community's quality of life and builds off of them.

**This section explores key contributors to the quality of life in Palatine, including the school system, the Park District's inventory of recreational opportunities, and the public services that operate at a gold-standard level.**



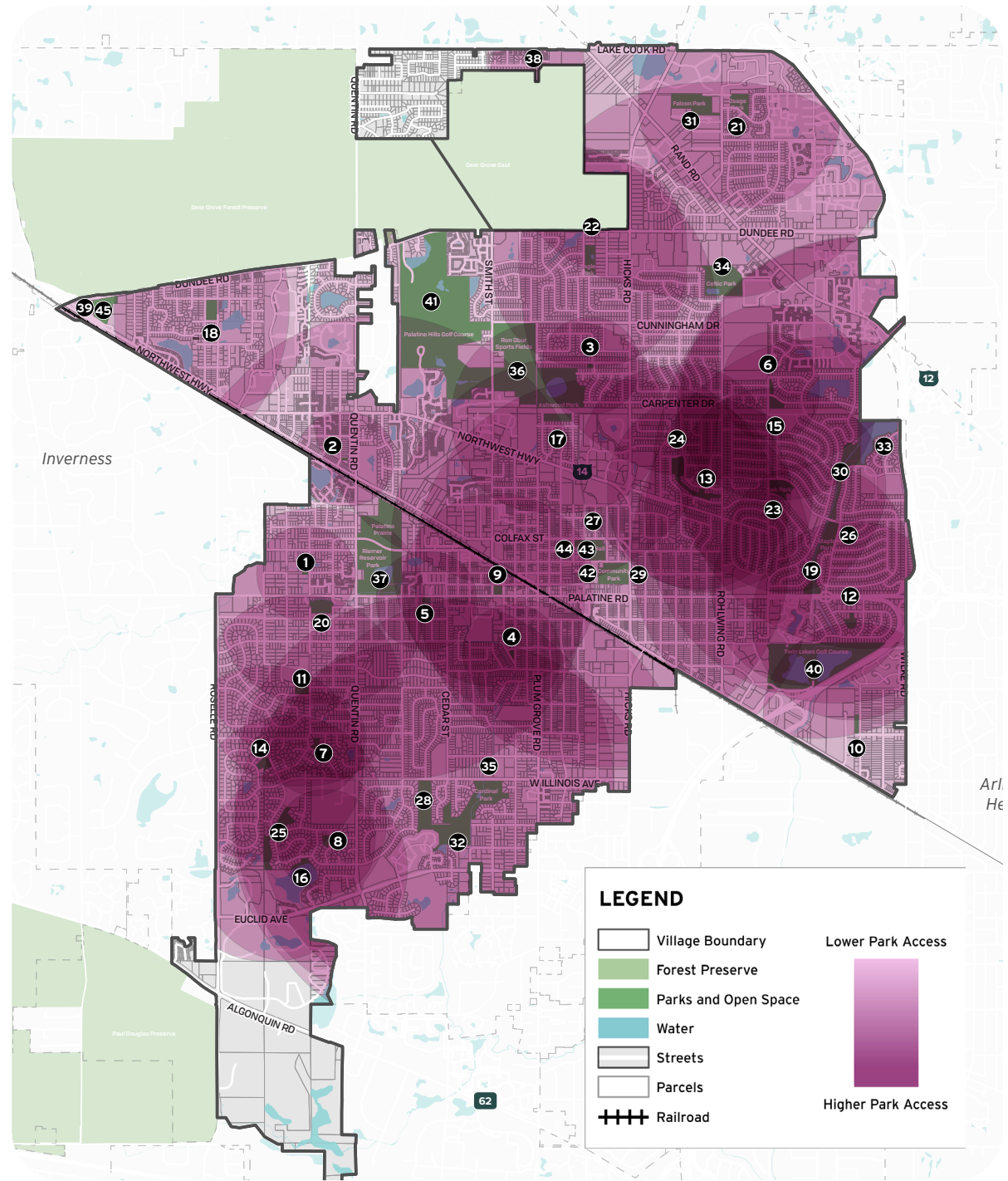
# FACILITIES AND SERVICES

- Village Hall
- Police Department
  - » New station at 595 Hicks Road
- Fire Department
  - » 5 stations in Palatine
- Public Works Department
  - » Engineering
  - » Forestry
  - » Sewer
  - » Streets
  - » Water
  - » Facilities Maintenance



# PARKS AND OPEN SPACE

- Level of Service Analysis & Map shows which areas have higher access to recreational assets
- Two Park Districts serve Palatine
  - » Palatine Park District
  - » Salt Creek Rural Park District
- Forty parks, natural areas, recreational open spaces, and special-use structures
- Palatine evaluated against national benchmarks for provision of open space
  - » Slightly deficient in acreage at 624 acres/1,000 residents
  - » Does not include forest preserves nearby, which compensates for the deficiency
  - » Distribution is good: 98.5% of residents are served by one or more active recreation areas



# APPRECIATION OF LOCAL HISTORY

History helps define a sense of place, and residents noted they would enjoy opportunities to learn about and appreciate Palatine's unique history.

The Palatine Historical Society, founded in 1955, fosters appreciation for Palatine's history through events and programs focused on education and celebrating the community's past:

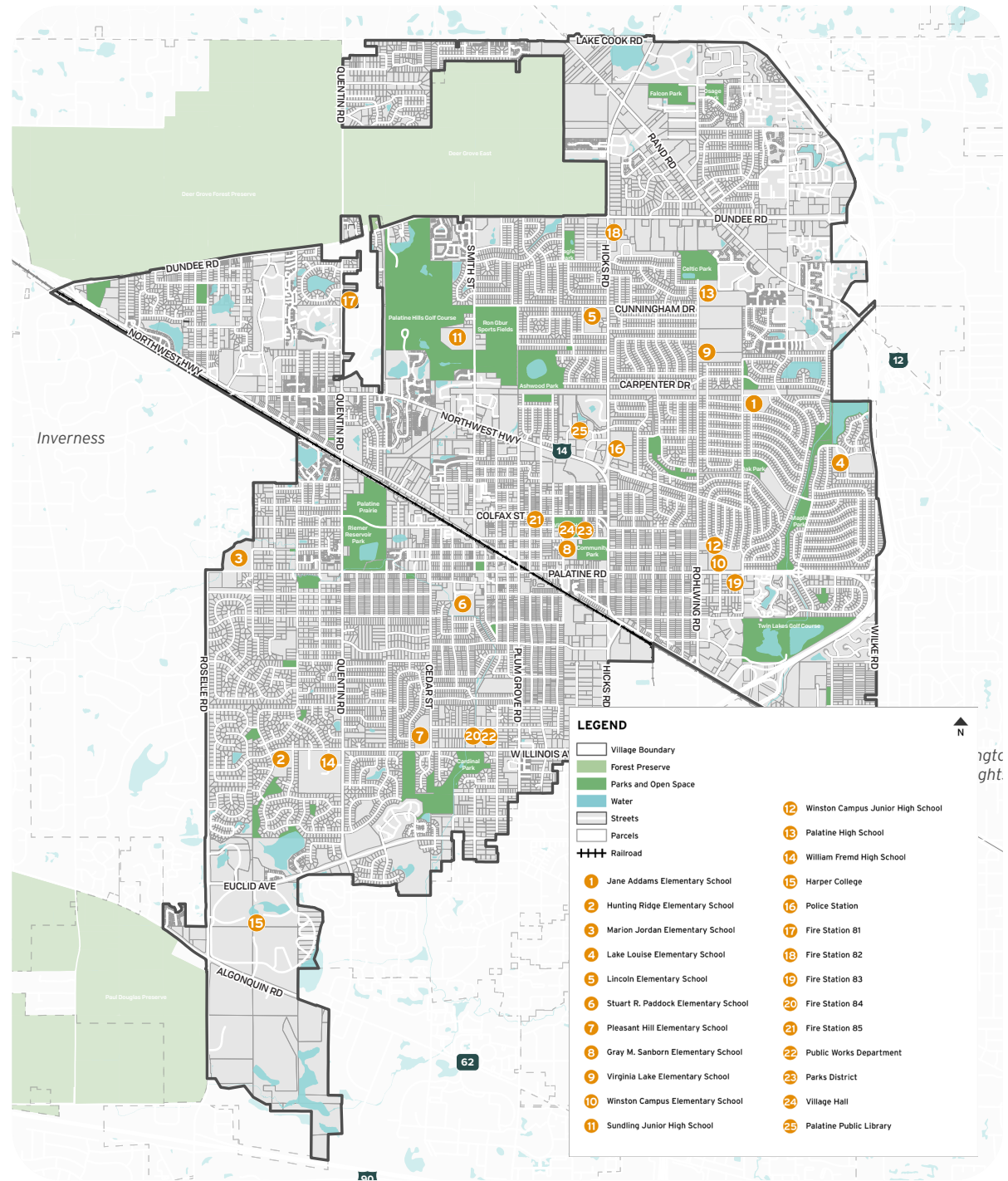
- **Historical programs with the Palatine Public Library**
- **Tours of the Clayson House**
- **Victorian teas, cemetery walks, and parades**
- **A historic plaque program for historic buildings over 100 years old**

