

Approved as an Amendment to the Comprehensive Plan  
by the Village Board on September 11, 2013

# Lake Villa Downtown TOD Plan

VILLAGE OF LAKE VILLA, ILLINOIS



**PREPARED BY THE CONSULTANT TEAM OF:**

Teska Associates, Inc. | Fish Transportation Group | Business Districts, Inc. | wohltgroup

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This document summarizes the work conducted for the Village of Lake Villa. The document was prepared under contract with the Regional Transportation Authority of Northeastern Illinois and was financed in part through a grant from the Regional Transportation Authority. The contents of the document do not necessarily reflect the official views of the Regional Transportation Authority.

The Village of Lake Villa also provided funding for this project.

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# 1: Vision, Goals & Strategies

## VISION STATEMENT

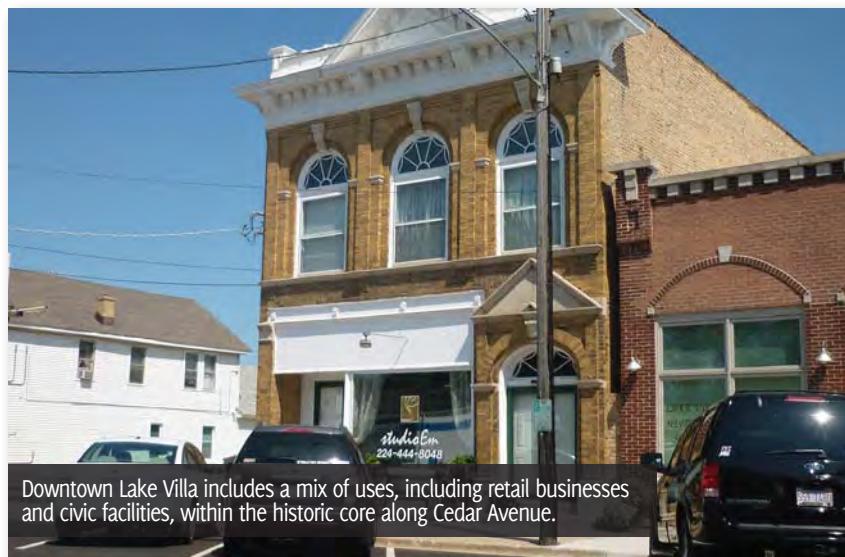
**The vision for the Lake Villa Triangle is to become one of the most desirable addresses within the Lakes Region for those who enjoy an active lifestyle.**

Lake Villa Triangle is home to many distinctive assets, including the Village's legacy as a resort destination, the historic character of Cedar Avenue and the nearby Lehmann Mansion, the close proximity of many compelling natural features and trails, the presence of commuter rail service, and the ongoing use of the downtown as the preferred location for important community festivals, events and recreational programs.

These assets -- along with presence of significant development opportunity sites that include water access and views -- suggest that Lake Villa Triangle is well positioned to attract new investment and new residents attracted to the area's many outdoor amenities.

The Lake Villa community has traditionally identified its downtown as the triangular area bounded by Cedar Avenue, the Canadian National Railroad, and Grand Avenue. Downtown Lake Villa and its environs are home to several community assets -- from retail businesses, a post office, and municipal facilities to a Metra commuter rail station, lakefront park, and an elementary school -- all of which create a unique district for local residents and visitors. In 2009, the Village prepared a downtown redevelopment strategy to identify the market strengths of Lake Villa and determine approaches to ensure the downtown is market ready for development as the economy continues to rebound.

Three years later in 2012-13, the Village received a grant from the Regional Transportation Authority (RTA) to build from the 2009 redevelopment strategy to prepare strategies to revitalize the downtown, including: marketing downtown opportunities; creating a brand promise and identity; devising concepts for key redevelopment opportunity sites; improving safe multimodal accessibility, particularly for pedestrians and bicyclists; and enhancing the downtown streetscape. As these strategies are detailed within this plan, they are supported by a downtown vision statement (see left).



Downtown Lake Villa includes a mix of uses, including retail businesses and civic facilities, within the historic core along Cedar Avenue.

## A NEW DOWNTOWN LEGACY: LAKE VILLA TRIANGLE

In addition to the distinct triangular shape of Lake Villa's downtown core, the downtown is commonly referred to as "The Triangle", encompassing not only the historic core along Cedar Avenue but also including a broader area, particularly east towards Milwaukee Avenue and south towards Park Avenue. With the term "The Triangle" already within common use in the local vernacular, the Lake Villa community is presented with a unique opportunity to differentiate its downtown from those in other nearby communities, especially those that utilize the term "downtown" in the name or even have the word "Lake" in the community name (e.g., Fox Lake, Round Lake, Grayslake, etc.).

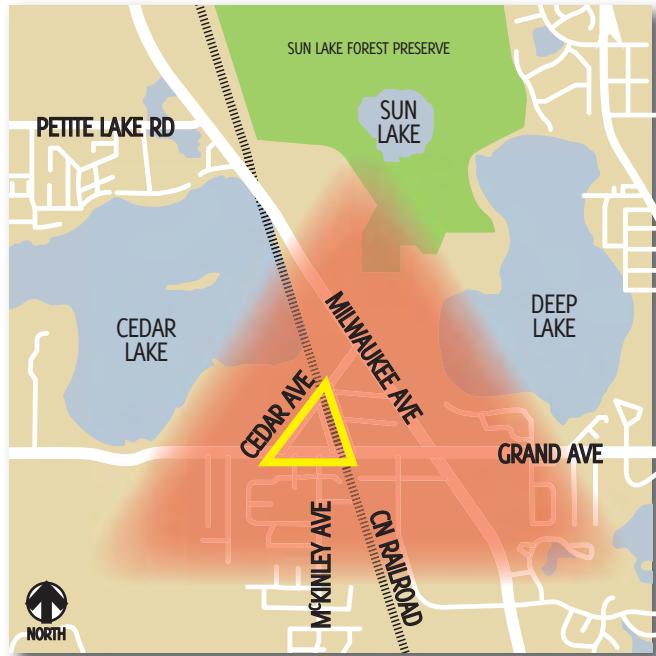
To help enhance the overall awareness of the downtown area, the community built momentum around the idea of utilizing the triangle theme that already has traction among residents, visitors, and businesses. The result was formalizing the name "Lake Villa Triangle" as

the name and identity for the downtown area.

As illustrated in the map below, Lake Villa Triangle encompasses the historic downtown core bounded by Cedar Avenue, Grand Avenue, and the railroad (yellow triangle), as well as extends beyond to include adjacent areas (red shaded triangle) that have significant influence on how downtown evolves.

Along with the distinctness of the Lake Villa Triangle name, the downtown has also increasingly become known for the active lifestyle afforded by the natural landscape, lakes, sports facilities, recreational amenities, and family-friendly environment found in Lake Villa. This active lifestyle is evolving into the brand for the Lake Villa Triangle.

As described in more detail in Section 3, the Village has defined branding strategies for the Lake Villa Triangle, including the creation and support of a brand promise to help market the downtown as an attractive place for a diversity of people -- business owners, shoppers, homebuyers, renters, bicyclists, outdoorsmen, athletes, adventure seekers, investors, and developers. This brand promise is provided below.



### BRAND PROMISE

*By 2023, Lake Villa Triangle will be one of the most desirable mixed use, transit oriented neighborhoods within the Lakes Region for Metra commuters, businesses, visitors and residents who enjoy an active lifestyle.*

## A VIBRANT, CONNECTED & DISTINCT DOWNTOWN

The vision statement intends for the Lake Villa Triangle to be a vibrant, connected, and distinct area not only in the Village, but also in the Lake County and Chicago regions.

### VIBRANT

The Lake Villa Triangle will attract new uses and redevelop underutilized properties to create a complementary mix of businesses, housing options, civic uses, and employment opportunities to make the downtown area a place where shoppers, residents, visitors, and employers want to be.

### CONNECTED

A multimodal transportation network will define the Lake Villa Triangle, providing safe and efficient access for motorists, bicyclists, pedestrians, outdoor enthusiasts, and Metra rail commuters.

### DISTINCT

From lakefront properties near Metra service to the community's focus on an active lifestyle, the Lake Villa Triangle will evolve into a district that offers unique residential, business, employment, civic, and recreation opportunities for residents and visitors alike.

**WESTWARD PERSPECTIVE VIEW OF DEVELOPMENT CONCEPT FOR THE DOWNTOWN LAKEFRONT OPPORTUNITY SITE**  
[SEE PAGES 24-26 FOR COMPLETE CONCEPT DETAILS]



## DOWNTOWN GOALS

Based on the findings and analyses of the Existing Conditions Report, the Downtown TOD Plan is guided by a set of eleven downtown goals, as summarized to the right and on the following pages. The downtown goals are the overarching guideposts to which all elements of the Downtown TOD Plan are crafted to ensure consistency with each other and with the community's vision and expectations for the Lake Villa Triangle. These eleven goals work together to propel the plan and reinvigorate the downtown area.

## FRAMEWORK STRATEGIES

The eleven downtown goals provide a solid foundation for the framework strategies, which are designed to address the following elements that impact how the Lake Villa Triangle will evolve in terms of character, growth, demand, access, and design:

- » Economic Development
- » Marketing & Branding
- » Redevelopment
- » Transportation
- » Urban Design

From conceptual site plans and a reimaged transportation network to a marketing program and a new downtown brand, the framework strategies define how the Village and its partners will achieve the downtown goals and evolve the Lake Villa Triangle.



### **1 | Attract new retail, housing, and mixed-use development to the Lake Villa Triangle.**

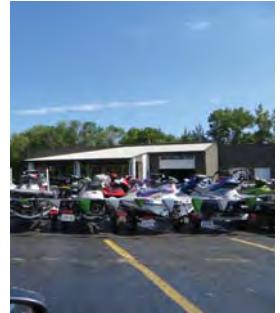
The Lake Villa Triangle will be comprised of a diverse and complementary mix of uses that provide retail uses for shoppers, business spaces for entrepreneurs, jobs for the workforce, housing for residents, and recreational facilities for athletes, outdoor enthusiasts, and those seeking an active lifestyle. While the mixed use quality of the Lake Villa Triangle will primarily cater to people seeking a place to live within walking or biking distance of a variety of amenities, it will also attract visitors seeking a unique place to spend a day, with multiple places to explore and things to do in one central area.

### **2 | Support transportation options in Lake Villa, including access and use of Metra, biking, and walking.**

From Metra service and an interconnected network of bike trails and sidewalks to improved roadway intersections and parking facilities, the Lake Villa Triangle will provide access for multiple modes of transport to ensure all who seek the downtown area can get there safely, efficiently, and conveniently.

### **3 | Support sensitive reuse and redevelopment of properties along Cedar Avenue to promote a “downtown main street” environment that mixes stores, restaurants, services, and residential development.**

While there are downtown properties that are presently underutilized that offer reuse and redevelopment opportunities, there are also a few nearby greenfield sites within walking or biking distance to the core of the Lake Villa Triangle. These greenfields enable the Village to envision completely new development that builds up the character of a “downtown main street” atmosphere and embraces a distinct mixed use district that promotes an active lifestyle and encourages increased transit ridership.



## **4** | Create vibrant new development on key opportunity sites that bring character, a strong sense of place, and economic vitality to the Lake Villa Triangle.

Two of the four key opportunity sites are expansive new development sites -- one along the Cedar Lake waterfront and the other at Cedar Lake Road -- which enable the Village to conceptualize major multi-use developments. The third site is an industrial park site that can boost economic development as well as contribute to Lake Villa's active lifestyle. The fourth site is the Pleviak Elementary School site, which -- if it becomes available -- could open the doors for major redevelopment at a prime downtown intersection. Taken together, the four opportunity sites will strengthen the sense of place and economic vitality of the Lake Villa Triangle.

## **5** | Support a range of housing options that bring residents in close proximity to retail, transit and other services, and that expands the residential base supporting Lake Villa Triangle businesses.

Increasing the number of rooftops around a Metra station area will generate commuters who utilize transit and boost ridership. More residents will also support local businesses within walking distance or a short bike ride from their front doorsteps. Lake Villa envisions a diverse mix of housing options that meets market demands and realities, ensuring what gets built also gets absorbed by the local market of home buyers and renters. The Lake Villa Triangle will provide home products that meet a variety of needs, family size, lifestyles, and budgets.

## **6** | Focus on sports and recreation as anchor uses in and around the Lake Villa Triangle to attract visitors, customers, and prospective investors in complementary businesses, including restaurants and stores.

As a community known for its lakes, outdoor recreation, sports facilities, and active lifestyle, Lake Villa provides a competitive advantage in the marketplace by emphasizing sports and recreation as anchors that define the community's identity, create unique opportunities for new businesses and investors, and attract visitors from near and far. Have a Saturday soccer tournament? Bring the family to spend the whole day in the Lake Villa Triangle and enjoy all the amenities it has to offer.

## **7** | Expand access to Cedar and Deep Lakes to non-motorized watersports.

Very few communities can boast access to two major lakes within walking distance of a commuter rail station, but Lake Villa can. With a growing reputation as a regional destination for sports and recreation, the community can further enhance its appeal by diversifying the range of activities offered at its recreation facilities and within its lakes. Expanding access to Cedar and Deep Lakes to non-motorized watersports will achieve this, while protecting the serenity of the lakes from more obtrusive disturbances created by motorized watercraft.



## **8 | Connect the Lake Villa Triangle to the natural resources and open spaces throughout Lake Villa and neighboring communities through multi-purpose bicycle and walking paths.**

As Lake Villa integrates a mix of new developments into the present downtown tapestry of commercial, residential, civic, and recreational uses, there will be a need to provide safe, convenient, and efficient linkages for pedestrians and bicyclists to generate a “downtown main street” atmosphere with broad accessibility. These linkages will also radiate outward to connect bicyclists, joggers, walkers, and skaters from the Lake Villa Triangle to nearby forest preserves, parks, lakefronts, and other natural resources.

## **9 | Improve walkability of the Lake Villa Triangle by completing all needed sidewalks and safe pedestrian crossings on Cedar Avenue at Grand and Milwaukee Avenues and improving access to transit.**

While sidewalk improvements will create a more connected system that provides convenient accessibility throughout the Lake Villa Triangle, pedestrian safety will also be imperative, particularly given the at-grade railroad crossings and vehicle traffic generated on Grand Avenue and Milwaukee Avenue. Improved safety often goes a long way to make a place more inviting to pedestrians.

## **10 | Implement a streetscape and signage program to enhance the experience of visitors to the Lake Villa Triangle.**

Providing new downtown uses may be able to attract visitors on their own, but it also helps to create an environment that is welcoming, attractive, and memorable to bring people in and encourage them to come back. An enhanced streetscape experience will create a memorable identity for the Lake Villa Triangle, particularly building on the active lifestyle branding theme and visual identity concepts. Following suit, a distinct signage program will contribute to the enhanced streetscape, as well as ensure visitors can capably navigate the Lake Villa Triangle by foot, bike, car, or train.

## **11 | Implement a marketing program through a variety of traditional and social media to promote the Lake Villa Triangle.**

A downtown marketing program ensures the Village and its partners have a step-by-step guide to effectively promote the business, housing, and redevelopment opportunities presented in the Lake Villa Triangle. Traditional marketing methods, such as advertising in trade publications and collaborating with local business associations, will be utilized. In addition, innovative forms of outreach will be explored, including use of social media tools and distribution of marketing sheets that target the four key opportunity sites and specific businesses that would be a good fit for the Lake Villa Triangle and its active lifestyle branding theme.

## STRATEGIES IMPLEMENTATION TIMELINE

The contents of this plan are comprised of strategies and implementation tasks that address marketing, branding, redevelopment, transportation, and urban design aspects of the Lake Villa Triangle. To better understand how these strategies and implementation tasks build upon and work in concert with each other, the graphics above and continuing on the next page illustrate a timeline of the action steps that the Village and its partners should implement in general sequential order. Each action step is marked with a page or section reference for more detailed information.

	ECONOMIC DEVELOPMENT	MARKETING & BRANDING	REDEVELOPMENT	TRANSPORTATION	URBAN DESIGN
Ongoing	<p><b>Organize private investment in Lake Villa Triangle</b> Task M1-C (page 11)</p> <p><b>Step up enforcement of Village building and zoning codes</b> Tasks M3-B (page 12)</p>	<p><b>Recruit destination businesses to Lake Villa Triangle</b> Tasks M5-A,B,C,D (page 13)</p> <p><b>Pursue recreation events that could relocate or replicate in Lake Villa</b> Task M-C (page 12)</p> <p><b>Utilize marketing materials in this plan to promote the key opportunity sites</b> Tasks RL2,RL2,RS3,RC2 (pages 35-36)</p>	<p><b>Pursue funding resources to support redevelopment</b> Appendix A</p> <p><b>Maintain communication with property owners and interested developers of the key development opportunity sites to pursue redevelopment as supported by the marketplace</b> Redevelopment Strategies (Section 4)</p>	<p><b>Work with Metra to explore service expansion</b> Task M1-D (page 11)</p> <p><b>Monitor regional roadway and trail improvements that impact Lake Villa Triangle</b> Transportation Strategies (Section 5, Figures 5.1 to 5.10)</p> <p><b>Coordinate with road jurisdictions to make roadways safe and suitable for bikes</b> Transportation Strategies (Section 5, pages 51-54)</p>	<p><b>Pursue funding resources to support streetscape improvements</b> Appendix A</p>
2013 (YEAR 1) 2014 (YEAR 2)	<p><b>Work with property owners on understanding the value of maintenance and improvements</b> Task M3-A (page 12)</p> <p><b>Support temporary commercial activities, particularly inviting local, regional, and national businesses</b> Tasks M4-A,B,C (page 13)</p> <p><b>Support clean-up and fix-up of existing properties</b> Tasks M3-C,D (page 12)</p>	<p><b>Work with EDC to determine whether it should expand to undertake implementation or appoint a separate project steering committee (SC)</b> Tasks M1-A,B (page 11)</p> <p><b>Create additional marketing materials to complement materials provided in this plan</b> Task M2-A (page 12)</p> <p><b>Utilize branding elements and pedestrian/bicycle improvements to create a marketing campaign to promote Metra use</b> Branding Strategies (Section 3) Transportation Strategies (Section 5)</p> <p><b>Promote Lake Villa at Chicago ICSC events</b> Task M2-D (page 12)</p>	<p><b>Consider revising the zoning ordinance, particularly the VC-O District, to be supportive of downtown redevelopment</b> Task M4-D (page 13) Tasks RL1,RL1,RS2,RC1 (pages 35-36) Tasks Z1 to Z9 (page 37)</p> <p><b>Work with Lake Villa School District 41 to determine the short term and long term plans for Pleviak School site</b> Task RS1 (page 36)</p>	<p><b>Work with roadway jurisdictions and property owners on advancing an interconnected pedestrian and bicycle trails network, including:</b></p> <ul style="list-style-type: none"> <li><b>Cedar Ave Trail</b> CONNECTING CEDAR LAKE RD TO DEEP LAKE RD ALONG CEDAR AVE</li> <li><b>Lehmann Trail</b> CONNECTING EXISTING TRAILS AROUND LEHMANN MANSION TO THE CEDAR LAKE WATERFRONT, LEHMANN PARK, AND GRAND AVE</li> <li><b>Park Ave Trail</b> CONNECTING GRANT WOODS FOREST PRESERVE TO LAKE VILLA LIBRARY VIA PARK AVE</li> </ul> <p><b>Transportation Strategies (Section 5, Fig. 5.1 to 5.8)</b> Tasks RL5,RL4,RS5,RC4 (pages 35-36)</p>	<p><b>Pursue funding resources to support streetscape improvements along Cedar Ave</b> Transportation Strategies (Section 5, Figures 5.13 to 5.15); Appendix A</p> <p><b>Break tasks down into Phase I (Preliminary Design), Phase II (Final Design), and Phase III (Construction), and complete over time as resources become available</b></p>

