



Rockton Road Corridor Plan Update

Developer Interest & Implementation Progress

November 18, 2025

— Executive Summary

Contract Extension Achieving Results:

- ✓ Market Analysis complete, property owner engagement underway, first developer inquiry received
- ✓ **Key Milestones:** Large landowner requested developer recruitment services, developer inquiry
- ✓ **Implementation Underway:** Moving from planning to active developer recruitment
- ✓ **Timeline Status:** achieving 12-month contract outcomes in 5-month contract timeline. On track to deliver final report in December

Market Analysis Highlights

Fundamentals Confirmed:

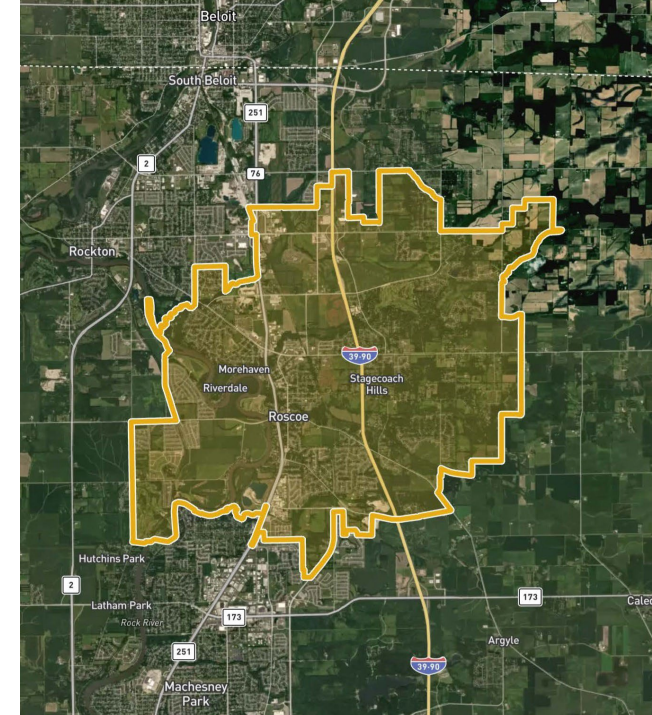
- ✓ 6.8 million visits annually to encompassing zip code
- ✓ **51,000** daily vehicles on I-90 at Rockton Road
- ✓ **\$110,000** median household income for encompassing zip code (IL is \$82,000)
- ✓ **400,000** people reside within **30-min** drive

Market Gaps Identified:

- ✓ Commercial/retail opportunities, hotel development, industrial sites

Development Readiness:

- ✓ Strong demographics, traffic, and infrastructure support immediate development



