



MEMORANDUM

TO: Interested Purchaser

FROM: Peter J. Poulos, Managing Broker | Peter J. Poulos Real Estate

DATE: August 1, 2026

SUBJECT: Commercial Land Marketing Strategy & Market Recap – 300 N. US Hwy 12, Fox Lake, IL



Executive Summary & Property Breakdown

We are preparing to launch the official marketing campaign for the commercial land site located at **300 N. US Hwy 12, Fox Lake, IL**. This property presents a unique commercial development opportunity given its high-visibility location along US Route 12, its flexible zoning, and direct water/channel access.

Below is a recap of the key property parameters and offering structure:

- **Property Address:** 300 N. US HWY 12, Fox Lake, IL 60020
- **Parcel Identification (PIN):** Part of 10-05-226-005 (McHenry County / McHenry Township)
- **Property Size:** Approximately ~7.0± Acres total
 - *Usable Frontage Area:* ~5.45 Acres
 - *Channel / Waterway Area:* ~1.36 Acres.
- **Asking Price:** **\$375,000**
- **Offered As:** Available for **Sale, Lease, or Build-to-Suit.**
- **Current Zoning / Class:** B1C Commercial / 0060 Commercial



Market Analysis & Competitive Positioning

A review of recent commercial land sales and active listings within a 15-mile radius (focusing on 5 to 10-acre parcels) demonstrates where our site stands relative to the local market:

Metric	Regional Market Standard (5–10 AC)	300 N. US HWY 12 (Subject Property)
Median Sale Price	\$1,157,000	\$375,000
Average Price Per Acre	\$150,325 / Acre	~\$53,571 / Acre
Average Price Per SF	\$3.45 / SF	~\$1.23 / SF

Based on the physical characteristics, zoning (B1C), and historical layout plans, our active marketing will target:

- **Marine & Recreational Users:** Boat sales showrooms, marine service facilities, and winter boat storage options capitalizing on the channel access and proximity to the Chain O'Lakes.
- **Commercial / Equipment Storage Operators:** Landscape contractors, commercial vehicle storage, or light commercial operators benefiting from US Highway 12 exposure.
- **Retail / Commercial Developers:** Users seeking high-traffic arterial frontage in McHenry County.