Strategies to support appreciation for local history in Palatine will be explored as part of the Comprehensive Plan process.



# SCHOOLS

- Many residents agree that Palatine’s educational system is one of its greatest assets
- Two school districts serve Palatine
  - » Community Consolidated School District 15
  - » Township High School District 211
  - » Ten public elementary schools
  - » Two public middle schools
  - » Two public high schools
- According to the Illinois Report Card, all elementary schools, all junior high schools, and Palatine High School are “Commendable Schools”, meaning that there are no underperforming student groups
- Fremd High School is an “Exemplary School”
- Harper College is a well-regarded junior college with an annual student body of 29,000





# REDEVELOPMENT & PLACEMAKING

Palatine's economic fabric has a diverse range of business types from commercial to light industrial. There are busy commercial corridors, shopping malls, big box stores, and pedestrian-oriented restaurants and retail in the downtown, along with several pockets of active light industry. As investment and developer interest focus in newer areas, older sections can experience disinvestment and issues with upkeep and maintenance. As neighborhood character evolves in other areas, residential or mixed-use development may be more appropriate in areas long in commercial use.

**This section explores Palatine's commercial and economic positioning in more detail, identifying key corridors and sites that present opportunities for redevelopment and transitions in land use intensity.**

# DOWNTOWN PALATINE

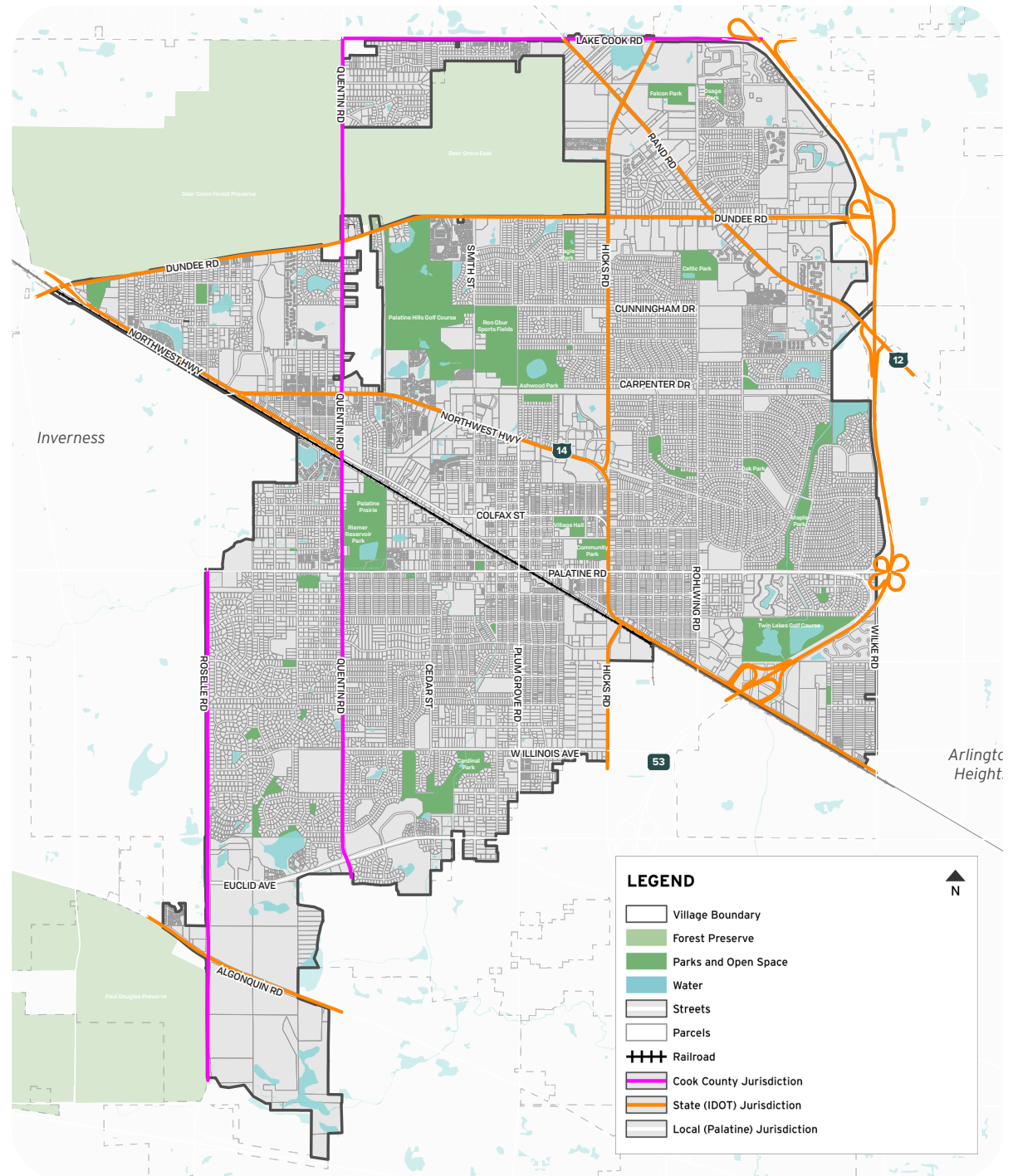
- Palatine's downtown is a unique asset many communities try to emulate using regulatory controls, land use changes, and placemaking initiatives.
- Initiatives to improve the downtown appear in the 2011 Comprehensive Plan and the 2016 Downtown TOD Plan.
- While some strategies have been pursued, others remain relevant:
  - » Identify opportunities for intensification of land uses and multifamily development
  - » Increase connectivity from Downtown to adjacent neighborhoods by improving bike and pedestrian routes
  - » Identify opportunities to consolidate downtown surface parking to allow new development in key locations
  - » Establish / enhance a wayfinding sign program in the downtown



# COMMERCIAL CORRIDORS

Arterial roadways define many aspects of Palatine and create important commercial corridors.