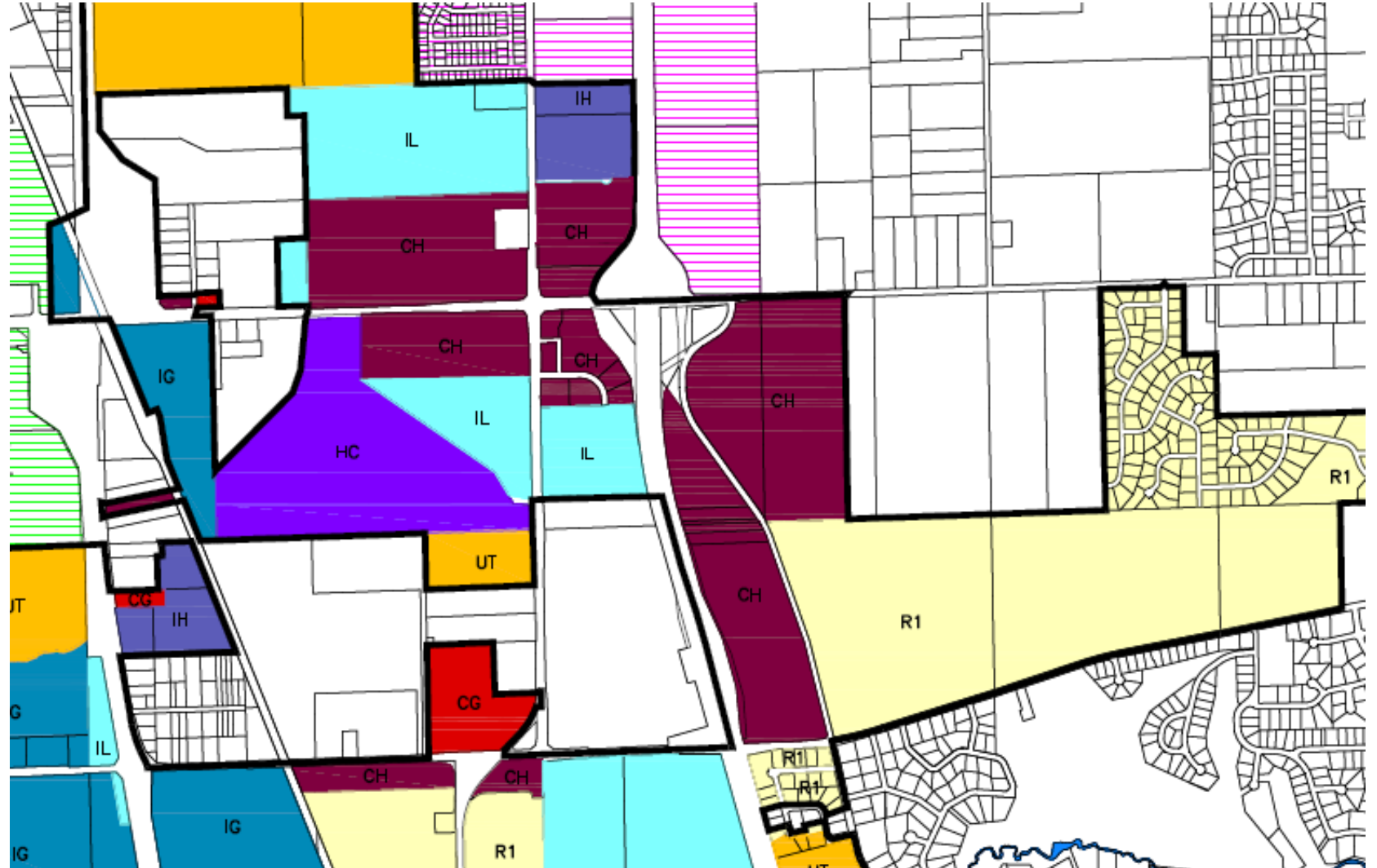
Corridor Vision

"Leveraging exceptional I-90 access and the proven success of NorthPointe Health and Wellness Center and strong local demographics, the Rockton Road corridor is positioned to transform from a travel stop into a high-value destination. By strategically introducing industrial development, convenient shopping and dining, overnight hospitality, and flexible starter home options near job centers, it creates a self-sustaining environment where residents can live, work, and recreate within a seamlessly connected and environmentally resilient community."