**STRATEGIES IMPLEMENTATION TIMELINE** [Continued]

	<b>ECONOMIC DEVELOPMENT</b>	<b>MARKETING &amp; BRANDING</b>	<b>REDEVELOPMENT</b>	<b>TRANSPORTATION</b>	<b>URBAN DESIGN</b>
2014 (YEAR 2) CONTINUED	<p>Add significant daytime population by developing office space to accommodate at least 800 employees within 1/2-mile of the Metra Station Marketing Strategies (Section 2)</p> <p>Add to the residential base by developing at least 500 new housing units of all types within 1/2-mile of the Metra Station Marketing Strategies (Section 2)</p> <p>Add commercial space to accommodate a grocery store and additional stores and restaurants to complete the shopping mix in the Lake Villa Triangle Marketing Strategies (Section 2)</p>	<p>Concentrate place-making and branding building strategies on Lake Villa Triangle's historic core Task B1 (pages 19-20)</p> <p>Introduce the new Lake Villa Triangle signature and visual identity Task V1 (pages 19-20)</p>	<p>Work with the Lake County Stormwater Management Commission to define stormwater regulations for the opportunity sites Tasks RL3,RL3,RS4,RC3 (pages 35-36)</p> <p>Work with the Parks Division to plan for the expansion of Lehmann Park linking to the Downtown Lakefront Opportunity Site Task RL4 (page 35)</p> <p>Work with selected developer(s) to prepare engineering and site design plans for the opportunity sites, as projects progress from refining concepts to breaking ground Tasks RL6,RL5,RS6,RC5 (pages 35-36)</p>	<p>Reconfigure Cedar Avenue to provide parking on both sides and new bike paths Transportation Strategies (Section 5, Figures 5.4, 5.13, 5.14)</p> <p>Work with property owners to study the potential to consolidate and reconfigure private parking spaces behind buildings along Cedar Avenue Transportation Strategies (Section 5, Figure 5.15)</p>	<p>Begin integrating the Lake Villa Triangle symbol into promotional materials and signage in and around the downtown area Urban Design Strategies (Section 6)</p>
2015 (YEAR 3)		<p>Develop a family of identifiers for sub-brands that complement the Lake Villa Triangle signature and present a highly unified appearance Task V2 (pages 19-20)</p>	<p>ONGOING</p>	<p>Break tasks down into Phase I (Preliminary Design), Phase II (Final Design), and Phase III (Construction), and complete over time as resources become available</p>	<p>Extend signage utilizing the Lake Villa Triangle symbol into new development sites, particularly the four key opportunity sites, as they get built Redevelopment Strategies (Section 4) Urban Design Strategies (Section 6)</p>
2016 (YEAR 4)		<p>Promote and leverage the sub-brand of Lake Villa Triangle's historic core to support redevelopment and public improvements to the highly visible Grand Avenue and Milwaukee Avenue corridors Task B2 (pages 19-20)</p>	<p>Extend the family of sub-brand identities to new entities as they come online Task V3 (pages 19-20)</p> <p><b>MARKETING &amp; BRANDING</b></p>	<p>Provide improved pedestrian connections to link Metra parking to the downtown and future development opportunity sites Transportation Strategies (Section 5, Figure 5.15)</p>	
2017 (YEAR 5) AND BEYOND		<p>Promote the Lake Villa Triangle as a distinct entity and use it as an endorser, typically occurring when a critical mass of new destinations, features, and physical improvements are attained Task B3 (pages 19-20)</p> <p>Leverage the brand equity and good will associated with Lake Villa Triangle to support new development in adjacent areas or other locations within the Village Task B4 (pages 19-20)</p> <p>Adopt all or partial elements of the Lake Villa Triangle visual identity for use on a broader range of marketing promotional needs Task V4 (pages 19-20)</p> <p><b>MARKETING &amp; BRANDING</b></p>		<p>Work with roadway jurisdictions and property owners on building proposed bike paths along Milwaukee Ave, Petite Lake Rd, and Fairfield Rd Transportation Strategies (Section 5, Figures 5.1, 5.3, 5.8)</p>	<p>Pursue funding resources to consolidate and reconfigure private parking spaces behind buildings along Cedar Avenue Transportation Strategies (Section 5, Figure 5.15); Appendix A</p> <p><b>TRANSPORTATION</b></p>

# **2: Economic Development Strategies**

Marketing strategies are established to guide the Village in its efforts to effectively promote the business, housing, and redevelopment opportunities presented in the Lake Villa Triangle. Supported by short term goals that achieve easy wins and establish the necessary resources and building blocks to meet more long term goals, the marketing strategies are formulated in an implementation framework of tasks and objectives to clearly identify the steps the Village and its partners will take to realize the vision and goals set forth for the Lake Villa Triangle.

## MARKET ASSESSMENT OVERVIEW

While Lake Villa's housing sector was impacted by the national economic downturn, the Village is expected to emerge more quickly than other communities due to higher income residents, prominent recreational attractions, and the employment opportunities provided by the new Vista Health System campus on Grand Avenue. The Lake Villa Triangle offers unique opportunities on which to capitalize, including lakefront access, a downtown Metra station, 36 acres of lakefront property, and space in local schools to support new families. In addition, a community survey conducted in Fall 2012 indicated that residents would support more commercial and entertainment activities downtown, particularly in an enhanced pedestrian friendly environment (the word cloud below illustrates the interest of the community).



## ECONOMIC DEVELOPMENT FRAMEWORK

The economic downturn that began in 2008 offers Lake Villa and other northwest Lake County communities an opportunity to strengthen their image and set a bolder framework for development that will come as growth resumes. As this plan documents, Lake Villa's TOD has unique advantages in its recreational amenities and available property. Strategic implementation priorities will change over time, and consequently there are differences in Lake Villa's short term and long term marketing strategies, objectives, and implementation actions, as outlined below.

### **SHORT TERM STRATEGY // YEARS 1 TO 5**

Implement a marketing program to support the Lake Villa Triangle.

#### **SUPPORT**

- » Brand development success depends on a desirable product; current offering is too weak
- » Current commercial development economics suggest that weak demand will keep prices too low to fund high quality new buildings without significant public investment
- » Methodical improvements in appearance, business mix, and visit frequency will make future development more marketable

#### **OBJECTIVES**

- » Create an implementation organization
- » Participate in regional activities with the potential to enhance Lake Villa's image
- » Support clean-up and fix-up of existing properties
- » Support temporary commercial activities
- » Recruit destination businesses

This goal recognizes that fully developing Lake Villa's TOD area as a known brand depends on delivering a substantial, high quality experience, and the current offering is not sufficiently impressive to deliver a product worthy of extensive marketing.

Unfortunately, current commercial development economics suggest that weak demand will keep prices too low to fund high quality new building without significant public investment. Working within the current land use and building configuration suggests a focus on methodical improvements in appearance, business mix, and visit frequency

that will lead to a future more marketable experience.

The prevailing situation also suggests a marketing focus on increasing business and investor interest rather than consumer visits. This strategy requires that the objectives outlined below be met.

The implementation tasks summarized in the matrices on the following pages recommend specific actions that will achieve this short term strategic approach for the Lake Villa Triangle.

### **LONG TERM STRATEGY // YEARS 6 TO 15**

Pursue additional housing options, commercial development, and recreational opportunities in the Lake Villa Triangle.

#### **SUPPORT**

- » Unique opportunities like a site in the study area with Metra, stores and restaurants, and lake access will improve in value with the market's recovery
- » Current market does not support development concepts at an unsubsidized, competitive price point

#### **OBJECTIVES**

- » Add significant daytime population by developing office space to accommodate at least 800 employees within 1/2-mile of the Metra Station
- » Add to the residential base by developing at least 500 new housing units of all types within 1/2-mile of the Metra Station
- » Add commercial space to accommodate a grocery store and additional stores and restaurants to complete the Lake Villa Triangle's downtown shopping mix
- » Develop a reverse commute where employees arrive to Lake Villa on Metra
- » Encourage shoppers and recreational visitors to utilize Metra access

## ECONOMIC DEVELOPMENT IMPLEMENTATION

### Implementation Tasks

#	Task	Phasing	Partners	Resources
Create an implementation organization				
M1	<p>A. Work with EDC to determine whether its membership should expand to undertake responsibility for implementation or a separate project steering committee (SC) should be appointed. Implementation organization should include:</p> <ul style="list-style-type: none"> <li>» Lake Villa Triangle property owners</li> <li>» 3 Triangle business owners (great if also property owners)</li> <li>» Commercial real estate professional</li> <li>» Local banker</li> <li>» Lake Villa Triangle institution representatives (Kids Hope United, School Board, Churches, etc.)</li> <li>» Youth sport league leaders</li> <li>» Community event organizers</li> <li>» Lake County non-motorized watersports leaders</li> <li>» Local service club leaders (Lions, Rotary, etc.)</li> <li>» 1 or 2 Village board members</li> </ul> <p>B. Meet quarterly to assess results and coordinate plans for next quarter</p> <ul style="list-style-type: none"> <li>» Review and make recommendations on Lake Villa Triangle marketing materials</li> <li>» Promote Triangle as location <ul style="list-style-type: none"> <li>- Regional recreation events sponsored by non-profits</li> <li>- Offices</li> <li>- Destination retail, service, and restaurant businesses</li> </ul> </li> <li>» Coordinate calendar to create event synergies and prevent conflicts</li> <li>» Evaluate progress</li> <li>» Recommend private and Village investment</li> <li>» Report annually to the Village Board</li> </ul> <p>C. Organize private investment in the Lake Villa Triangle</p> <ul style="list-style-type: none"> <li>» Joint landscape design and purchase for private property</li> <li>» Revolving fund for seed capital and property improvement</li> </ul> <p>D. Work with Metra to determine ways to enhance service, such as weekend service that is important for recreational users</p>	Near Term (Mar 2013)	Village; EDC; Steering Committee	Staff and committee time
		Ongoing	Steering Committee	TBD (Based on volunteer vs paid possibilities; max paid: \$10,000)
		Ongoing	Steering Committee	TBD
		Ongoing	Steering Committee	Committee time

## ECONOMIC DEVELOPMENT IMPLEMENTATION

### Implementation Tasks

#	Task	Phasing	Partners	Resources
Participate in regional activities with the potential to enhance Lake Villa's image				
M2	<ul style="list-style-type: none"> <li>A. Develop materials to market this plan           <ul style="list-style-type: none"> <li>» 8-1/2 by 11 handout</li> <li>» Poster</li> </ul> </li>   <li>B. Arm elected officials, business leaders, land owners, and developers with the "elevator speech" on Lake Villa that flows from the branding and image program</li>   <li>C. Send "delegations" to recreation events that could be held in Lake Villa to meet organizers and learn about duplication or relocation opportunities           <ul style="list-style-type: none"> <li>» Kids mini-triathlons</li> <li>» Bicycle criterion</li> <li>» Youth sports tournaments</li> <li>» Non-motorized Watersports</li> </ul> </li>   <li>D. Promote Lake Villa at Chicago International Council of Shopping Centers (ICSC) events</li> </ul>	<ul style="list-style-type: none"> <li>Near Term (May 2013)</li> <li>Near Term (May 2013)</li> <li>Ongoing</li> <li>Near Term (Sep 2013)</li> </ul>	<ul style="list-style-type: none"> <li>Steering Committee</li> <li>Steering Committee</li> <li>Steering Committee</li> <li>Steering Committee</li> </ul>	<ul style="list-style-type: none"> <li>TBD (Expected less than \$5,000)</li> <li>Committee time</li> <li>Committee time</li> <li>\$300</li> </ul>
Support clean-up and fix-up of existing properties				
M3	<ul style="list-style-type: none"> <li>A. Based on the plan, educate Lake Villa Triangle property owners on the value of investing in property maintenance and improvements and making them viable for current use or adaptive reuse</li>   <li>B. Strictly enforce building codes</li>   <li>C. Seek local architects to voluntarily create concept drawings for enhanced facades in the Lake Villa Triangle           <ul style="list-style-type: none"> <li>» Offer space in Village Hall to display drawings</li> <li>» Create cost estimates</li> </ul> </li>   <li>D. Meet one-on-one with property owners to understand investment plans and promote appearance enhancement</li> </ul>	<ul style="list-style-type: none"> <li>Near Term (Mar 2013)</li> <li>Ongoing</li> <li>Near Term (Jul 2013)</li> <li>Near Term (Jul 2013)</li> </ul>	<ul style="list-style-type: none"> <li>Village</li> <li>Village</li> <li>Steering Committee</li> <li>Village, consultant, or Steering Committee</li> </ul>	<ul style="list-style-type: none"> <li>Staff time</li> <li>Staff time</li> <li>TBD to cover printing costs</li> <li>Staff time</li> </ul>

## ECONOMIC DEVELOPMENT IMPLEMENTATION

### Implementation Tasks

#	Task	Phasing	Partners	Resources
<b>Support temporary commercial activities</b>				
M4	<p>A. Determine whether there is local interest in temporary retail by inviting all interested residents to a facilitated meeting</p> <ul style="list-style-type: none"> <li>» Coffee cart at the Metra Station</li> <li>» A beach concession</li> <li>» Farmer's Market</li> <li>» Rental watercraft and bicycles</li> <li>» Other fundraising art/craft fairs</li> </ul> <p>B. Invite regional/national temporary retailers into vacant properties and spaces</p> <ul style="list-style-type: none"> <li>» Food trucks</li> <li>» Recreational vehicle show</li> <li>» Hunting/fishing showcase</li> <li>» Others</li> </ul> <p>C. Encourage local businesses from other areas of town to sell food &amp; goods at triangle events</p> <p>D. Review ordinances to create temporary retail friendly zone in the Lake Villa Triangle</p>	Near Term (May 2013) Near Term (May 2013) Ongoing Near Term (Mar 2013)	Village; Steering Committee Village; Steering Committee Village Village	\$250 for refreshments and mailings \$250 for refreshments and mailings Staff time Staff time
<b>Recruit destination businesses</b>				
M5	<p>A. Encourage family oriented destination businesses to choose the Lake Villa Triangle as a location</p> <ul style="list-style-type: none"> <li>» Kids dance schools</li> <li>» Tutoring</li> <li>» Indoor sports skills development facilities like archery, soccer, baseball, and gymnastics</li> <li>» Other high visit frequency uses</li> </ul> <p>B. Promote the Lake Villa Triangle to destination dining businesses</p> <ul style="list-style-type: none"> <li>» Microbrewery with onsite pub</li> <li>» Winery on the Coopers Hawk model</li> <li>» Locally raised chef with a farm to table operation</li> </ul> <p>C. Communicate with local internet based businesses about the opportunity to locate in the Triangle and add a customer pick-up option</p> <p>D. Use Village newsletter, website, and water bill to promote locating in the Lake Villa Triangle</p>	Ongoing Ongoing Ongoing Ongoing	Village; Steering Committee Village; Steering Committee Village; Steering Committee Village	TBD TBD TBD Staff time

## LONG TERM ECONOMIC DEVELOPMENT STRATEGY

As the Lake Villa TOD area improves through implementation of the short term strategic plan, there will be opportunities to add significant development to achieve the long term strategy to pursue additional housing options, commercial development, and recreational opportunities in the Lake Villa Triangle.

This goal recognizes that work done in the short term to improve the existing conditions will increase developer interest in Lake Villa's unique amenities and reduce the need for public subsidies to induce development. The long term de-

velopment objectives are summarized in the graphics below.

If the short term implementation has accomplished its objectives, there would be an oversight organization that could guide the activities necessary to attract new development in what will again be a competitive market, the long term objective.

### Summary

Although long term commercial and residential prospects are much brighter, Lake Villa still must be competitive with other, nearby growing communities. To win the competition for TOD, Lake Villa must improve its amenities to be supe-

rior to other communities. As detailed in this plan, those amenities include:

- » Recreation options
- » Village image
- » Downtown's attractiveness as a place for personal and community celebration
- » Metra service
- » Multi-modal connectivity
- » Family friendly facilities

The methodical, short term and long term focus of this implementation approach recognizes that limited government resources force responsibility for amenity improvement on private property owners and volunteers.

## LONG TERM DEVELOPMENT OBJECTIVES



Add significant daytime population by developing office space to accommodate at least 800 employees within 1/2-mile of the Metra Station.



Add to the residential base by developing at least 500 new housing units of all types within 1/2-mile of the Metra Station.



Add commercial space to accommodate a grocery store and additional stores and restaurants to complete the shopping mix in the Lake Villa Triangle.



Develop a reverse commute where employees arrive on Metra.



Encourage shoppers and recreational visitors to utilize Metra access.

# 3: Branding Strategies

*“Although economic conditions nationally are challenging, factors such as the amenities of Downtown Lake Villa, walkability, and the strong nearby recreational facilities, support development opportunities. Lake Villa could choose to make family entertainment and day trip tourism a market focus.”*

- Findings from the Lake Villa TOD Plan Existing Conditions Report  
November 2012

## DEFINING A LAKE VILLA BRAND PROMISE & POSITION

Based on findings of the Lake Villa TOD Plan Existing Conditions Report and guidance from the Steering Committee and other stakeholder feedback, a theme emerged that can help to clearly differentiate Lake Villa Triangle from other regional competitors.

### ACTIVE LIFESTYLE

Suggests a design approach that conveys energy, optimism, and forward thinking

This “Active Lifestyle” theme revolves around nature, sports, recreational amenities, families and festivals / events that appeal to those with active lifestyles. The Active Lifestyle theme is supported by the desire stakeholders expressed for

improved pedestrian connections within Lake Villa Triangle, and for new trail connections to surrounding natural features. This theme is also supported by preliminary analysis that indicates there will be opportunities within Lake Villa Triangle to recruit new businesses, enhance existing public spaces and / or create new ones, and add festivals and events that align with and support the Active Lifestyle theme. These opportunities include several development sites in close proximity to the Metra station that are attractive locations for a variety of new residential products.

Lake Villa Triangle neighborhood encompasses the entire TOD district -- the area within one-half mile or ten minute walk of Lake Villa’s Metra station -- which includes attractive residential neighborhoods, family focused features, and amenities such as parks, schools, churches, sports facilities, and destination quality businesses that align with and support the Active Lifestyle theme. Establishing this overall theme does not suggest that other uses and activities are to be excluded from Lake Villa Triangle redevelopment activities. In fact, over time it is highly likely that Lake Villa Triangle will be known for many good things. However, the natural assets already in place and a growing consensus among stakeholders for improvements that enhance personal mobility suggests that the Active Lifestyle theme is one that can be developed and leveraged relatively quickly to advance Lake Villa Triangle redevelopment goals -- and one that the marketplace will recognize as viable and authentic.

## Lake Villa Triangle Brand Promise

At its most basic, a “brand” is just a promise, the gut feeling one has about the quality of an entity when they see a representation of that entity such as a logo or a package on a shelf. Branding, by extension, is simply the act of managing the promise.

Defining a brand promise for Lake Villa Triangle is ideally the starting point of a management practice that evolves as marketplace dynamics, stakeholder aspirations, and the availability of resources change over time. In short, the Lake Villa Triangle brand should not be viewed as static or etched in stone. One of the basic rules of brand management is to

never promise something that cannot be delivered. As the variables that define the Lake Villa Triangle product and brand change, so must the brand promise change in order to remain valid. For example, if over a period of years Lake Villa Triangle develops a critical mass of destination quality restaurants, the core brand promise and position should be re-evaluated to determine if and how this new business cluster can be incorporated into the core brand promise and leveraged to attract additional investment.

Like all good brands, the core promise for Lake Villa Triangle should be simple, direct, easy to understand and easy to communicate. Another important element of effective branding is “dif-

ferentiation,” the degree to which a brand’s key attributes are seen to be unique and distinctly different from those of competitors. Finally, the Lake Villa Triangle “brand experience” must be found to be authentic by the various audiences with whom the brand connects. Internal audiences -- Lake Villa residents and stakeholders -- are especially important because they are likely the ones who will experience the brand mostly frequently on a daily basis. The brand promise for Lake Villa Triangle builds on the “Active Lifestyle” theme and is comprised of four elements that define the core promise – its targeted market position, its targeted audience, the geographic reach of its intended market, and the date when the promise will become active:

### BRAND PROMISE

*By 2023, Lake Villa Triangle will be one of the most desirable mixed use, transit oriented neighborhoods within the Lakes Region for Metra commuters, businesses, visitors and residents who enjoy an active lifestyle.*

## NAMING STRATEGY

It was noted in the Existing Conditions Report that the word “Lake” in the name “Lake Villa” did not have the cache it might normally enjoys because it is used in the names of so many other municipalities and geographic features. However, Lake Villa does have a unique opportunity to differentiate itself in the marketplace with a distinctive name. Research revealed that “The Triangle” is commonly used to reference Lake Villa’s greater downtown area. Adopting “Lake Villa Triangle” provides an opportunity for the Village to employ a name that is already recognized within the community and clearly differentiates it from competitors in the Lakes Region -- almost all of whom use “Downtown” to reference their central business districts.

The “Lake Villa Triangle” name is recommended for a variety of additional reasons:

- » “Downtown” is generally considered to be Cedar Avenue and the area immediately around the train station -- “Lake Villa Triangle” suggests a broader and more inclusive geography that encompasses many additional businesses, destinations, and neighborhoods.
- » “Lake Villa Triangle” is a more distinctive name than “Downtown Lake Villa” and helps to more clearly differentiate Lake Villa’s central business district from those of other regional competitors
- » The name has been used locally on an informal basis for many

years and has established “name equity.”

- » Use of an existing, well-recognized word (“Triangle”) requires few resources to establish marketplace awareness than a newly coined name, or a name that has elements (“Downtown,” “Lake”) in common with nearby competitors.
- » The name is simple and vivid -- the “Triangle” exists as a clearly visible geographic feature on maps.
- » Triangles are a common existing architectural and visual motif already in use.
- » Use of triangles as a graphic motif has tremendous potential to enhance recognition and awareness in marketing endeavors.