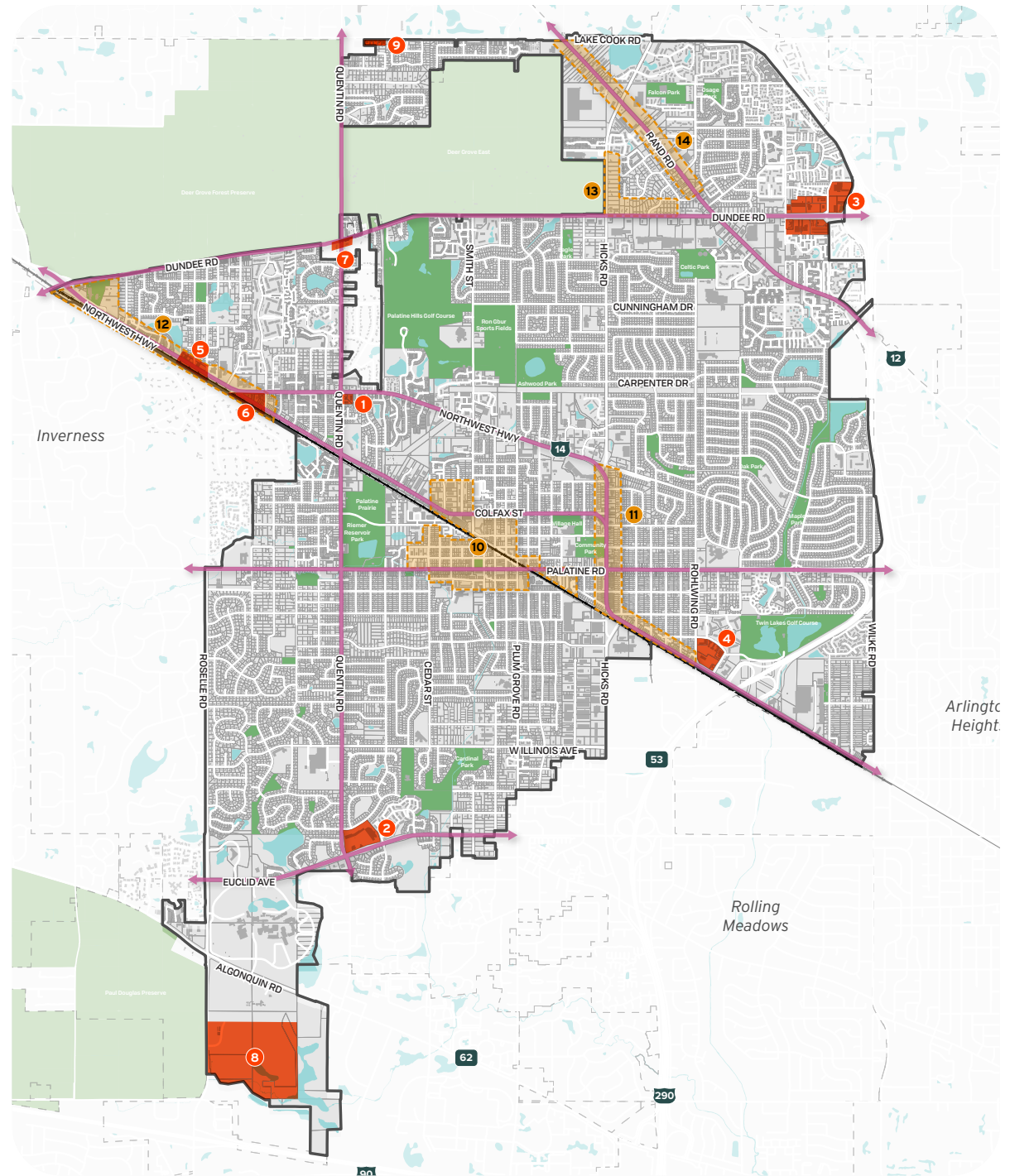
- **Northwest Highway**
  - » Intersects entire Village, wide range of land uses
  - » Previous planning efforts identified obstacles and improvement strategies
- **Quentin Road**
  - » Key opportunity sites and areas for land use transitions
- **Dundee Road**
  - » Commercial corridor with single-family development in places
- **Rand Road**
  - » Commercial corridor with varying levels of intensity and built form