Land Use Framework

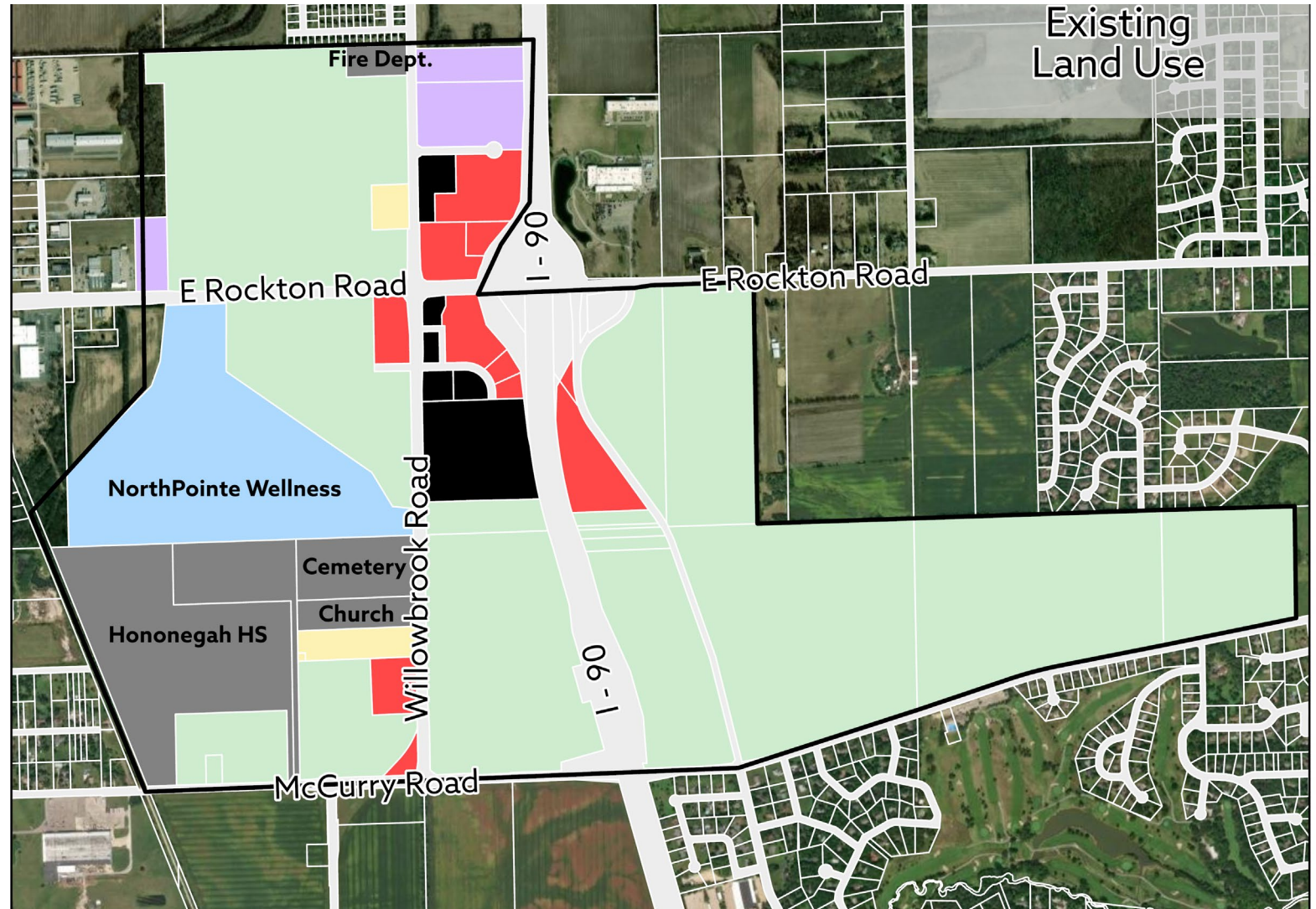
Zoning Map

- ✓ Commercial Highway
- ✓ Light and Heavy Industrial
- ✓ Healthcare
- ✓ Residential