### KEY MARKETING ELEMENTS NAMING

Antioch Lake	Fox Lake Hills	Lake Mary	Spring Lake
Army Lake	Fox Point (WI)	Lake Michigan	Sullivan Lake
Baker Lake	Fox River	Lake of the Coves	Sylvan Lake
Bangs Lake	Fox River Grove	Lake ShangriLa	Third Lake
Bass Lake	Fox Hollow	Lakeview Lake	Ticino Lake
Benet Lake	Gages Lake	Lake Villa	Tower Lakes
Beverly Lake	Gavins Lake	Lakewood	Turner Lake
Bluff Lake	George Lake	Lake Zurich	Volz Lake
Bohners Lake	Grass Lake	Liberity Lake	Waterford Lake
Booth Lake	Grey Lake	Lily Lake	Wild Lake
Brandenburg Lake	Griswold Lake	Long Lake	Wolf Lake
Browns Lake	Hastings Lake	Loon Lake	Wunder Lake
Camp Lake	Hawley Lake	Mallard Lake	
Cedar Lake	Hawthorne Lake	Minesota Lake	
Channel Lake	Heritage Lake	Mitchell Lake	
Countryside Lake	Highland Lake	Millmee Lake	
Crabtree Lake	Homer White Lake	Mud Lake	
Crooked Lake	Honey Lake	Muskego Lake	
Cross Lake	Hunter Lake	Hippocampus Lake	
Crystal Lake	Island Lake	Northlake	
Deep Lake	Keene Lake	Pasach Lake	
Deep Quarry Lake	Lake Barrington	Paddock Lake	
Deer Lake	Lake Beulah	Pearl Lake	
Delaware Lake	Lake Dell	Pettie Lake	
Diamond Lake	Lake Catherine	Pistakee Lake	
Druce Lake	Lake Charles	Pontoon Beach	
Duck Lake	Lake Como	Potter Lake	
Dumonts Lake	Lake County	Redwing Slough Lake	
Eagle Lake	Lake Distances	Rock Lake	
East Loon Lake	Lake Forest	Round Lake	
Elizabeth Lake	Lake Geneva	Round Lake Beach	
Fish Lake	Lake George	Saint Mary Lake	
Flatiron Lake	Lake in the Hills	Sand Lake	
Fourth Lake	Lake Kildare	Silver Lake	
Fox Lake (IL)	Lake Killarney	Slocum Lake	
Fox Lake (WI)	Lake Marie	Slough Lake	

Audits of regional geographic names (above) revealed how frequently the word “Lake” appears in titles. In addition, a review of other nearby central businesses district names (right) found that all of them incorporated the word “Downtown” into their titles. Collectively, these findings suggested that “Lake Villa Triangle” might be an effective way to help clearly differentiate the Village’s central businesses district from those of other potential marketplace competitors.

### KEY MARKETING ELEMENTS NAMING

Antioch: “Historic Downtown District”	Downtown Lake Forest
Downtown Grayslake	Downtown Highland Park
Downtown Fox Lake	Downtown Highwood
Downtown McHenry	Downtown Round Lake
Downtown Woodstock	Downtown Crystal Lake
Downtown Crystal Lake	Downtown Barrington
Downtown Libertyville	
Downtown Mundelein	
Downtown Waukegan	

## VISUAL IDENTITY STRATEGY

Lake Villa's name and primary identifier will be the single most important elements of a visual identity system that aligns with and supports its brand promise. Preliminary analysis suggests that a "logotype" (a graphically stylized version of the Lake Villa name) or a "signature" (a primary identifier comprised of a logo and a distinctive symbol) will provide the most effective graphic approach for identifying Lake Villa Triangle.

Primary identifiers have to be aesthetically pleasing and legible in a variety of environment that can range from a water tower to a business card. In addition, the primary identifier must easy to use by those responsible for marketing endeavors. Collectively, these requirements suggest a stylistic approach that is as simple and intuitive as possible, but that clearly expresses the "Active Lifestyle" character of the Lake Villa Triangle targeted brand promise.

The graphic below illustrates the components of a signature format. Please note that the diagram's components are

"generic," and not meant to represent a stylized design concept. Design concepts for Lake Villa Triangle signature -- along with other elements that typically comprise a visual identity system such as type and color -- are featured in the urban design strategies in Section 6.

### LAKE VILLA TRIANGLE DESIGN CREATIVE BRIEF

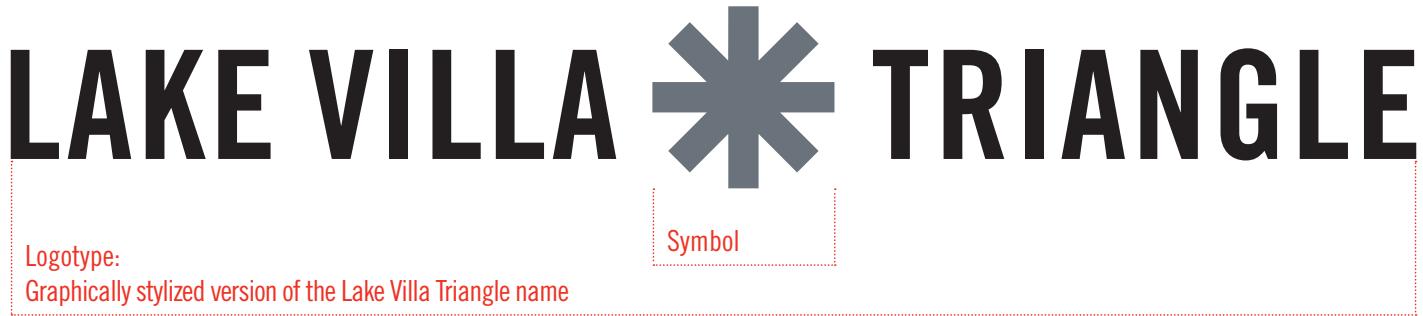
The purpose of this creative brief is to define and guide the tone of design elements provided in this plan, which include visual identity system design, signage system design, and streetscape design, as provided in Section 6.

The Lake Villa Triangle brand promise positions the Village's central business district as a highly appealing, mixed use neighborhood that appeals to "Metra commuters, businesses, visitors and residents who enjoy an active lifestyle." The "active lifestyle" theme suggests a design approach that conveys energy and optimism, and an overall look and tone that appeals to those who are forward thinking. Stylistically, this can be expressed by concepts that are contemporary but also complementary

of existing historic design elements that exist in the core area. Past design styles that reflect this quality include Beidermeier, Arts and Crafts, Prairie, Art Deco and, more recently, Post Modern. The products and structures that epitomize these styles were considered contemporary at the time they were created but also respective of design traditions from past eras that were more classical in nature.

It is important to note that this is not to suggest that Lake Villa Triangle adopt one the historic styles listed above. In fact, many communities tend to adopt historic styles when making improvements to public spaces like streets and parks, and these include a number of towns in the Lakes Region. As a brand, it is important for Lake Villa Triangle to both differentiate itself from marketplace competitors and convey the "active lifestyle" brand promise. This can most effectively be accomplished with a design approach that is perceived to be contemporary, but that also incorporates materials, colors, motifs and other design elements that connect visually to Lake Villa Triangle's cultural legacy.

## Primary Identifier Elements



## BRANDING & VISUAL IDENTITY ROLLOUT STRATEGY

Marketplace opportunities, available resources, the geographic focus of redevelopment, and the pace of transformation to a large degree will determine how long it will take for the Lake Villa Triangle “product” to deliver on its targeted brand position. In an ideal world -- with favorable market conditions and bountiful public/private resources -- the entire Lake Villa Triangle would be revitalized quickly and comprehensively.

However, given the realities of both the current economic climate and availability of public resources, the fastest way to establish an authentic brand for Lake Villa Triangle will be to initially concen-

trate redevelopment initiatives on one subdistrict. Once the subdistrict brand is established and perceived as authentic by the marketplace, the good will associated with the subdistrict brand can be leveraged to support redevelopment endeavors in other Lake Villa Triangle subdistricts.

There is a strong consensus among the community to improve Lake Villa Triangle’s historic core along Cedar Avenue and the area around the train station. This is considered to be Lake Villa’s true heart and center. The relatively compact geography of this core area suggests that it is the place where ef-

orts to deliver on the targeted Lake Villa Triangle brand can be accomplished in the most timely and cost effective manner possible.

This does not preclude pursuing redevelopment opportunities that might arise in other locations throughout the study area -- it's just that in terms of image and identity, the historic core area presents the most logical place to successfully establish a Lake Villa Triangle product that reflects the Active Lifestyle theme, and then leverage its success to support revitalization in other locations throughout the downtown study area.

### Implementation Tasks

#	Task	Phasing	Partners	Resources
<b>Branding Strategy</b>				
B1	Concentrate placemaking and branding building strategies on Lake Villa Triangle’s historic core to develop a sub-brand that can be promoted and leveraged	Near Term	Village; Steering Committee; downtown businesses and organizations	TBD
B2	Promote and leverage the sub-brand of Lake Villa Triangle’s historic core to support redevelopment and public improvements to the highly visible Grand Avenue and Milwaukee Avenue corridors	Intermediate Term		
B3	Promote the Lake Villa Triangle brand as a distinct entity and use it as an endorser, typically occurring when a critical mass of new destinations, features, and physical improvements are attained	Long Term		
B4	Leverage the brand equity and good will associated with Lake Villa Triangle to support new development in adjacent areas or other locations within the Village	Long Term		
<b>Visual Identity Strategy</b>				
V1	Introduce the new Lake Villa Triangle signature and visual identity, using the signature to endorse existing features that are considered high value	Near Term	Village; Steering Committee; downtown businesses and organizations	TBD
V2	Develop a family of identifiers for sub-brands that complement the Lake Villa Triangle signature and present a highly unified appearance	Near Term		
V3	Extend the family of sub-brand identities to new entities as they come online	Intermediate Term		
V4	Adopt all or partial elements of the Lake Villa Triangle visual identity for use on a broader range of marketing and promotional needs	Long Term		

**NOTE:** See the diagrams on the next page for a more complete visual description of the branding and visual identity rollout strategy

## BRANDING & VISUAL IDENTITY ROLLOUT STRATEGY

The diagrams below illustrate how this “brand / leverage / extend” strategy could be rolled out in phases over a 10 year time frame. It should be noted that while the phased rollout describes an expedient approach to establishing and leveraging a Lake Villa Triangle product and visual identity system, it may ultimately not dovetail perfectly with other implementation strategies recommended as part of this plan. As with all revitalization strategies, the branding and visual identity strategies should be reviewed on a regular basis and modified as necessary to reflect changing conditions.

### SHORT TERM ROLLOUT



### INTERMEDIATE TERM ROLLOUT



### LONG TERM ROLLOUT



**Branding Strategy:** Concentrate placemaking and branding building strategies on Lake Villa Triangle's historic core, including Cedar Avenue and the area around the train station. Refrain from promoting Lake Villa Triangle at a broad scale or to other sub-areas until a critical mass of destinations and features emerges that align with and support the brand promise.

**Visual Identity Strategy:** Introducing the new Lake Villa Triangle signature and visual identity, use the signature principally to endorse existing features that are considered high value such as Lehmann Park, festivals, and special events. As illustrated by the samples below, a family of identifiers should be developed for sub-brands that complements the Lake Villa Triangle signature and that collectively presents a highly unified appearance.

**Branding Strategy:** Once a critical mass of improvements within and adjacent to the Cedar Avenue corridor is perceived to be delivering on the brand promise, the Cedar Avenue sub-brand should be promoted and leveraged to support redevelopment of and public improvements to the highly visible Grand Avenue and Milwaukee Avenue corridors.

**Visual Identity Strategy:** The family of sub-brand identifiers should be extended to new entities and activities as they come online in the Lake Villa Triangle. Some examples are provided below.

**Branding Strategy:** The Lake Villa Triangle brand becomes fully realized once the marketplace believes its core promise is authentic, and this usually occurs once a critical mass of new destinations, features, and physical improvements has been attained. At this point, the Lake Villa Triangle brand itself can be promoted as a distinct entity and merely used as an endorser. In addition, the brand equity and good will associated with Lake Villa Triangle could potentially be leveraged to support new development in adjacent areas or other locations within the Village.

**Visual Identity Strategy:** The Village may wish to adopt all or partial elements of the Lake Villa Triangle visual identity for use on a broader range of marketing and promotional needs. The styling of the master brand should remain consistent with original signature standards, but may be used to endorse sub-brands with proprietary identities, as illustrated below.



LAKE VILLA TRIANGLE



# 4: Redevelopment Strategies

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Redevelopment in the Lake Villa Triangle focuses on two strategies. The first strategy is to focus on four opportunity sites that hold the greatest potential to transform vacant or underutilized sites into more productive uses, as well as enhance the cohesiveness among the sites and other elements that comprise downtown. The opportunity sites have the capacity to effectuate transformative change in the Lake Villa Triangle, particularly to enhance economic development, increase transit ridership, make multimodal connections, and strengthen Lake Villa's character as an active community with places to visit, play, and explore.

The second strategy is to update the zoning and development regulations to encourage redevelopment that is consistent with the vision for the Lake Villa Triangle, making the development process more predictable and ensure high quality design.

The potential for each of the four opportunity sites is visualized through redevelopment concepts, as provided on the following pages. Each concept is provided with a detailed site plan, as well as a summary of site characteristics, land use program, and analysis of the development economics that assesses the feasibility of each redevelopment.

## DOWNTOWN LAKEFRONT SITE

Located along the waterfront of Cedar Lake, this opportunity site has the greatest potential to extend the downtown area with residential, commercial, civic, and open space uses to complement the adjacent downtown core.

## LAKE VILLA INDUSTRIAL PARK SITE

With existing industrial uses along Park Avenue to the south of the downtown core, this opportunity site has the flexibility to either provide space for additional industrial users or accommodate sports facilities that cater to Lake Villa's active lifestyle.

## PLEVIK ELEMENTARY SCHOOL SITE

If the school district decides to make the site available for reuse or redevelopment, this opportunity site has the capacity to revitalize the prime Milwaukee/Grand intersection with a mix of uses and improved circulation for cars, pedestrians, and bicyclists.

## CEDAR LAKE ROAD SITE

Situated west of the downtown core, this opportunity site is suitable for lower density residential development. With proximity to Grant Woods Forest Preserve, Cedar Lake, and the trail network, open space provisions are central to this site.

## DEVELOPMENT PLAN CONCEPTS ECONOMICS

Businesses and developers investing in Lake Villa face a market that had been stalled by the 2008 economic downturn but is now beginning to show signs of life. The overall competitiveness of this market, especially for residential products, is greater than what currently active promotions suggest because dormant Lake County projects have been approved but not built, as their owners wait for higher prices associated with market recovery. Those projects are in two forms: 1) projects that are entitled and where lots are fully prepared for construction; and 2) projects that are entitled but not ready for construction because roads and water and sewer hook-up are not completed.

The projects entering the market ready for construction are often priced below current infrastructure development and construction costs, as these items are sunk costs, usually born by a previous

owner. These projects must be sold, though, before the study area properties, which require entitlement, site preparation, and construction, command prices that justify their development costs. Added retailer and office spaces await the demand from a growing residential population base.

### METHODOLOGY

With limited information on building materials and specific tenants' needs, any analysis of site concept financial

feasibility is a gross estimate of potential market response. Essentially these feasibility analyses screen each of the development concepts to determine land value and gauge whether property owners might consider selling or are content to hold onto land as an investment. The sensitivity analysis considers where public investment could be mutually beneficial in improving the return to both the property owner and the Village. The assumptions listed in Figure 4.1 underlie this initial investigation.



**FIGURE 4.1**  
Development Assumptions

#### Investment Returns

1	Equity & Mortgage Blended Return: Going Concerns	7.5%
2	Equity & Mortgage Blended Return: New Retail Development	11.0%
3	Equity & Mortgage Blended Return: Rental Apartment	9.0%

#### Project Income

4	New Construction Net Operating Income per SF	\$23
5	Grocery Store Income per SF	\$11
6	Monthly Luxury Apartment Rent	\$1,600
7	Townhome sales price	\$250,000
8	Stacked Flat Condo price	\$200,000

#### Project Costs

9	Residential Construction per SF	\$135
10	Grocery Store Construction (Vanilla Box)	\$134
11	Commercial Construction	\$174
12	Additional Soft Costs	5.0%
13	Surface Parking Space	\$6,000
14	Garage Parking Space	\$23,000

#### Other

15	Average Condo/Apartment Size	900 sq ft
16	Footprint utilization for upper stories	85.0%

The site feasibility analyses for the four opportunity sites, which are shown on the map in Figure 4.2, utilize these assumptions to calculate project economics by comparing project costs to the value of recommended development. The income method was used to estimate the value of development.

For example, a 1,000 square foot space where the property owner has net operating income of \$23 per square foot (line 4) has a value of \$209,000, as the annual income is \$23,000 and that is an 11% return (line 2) on an investment of \$209,000. The assumptions provide a commercial construction cost (line 11) of \$174 per square foot, so a 1,000 square foot store costs \$174,000 to construct, the hard costs. Soft costs, including marketing and permitting, add 5% to costs (line 12). Totaling hard and soft costs calculates project costs at

\$182,700. The following sample calculation solves for land value by deducting construction cost from project value:

Value	\$209,000
Total Costs	\$182,700
Land payment	\$26,300

A similar calculation for a grocery component provides this estimate:

Value	\$100,000
Total Costs	\$134,000
Land payment	-\$34,000

Although this calculation shows costs above value even before the land costs are included, it is not necessarily a less feasible project than the previous calculation.

These calculations explain why developers commonly provide a mix of ten-

ants paying different rents to make a development work. It also explains why grocery stores often are supported by public/private partnerships that include public financial support.

The fiscal feasibility summaries for the preferred conceptual development plans utilize this method to identify the investment economics associated with the four opportunity sites. The feasibility summaries also examine ways in which the project financial feasibility could be changed by community and market decisions. The possibility of higher rent for uniquely desirable sites and shared parking adjustments are examples of potential development changes. The possibility of tax increment financing is examined by calculating the potential annual property tax increment's net present value over a 20-year period.

**FIGURE 4.2**  
Location Map of Opportunity Sites



## OPPORTUNITY SITE

# Downtown Lakefront Site

Located along the waterfront of Cedar Lake, this opportunity site has the greatest potential to extend the downtown area with residential, commercial, civic, and open space uses to complement the adjacent downtown core. The commercial uses, including a potential grocery store and mixed use development with 160 upper floor apartments, would front along Grand Avenue for visibility and convenient access. A mix of residential products, including 79 townhouse units and 264 condo flats, would be situated at the interior of the site closer to Cedar Lake. The lakefront also provides opportunities for recreation and open space facilities, such as a civic festival plaza, expanded park, trails, and stormwater management.

### RETAIL DEVELOPMENT A

40,000 sq ft retail building (grocery store) w/ 180 parking spaces

### RESIDENTIAL DEVELOPMENT C

79 townhouse units w/ two-car garage; building height varies at 2 to 3 stories

### MIXED USE DEVELOPMENT B

50,000 sq ft of ground floor retail plus 160 apartment units on upper four floors w/ 300 shared parking spaces

### RESIDENTIAL DEVELOPMENT D

264 rowhouse or residential flat (condo) units w/ 432 parking spaces; building height at 3 stories



# OPPORTUNITY SITE

## Downtown Lakefront Site

### DEVELOPMENT CHARACTERISTICS

Building #	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
Building Type	Retail	Mixed Use	Residential	Residential
Floors	1 floor	5 floors	2 to 3 floors	3 floors
Space/Unit Count	40,000 sq ft	50,000 sq ft (retail) 160 units (residential)	79 units	264 units
Parking Use(s)	180 spaces Grocery store or other retail businesses	300 spaces Retail businesses at ground floor w/ rental apartments on top 4 floors (40 units per floor)	2-car garage per unit Townhouses	432 spaces Rowhouses or residential flats (condos)



### A BIRDSEYE VIEW

The Downtown Lakefront opportunity site has the strongest potential to advance the ideas associated with the Lake Villa Triangle. Looking westward towards Cedar Lake, the proposed redevelopment concept for the Downtown Lakefront site is situated to the west of Cedar Avenue but ties connects with the historic downtown core. This includes safe pedestrian and bicycle access to amenities in both the historic core and expanded downtown area, including the Metra station, Lehmann Park, a new lakefront park, civic space, trails, mixed housing options, and commercial businesses.