# OPPORTUNITY SITES & REDEVELOPMENT FOCUS AREAS

**LEGEND**

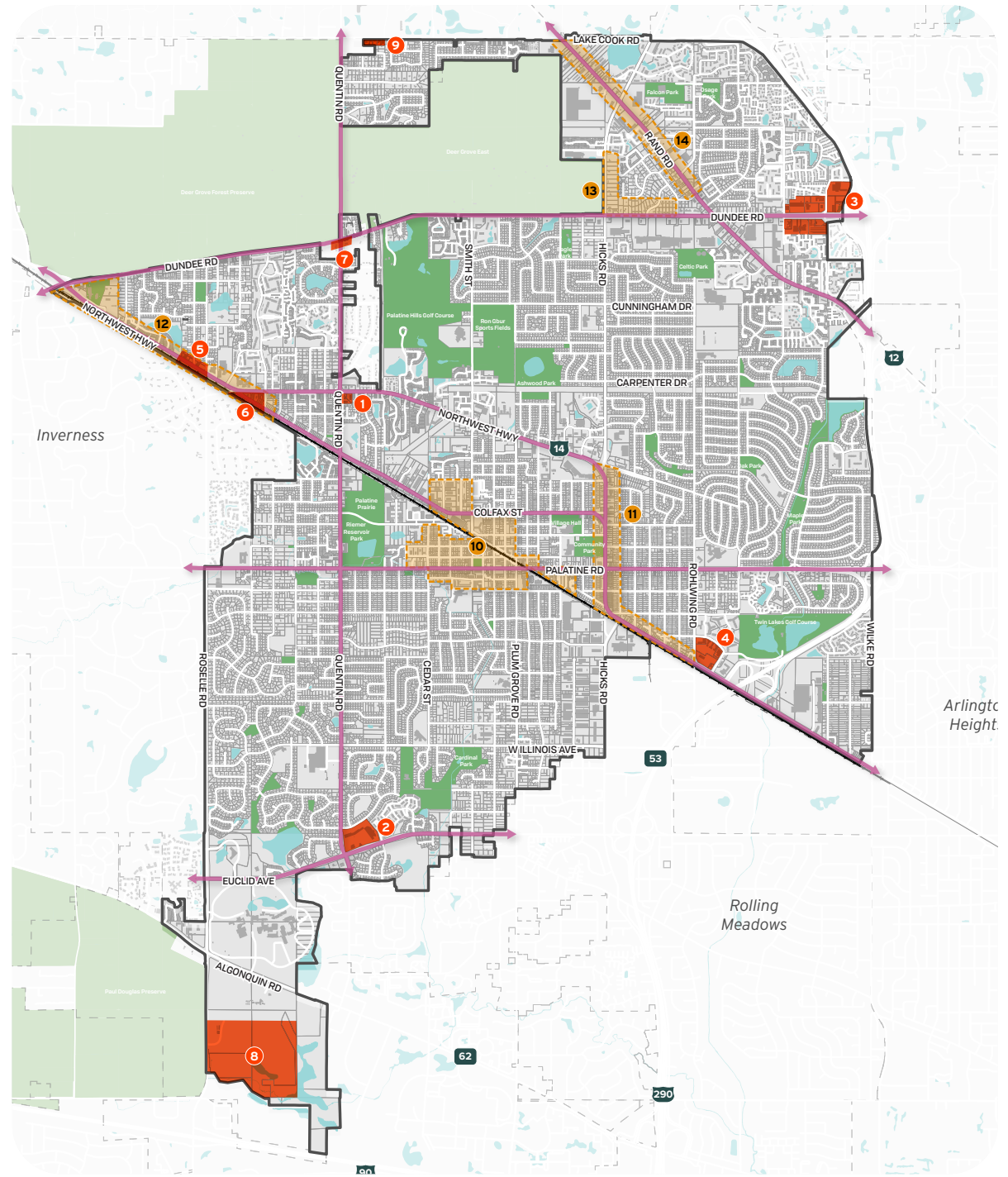
- Village Boundary
- Forest Preserve
- Parks and Open Space
- Water
- Streets
- Parcels
- Railroad
- Major Corridors
- Land Use Transition Opportunities
- 1 Quentin & NW Highway
- 2 Regency Plaza
- 3 Disused Hotel Site and TIF District Properties
- 4 Event Space Site
- 5 Vacant Land
- 6 Redevelopment Opportunity Site
- 7 Quentin & Dundee Unannexed Land
- 8 Vacant Land
- 9 Redevelopment Opportunity
- Redevelopment Focus Areas
- 10 Downtown Palatine
- 11 SE Portion of NW Highway Corridor
- 12 NW Portion of NW Highway Corridor
- 13 Dundee Rd Corridor
- 14 Rand Rd Corridor





# OPPORTUNITY SITES & REDEVELOPMENT FOCUS AREAS

- **Quentin Road and Northwest Highway - Southeast Corner**
  - » Car-focused built form can be reevaluated to better contribute to the Village's urban fabric
- **Regency Plaza**
  - » Has the potential to provide a meaningful destination for shopping, dining, and socializing in the community
- **East Dundee Corridor**
  - » A gateway into Palatine that represents a key redevelopment and revitalization opportunity
- **Cotillion Banquet Hall Site**
  - » Another key gateway that may be a strategic redevelopment site, particularly with the potential conversion of the Arlington Race Track



# ANNEXATION & GROWTH

- The annexation of unincorporated land has been the story of Palatine's growth for more than a century
- From parcels near the downtown incorporated in the 1890s to a recent annexation in 2020, Village boundaries expand as opportunities arise
- Residential growth to the north is not anticipated in the 15-20 year timeframe
- Annexation of land for commercial and industrial use is more practical
- Small-site opportunities may exist within the Village





# A LOOK AT THE LOCAL ECONOMY

While Palatine has a diverse local economy, retail plays a predominant role. The changing nature of retail and trends away from “brick and mortar” shopping habits are important to be aware of.

For Palatine’s historic downtown and its commercial corridors, the broad ramifications of e-commerce will almost certainly lead to the continued adaptation of commercial spaces in historic downtown buildings, malls, and strip shopping centers to other non-commercial uses.

Outside downtown, Palatine’s traditional shopping centers and malls will have to continue to reinvent themselves with uses like medical offices, fitness centers, entertainment uses that require larger spaces – and even housing. Capacity for light industrial and manufacturing uses is important and should be maintained, and lower-cost space for business incubation is important.

**The following is an overview of economic conditions in Palatine.**

# INCOME & CONSUMER SPENDING

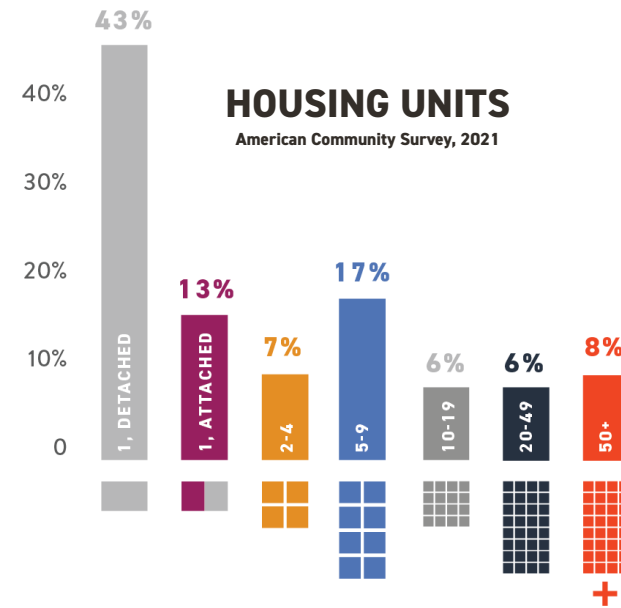
- The median household income in Palatine is estimated at \$89,557 in 2023.
  - » This is greater than the US median income of \$72,603 and the Cook County Median Income of \$74,483
- Consumer spending potential, measured by household, is strong in Palatine
  - » SPI (Spending Potential Index) evaluates the strength of local business potential
  - » National benchmark is 100, which Palatine exceeds in many categories

## SPENDING POTENTIAL INDEX

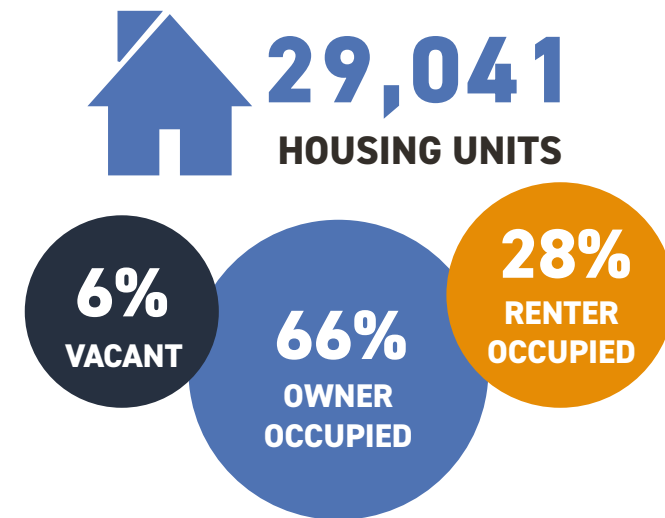
RETAIL GOODS AND SERVICES	SPENDING POTENTIAL INDEX
COMPUTER HARDWARE FOR HOME USE	125
ALCOHOLIC BEVERAGES	122
HOUSEWARES	121
APPAREL & SERVICES	120
PERSONAL CARE PRODUCTS	119
SCHOOL BOOKS & SUPPLIES	119
FOOD	118
FURNITURE	117
ENTERTAINMENT & RECREATION	115

# EMPLOYMENT, EDUCATION, AND HOUSING

- **Three largest employment sectors in Palatine include:**
  - » Professional, scientific, management, administrative (32%)
  - » Educational services, healthcare, social assistance (15%)
  - » Manufacturing (13%)
- **Palatine has well-educated residents**
  - » 51% of adults over 25 have a bachelor degree or higher
  - » This compares to 42% for the Chicago metro area
- **There are 29,041 housing units in Palatine**
  - » 56% single family (43% detached)
  - » Remainder is multifamily housing
  - » Affordability index score of 91
  - » Baseline is 100, Palatine's lower score suggests that housing costs are somewhat high in relation to household incomes



## HOUSING



# TRANSPORTATION & MOBILITY

The “ability to get anywhere from Palatine” is a reason people love living in the Village. The major roadways in town contribute to this mobility, but few are under local control. This complicates the ability to facilitate improvements and small changes to the road network.