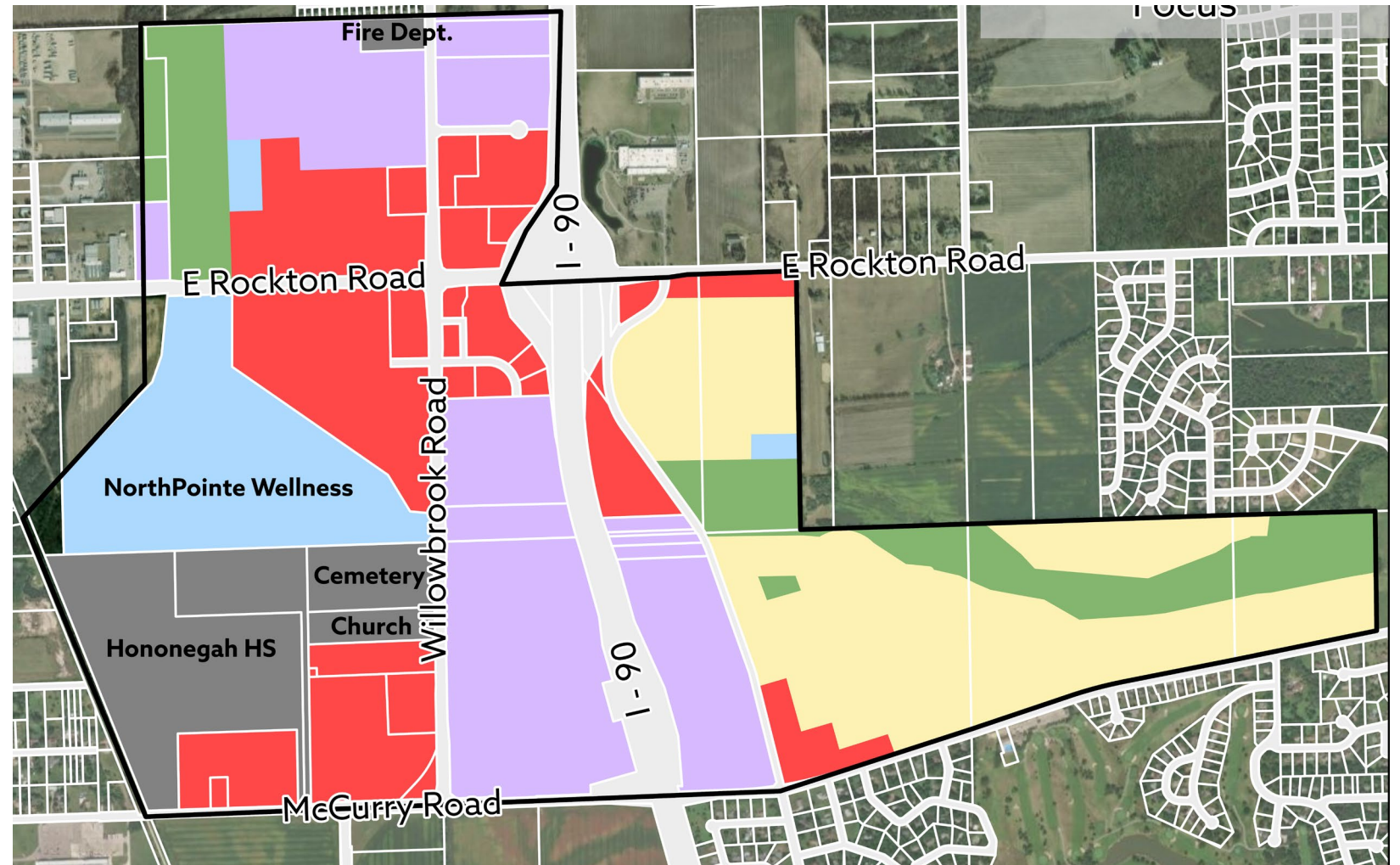
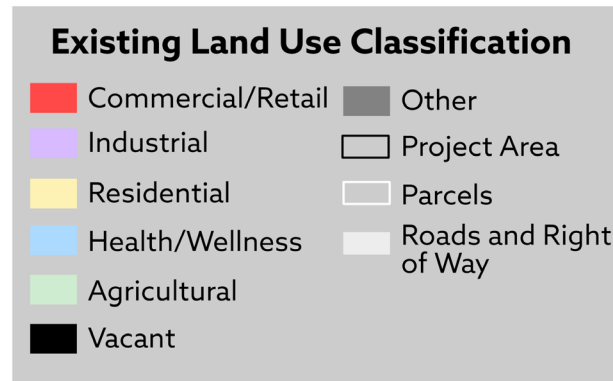
Land Use Framework