## OPPORTUNITY SITE

# Downtown Lakefront Site

### SITE DATA

Site Area	36.0 acres
# of Parcels	2 parcels
Existing Zoning	CR
Proposed Zoning	CBD
Existing Use(s)	Open space
Proposed Use(s)	Retail along Cedar Avenue; residential as stand-alone buildings and part of mixed use buildings; recreation and open space at the lakefront

### LAND AREA DISTRIBUTION

Developed Land	34.4%	12.4 acres
Open Space	33.3%	12.0 acres
Stormwater Mgmt	19.2%	6.9 acres
Road Right-of-Way	13.1%	4.7 acres

### PROJECT FEASIBILITY ANALYSIS

Component	Grocery	Ground Floor Commercial	Apartments	Res Flats (Condos)	Townhouses	Total
Sq Ft or Units	50,000	40,000	160	264	79	-
Cost (Millions)	\$6.6 M	\$12.0 M	\$22.0 M	\$60.0 M	\$25.0 M	\$125.6 M
Value (Millions)	\$4.0 M	\$10.0 M	\$30.0 M	\$53.0 M	\$20.0 M	\$117.0 M
Land Value (Millions)	-\$2.6 M	-\$2.0 M	\$8.0 M	-\$7.0 M	-\$5.0 M	-\$8.6 M

This is a large project that could be phased to match a developing market. Although the full project falls far short of meeting the land value necessary to purchase the property and prepare it for development by adding infrastructure and streets, the commercial component with its grocery store and mixed use building (the first 3 columns of the table above) could work based on a public/private partnership strategy. In general, that partnership would include:

- » Providing flexible policies that recognize how sharing residential and commercial parking fields could reduce parking requirements for the residential units.
- » Building the mixed commercial and apartment building as the first phase to add a population attractive to the grocery component.
- » Promoting a variety methods to increase the grocery development's return on investment:

### TRANSPORTATION IMPROVEMENTS

- » Primary site access via Grand Avenue w/ new signalized intersection at Oak Knoll Drive, including turn lanes and safe pedestrian crossings
- » Secondary site access via new connector street from Cedar Avenue
- » Improved road network would provide greater capacity to carry additional traffic generated by new development
- » Pedestrian and bicycle friendly linkages via multi-use paths and/or sidewalks to the core downtown area and Metra station
- » 25% reduction applied to traffic estimates due to bike/ped access
- » Potential for a left-turn lane for EB to NB movement, striped crosswalks, and curb line extensions at Grand Avenue/Cedar Avenue intersection

- 10 years of 50% sales tax sharing could provide \$500,000
- TIF could provide as much as \$1 million
- Higher rents in other project commercial space due to strong anchor could provide developer income

The equity residential phase is challenged by current market conditions caused by price competition in this weak condominium and townhome market. Changes that could overcome this challenge include:

- » Wait to build until townhomes can be priced at \$330,000
- » Wait to build until condos can be priced at \$285,000
- » Reduce unit size and increase number while maintaining price point
- » Reduce construction cost by minimizing brick and luxury interior finishes

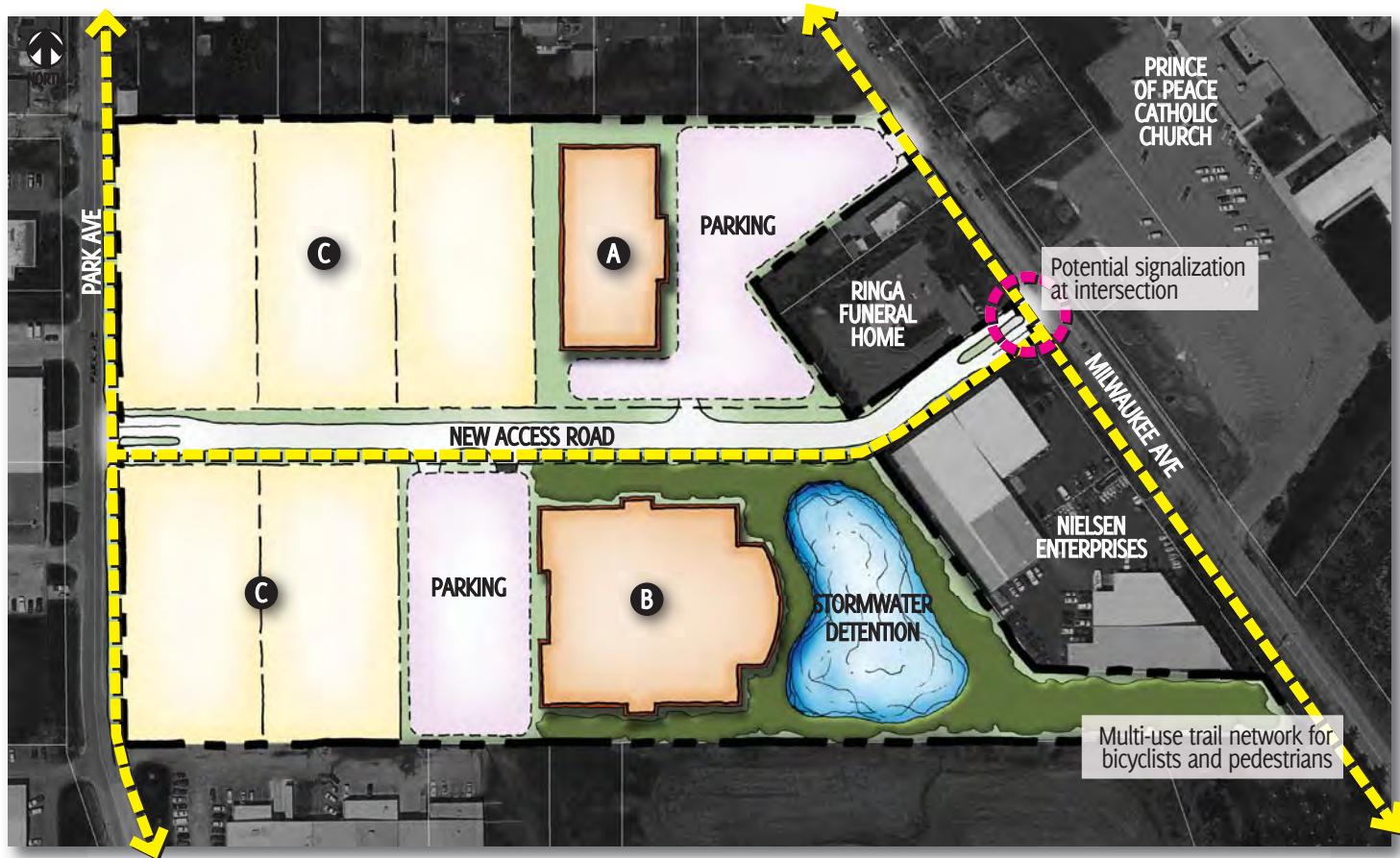
## OPPORTUNITY SITE Industrial Park Site

With existing industrial uses along Park Avenue to the south of the downtown core, this opportunity site has the flexibility to either provide space for additional industrial users or accommodate sports facilities that cater to Lake Villa's active lifestyle. Space for a 30,000 sq ft retail center would also be accommodated, with visible frontage along Milwaukee Avenue. A new connector street would provide access to the industrial/recreational uses, as well as link Milwaukee Avenue to Park Avenue. The existing funeral home would remain on a modified site. Other site provisions include stormwater management, wetland conservation, and connectivity to the multi-use trail system.

**RETAIL DEVELOPMENT A**  
30,000 sq ft retail building w/ 120 parking spaces; existing chiropractor and carpet businesses would need to be relocated to accommodate the new development

**INDOOR SPORTS FACILITY B**  
55,000 sq ft indoor sports facility w/ 120 parking spaces; sports facilities are permitted in an L1 zoning district; the site also accommodates a stormwater detention facility

**FLEXIBLE DEVELOPMENT C**  
Five lots on 6.25 acres provide flexible space to accommodate either sports fields or new industrial uses, depending on market; sports fields are permitted in an L1 zoning district



## OPPORTUNITY SITE

# Industrial Park Site

### SITE DATA

Site Area	17.7 acres
# of Parcels	5 parcels
Existing Zoning	CB and R2
Proposed Zoning	LI
Existing Use(s)	Open space; chiropractor office; carpet store; funeral home
Proposed Use(s)	Industrial facilities w/ flexibility to accommodate temporary or permanent spaces for sports facilities; the funeral home would remain on a modified site

### DEVELOPMENT CHARACTERISTICS

Building #	A	B	C
Building Type	Retail	Recreation	Industrial
Floors	1 floor	1 floor	TBD
Space/Unit Count	30,000 sq ft	55,000 sq ft	TBD
Parking	120 spaces	120 spaces	TBD
Use(s)	Retail businesses	Indoor sports facility	Industrial facilities w/ flexibility to provide temporary or permanent sports facilities

### PROJECT FEASIBILITY ANALYSIS

Component	Retail	Indoor Fitness/ Ice Center	Outdoor Fields
Sq Ft or Units	30,000	55,000	5 fields
Cost (Millions)	\$5.9 M	\$3.6 M	TBD
Value (Millions)	\$6.3 M	TBD	Negotiable
Land Value	\$400,000	-	-

This project concept combines temporary uses such as the outdoor soccer fields and potential use of vacant industrial buildings for indoor children's athletics or play space, with permanent development. Ownership options ranging from the park district or a local nonprofit organization to an entrepreneurial or franchise company complicate determining market readiness. For example, if the local youth soccer league desperately needs new fields, parents would be inclined to donate time and money to this development, improving the market readiness. Other factors affecting the market readiness of this project include:

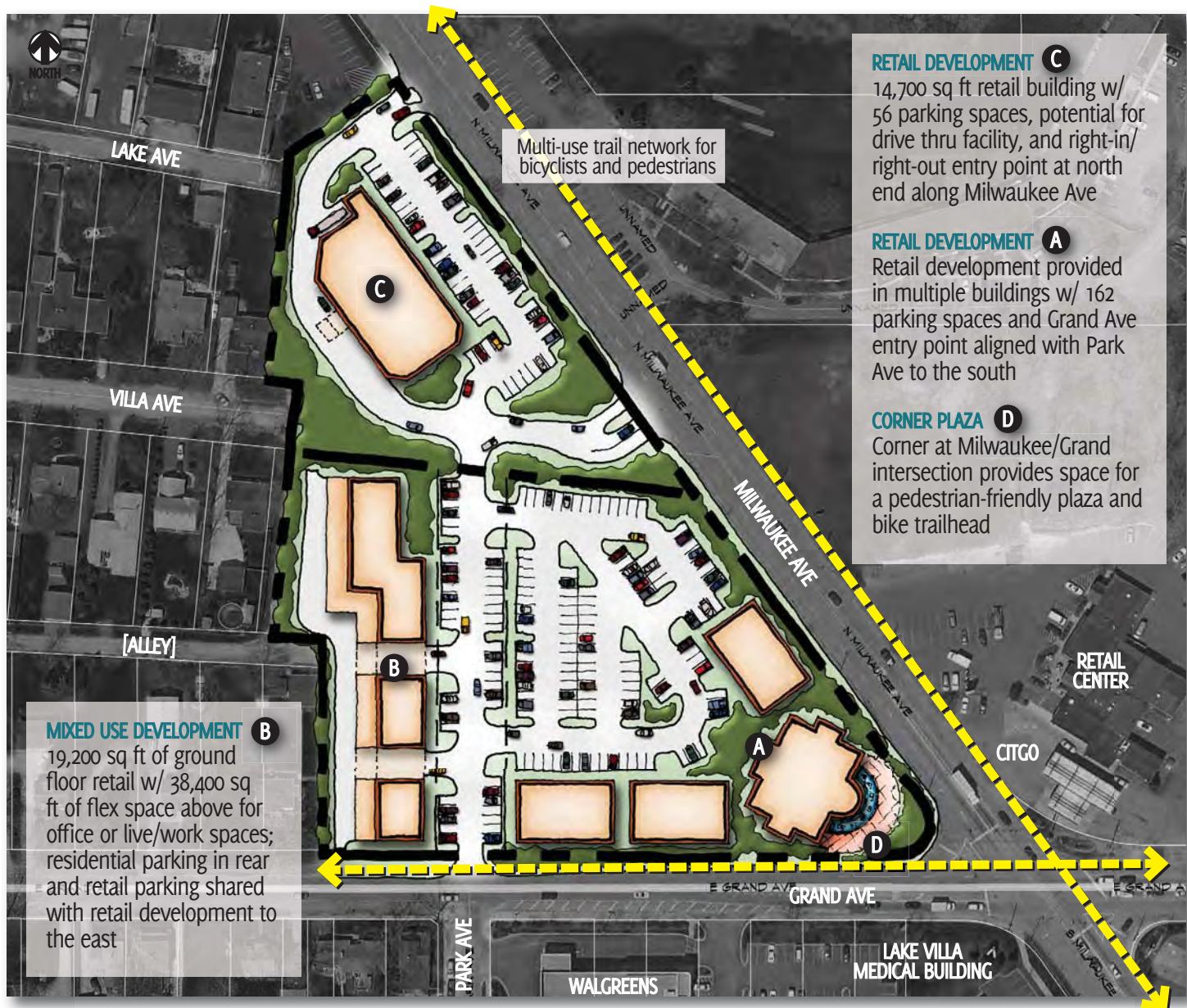
### TRANSPORTATION IMPROVEMENTS

- » Site access would be provided at both Milwaukee Avenue and Park Avenue
- » New access road proposed to connect Milwaukee Avenue to Park Avenue
- » Access to existing retail use fronting Milwaukee Avenue should be relocated to the new access road
- » Consolidation of driveways along Milwaukee Avenue is recommended to reduce vehicle/pedestrian conflicts
- » No intersection signalization is needed due to multiple points of access to the site; stop sign control is more appropriate
- » Sidewalks along Milwaukee Avenue and Park Avenue should extend north to Grand Avenue for connectivity
- » 25% reduction applied to traffic estimates due to bike/ped access

- » Additional land costs include buyout/relocation of funeral home and demolition of building, as well as site and building modifications for funeral home site to accommodate new connector street between Milwaukee Avenue and Park Avenue.
- » Clustering would make the whole area more successful. Potential sports elements include baseball, wrestling, dance, and gymnastics academies in now vacant space. Activities like jump zones are another possibility.

## OPPORTUNITY SITE Pleviak School Site | CONCEPT 1

If the school district decides to make the site available for reuse or redevelopment, this opportunity site has the capacity to revitalize the prime Milwaukee Avenue/Grand Avenue intersection with a mix of uses and improved circulation for cars, pedestrians, and bicyclists. In the concept that removes the school building and redevelops the site, retail buildings will occupy the corner of Milwaukee and Grand, with retail/residential mixed use along a newly extended Park Avenue. Also, a retail building with potential for a drive thru facility will be provided on the triangular site north of Villa Avenue.



## OPPORTUNITY SITE

# Pleviak School Site | CONCEPT 1

### SITE DATA

Site Area	5.6 acres
# of Parcels	12 parcels
Existing Zoning	CB and R2
Proposed Zoning	CB
Existing Use(s)	School; open space
Proposed Use(s)	Retail uses at the Milwaukee/Grand corner; retail/residential mixed use west of Park Avenue; retail w/ potential drive thru facility north of Villa Avenue

### DEVELOPMENT CHARACTERISTICS

Building #	A	B	C
Building Type	Retail	Mixed Use	Retail
Floors	1 floor	2 floors	1 floor
Space/Unit Count	14,000 sq ft	19,200 sq ft (retail) 38,400 sq ft (live/work space)	14,700 sq ft
Parking Use(s)	162 spaces Retail businesses in multiple buildings	Shared w/ Building A Retail businesses at ground floor w/ second floor occupied by flex live/work spaces or loft residential	56 spaces Retail business w/ potential drive thru

### PROJECT FEASIBILITY ANALYSIS

Component	Corner Retail	Milwaukee Retail	Mixed Use
Sq Ft or Units	14,000	14,700	57,600
Cost (Millions)	\$2.6 M	\$3.3 M	\$11.9 M
Value (Millions)	\$2.9 M	\$3.0 M	\$12.0 M
Land Value	\$300,000	<b>-\$300,000</b>	\$100,000

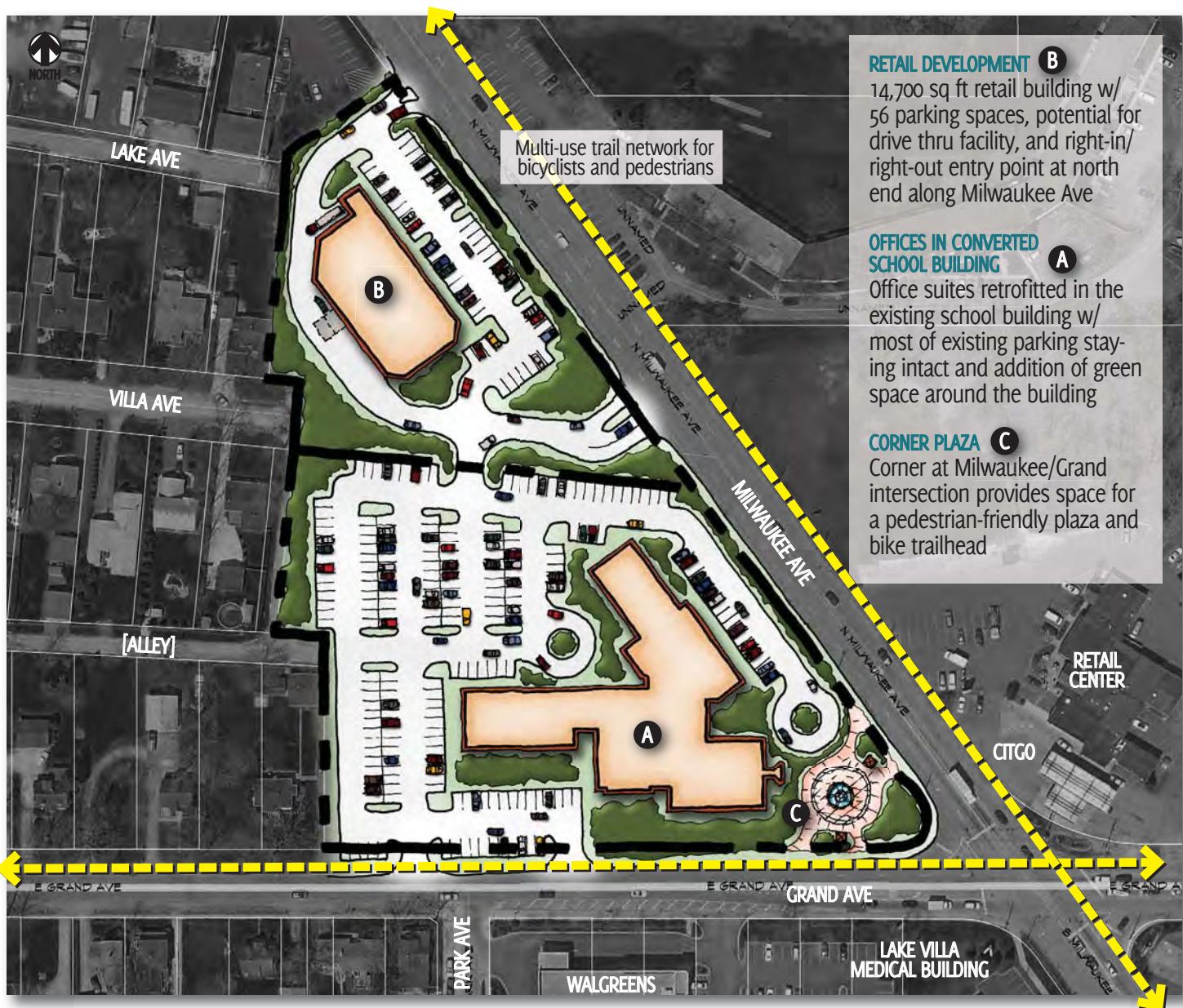
In markets where there is undeveloped land available, redevelopment faces a cost disadvantage because it requires demolition and often new roads and infrastructure before the land is ready for development. Although the net land value at \$100,000 of this total redevelopment falls far short of the amount needed to cover demolition costs and compensate the school district for land at an alternate site, a TIF district on this site could generate as much as \$4 million under optimal circumstances.

### TRANSPORTATION IMPROVEMENTS

- » Proposed extension of Park Avenue north from Grand Avenue to Villa Avenue
- » Villa Avenue to be reopened to improve site access and circulation
- » Villa Avenue to have full access onto Milwaukee Avenue (no signalization)
- » Park Avenue to have full access onto Grand Avenue (no signalization)
- » Potential to improve pedestrian safety at the Grand Avenue/Park Avenue intersection w/ curb bump-outs, marked crosswalks, continuous sidewalks, enhanced signage, and detector lights
- » Continuous sidewalks and driveway consolidation should be provided along Villa Avenue and Central Avenue

## OPPORTUNITY SITE Pleviak School Site | CONCEPT 2

If the school district decides to make the site available for reuse or redevelopment, this opportunity site has the capacity to revitalize the prime Milwaukee Avenue/Grand Avenue intersection with a mix of uses and improved circulation for cars, pedestrians, and bicyclists. In the concept that retains the school building, the building would be retrofitted with office spaces. Also, a retail building with potential for a drive thru facility will be provided on the triangular site north of Villa Avenue.