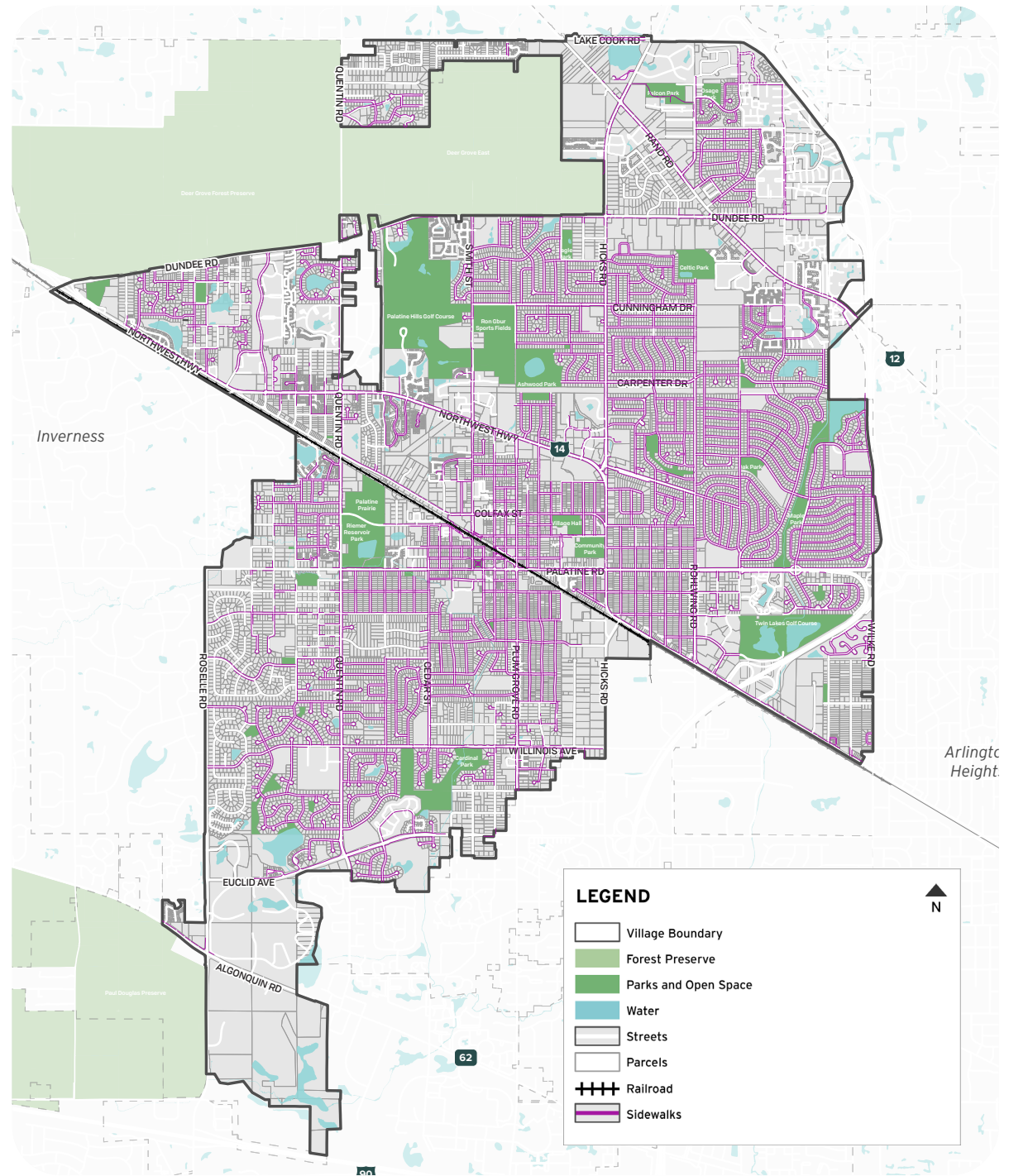
In addition to the Village’s strong road and street network, the ability to move around town needs to transcend automobile dependency, allowing residents of all ages and mobility levels to walk, ride, and move about freely.

With a walkable downtown, myriad parks and open spaces, and access to two forest preserves, non-motorized transportation routes must be an important component of transportation planning in the Village.

**Understanding the current state of mobility in the Village can help to address barriers, creating an even more accessible Village.**