Existing Land Use



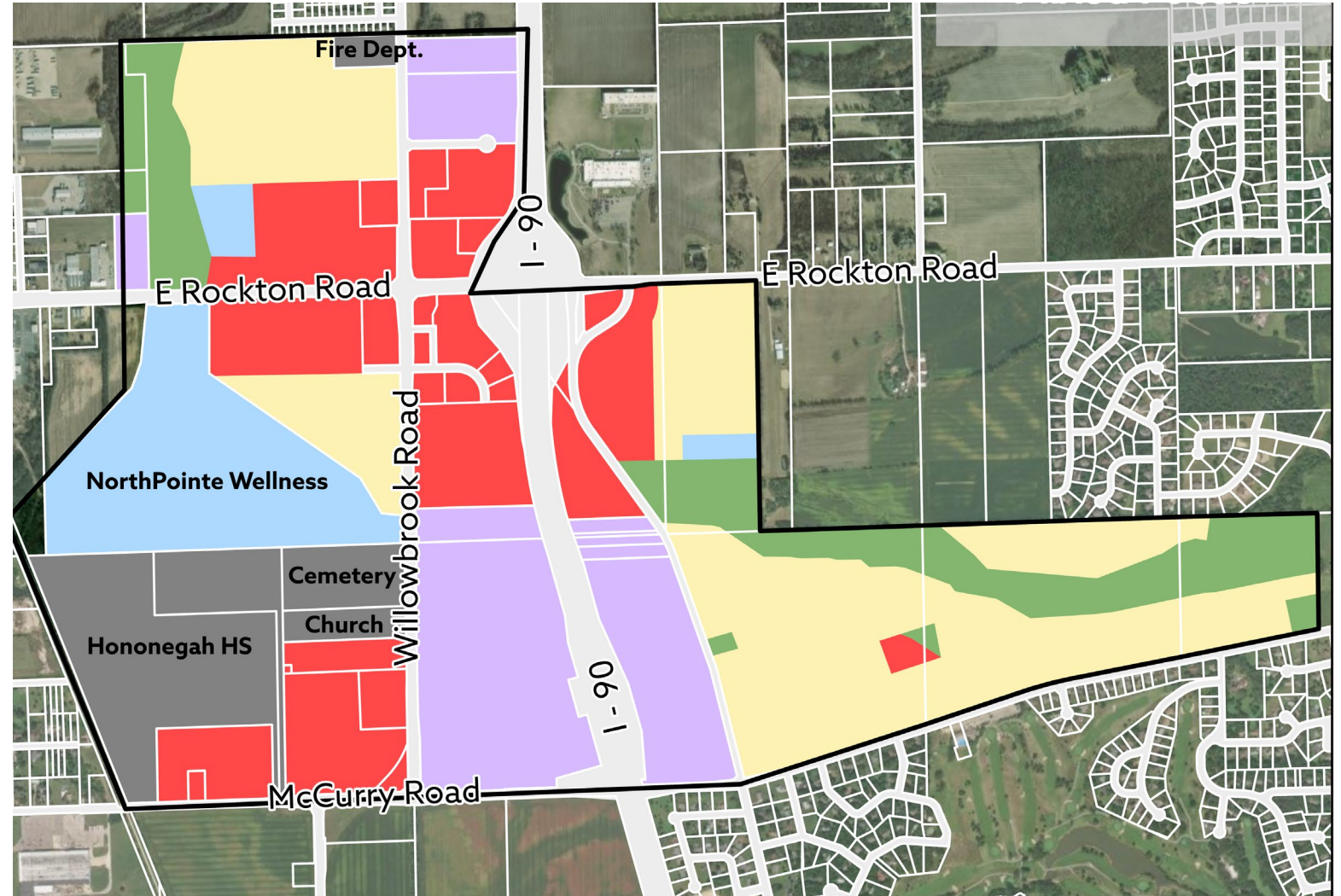
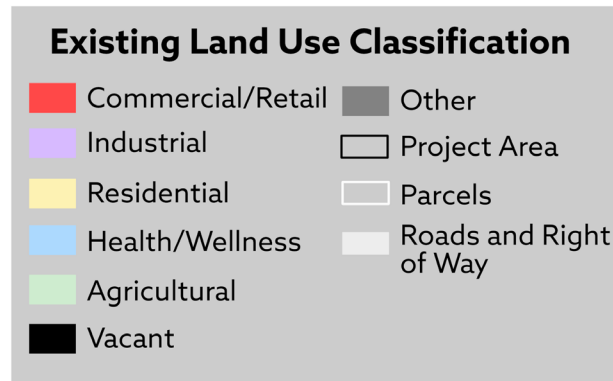
Land Use Framework