## OPPORTUNITY SITE

# Pleviak School Site | CONCEPT 2

### SITE DATA

Site Area	5.6 acres
# of Parcels	12 parcels
Existing Zoning	CB and R2
Proposed Zoning	CB
Existing Use(s)	School; open space
Proposed Use(s)	Offices in retrofitted school building; retail w/ potential drive thru facility north of Villa Avenue

### DEVELOPMENT CHARACTERISTICS

	A	B
Building #		
Building Type	Office	Retail
Floors	1 floor	1 floor
Space/Unit Count	Variable	14,700 sq ft
Parking Use(s)	162 spaces Office spaces retrofitted into retained school building	56 spaces Retail business w/ potential drive thru

### PROJECT FEASIBILITY ANALYSIS

Component	Milwaukee Retail	Offices Retrofitted in School Building
Sq Ft or Units	14,700	
Cost (Millions)	\$3.3 M	Project feasibility would be determined as part of a separate analysis
Value (Millions)	\$3.0 M	
Land Value	-\$300,000	

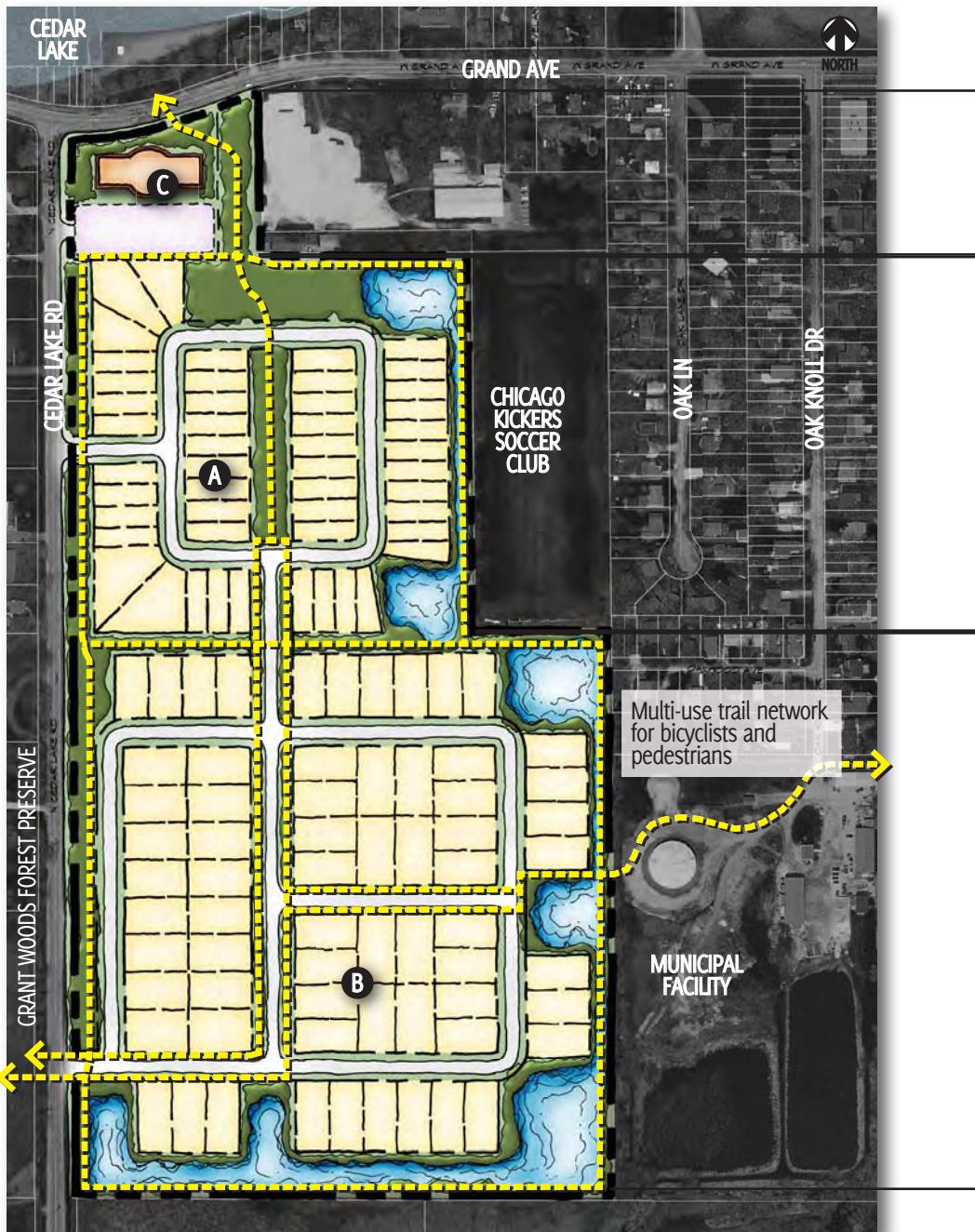
In markets where there is undeveloped land available, redevelopment faces a cost disadvantage because it requires demolition and often new roads and infrastructure before the land is ready for development. Although the net land value at \$100,000 of this total redevelopment falls far short of the amount needed to cover demolition costs and compensate the school district for land at an alternate site, a TIF district on this site could generate as much as \$4 million under optimal circumstances.

### TRANSPORTATION IMPROVEMENTS

- » Proposed extension of Park Avenue north from Grand Avenue to Villa Avenue
- » Villa Avenue to be reopened to improve site access and circulation
- » Villa Avenue to have full access onto Milwaukee Avenue (no signalization)
- » Park Avenue to have full access onto Grand Avenue (no signalization)
- » Potential to improve pedestrian safety at the Grand Avenue/Park Avenue intersection w/ curb bump-outs, marked crosswalks, continuous sidewalks, enhanced signage, and detector lights
- » Continuous sidewalks and driveway consolidation should be provided along Villa Avenue and Central Avenue

## OPPORTUNITY SITE Cedar Lake Road Site

Situated west of the downtown core, this opportunity site is suitable for lower density residential development. With proximity to Grant Woods Forest Preserve to the west, Cedar Lake to the north, and the trail network, open space provisions are central to this site. Larger single family residential lots at 14,000 sq ft are located at the southern end of the site, with smaller 8,000 sq ft lots at the northern end. A restaurant and clubhouse is also provided at the Cedar Lake Road/Grand Avenue intersection, with potential connectivity to nearby recreational facilities. The Village may desire a new road between the municipal facility and Cedar Lake Road to allow vehicular and pedestrian access.



**SOUTHEAST CORNER OF CEDAR LAKE RD & GRAND AVE (C)**  
Restaurant or clubhouse w/ 110 parking spaces, relating to adjacent recreational facilities

**NORTHERN RESIDENTIAL AREA (A)**  
49 single family residential units on average 8,000 sq ft lots w/ 50 ft average lot width

**SOUTHERN RESIDENTIAL AREA (B)**  
66 single family residential units on average 14,000 sq ft lots w/ 80 ft average lot width

**STORMWATER MANAGEMENT**  
Stormwater detention facilities line the eastern and southern boundaries of the site

**TRAIL NETWORK**  
With almost 20% coverage by open space, the site provides a trail network that can connect to regional trails, particularly in Grant Woods Forest Preserve

## OPPORTUNITY SITE

# Cedar Lake Road Site

### SITE DATA

Site Area	63.4 acres
# of Parcels	4 parcels
Existing Zoning	CR and LI
Proposed Zoning	SR4
Existing Use(s)	Open space
Proposed Use(s)	Single family residential on two different lot types (8,000 sq ft and 14,000 sq ft); restaurant or clubhouse at the corner of Grand Avenue and Cedar Lake Road; extensive open space and trail network

### DEVELOPMENT CHARACTERISTICS

Building #	A	B	C
Building Type	Residential	Residential	Retail
Floors	2 floors	2 floors	1 floor
Space/Unit Count	49 units	66 units	15,000 sq ft
Parking Use(s)	Garage per unit	Garage per unit	110 spaces
	Single family residential on 8,000 sq ft lots	Single family residential on 14,000 sq ft lots	Restaurant or clubhouse relating to adjacent recreational facilities

### PROJECT FEASIBILITY ANALYSIS

Component	Restaurant/ Clubhouse	Single Family Residential
Sq Ft or Units	15,000	115
Cost (Millions)	\$4.2 M	\$48 M
Value (Millions)	\$3.1 M	\$30 M
Land Value (Millions)	\$1.1 M	<b>-\$18 M</b>

This analysis, based on the current residential market, suggests the market is not ready for a residential project at this time. The changes that could make this project more market ready are:

- » Market support for higher prices, with the northern single family residential sites set at \$340,000 per home and the southern sites at \$465,000 per home
- » Public land purchase for trails and wetlands

### TRANSPORTATION IMPROVEMENTS

- » Multi-use path traverses through entire site, providing critical connections to the core downtown area, Grant Woods Forest Preserve, and Palombi Middle School
- » Clubhouse at Grand Avenue entrance to serve as destination trailhead for bicyclists w/ retail and restaurant
- » 10% reduction applied to traffic estimates due to bike/ped access
- » Existing road network has capacity to carry additional traffic generated by new development
- » Potential for signalization and channelization at the Grand Avenue/Cedar Lake Road intersection
- » New signalization would also provide protected crossing for pedestrians and bicyclists

### LAND AREA DISTRIBUTION

Developed Land	49.9%	31.6 acres
Open Space	18.4%	11.7 acres
Stormwater Mgmt	20.1%	12.7 acres
Road Right-of-Way	11.6%	7.4 acres

The commercial development along Grand Avenue identified as a restaurant or clubhouse could become feasible with a detailed concept that adds revenue from clubhouse programming, including as rental fees and outside memberships. If a destination restaurant such as Coopers Hawk Winery finds the setting appropriate to its concept, it would build and own a facility supported by higher than typical operating profits, which translates into rents higher than those typically found in the general market.

## REDEVELOPMENT OPPORTUNITY SITES

### Implementation Tasks

#	Task	Phasing	Partners	Resources
<b>Downtown Lakefront Opportunity Site (RL)</b>				
RL1	Ensure the relevant zoning revisions <sup>a</sup> are completed to support the development intent of the site as a dense, mixed use area connected to the core downtown	Near Term	Village; property owners	Staff time
RL2	Utilize the marketing materials <sup>b</sup> to promote the site to potential developers, investors, and businesses/tenants	Ongoing	Village; potential developers, investors, businesses/tenants	Staff time; marketing materials
RL3	Work with the Lake County Stormwater Management Commission to define stormwater regulations for the site	Intermediate Term	Village; Lake Co Stormwater Mgmt Commission	Staff time
RL4	Work with the Parks Division of the Lake Villa Department of Public Works to plan for the expansion of Lehmann Park to provide open space along the north-east section of the Downtown Lakefront Opportunity Site, creating spaces for recreational and civic uses	Intermediate Term	Lake Villa Parks Division (Public Works)	Staff time; funds for park expansion
RL5	Work with parks, forest preserve, and transportation agencies to advance an interconnected pedestrian and bicycle trails network that serves the site <sup>c</sup>	Intermediate/Long Term	Lake Villa Parks Division; Lake Co Forest Preserve District; IDOT; selected developer(s)	Staff time; funds for trail improvements
RL6	Work with selected developer(s) to prepare Phase I (Preliminary Design), Phase II (Final Design), and Phase III (Construction) engineering and site design plans for the site, as the redevelopment projects progresses from refining the concept to breaking ground	Intermediate/Long Term	Village; selected developer(s)	Staff time; funds for any consulting services
<b>Industrial Park Opportunity Site (RI)</b>				
RI1	Ensure the relevant zoning revisions <sup>a</sup> are completed to support the development intent of the site as a flexible space for industrial and recreational facilities	Near Term	Village; property owners	Staff time
RI2	Utilize the marketing materials <sup>b</sup> to promote the site to potential developers, investors, businesses/tenants, and sports/recreation facility operators	Ongoing	Village; potential developers, investors, businesses/tenants, sports/recreation facility operators	Staff time; marketing materials
RI3	Work with the Lake County Stormwater Management Commission to define stormwater regulations for the site	Intermediate Term	Village; Lake Co Stormwater Mgmt Commission	Staff time
RI4	Work with parks, forest preserve, and transportation agencies to advance an interconnected pedestrian and bicycle trails network that serves the site <sup>c</sup>	Intermediate/Long Term	Lake Villa Parks Division; Lake Co Forest Preserve District; IDOT; selected developer(s)	Staff time; funds for trail improvements
RI5	Work with selected developer(s) to prepare Phase I (Preliminary Design), Phase II (Final Design), and Phase III (Construction) engineering and site design plans for the site, as the redevelopment projects progresses from refining the concept to breaking ground	Intermediate/Long Term	Village; selected developer(s)	Staff time; funds for any consulting services

#### NOTES

<sup>a</sup> As recommended in Tasks Z1 to Z9 (pages 37-38).

<sup>b</sup> As recommended in Task M2 (page 12).

<sup>c</sup> As recommended in Section 5.

## REDEVELOPMENT OPPORTUNITY SITES

### Implementation Tasks

#	Task	Phasing	Partners	Resources
<b>Pleviak School Opportunity Site (RS)</b>				
RS1	Work with Lake Villa School District 41 to determine the short term and long term plans for Pleviak School site	Near Term	Village; Lake Villa School District 41	Staff time
RS2	Ensure the relevant zoning revisions <sup>a</sup> are completed to support the development intent of the site as a: (a) school site; (b) retail area with limited residential units above ground floor near; or (c) office/retail area	Near Term	Village; Lake Villa School District 41	Staff time
RS3	Utilize the marketing materials <sup>b</sup> to promote the site to potential developers, investors, and businesses/tenants	Ongoing	Village; potential developers, investors, businesses/tenants	Staff time; marketing materials
RS4	Work with the Lake County Stormwater Management Commission to define stormwater regulations for the site	Intermediate Term	Village; Lake Co Stormwater Mgmt Commission	Staff time
RS5	Work with parks, forest preserve, and transportation agencies to advance an interconnected pedestrian and bicycle trails network that serves the site <sup>c</sup>	Intermediate/Long Term	Lake Villa Parks Division; Lake Co Forest Preserve District; IDOT; selected developer(s)	Staff time; funds for trail improvements
RS6	Work with selected developer(s) to prepare Phase I (Preliminary Design), Phase II (Final Design), and Phase III (Construction) engineering and site design plans for the site, as the redevelopment projects progresses from refining the concept to breaking ground	Intermediate/Long Term	Village; selected developer(s)	Staff time; funds for any consulting services
<b>Cedar Lake Road Opportunity Site (RC)</b>				
RC1	Ensure the relevant zoning revisions <sup>a</sup> are completed to support the development intent of the site as a low density residential neighborhood	Near Term	Village; property owners	Staff time
RC2	Utilize the marketing materials <sup>b</sup> to promote the site to potential developers, investors, and tenants	Ongoing	Village; potential developers, investors, tenants	Staff time; marketing materials
RC3	Work with the Lake County Stormwater Management Commission to define stormwater regulations for the site	Intermediate Term	Village; Lake Co Stormwater Mgmt Commission	Staff time
RC4	Work with parks, forest preserve, and transportation agencies to advance an interconnected pedestrian and bicycle trails network that serves the site <sup>c</sup>	Intermediate/Long Term	Lake Villa Parks Division; Lake Co Forest Preserve District; IDOT; selected developer(s)	Staff time; funds for trail improvements
RC5	Work with selected developer(s) to prepare Phase I (Preliminary Design), Phase II (Final Design), and Phase III (Construction) engineering and site design plans for the site, as the redevelopment projects progresses from refining the concept to breaking ground	Intermediate/Long Term	Village; selected developer(s)	Staff time; funds for any consulting services

#### NOTES

<sup>a</sup> As recommended in Tasks Z1 to Z9 (pages 37-38).

<sup>b</sup> As recommended in Task M2 (page 12).

<sup>c</sup> As recommended in Section 5.

## ZONING & VILLAGE CENTER OVERLAY DISTRICT

The downtown goals specify that the Lake Villa Triangle will attract a mix of land uses, including development of vacant parcels with new uses and the reuse or redevelopment of underutilized properties. In addition, the goals encourage an improved streetscape environment that provides signage for navigation, is friendly to pedestrians and bicyclists, and enhances the downtown experience for residents and visitors to the Lake Villa Triangle.

It is important that the Village's Zoning Ordinance is capable of supporting the goals and strategies established in this plan. Otherwise, redevelopment and improvement efforts may run into technical obstacles that hinder approval processes or even prevent certain ideas from coming to fruition. For the most part, the purpose, objectives, standards, and guidelines of the Village Center Overlay (VC-O) District and the underlying zoning districts are generally supportive of the downtown goals.

The implementation tasks summarized in the matrix on the next page are intended to streamline the applicability of Village zoning to create a development climate that efficiently fosters the revitalization of the downtown. One of the implementation tasks is expanding the VC-O District to include the Downtown Lakefront and Industrial Park opportunity sites (Sites 1 and 2 in Figure 4.3 below). The Pleviak School opportunity site already lies within the present VC-O District. The Cedar Lake Road opportunity site was excluded from the district boundary expansion, as the location and topography of this site lend itself to a planned development.

*"The Village Center of Lake Villa [will reflect] an integrated, pedestrian-oriented, mixed-use character... [and will] preserve and enhance the appearance of the Village's gateway road corridors that provide primary vehicle access into the Village Center area. "*

- Village of Lake Villa Zoning Ordinance Article Three, Section IV
- Village Center Overlay (VC-O) District

**FIGURE 4.3**  
**Village Center Overlay (VC-O) District Map**



## ZONING & VILLAGE CENTER OVERLAY DISTRICT

### Implementation Tasks

#	Task	Phasing	Partners	Resources	NOTES
Z1	Expand the VC-0 District boundaries to include the Downtown Lakefront <sup>a</sup> and Industrial Park <sup>b</sup> opportunity sites and extend the Grand Avenue gateway corridor west to Cedar Lake Road [See Figure 4.3]	Near Term	Village; property owners	Staff time	<sup>a</sup> Include in the Downtown Core subarea.
Z2	Reassign the three parcels near the northwest corner of Villa Avenue and Milwaukee Avenue -- presently marked within the Residential Periphery subarea -- to the Gateway Corridors subarea to reflect the redevelopment concept for the Pleviak School opportunity site	Near Term	Village; property owners	Staff time	<sup>b</sup> Include in the Gateway Corridors subarea.
Z3	Encourage monument signs <sup>c</sup> and prohibit pole-mounted signs <sup>c,d</sup> in the entire VC-0 District	Near Term	Village	Staff time	<sup>d</sup> Pole-mounted signs are presently prohibited in the gateway corridors only.
Z4	Revise the following building height guideline in Section IV-7A2 (revision in <b><i>bold italics</i></b> ): "Taller buildings may be appropriate at major intersections <b><i>and for developments that provide amenities such as open space</i></b> , if they are consistent with the architectural character of the area."	Near Term	Village	Staff time	<sup>e</sup> See the map of the VC-0 District in Figure 4.3 for a key of zoning designations.
Z5	Rezone the parcels that encompass the Downtown Lakefront opportunity site from CR <sup>e</sup> to CBD <sup>e</sup> to support the development intent of the site as a dense, mixed use area connected to the core downtown area	Near Term	Village; property owners	Staff time	<sup>f</sup> The proposed club-house or banquet facility at the southeast corner of Grand Avenue and Cedar Lake Road should maintain its current CR zoning.
Z6	Rezone the parcels that encompass the residential portions <sup>f</sup> of the Cedar Lake Road opportunity site from CR <sup>e</sup> and LI <sup>e</sup> to SR4 <sup>e</sup> to support the development intent of the site as a low density residential neighborhood	Near Term	Village; property owners	Staff time	<sup>g</sup> Rezoning will depend on the status of the school, whether it will remain as a school or become available for redevelopment.
Z7	Rezone the parcels that encompass the Pleviak Elementary School opportunity site <sup>g</sup> from R2 <sup>e,h</sup> to CB <sup>e</sup> to support the development intent of the site as a retail area with limited residential units above ground floor near the key intersection of Grand Avenue and Milwaukee Avenue	Near Term	Village; property owners	Staff time	<sup>h</sup> Some parcels are already zoned CB, so no rezone would be necessary.
Z8	Allow the following uses as permitted uses, as of right, in the zoning district indicated in brackets: - Amphitheater [CBD] - Contractor's model home [CBD] - Dwelling, apartments above ground floor [CB, CBD] <sup>i</sup> - Recreational uses, outdoor [LI] <sup>j</sup>	Near Term	Village	Staff time	<sup>i</sup> This would be a new use that should be added to Table 1: Principal Uses Permitted in Zones in Article Three, Section II of the Zoning Ordinance. <sup>j</sup> May also consider allowing as a conditional use.
Z9	Identify existing vacant lots or buildings with vacant units within the CBD zoning district that could allow special use permits to temporary retail uses, such as a coffee cart at the Metra station, beach concessions, a farmer's market, rental watercraft and bicycles, and fundraising art/craft fairs	Near Term	Village; property owners	Staff time	

# 5: Transportation Strategies

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For a downtown area to attract a broad range of visitors and provide a pleasant experience that encourages return visits, people must have safe access and efficient circulation to navigate downtown, regardless of whether they arrive by car, train, bike, or on foot. Enhancing the downtown experience for pedestrians and bicyclists is especially critical, particularly as redevelopment generates more opportunities for residents to live in or close to downtown. Such is the case for Lake Villa, as the downtown core is presently surrounded by neighborhoods, with the opportunity sites creating more rooftops to enjoy the benefits and amenities of a revitalized Lake Villa Triangle.

From an improved roadway network and reconfigured parking system to enhanced access to the Metra station and a more interconnected pathway system for pedestrians and bicyclists, the transportation strategies in this section explore ways to safely and efficiently get people to the Lake Villa Triangle to shop, dine, work, play, explore, board the Metra, or settle in back at home.



## APPROACH

The bicycle and pedestrian strategies were developed with input from the Lake Villa community, the results of the Bicycle Level of Service (BLOS) for on-street facilities, and field review. Improvements that are along roadways under the jurisdiction of IDOT or Lake County will require coordination with these agencies. While some of these proposals go beyond the boundaries of this plan's study area, it is important to understand the overall context of the area that connects to the Lake Villa Triangle.

## BICYCLE STRATEGIES

Lake Villa has a unique location with respect to bicycle access, including Sun Lake Forest Preserve to the northeast, Millennium Trail to the east, Grant

Woods Forest Preserve to the southwest, and Chain O'Lake Bike Path to the west. Thus, the Village is truly a central connecting point between these bicycle resources. This location provides an opportunity to connect the Lake Villa Triangle and Metra service with the nearby networks of parks, forest preserves, recreational facilities, and other destinations, such as schools, libraries, and museums.