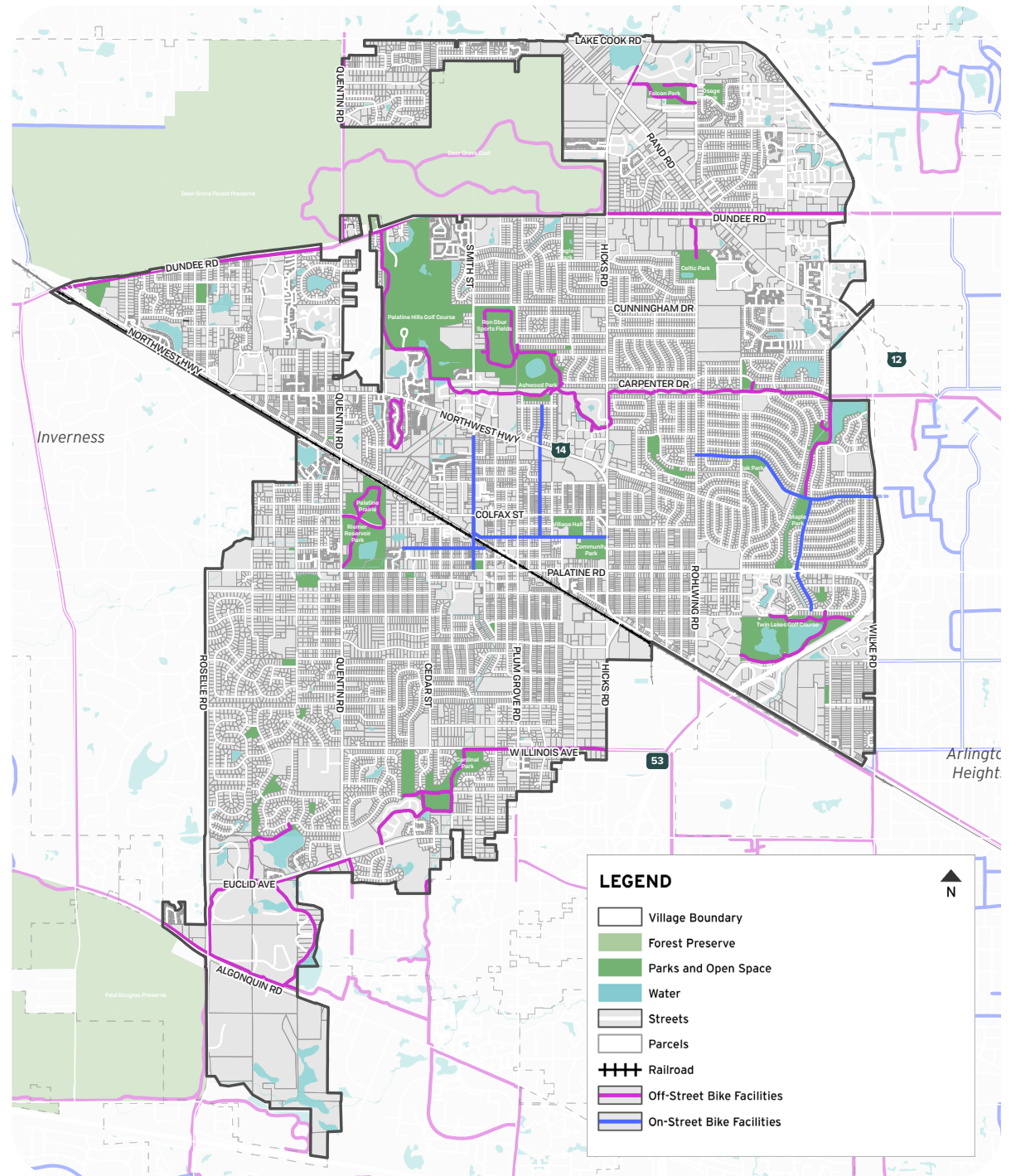
# PEDESTRIAN ACCOMMODATIONS

- Palatine has 167 miles of local streets and 246 miles of sidewalks
- These impact residents' daily mobility at a granular level
- Gaps in the sidewalk network need to be identified and addressed
- Pedestrian crosswalks not available at some major intersections



# BIKE ACCOMMODATIONS

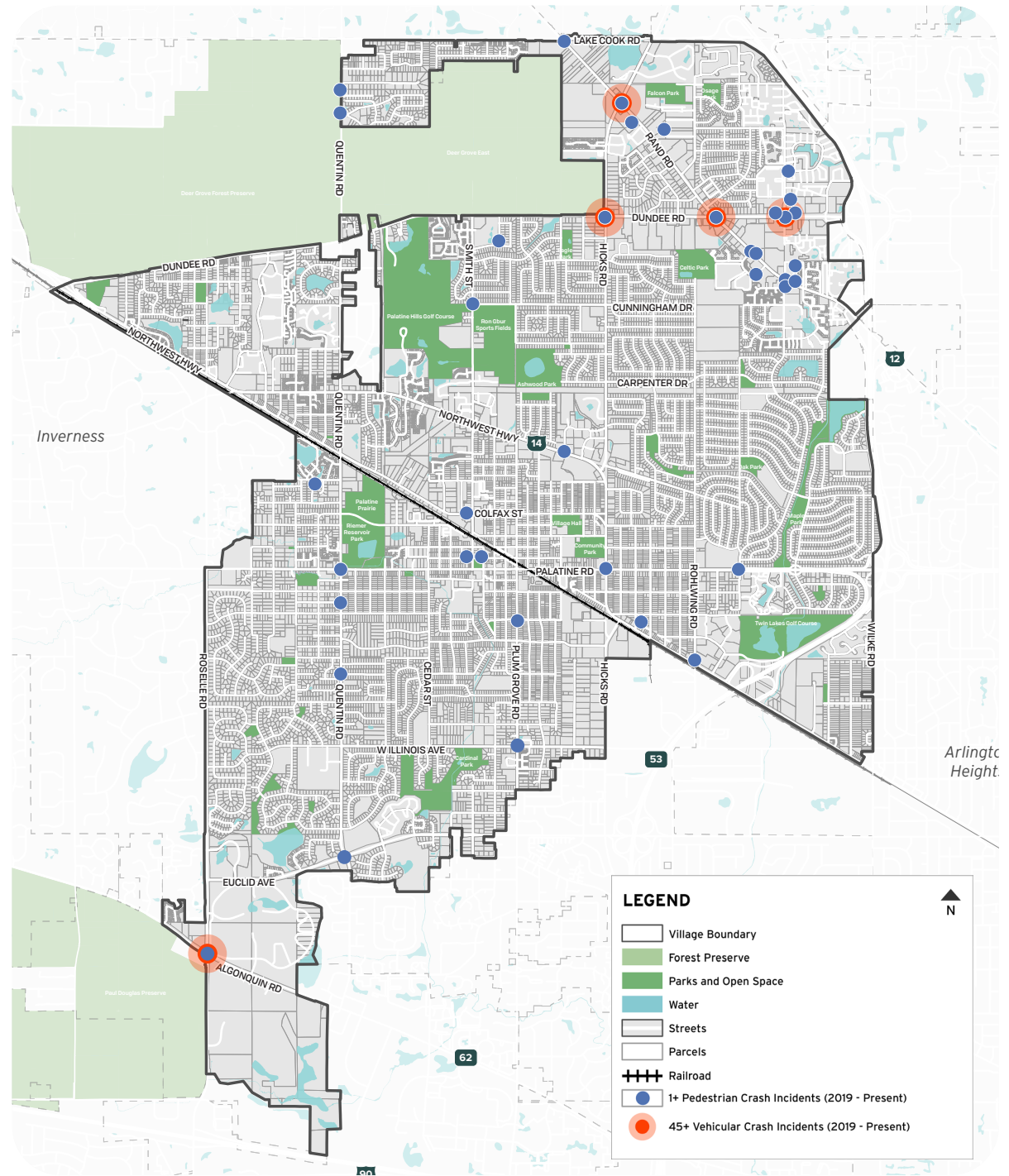
- Streets are ubiquitous throughout the Village and provide a key opportunity to provide greater mobility options for the whole community.
- Palatine Bicycle Transportation Plan (2011)
  - » Framework for improving Village streets and roadways with bicycle accommodations
  - » 25 miles of bike-friendly pathways identified in Plan
  - » Four miles of on-street bike routes completed
  - » 19 miles of off-street bicycle routes in Palatine currently