Land Use Scenario 1



Land Use Framework

Land Use Scenario 2



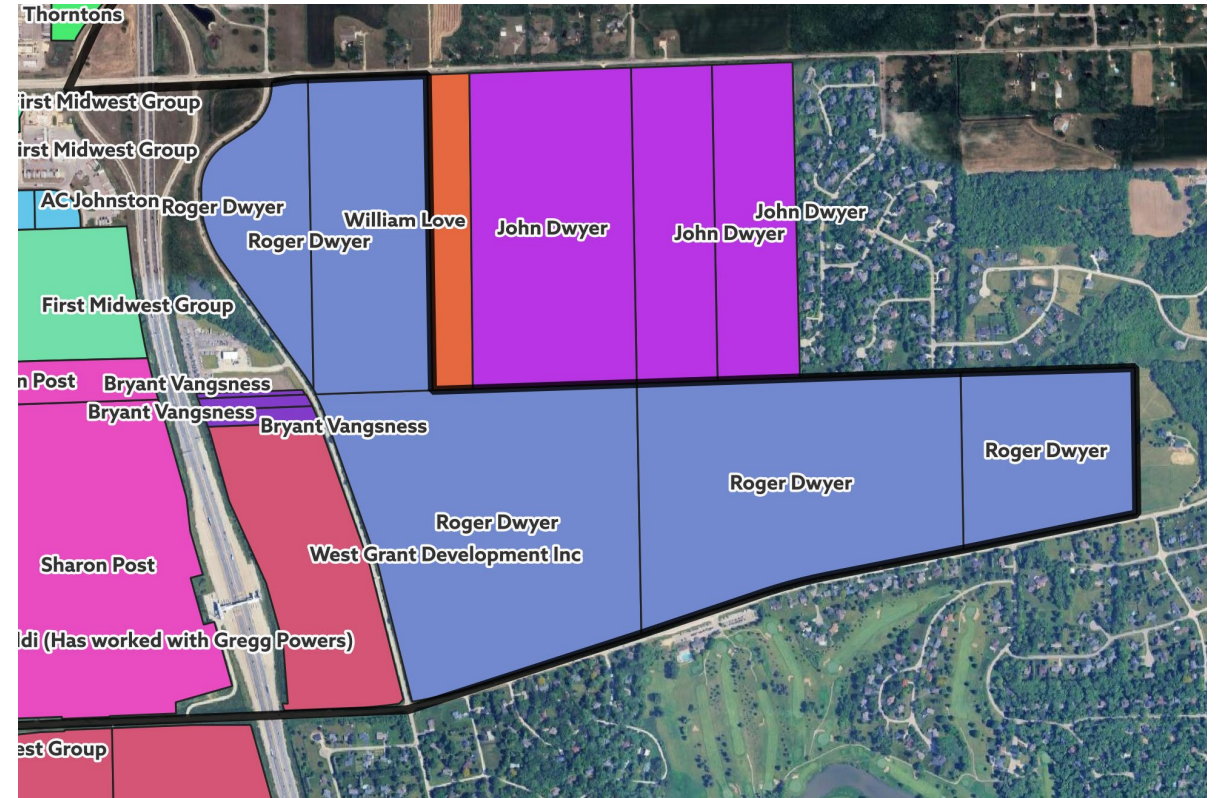
Stakeholder Engagement

Roger Dwyer Parcels

- ✓ Owner is open to selling to developers that will construct something to make the village a better place
- ✓ Receptive to Village/Place Foundry bringing developers to table
- ✓ Sentimental about creek area
- ✓ Does not want to be hands on through development process

Other Meetings

- ✓ Eric Zee
- ✓ First Midwest Group
- ✓ Bluestone development group



— Development Support Framework

Village Incentives

- ✓ TIF Creation
- ✓ Expedited permit process for plans aligned with village plan framework
- ✓ Infrastructure support coordination

Place Foundry Role

- ✓ Professional materials and analysis supporting negotiations
- ✓ Financial feasibility demonstrations
- ✓ Coordination between property owners, developers, retailers, and village staff

Partnership Approach

- ✓ Aligning private investment with community goals

— Infrastructure and Regional Coordination

Roadway Improvements

- ✓ Love Road realignment timeline and costs
- ✓ Willowbrook Road improvements
- ✓ Align investment with early phases of development

Regional Engagement

- ✓ R1PC and Intersect Illinois
- ✓ Communicate priorities with regional economic development
- ✓ Grant and funding partnerships

Next Steps and Timeline

Immediate

- ✓ Complete Place Blueprint with detailed development plan and implementation strategy
- ✓ Facilitate discussions with Bluestone Development and Village
- ✓ Developer recruitment for property owners
- ✓ Infrastructure coordination recommendations

Looking Ahead (2026)

- ✓ Sustained developer recruitment
- ✓ Public-private partnerships
- ✓ Infrastructure funding
- ✓ Marketing and Advertising

An architectural rendering of a modern residential street. The scene shows a row of multi-story houses with light-colored siding and dark roofs. A paved road runs through the center, with a white car driving. On the left, a sidewalk is populated with pedestrians, including a woman and a child. On the right, a person is riding a bicycle. The area is lined with young trees and green grass. The overall atmosphere is bright and sunny.

ROCKTON ROAD CORRIDOR PLAN

Thank you