While Lake Villa does not currently have any existing marked or dedicated bike routes, the development of a bicycle network has been identified as a priority by the Village and its residents. The Village has indicated an interest in pursuing a bike connection between the Sun Lake Forest Preserve bike trails, through the downtown area and connecting to the Grant Woods trails. This bicycle network should be designed

with the various bicycle groups -- recreational bikers, commuters, students, and casual riders -- kept in mind.

The proposed bikeway improvements include off-street shared use paths, on-street facilities, signed bike routes, and shared lanes. Intersection improvements are also proposed for safer crossings.

## PEDESTRIAN STRATEGIES

The pedestrian network in the study area is generally limited to sidewalks along both sides of Cedar Avenue and along the south side of Grand Avenue. A striped crosswalk is located on Grand Avenue at McKinley Avenue. The majority of downtown Lake Villa either has discontinuous sidewalks or completely lacks sidewalks. There are stretches of areas along both Grand Avenue and Milwaukee Avenue that have been worn down by pedestrians, creating their own walking path. Both Grand Avenue and Milwaukee Avenue have a very unfriendly pedestrian atmosphere, due to a lack of separation from the arterial roadways and relatively few, if any, pedestrian amenities. Just as much as a bicycle network, the Lake Villa community desires a safe, interconnected path system for pedestrians in the downtown area.

### A PLACE FOR BICYCLISTS & PEDESTRIANS

**The development of a bicycle network has been identified as a priority by the Village and its residents. This bicycle network should be designed with the various bicycle groups -- recreational bikers, commuters, students, and casual riders -- kept in mind. And, just as much as a bicycle network, the Lake Villa community desires a safe, interconnected path system for pedestrians in the downtown area.**

## GENERAL TRANSPORTATION STRATEGIES

Each colored line segment on the map in Figure 5.1 below represents a corridor in and around the Lake Villa Triangle. Transportation improvement strategies -- mostly regarding pedestrian and bicycle connectivity, streetscape enhancements, and parking improvements -- are assigned to each corridor. Figures 5.2 through 5.7 each provide a detailed overview of the transportation improvement strategies for each of the six corridors. For points of reference, the map below also highlights the four opportunity sites, which were detailed in Section 4.

Background information relating to the transportation improvement strategies are also provided on the following pages.

**FIGURE 5.1**  
Map Key for Specific  
Transportation Strategies

### OPPORTUNITY SITES

- ① DOWNTOWN LAKEFRONT SITE
- ② INDUSTRIAL PARK SITE
- ③ PLEVIAK SCHOOL SITE
- ④ CEDAR LAKE ROAD SITE

<b>Grand Avenue Corridor</b> SEE FIGURE 5.2	<b>Park Avenue Corridor</b> SEE FIGURE 5.6
<b>Milwaukee Avenue Corridor</b> SEE FIGURE 5.3	<b>Grant Woods Forest Preserve Connection</b> SEE FIGURE 5.7
<b>Cedar Avenue Corridor</b> SEE FIGURE 5.4	<b>Petite Lake Road, Fairfield Road &amp; Cedar Lake Road Corridors</b> SEE FIGURE 5.8
<b>Lehmann Trail</b> SEE FIGURE 5.5	<b>Intersection Improvements</b>



**FIGURE 5.2**  
**Transportation Strategies along the Grand Avenue Corridor**



### Bicycle Strategies

The map below illustrates the proposed bicycle strategies for specific segments of Grand Avenue.



### Pedestrian Strategies

A continuous sidewalk is proposed along the south side of Grand Avenue, with the north side providing a shared use path for pedestrians to access, from Deep Lake Road to Milwaukee Avenue. Roadway shoulders would be used from Milwaukee to Oak Knoll Road, along with sidewalks on both sides of Grand Avenue. The sidewalk on the south side of Grand Avenue would transfer to a shared use path from Oak Noll Drive west to Cedar Lake Road. These strategies are presented below.



### Streetscape Strategies

Streetscape elements, such as the signage illustrated in Section 6, are proposed along Grand Avenue to create a safe and attractive environment for bicyclists and pedestrians, along with a sense of arrival to the downtown core.



### Intersection Strategies

Improved intersections, both signalized and unsignalized, along Grand Avenue are proposed at Milwaukee Avenue, Cedar Avenue, and Park Avenue (see Figure 5.11 for details). The Milwaukee Avenue intersection provides the only signalization in the downtown. The Park Avenue intersection is a key crossing location, as it is part of the proposed redevelopment at the Pleviak School opportunity site and connects the downtown to the neighborhood south of Grand Avenue. Signalized intersections are proposed along Grand Avenue at Cedar Lake Road and Oak Knoll Drive, which is the proposed access point into the Downtown Lakefront opportunity site. Signalization would require IDOT coordination to conduct the traffic signal warrant and design studies. As an IDOT standard practice, these intersections would include pedestrian countdown signals and high visibility crosswalks.

#### OAK KNOLL DR TO CEDAR LAKE RD    YELLOW SEGMENT

Oak Knoll Drive is the proposed access point to the Downtown Lakefront opportunity site, which is proposed to be signalized at Grand Avenue. At this point, the south side of Grand Avenue appears to have sufficient right-of-way to accommodate a shared use path. Protected crossing locations would be at the proposed signalization of the Grand Avenue/Oak Knoll Drive intersection, as well as the proposed signalization of the Grand Avenue/Cedar Lake Road intersection.

#### EAST OF MILWAUKEE AVE TO DEEP LAKE RD    BLUE SEGMENT

This segment starts at the Lake Villa District Library. The Lindenhurst bike plans calls for a shared use path on the north side of Grand Avenue, crossing Grand at Deep Lake Road to access the Library. The proposed improvement for this segment is to continue along the north side of Grand Avenue to Milwaukee Avenue as a 10-foot shared use path. The north side is preferred to the south side due to fewer driveways near Milwaukee Avenue.



#### WEST OF MILWAUKEE AVE TO OAK KNOLL DR    PINK SEGMENT

At Milwaukee Avenue, the bike facility would transition to a shared roadway facility along both the north and south sides of Grand Avenue. While it appears that there may be enough right-of-way along the south side of Grand Avenue to continue the shared use path, there are numerous driveways that could generate bicycle-vehicular conflicts. As previously mentioned, the AASHTO Guide notes that when two-way shared use paths are located immediately adjacent to a roadway, some operational problems can occur as motorists entering or crossing the roadway may not notice path users coming from the direction opposite of vehicular traffic, or at driveways where motor vehicles may be stopped and block the path. As an alternative to the shared use path, the use of the roadway shoulders is proposed for this segment. The width and condition of the shoulders vary, especially near the Canadian National (CN) railroad crossing. The width of the travel lanes, currently at 12 feet, may need to be reduced to 11 feet to accommodate a 6 foot paved shoulder to stay within the current roadway width. IDOT coordination will be required on this proposal.

## FIGURE 5.3 Transportation Strategies along the Milwaukee Avenue Corridor



### Bicycle Strategies

The map below illustrates the proposed bicycle strategies for specific segments of Milwaukee Avenue.



### Pedestrian Strategies

A continuous sidewalk is proposed along both sides of Milwaukee Avenue.



### Streetscape Strategies

Streetscape elements, such as the signage illustrated in Section 6, are proposed along Milwaukee Avenue to create a safe and attractive environment for bicyclists and pedestrians, along with a sense of arrival to the downtown core.



### Intersection Strategies

An improved intersection at Milwaukee Avenue and Grand Avenue is proposed (see Figure 5.11 for details), as this is presently the only signalized intersection in the downtown area. Signalized intersections are proposed along Milwaukee Avenue at Cedar Avenue and Park Avenue. Adding signalization at the Cedar Avenue intersection would improve access for motorists, pedestrians, and bicyclists into the downtown core. The Park Avenue intersection is a key crossing location, as it is part of the proposed redevelopment at the Industrial Park opportunity site. Site distance and travel speeds may be a safety issue at this intersection. In addition to the proposed Industrial Park opportunity site, this signalized intersection would provide improved access to the Prince of Peace Church and School on the opposite side of Milwaukee Avenue. Further analysis beyond the scope of this study would be needed to determine bikeway access south of Park Avenue. Additionally, the IDOT Milwaukee Avenue study will address bicycle and pedestrian needs.

### NORTH OF GRAND AVE TO PETITE LAKE RD YELLOW SEGMENT

Milwaukee Avenue north of Grand Avenue has two travel lanes per direction, narrowing to one lane per direction. Signalized intersections are located at Grand Avenue and Petite Lake Road. The roadway travels over the CN railroad. This segment does not have paved shoulders or sidewalks. With two travel lanes in each direction, there is limited existing roadway space to accommodate bicycles. Further, the BLOS indicates that an on-road facility would not be appropriate. An off-road shared use path along the east side of Milwaukee Avenue is proposed. There are few driveways located on the east side as compared to the west side. The shared use path would travel back onto the roadway bridge to travel over the CN railroad. Bike riders would use the existing sidewalk although a barrier should be added. A long-term solution would be a multi-use bridge over the CN railroad. Additionally, the intersection of Milwaukee Avenue and Cedar Avenue should be considered for signalization. This is a key entry location for downtown Lake Villa and would provide a protected crossing location. IDOT coordination will be required on this proposal. This path would connect to Frank Lofredo Park and the Sun Lake Forest Preserve trails located west of Milwaukee Avenue as well as the Petite Lake Road bike path. From these connections, a connection would be possible to Lakes Community High School.

### SOUTH OF GRAND AVE TO PARK AVE PINK SEGMENT

South of Grand Avenue, Milwaukee Avenue carries a higher volume of traffic and also narrows to one lane per direction. Travel lanes are 12 feet with an 8 foot shoulder. Similar to the downtown segment of Grand Avenue, a shared roadway alternative is proposed along Milwaukee Avenue from Grand Avenue to Park Avenue. The width and condition of the shoulders vary, and will need to be paved. The intersection of Milwaukee Avenue and Park Avenue should be considered for future signalization to address access to the Lake Villa Industrial Park opportunity site on the west side, as well as provide a safe pedestrian and bicycle crossing. Site distance and travel speeds may be a safety issue for this intersection. This segment would provide connections to the Lake Villa Industrial Park opportunity site and Prince of Peace Church/School on the opposite side of Milwaukee Avenue. Further analysis beyond the scope of this study would be needed to determine bikeway access south of Park Avenue. Additionally, the IDOT Milwaukee Avenue study will address bicycle and pedestrian needs.



## FIGURE 5.4 Transportation Strategies along the Cedar Avenue Corridor



### Bicycle Strategies

The map below illustrates the proposed bicycle strategies for specific segments of Cedar Avenue.



### Pedestrian Strategies

Cedar Avenue is presently served by continuous sidewalks, with a few small gaps, along both sides of the street from Grand Avenue to Milwaukee Avenue. Breaks in the sidewalk network should be filled in as resources become available. Any new streetscape improvements or site redevelopments will need to maintain sidewalks to ensure no breaks in the network. In addition, the pedestrian connection from Cedar Avenue to the Metra station will need to be improved with the installation of a new pedestrian walkway, which would be part of the redesign of the parking area at the rear of the buildings on the east side of Cedar Avenue, as illustrated in Figure 5.14 (see label A).



### Streetscape Strategies

Streetscape elements, such as the signage illustrated in Section 6, are proposed along Cedar Avenue to create a safe and attractive environment for bicyclists and pedestrians, along with a sense of arrival to the downtown core. Other streetscape improvements for Cedar Avenue are illustrated in Figures 5.12 through 5.14, including elements like a mid-block pedestrian crossing, redesigned on-street parking, and a new access point into the proposed redevelopment on the Downtown Lakefront opportunity site to the west.



### Intersection Strategies

Improved intersections along Cedar Avenue are proposed at Grand Avenue and Milwaukee Avenue (see Figure 5.11 for details). The Grand Avenue intersection would include modified right-of-way dimensions and a left turn lane onto Cedar Avenue. The Milwaukee Avenue intersection would include new signalization to improve access for motorists, pedestrians, and bicyclists onto Cedar Avenue.

### SOUTH OF RAILROAD TO GRAND AVE PINK SEGMENT

There is currently not enough existing roadway to accommodate a designated bicycle facility along Cedar Avenue between Grand Avenue and the railroad. However, sidewalks presently exist along this segment of Cedar Avenue. New bike paths are proposed at the Lehmann Park and lakefront areas, as part of the proposed redevelopment for the Downtown Lakefront opportunity site, which will provide connections to Grand Avenue.

### SOUTH OF MILWAUKEE AVE TO RAILROAD YELLOW SEGMENT

With proposed bicycle facilities along Grand Avenue and Milwaukee Avenue, Cedar Avenue will have bicyclists traveling along the road. A shared vehicular/bicycle lane is proposed along Cedar Avenue from Milwaukee Avenue to the railroad.

### ALONG RAILROAD BLUE SEGMENT

Potential Lehmann Trail (see Figure 5.5).



**FIGURE 5.5**  
Transportation Strategies along the Potential Lehmann Trail



### Bicycle Strategies

A new bike trail system is proposed to connect the trails in Sun Lake Forest Preserve and around Lehmann Mansion to Cedar Avenue, Lehmann Park, the Cedar Lake waterfront, and future redevelopment of the Downtown Lakefront opportunity site.



### Pedestrian Strategies

Sidewalk connections should be made where new bike trails are not planned to provide a safe, continuous path system for pedestrians, particularly along near major roads and the railroad.



### Streetscape Strategies

Streetscape elements, such as the signage illustrated in Section 6, are proposed along Cedar Avenue to create a safe and attractive environment for bicyclists and pedestrians, along with a sense of arrival to the downtown core.



### Intersection Strategies

A potential underpass beneath Milwaukee Avenue would allow passage of bicyclists and pedestrians traversing from the east side of the road to the west. Though not an at-grade intersection, the CN Railroad crosses below Milwaukee Avenue.



## FIGURE 5.6 Transportation Strategies along the Park Avenue Corridor



### Bicycle Strategies

The map below illustrates the proposed bicycle strategies for specific segments of Park Avenue.



### Pedestrian Strategies

The sidewalk network along Park Avenue is sporadic, with sidewalks provided near the Grand Avenue intersection, then a large gap before sidewalks appear again along the industrial park towards Milwaukee Avenue. Breaks in the sidewalk network should be filled in as resources become available. Any new streetscape improvements or site redevelopments will need to maintain sidewalks to ensure no breaks in the network. Since part of Park Avenue traverses by the industrial park, sidewalks should be designed with enhanced safety in mind due to truck traffic generated by the industrial uses.



### Streetscape Strategies

Streetscape elements, such as the signage illustrated in Section 6, are proposed at the points where Park Avenue intersects with Grand Avenue and Milwaukee Avenue to create a safe and attractive environment for bicyclists and pedestrians, along with a sense of arrival to downtown.



### Intersection Strategies

Improved intersections along Park Avenue are proposed at Grand Avenue and Milwaukee Avenue (see Figure 5.11 for details). The Park Avenue intersection at Grand Avenue is a key crossing location, as it is part of the proposed redevelopment at the Pleviak School opportunity site and connects the downtown to the neighborhood south of Grand Avenue. Adding signalization at this intersection would improve access for motorists, pedestrians, and bicyclists into the downtown core. The Park Avenue intersection at Milwaukee Avenue is another key crossing location, as it is part of the proposed redevelopment at the Industrial Park opportunity site. Site distance and travel speeds may be a safety issue at this intersection. In addition to the proposed Industrial Park opportunity site, this signalized intersection would provide improved access to the Prince of Peace Church and School on the opposite side of Milwaukee Avenue. Further analysis beyond the scope of this study would be needed to determine bikeway access south of Park Avenue. Additionally, the IDOT Milwaukee Avenue study will address bicycle and pedestrian needs.

#### RAILROAD CROSSING    BLUE

Park Avenue is separated from Palombi Middle School, residential areas, and the Grant Woods Forest Preserve by the CN Railroad. With a couple of undeveloped parcels east of the railroad and school district land west of the railroad, a long term opportunity would be a grade separated pedestrian/bicycle crossing over the railroad.

#### GRAND AVE TO MILWAUKEE AVE    PINK

This segment would connect the proposed redevelopment on the Industrial Park opportunity site to Lake Villa's core downtown area. A signed bike route is proposed for Park Avenue along this segment.

#### MILWAUKEE AVE TO DEEP LAKE RD    YELLOW

Park Avenue intersects Milwaukee Avenue and continues east to Forest Preserve property. A few small street "stubs" provide opportunities to connect bikeways to the Lake Villa District Library. Connections could also be made to Deep Lake Road where bicyclists could continue north to other destinations, like Deep Lake, Crooked Lake, and Lakes Community High School.



**FIGURE 5.7**  
Transportation Strategies for a Potential Grant Woods Forest Preserve Connection



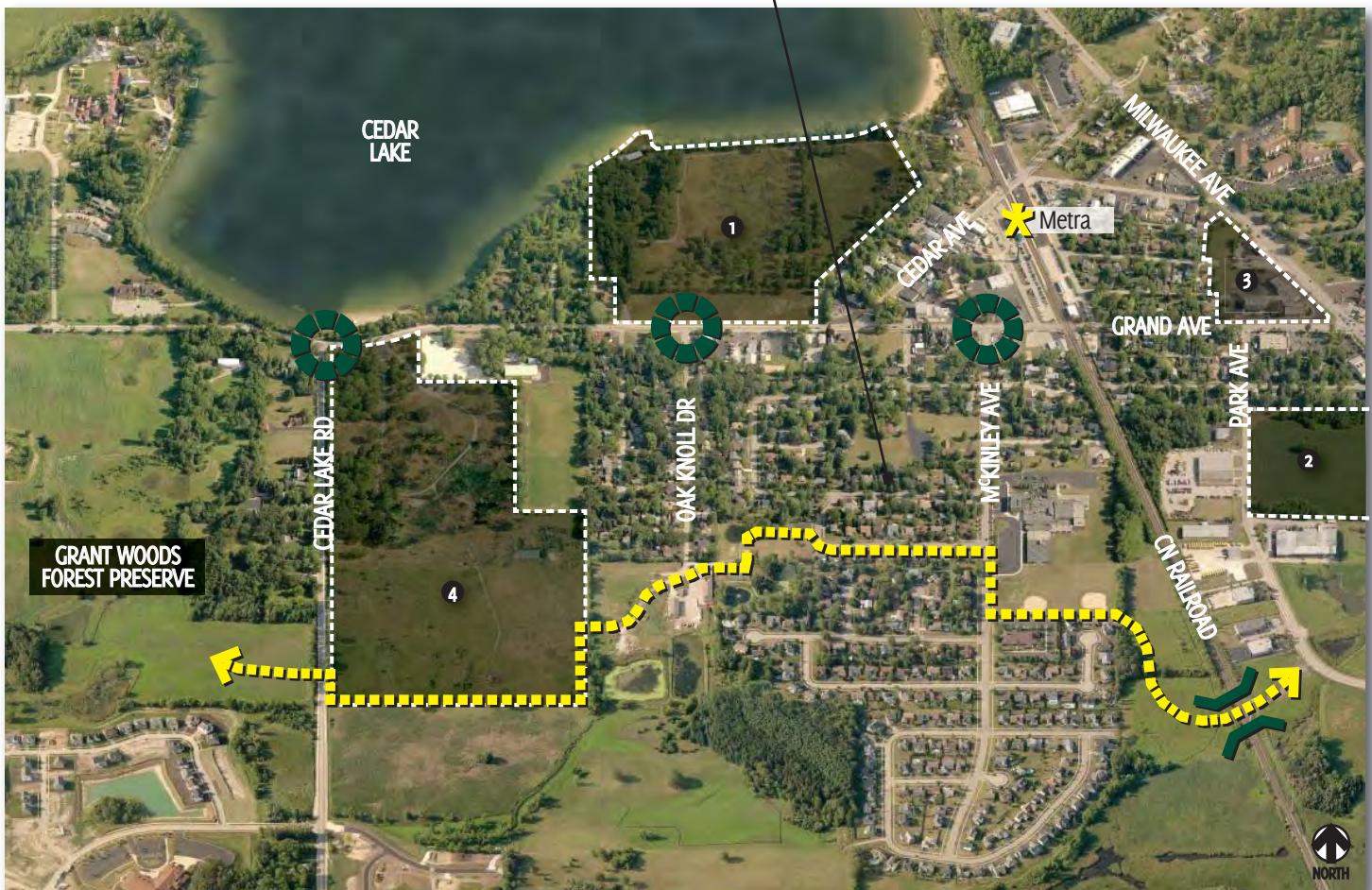
### Bicycle Strategies

The map below illustrates the proposed bicycle strategies for a potential Grant Woods Forest Preserve connection from McKinley Avenue west to Cedar Lake Road.



### Pedestrian Strategies

This proposed connection is generally intended to provide improved connectivity for regional bike trails that are presently disconnected from each other. However, these bicycle strategies may also benefit pedestrians.



### PARK AVE TO CEDAR LAKE RD    YELLOW SEGMENT

With potential to connect to the proposed bicycle route extension from Park Avenue (see Figure 5.5), a bikeway connection is proposed to extend westward to Grant Woods Forest Preserve, which starts on the west side on Cedar Lake Road. In general, the proposed bikeway connection would start from Park Avenue, traverse west around the Palombi Middle School campus, meander through the neighborhood west of McKinley Avenue, travel around the southern boundary of the proposed redevelopment for the Cedar Lake Road opportunity site and then connect to the existing trails in Grant Woods Forest Preserve.