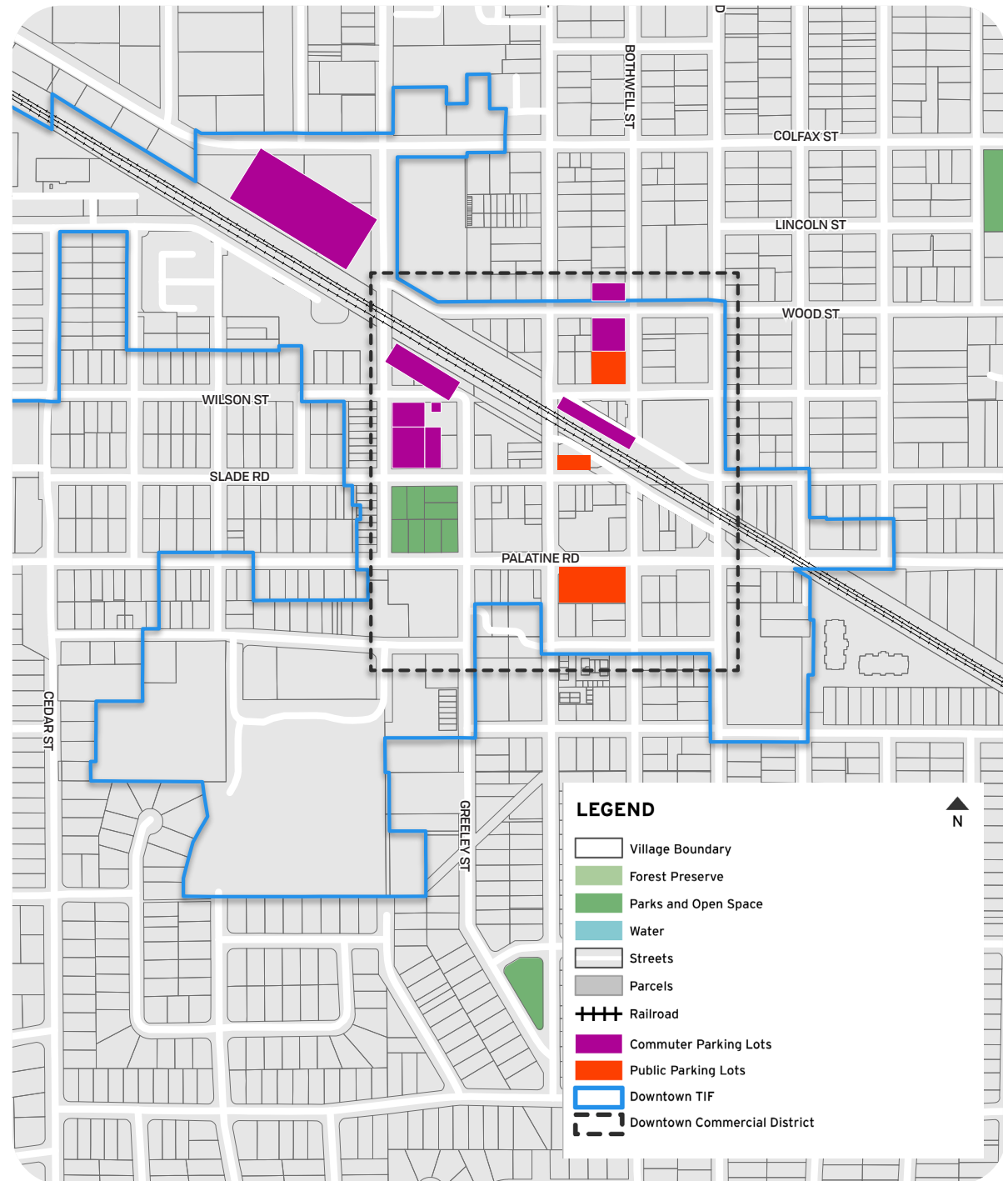
# MOBILITY GAPS & BARRIERS

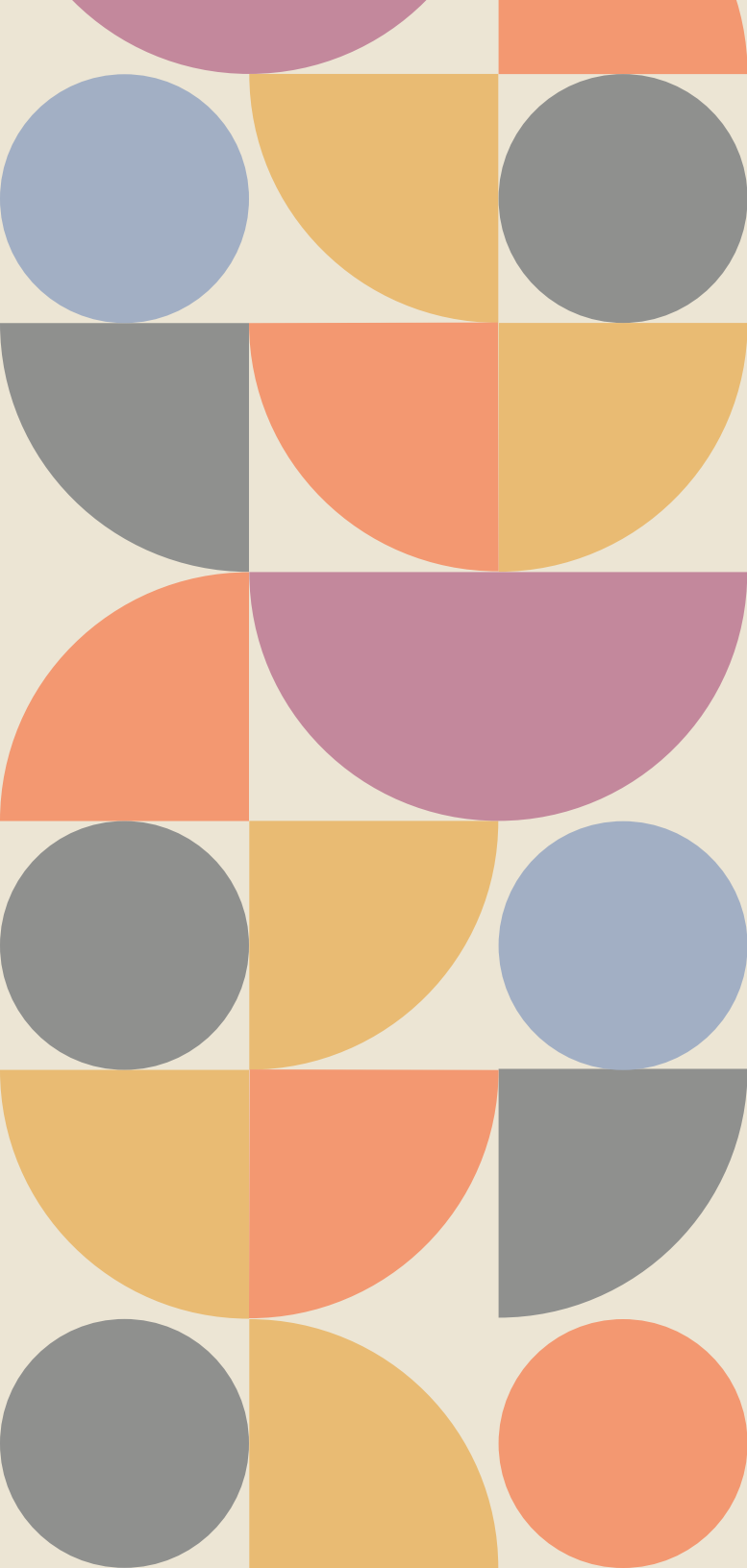
- Map shows location of traffic and pedestrian crash incidents
- It is important to identify gaps and barriers in the transportation landscape:
  - » Places with higher levels of pedestrian traffic incidents
  - » Places where residents feel unsafe walking or biking
  - » Places where non-motorized movement is limited
- Residents identified areas where they feel transportation & mobility needs are not met:
  - » Dundee Road by Forest Preserve
  - » Dundee & Rand Road Intersection
  - » Quentin Road Corridor
  - » Forest Preserve Access and Improvements



# PARKING

- The Metra commuter train station impacts Palatine in many ways
- The biggest impact may be the surface parking lots occupying downtown real estate
- These provide convenient daytime automobile storage, but contribute little to downtown vibrancy, energy, and engagement
- By the numbers:
  - » 8 commuter lots with 315 spaces on 3.5 acres of land
  - » 3 public (non-commuter) lots with 162 spaces on 1.6 acres of land
  - » Parking garage with 930 public parking spaces
- Usage rates are high in most commuter lots. Continuing review of usage and capacity will be important.



