

New Waterpark Slated for Northwest Suburban Chicago

By Dees Stribling, Midwest Correspondent, Commercial Property News

June 13, 2006 --- Developer Waterpark H₂otels USA L.L.C. has unveiled plans for a 525,000-square-foot water park and condo hotel with meeting facilities in northwest suburban Hoffman Estates, Ill. The project, scheduled to break ground later this year and be completed in 2008, will be on a 22-acre site at the Prairie Stone Business Park, which is owned by retailer Sears Holding.



The tropical-themed water park will consist of an 80,000-square-foot indoor facility and a 30,000-square-foot outdoor facility. The complex will feature wave, activity and toddler pools, tube and body slides, a rafting river, mat racers and a water-propelled roller coaster. An additional 20,000 square feet will be devoted to a dry play arena and video game arcade.

“There’s a market for between nine and 12 indoor water parks in the Chicago area, but right now there’s only two in Illinois and four more under development,” Joseph Buralli, managing partner of the Lakemoor, Ill.-based Waterpark H₂otels USA, told *CPN* this afternoon. “It’s a matter of demographics. There are 18 million people within a two-hour drive of the development, and within a 25-mile radius, more than a million families with 800,000 kids.”

The new water park’s prime competition will be the cluster of 18 indoor water parks in Wisconsin Dells, Wis., which is about three hours northwest of the metro Chicago market. “It’ll be a convenient alternative for people who don’t have time to spend driving to the Dells,” Buralli said, “and it will have all the water park amenities you can get there.”

The water park/hotel will also be adjacent to the future homes of the 11,000-seat Sears Centre and a new Cabela’s, an outdoor gear superstore than tends to tract visitors in its own right in many markets. Waterpark H₂otels USA has selected Chicago-based VOA Associates Inc. as the project’s architect, and Hoffman Estates-based Leopardo Construction as construction manager.

Jeff Coy of Phoenix-based JLC Hospitality Consulting and **Bill Haralson of Dallas-based William L. Haralson & Associates**, team up to produce the market analysis and economic feasibility report. Coy and Haralson are leading authorities on the growing hotel waterpark resort phenomenon. You can reach Jeff Coy at 480-488-3382 or email jeffcoy@aol.com or go to www.jeffcoy.com. You can reach Haralson at 972-231-7444.