**FIGURE 5.8****Transportation Strategies along the Petite Lake Road, Fairfield Road & Cedar Lake Road Corridors****Bicycle Strategies**

The map below illustrates the proposed bicycle strategies for specific segments of Petite Lake Road and Fairfield Road.

**Pedestrian Strategies**

Although Petite Lake Road and Fairfield Road are both beyond the scope of this plan, they have connectivity to other roads -- namely Milwaukee Avenue and Grand Avenue -- that significantly impact the downtown area. As a result, sidewalk connectivity should be provided as necessary to ensure continuous pedestrian access.

**FAIRFIELD RD    YELLOW SEGMENT**

Under the jurisdiction of Lake County, planned improvements to Fairfield Road will enhance connectivity to the Lake Villa Triangle via Grand Avenue. In particular, the Village of Lake Villa received a Safe Routes to School (SRTS) grant to improve the Grand Avenue crossing at Fairfield Road to connect Caboose Park with Martin Elementary School. This project was just recently funded. Also, the intersection of Grand Avenue and Fairfield Road is a programmed improvement project as part of IDOT's capital improvement plan (2014-2018).

**CEDAR LAKE RD    BLUE SEGMENT**

Cedar Lake Road is under the jurisdiction of Lake County. With 8 ft shoulders, Cedar Lake Road could be a shared roadway with bicycles, connecting residential areas to the south to the downtown area.

**PETITE LAKE RD    PINK SEGMENT**

Like Fairfield Road, Petite Lake Road is under the jurisdiction of Lake County. Petite Lake Road was recently realigned at the intersection of Milwaukee Avenue. The vacated segment now includes a new bike path which provides an attractive bicycle route at a major intersection with potential connectivity to Sun Lake Forest Preserve to the east and other potential bicycle facilities along Milwaukee Avenue.

## EXISTING & PROPOSED REGIONAL CONNECTIVITY

There are a number of county and regional bike facilities near Lake Villa, including trails in the Sun Lake Forest Preserve, Grant Woods Forest Preserve, and Duck Farms Forest Preserve, as shown in the Lake County Bike Map in Figure 5.9.

### Northwest Municipal Conference Bicycle Plan

The Northwest Municipal Conference (NWMC) recently completed a Bicycle Plan, which included goals to produce a more detailed corridor analysis and formulate an implementation strategy for regional bicycle facilities. Complementing these larger goals are recommendations for preparing local bike plans; creating bike safety, education, and encouragement programs; installing regional signage; and pursuing grant opportunities. There are several facilities recommended for the Round

Lake Beach/Lake Villa/Antioch area, with connections to existing forest preserve trails, including Petite Lake Road/Fairfield Road and Grass Lake Road.

Additionally, there has also been discussion of the future of Petite Lake Road, which was recently closed with a new bypass constructed. Petite Lake Road intersects with Milwaukee Avenue (IL 83), which might provide an opportunity for connecting regional bike facilities.

### IDOT Plans

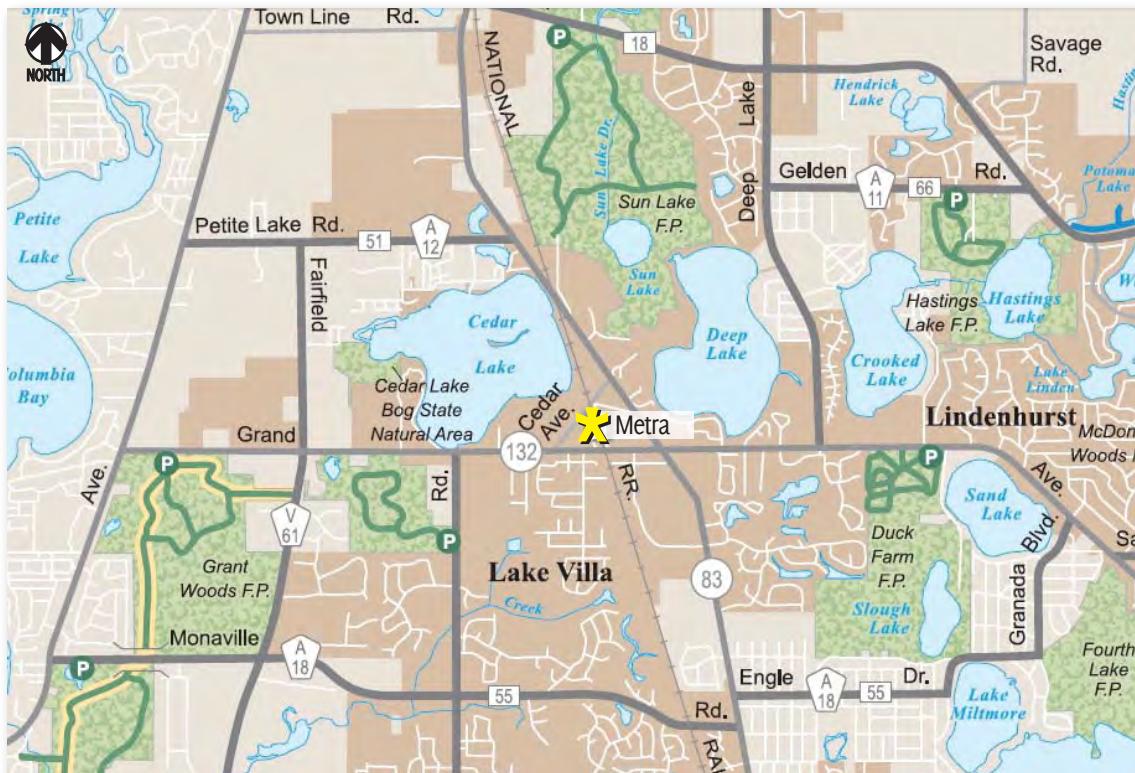
The Illinois Department of Transportation (IDOT) is planning to improve Grand Avenue between Munn and Sand Lake Roads and is currently in the preliminary engineering phase. The IDOT improvement includes a sidewalk along the south side of Grand Avenue and a multi-use path located on the north side which will connect to the Millennium Trail system. The Village of Lindenhurst has hired a consultant to prepared streetscape plans to go along with the

IDOT plan. Construction is expected to begin in 2014.

The Village has been moving forward with an off-road multi-use path along the north side of Grand Avenue from Munn Road to Deep Lake Road. This project is being funded by a \$250,000 state grant. The Village has also applied for an Illinois Transportation Enhancement Program (ITEP) grant to cover the Village's share of the engineering design and construction.

### Fox Lake Bikeways Plan

The Village of Fox Lake is currently completing a Greenways and Bikeways Plan. Fox Lake, located west of Lake Villa, is part of the Chain of Lakes area. An existing trail extends from the southeast end of Grant Woods, connecting near Monaville Road. With the Grant Woods trail system, connections can be made to the Fox Lake/Chain of Lakes area and the Chain O' Lakes Bike Path.

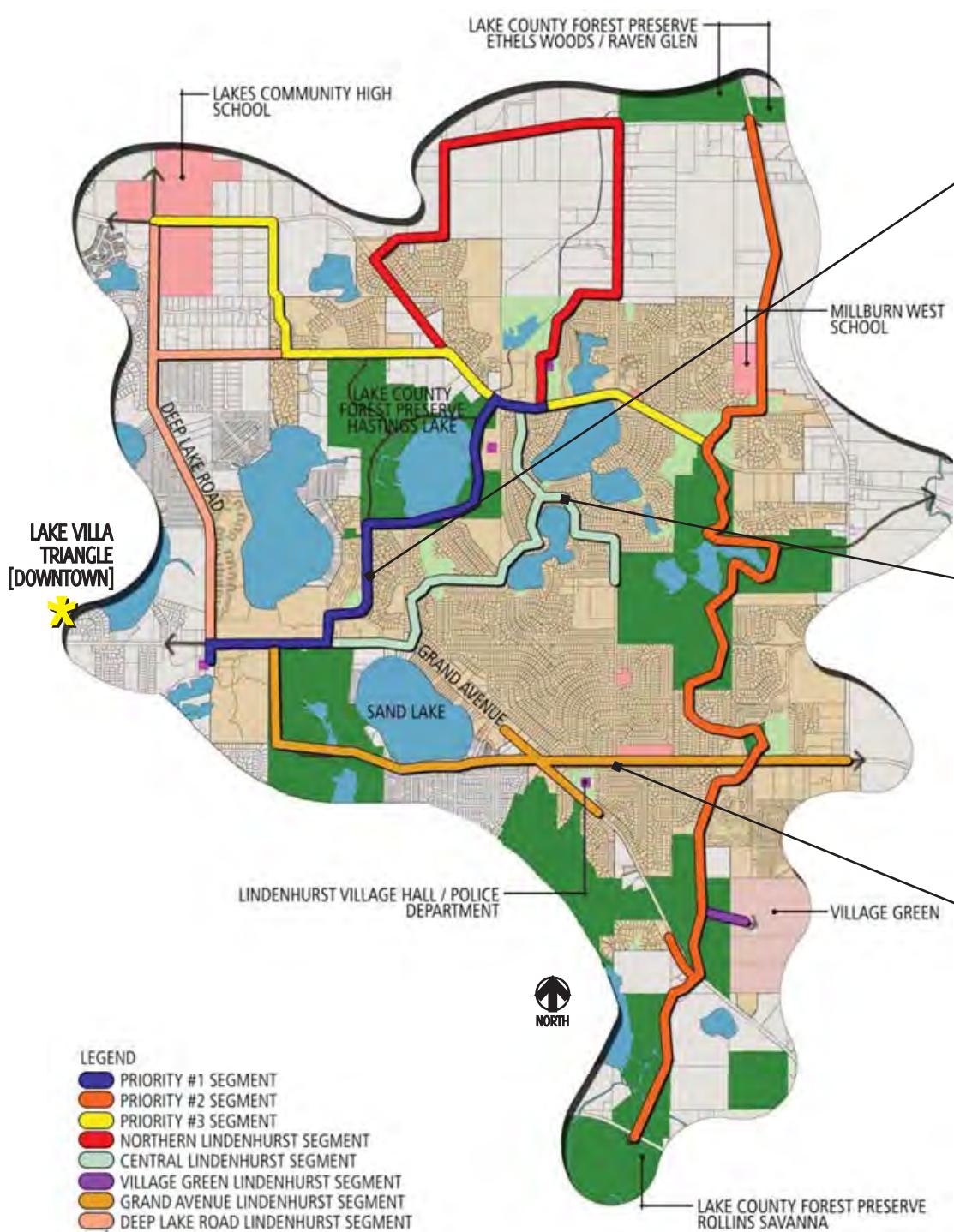


**FIGURE 5.9**  
**Lake County**  
**Bike Map**  
[Lake Villa Area]

The Lake Villa Triangle (indicated by the yellow star on the map) is located near multiple Lake County Forest Preserves, including Grant Woods to the west, Sun Lake to the north, and Duck Farm and Hastings Lake to the east. All four of these Forest Preserves provide internal trail networks. The bicycle and pedestrian strategies detailed in Figures 5.2 through 5.8 are intended to create linkages to these trail networks.

## Lindenhurst Pedestrian & Bicycle Comprehensive Plan

The Village of Lindenhurst, located immediately east of Lake Villa, completed a village-wide pedestrian and bicycle plan in 2008 to define a future pedestrian and bicycle connection network within the Village. Included in this plan are several segments proposed to be located along Grand Avenue (IL 132) and impact the Lake Villa Triangle, as illustrated on Figure 5.10.



**FIGURE 5.10**  
**Lindenhurst Bikeway Recommendations Impacting the Lake Villa Triangle**

**Priority # 1 Trail Segment** connects the Engle Memorial Park/Community Center to the Lake Villa District Library. This proposed segment travels along the north side of Grand Avenue from Munn Road to the Lake Villa District Library. The proposed cross-section of this segment is an 8-foot multi-use path located on the south side of Grand Avenue, separated by a landscaped buffer.

**Central Lindenhurst Segment** starts at Grass Lake Road and Beck Road to Grand Avenue and Munn Road. This segment travels along Grand Avenue from Hawthorne Drive to Munn Road. The proposed cross-section of this segment is a 4-foot roadway extension to create a pedestrian/bicycle lane.

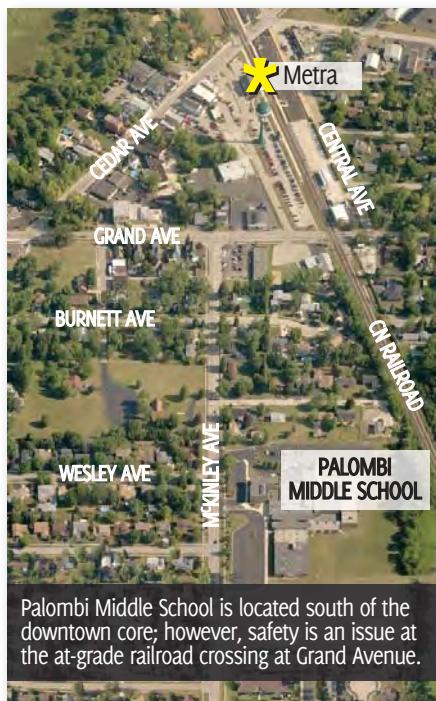
**Grand Avenue Trail Segment** generally runs along Sand Lake Road, starting near US Highway 45, but also includes a segment along Grand Avenue north and south of Sand Lake Road (trail cross-section A). The proposed cross-section of this segment is a 4-foot roadway extension to create a pedestrian/bicycle lane.

## MAJOR DESTINATIONS

While the focus of this plan is the downtown area, connections from the downtown to other major destinations will result in a more successful network for bicycles and pedestrians.

Major destinations in the Village of Lake Villa and surrounding areas that are important to consider include:

- » Downtown Lake Villa
- » Lake Villa Metra station
- » Lake Villa Village Hall
- » Pleviak Elementary School
- » Palombi Middle School
- » Martin Elementary School
- » Lakes Community High School
- » Prince of Peace Church/School
- » Lake Villa District Library
- » Sun Lake Forest Preserve
- » Grant Woods Forest Preserve
- » Frank Loffredo Park
- » Lehmann Park
- » Sherwood Memorial Park
- » Glacier Park
- » Kids Hope United



## ROADWAY SUITABILITY FOR BICYCLES

Determining the suitability of a roadway as a bicycle facility and the “bicycle friendliness” of a roadway for the casual bike rider is an important decision-making tool. One of the most commonly used tools to determine roadway suitability is the Bicycle Level of Service (BLOS) measure. Determining comfort using the BLOS is based on physical and operating variables of the roadway, such as roadway width, traffic volume, travel speeds, truck traffic, pavement condition, and on-street parking. The BLOS model was developed using the following variables:

- » Number of through lanes per direction of travel
- » Width of outside travel lane
- » Width of additional spaces such as paved shoulder or bike lane
- » Average Daily Traffic (ADT) volumes
- » Posted speed limit
- » Percentage of trucks
- » FHWA’s pavement condition rating
- » Parking conditions

The output of the BLOS is a level of service (LOS) rating that ranges from A to F, as indicated on the service and score range in Figure 5.11.

Roadways with a lower numerical score result in a better LOS rating, as shown below. Roadways with a LOS A have a higher level of comfort and compatibility for bicyclists while a roadway with a LOS F would indicate that this roadway is not suitable for an on-street bicycle facility. Typical industry standards are that on-street bicycle facilities should be limited to roadways with LOS A, B, or C.

A BLOS evaluation was conducted for the two key roadways travelling through Lake Villa –Grand Avenue and Milwaukee Avenue. Results are presented in Figure 5.11.

The above evaluation indicates that Grand Avenue west of Cedar Avenue and Milwaukee Avenue south of Grand Avenue would be more comfortable to the average-skilled adult bicycle rider riding on an on-street bicycle facility. Grand Avenue east of Cedar Avenue

**FIGURE 5.11**  
**Bicycle Level of Service**

Level of Service	BLOS Score
A	Equal to or less than 1.5
B	From 1.5 up to 2.5
C	From 2.5 up to 3.5
D	From 3.5 up to 4.5
E	From 4.5 up to 5.5
F	Greater than 5.5

Roadway Segment	BLOS Score <sup>a</sup>	BLOS	Compatibility Level
Grand Ave west of Cedar Ave	0.88	A	Extremely High
Grand Ave east of Cedar Ave	2.11 to 2.57	B to C	Very / Moderately High
Milwaukee Ave north of Grand Ave	3.02 to 3.40	C	Moderately High
Milwaukee Ave south of Grand Ave	2.45	B	Very High

and Milwaukee Avenue north of Grand Avenue would be more uncomfortable to the average-skilled adult rider. These segments should consider the use of off-road facilities rather than on-street facilities.

Additionally, it is important to consider future conditions. As presented in the Existing Condition Report, IDOT is currently conducting a study along Milwaukee Avenue to develop alternatives to accommodate future growth. No roadway improvements are planned or programmed for Grand Avenue between Milwaukee Avenue and Fairfield Road.

## DESIGN OF BICYCLE FACILITIES

The Guide for the Development of Bicycle Facilities, prepared by the Ameri-

can Association of State Highway and Transportation Officials (AASHTO), 1999, is the predominant reference guide for the design of bicycle and pedestrian facilities. According to the AASHTO guide, the design of new facilities should be consistent with the community's overall goals for bicycle travel and should consider the type of riders, physical characteristics of the roadway, and the volume and speed of traffic.

The design of bicycle facilities must take into consideration the physical space available and the type of bicycle rider. Typically, bicycle facilities are designed for a basic bicycle user, who is less confident riding anywhere and prefers to use roadways with a more comfortable amount of operating space, perhaps space designated for bicycles

or shared use paths away from motor vehicle traffic. This could also include children who are still developing their bike handling skills.

Bicycle facilities can include any type of road, marked routes, shared lanes, or off-road paths. There are different classifications of facilities, including:

### On-Street Bicycle Facilities

- » Shared roadways (wide curb lane, paved shoulders)
- » Signed shared roadways
- » Bike lanes

### Off-Street Bicycle Facilities

- » Shared use paths
- » Bike trails
- » Other designations

## SHARED ROADWAYS

Roadway width is the most critical variable affecting the ability of a roadway to accommodate bicycles. Improvements such as paved shoulders (on more rural roadways) or wide curb lanes can be used to accommodate bicycles. Paved shoulders are recommended to be 5 feet., but at a minimum should be at least 4ft wide (excluding gutter pan or any area with rumble strips). Any shoulder less than 4 feet is better than none at all, but should not be signed or marked as a bicycle facility. Wide curb lanes can be used where shoulders are not provided. An outside, or curb, lane is recommended to be 14 to 15 feet between the lane stripe to the gutter pan.



## BIKE LANES

Bike lanes are a portion of the roadway that is dedicated for the preferential use of bicycles, separated by striping, pavement markings, or signing. On-street bike lanes are typically provided in the direction of travel. The preferred width of a bike lane is 5 feet, although 4 feet can be used along roadways with no curb or gutter. A greater width is preferred when there are higher truck volumes or travel speeds exceed 50 miles per hour.

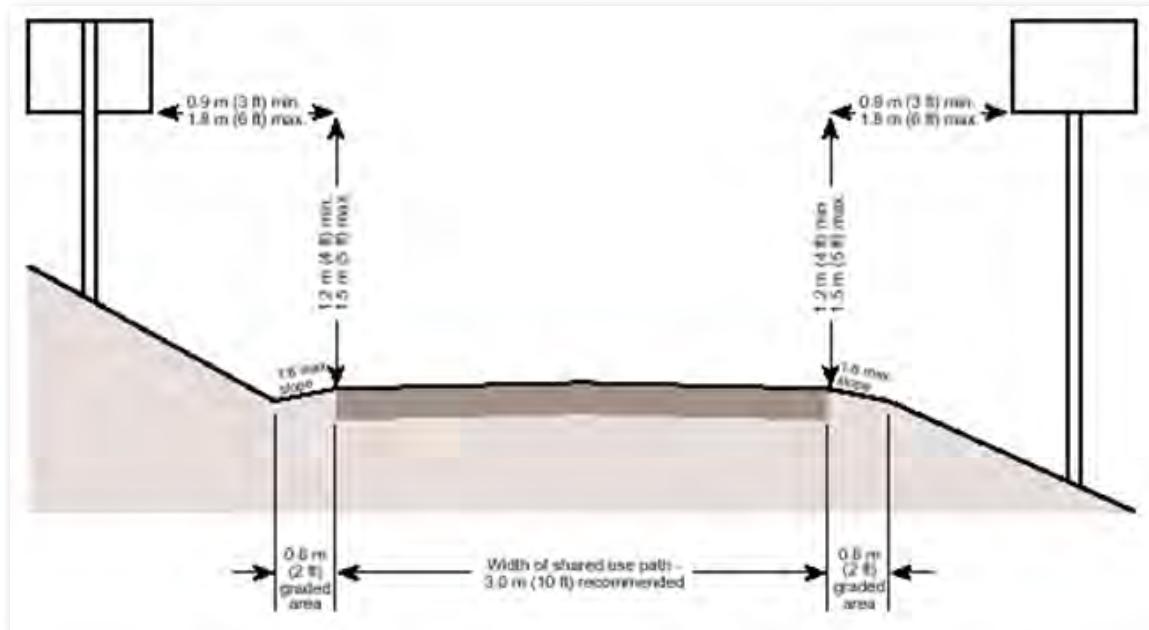


## SHARED USE PATHS

Shared use paths are facilities physically separated from motorized vehicular traffic by an open space or barrier, either within a highway right-of-way or within an independent right-of-way. These paths are commonly designed for two-way travel by pedestrians, bicycles, skaters, and runners. The typical recommended width of a shared use path is 10-feet, although can range from 8 to 12 feet. A one-direction path should be 6-feet wide. The AASHTO Guide notes that when two-way shared use paths are located immediately adjacent to a roadway, some operational problems are likely to occur. This can occur at intersection locations where motorists entering or crossing the roadway may not notice path users coming from the direction opposite of vehicular traffic, or at driveways where motor vehicles may be stopped and block the path. Great care has to be taken in managing the operation of trail/roadway intersections to ensure safety, convenience and comfort are balanced. Trail users don't want to have to stop every few hundred yards at every driveway and intersection, especially where crossing traffic volumes are very small. Nor do designers want to set up dangerous conflicts between auto traffic and trail users by providing inadequate information and traffic control at intersections.