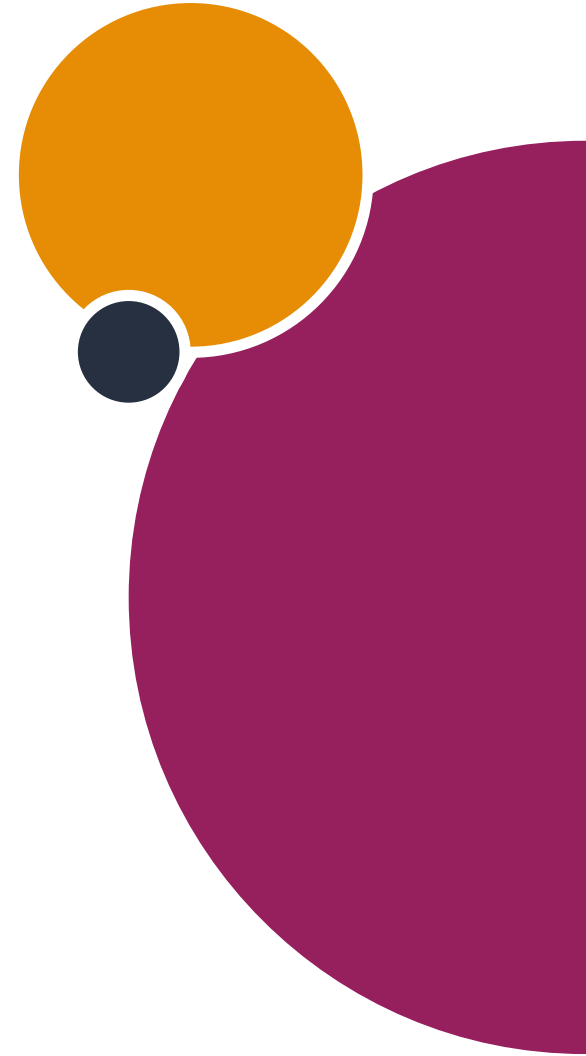


# OBSERVATIONS & RECOMMENDATIONS

The Lakota Group team has assembled a list of preliminary observations and recommendations based on research, field work, and input from the public engagement process. These are categorized broadly by topic and will inform elements of the visioning and strategizing in Phase 2 of the comprehensive planning process.

# DEVELOPMENT AND LAND USE CONTROLS

- **Planned Development Zoning District:** Often implemented as an overlay, Palatine’s approach rezones properties into a standalone “Planned Development” zoning district. Flexibility for business and property owners is limited when future needs require changes to allowable land uses or site modifications because each property is tightly controlled by individual ordinances.
- **B-2 and B-3 Zoning Districts:** These can be reviewed to ensure they accommodate preferences in the scale and density of mixed-use and multifamily development.
- **Multifamily development:** This development is largely in the Planned Development zoning district. The Village’s multifamily zoning district (R-3) should be revisited so it meets real-world needs and facilitates by-right development in Palatine.
- **Mixed-use development:** This is allowed in Palatine, but the Zoning Code does not make this easy to understand or interpret. These regulations could be streamlined to facilitate development.



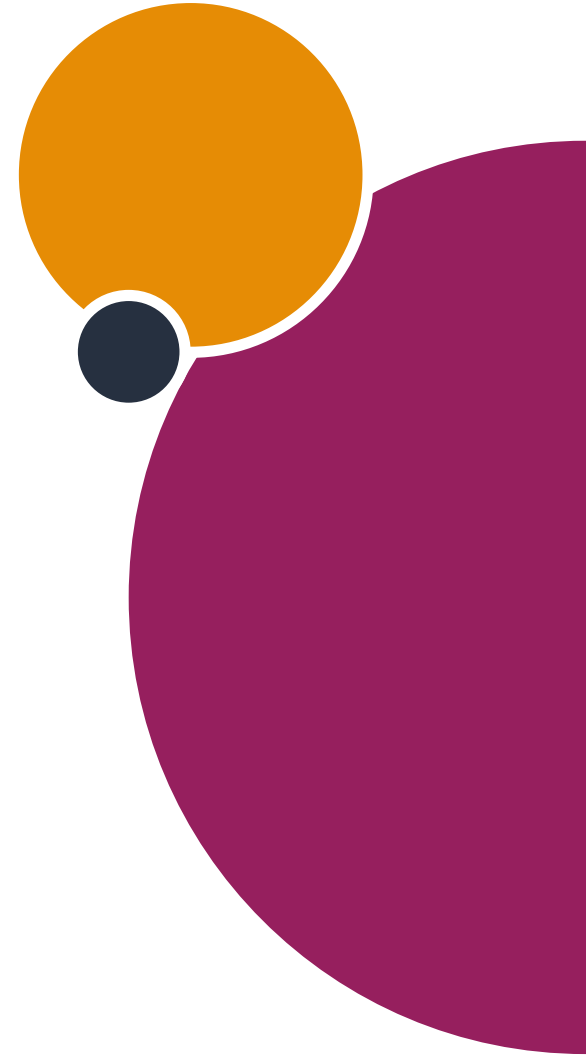
# COMMUNITY CHARACTER & PLACEMAKING

- **Activating the Downtown:** The 2016 Downtown TOD Plan captured key strategies that remain relevant, such as expanding residential opportunities in the downtown area, improving connectivity to the downtown, and revisiting the surface parking paradigm to determine capacity needs and how best to address them.
- **Mobility and public open space in the downtown:** Improving non-motorized connectivity will be essential and spaces for people to simply sit and do nothing can have a surprisingly positive impact in public areas.
- **Celebrating local history:** This is important to residents and the Village can take steps to increase awareness. Ideas include local history highlights in established Village communication tools (website, newsletters, social media), and Council recognition of local conservation efforts and historic buildings.



# MOBILITY & TRANSPORTATION

- **Bike-friendly Routes:** The Village has made progress in establishing dedicated bicycle pathways in town. Miles of bike routes are painted on roadways and used by residents. The full pathway plan is incomplete, however, and continued investment is needed.
- **Gaps in the sidewalk and pedestrian network:** These create obstacles to smooth, uninterrupted connectivity. Identifying and addressing these will be an important part of improving the Village's mobility network.
- **Projects Underway:** The Village has mobility improvements underway or recently completed that respond to several concerns shared by residents. These include a new bike path under construction that provides safe access across Dundee Road into the Deer Grove East Forest Preserve, as well as traffic and pedestrian safety improvements along the Dundee Road corridor.



# Thank You!



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