Appropriate signage in accordance with the Manual on Uniform Traffic Control Devices (MUTCD) should be placed at these locations. A separation between the path and the roadway of at least 5-feet is recommended. In the case that this width is not available, then a physical barrier should be used. A 2-foot clearance along both sides of the path should be maintained. □



CROSS SECTION OF A TWO-WAY SHARED USE PATH ON SEPARATED RIGHT-OF-WAY

## INTERSECTION IMPROVEMENTS

The transportation strategies noted in Figures 5.2 through 5.8 include intersection improvements that will create safer pedestrian and bicycle crossings and provide improved auto traffic circulation at key intersections in the Lake Villa Triangle. Notably, intersection improvements, both signalized and unsignalized, are most needed along the Grand Avenue corridor, which carries traffic from neighboring Lindenhurst and Fox Lake Hills into Lake Villa, as well as connects to other major arterial roads, like Milwaukee Avenue and Route 59 to the west. Grand Avenue also creates the southern boundary of Lake Villa's downtown core and traverses past three of the four downtown redevelopment opportunity sites, which are detailed in Section 4. The graphics in Figure 5.12 provide details on the proposed improvements for the Grand Avenue intersections at Milwaukee Avenue, Cedar Avenue, and Park Avenue.

**FIGURE 5.12**  
Intersection Improvements



### GRAND AVE & CEDAR AVE    YELLOW CIRCLE

Improvements for the intersection at Grand Avenue and Cedar Avenue include: (1) Adding a left turn lane from eastbound Grand Avenue to northbound Cedar Avenue; and (2) Reducing the crossing of Cedar Avenue by extending the curb line on the north side and reducing the driveway width on the northwest corner.

### GRAND AVE & PARK AVE    PINK CIRCLE

The intersection at Grand Avenue and Park Avenue should be improved by adding design elements such as curb extensions, improved signage, and warning lights, like in-roadway warning lights or high intensity activated crosswalk (HAWK) that includes a combination of a beacon flasher and signage. These improvements are activated generally by push button and provide a visual clue for motorists that a pedestrian is crossing. This is a key crossing location as part of the proposed redevelopment on the Pleviak School opportunity site and connects the neighborhoods south of Grand Avenue to the downtown and Metra station.

### GRAND AVE & MILWAUKEE AVE    BLUE CIRCLE

The intersection of Milwaukee Avenue and Grand Avenue is the only signalized intersection in the downtown, and thus provides the only protected crossing for pedestrians. It provides a direct connection to the downtown triangle and the Metra station. However, this intersection is very wide with left turn, right turn, and through lanes, as well as Milwaukee Avenue traveling at an angle. Some alternatives that could improve the safety for pedestrians:

- » Construct raised channelizing islands for the ‘pork chop’ style right turn lanes
- » Add control to right turn lanes with signs such as yield to pedestrians, stop, or no turn on red
- » Construct right turn lanes as close to 90 degrees as possible
- » Reduce turning radii
- » Stripe with high visibility crosswalks
- » Set back stop bars to account for angled roadway and place crosswalk as close to natural walking path as possible to minimize crossing distance

## PARKING STRATEGIES

Parking is typically a core element of a downtown area, providing opportunities for business owners, employees, shoppers, residents, and commuters, provided there is a transit facility, such as the Metra station in Lake Villa's downtown. Parking characteristics in Downtown Lake Villa include:

- » Of the 237 total parking spaces, about 62% (146 spaces) are private, while the remaining 38% (91 spaces) are public. Public parking includes both off-street and on-street spaces. Private parking includes only off-street spaces. However, there is a significant amount of private, unmarked spaces located behind buildings that are used for parking. If these spaces were marked for parking, then the percentage of off-street spaces would be much higher.
- » Limited amount of public parking with present inventory consisting of about 58 on-street (Cedar Avenue) and 33 off-street spaces behind Village Hall and the Fire Station.
- » No public parking is provided on the west side of Cedar Avenue; downtown employees and visitors traveling from the north must do a U-turn to access on-street spaces.
- » Large inventory of private parking (behind/next to buildings) primarily dedicated to business owners and employees; while some spaces are marked, a large amount of these spaces are unmarked, generally with gravel or grassy surface.
- » Metra parking is about 46% utilized, with 107 of the 234 total commuter parking spaces being used on an average weekday
- » As redevelopment occurs within and adjacent to the downtown, additional parking resources may need to be considered.

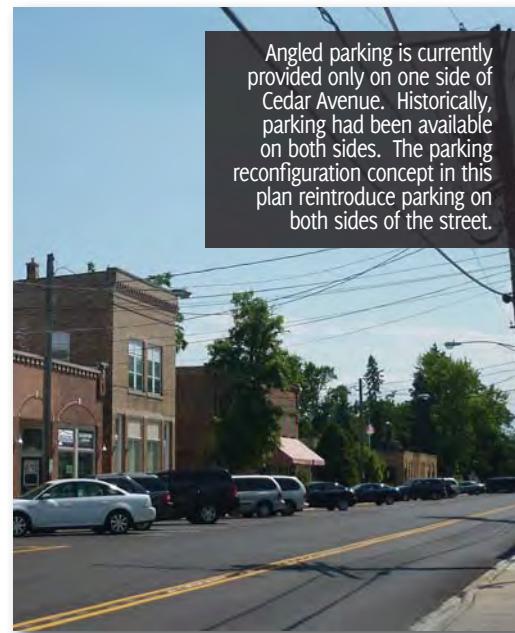
### STRATEGIES TO IMPROVE DOWNTOWN PARKING RESOURCES

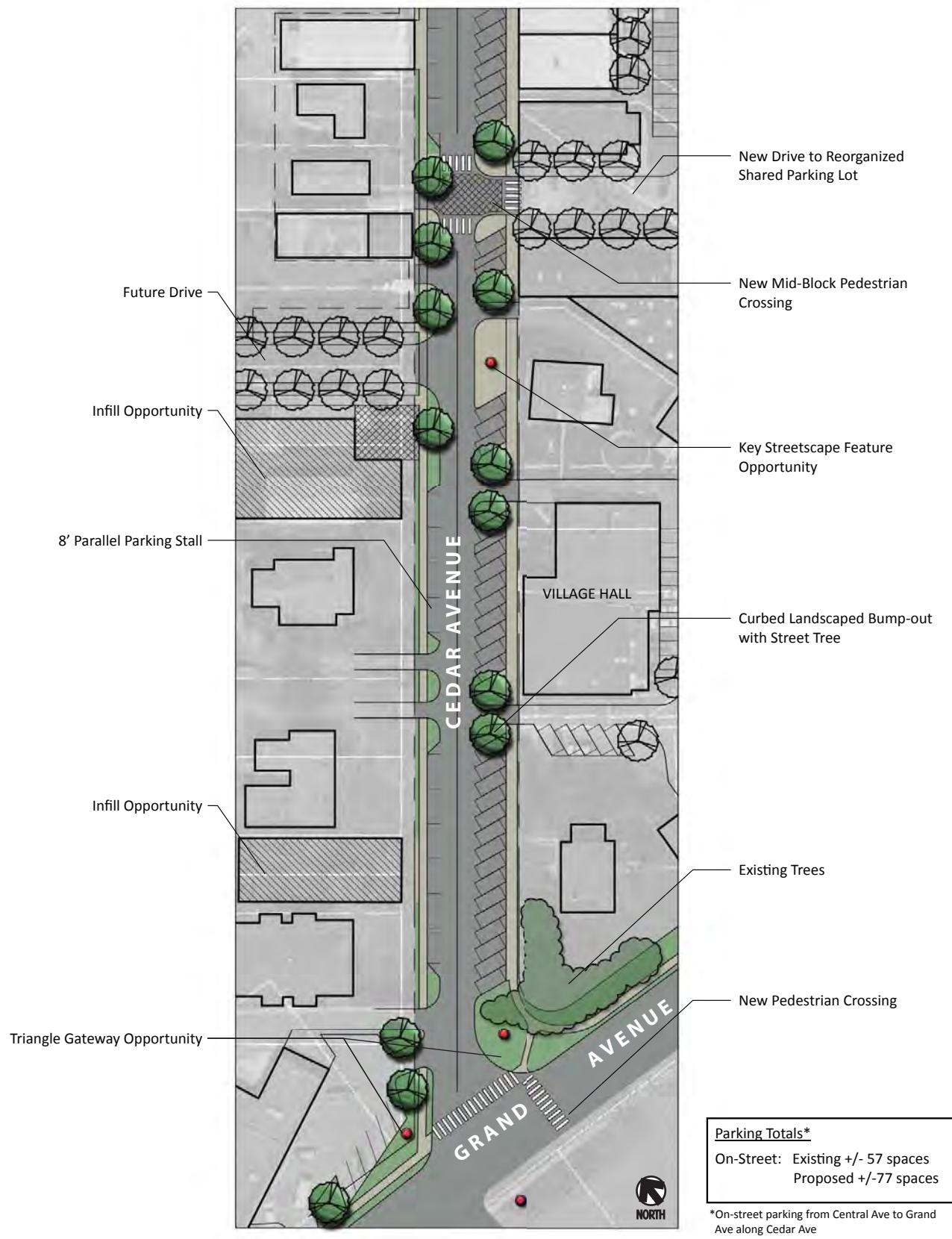
**Reconfigure Cedar Avenue to provide parking on both sides of the roadway (see Figures 5.13 and 5.14 for details).**

**Consolidate and reconfigure private parking spaces behind buildings (see Figure 5.15 for details). Additionally, connections between the parking areas would allow for consolidated access/egress and improved internal traffic flow.**

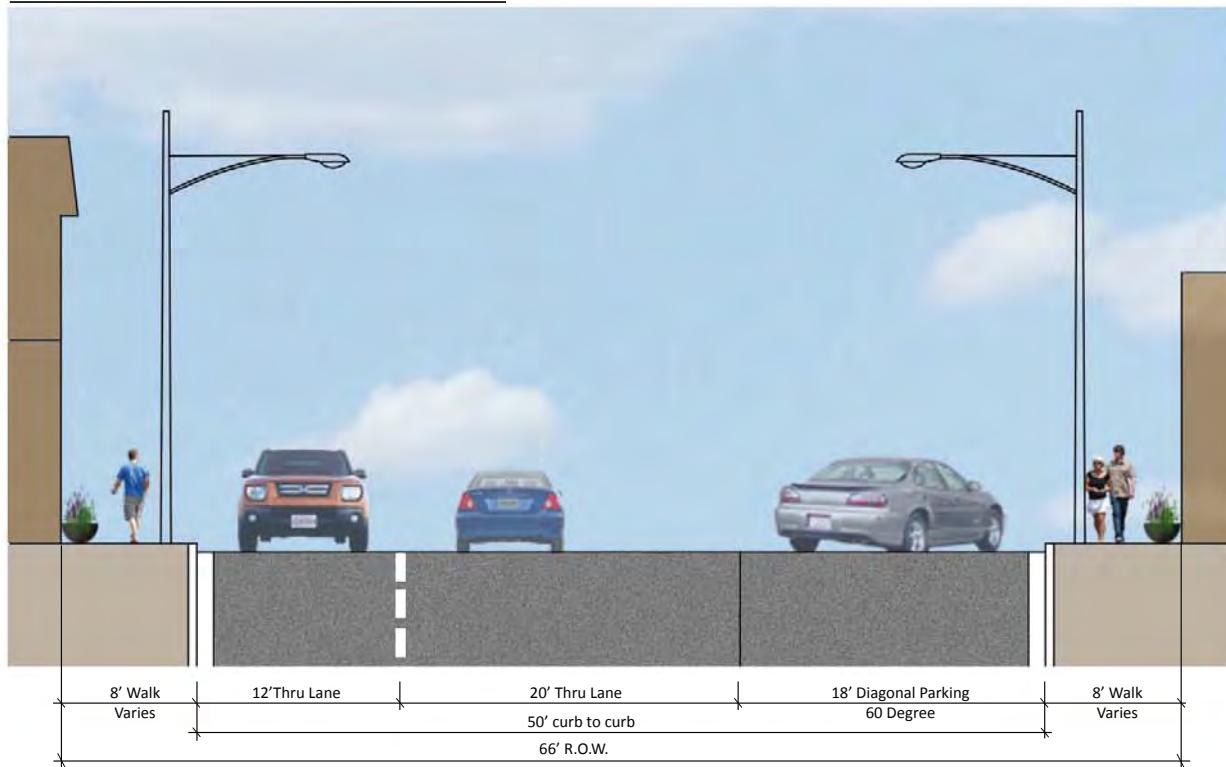
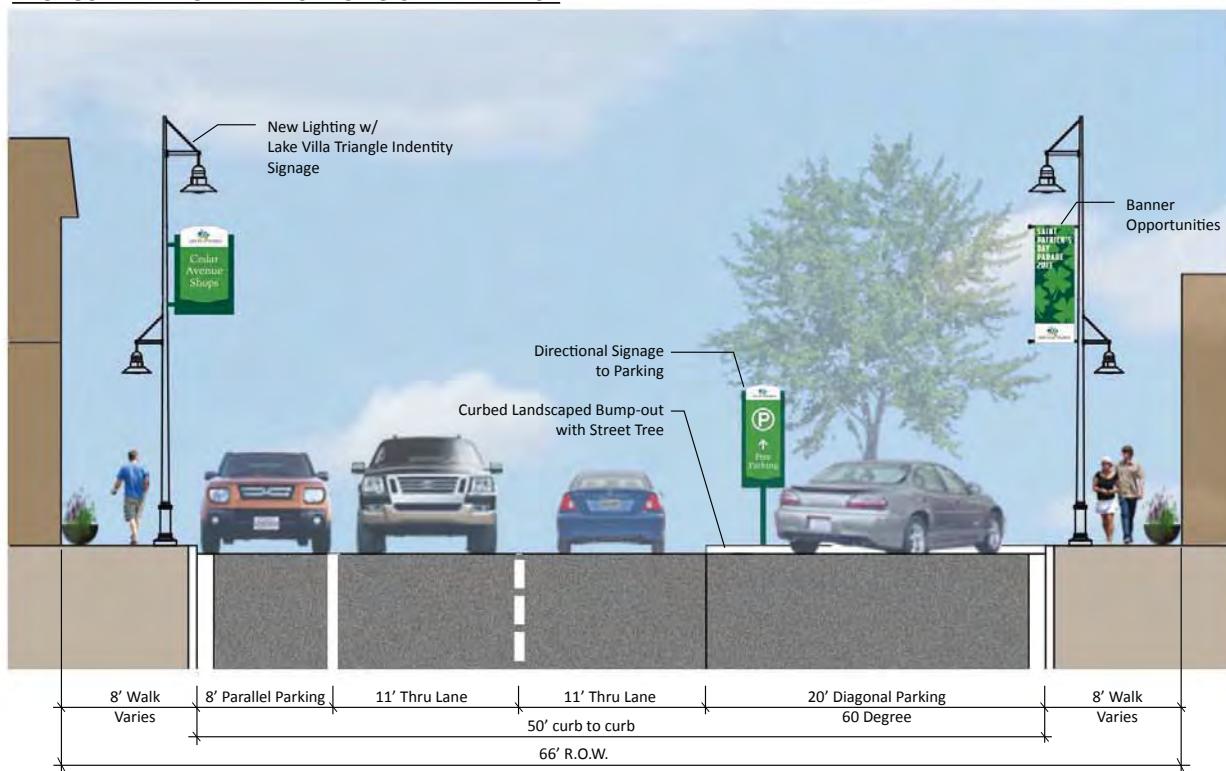
**Provide improved pedestrian connections to link the Metra parking spaces to the downtown as well as to redevelopment projects (see the graphics on pages 24 and 25).**

**Consider additional parking resources as redevelopment occurs within and adjacent to the downtown. As presently proposed, all redevelopment concepts will generate sufficient parking through a combination of on-street, surface, and structured below-grade parking.**





**FIGURE 5.13 - PLAN VIEW**  
**Parking Reconfiguration & Streetscape Improvements along Cedar Ave**

EXISTING STREETSCAPE ALONG CEDAR AVENUEPROPOSED IMPROVEMENTS ALONG CEDAR AVENUE

**FIGURE 5.14 - SECTION VIEW**  
**Parking Reconfiguration & Streetscape Improvements along Cedar Ave**

0' 10' 20'



**FIGURE 5.15**  
**Parking Reconfiguration & Streetscape Improvements - Downtown**

# 6. Urban Design Strategies

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To better market the Lake Villa Triangle to investors, developers, businesses, visitors, and potential home buyers and renter, the Village is committed to creating an attractive, welcoming downtown environment. The urban design strategies build upon a new visual identity program and signage concepts that are specifically tailored to the Lake Villa Triangle. Streetscape enhancements are also provided to improve the vehicular, pedestrian, and bicycle environment of the Lake Villa Triangle.

These urban design strategies are highly supportive of the design standards and guidelines that have already been established for the Village Center Overlay (VC-0) District, as part of Lake Villa's Zoning Ordinance. The VC-0 design standards and guidelines cover a variety of elements, from building placement, lighting, and signs to architectural style, roof-lines, and façade treatments.



## ANATOMY OF A SYMBOL CONCEPT

Green = Forest Preserves & Trail Connections

Blue = Three Lakes

Red = Community Heart

Gold = Optimistic Prospects

## Lake Villa Triangle Name Standards

Adopting “Lake Villa Triangle” for formalized use is an important element of the overall recommended branding strategies because the name clearly differentiates Lake Villa’s central business district from those of other nearby marketplace competitors. A simple rule guides the use of the name:

**On communications that may be seen external audiences, or in verbal conversations with external audiences, always use the full *Lake Villa Triangle* name.**

Doing this will help to elevate awareness of Lake Villa Triangle in the broader marketplace and minimize confusion with other entities that use the word “triangle” in their names. Using a shortened version of the name such as “the Triangle” in informal conversations with internal audiences is acceptable, but during short term rollout of the new brand, it is important to use the full formal name as often as possible with all audiences.

## Lake Villa Triangle Signature Standards

The Lake Villa Triangle signature has two components -- a “logotype” (a stylized version of the Lake Villa name) and a symbol comprised of elements representing key features and amenities that define Lake Villa Triangle’s special character.

These features and amenities are also key selling points that will help attract the attention and interest of prospective investors, and the symbol is intended to provide future marketers with a vehicle

for telling the Lake Villa Triangle “story” in a concise and compelling manner.

The overall brightness of the colors reflects the targeted “active lifestyle” brand positioning. The blue circles represent Cedar Lake, Deep Lake, and Sun Lake, while green represents nearby parks, forest preserves, and trails. Red represents Cedar Avenue, Lake Villa Triangle’s historic “heart,” and the focus of short term redevelopment strategies that will enhance the Lake Villa Triangle “product” and image. Yellow represents the community’s aspirations for and optimism about the future of Lake Villa Triangle.

The signature components may be used as separate elements, or they may appear together in one of the three “standard signature” (or “lockup”) combinations -- “centered,” “horizontal,” or

### EVOLUTION OF A SYMBOL CONCEPT

As the top graphic illustrates, the three orange circles symbolize the three area lakes, with the orange triangle indicating the core downtown area. The center graphic adds the significance of the three streets that compose the downtown triangle, including Cedar Avenue, Milwaukee Avenue, and Grand Avenue. The bottom graphic blends the symbolic shapes together into a symbol concept that highlights the positive attributes of the downtown area and spawns an icon for the Lake Villa Triangle.

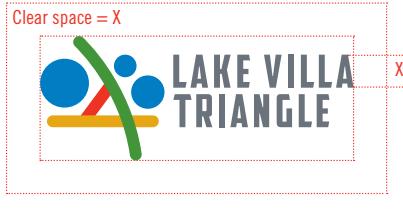
“vertical” -- specified on the next page.

Standard signatures are proprietary designs that should never be modified or altered. Doing so may inhibit the Village’s ability to defend its ownership of the signature against others who may try to infringe upon its use.

A clear space free of other graphic elements should be maintained around standard signatures, as illustrated on the examples on the next page.

It is preferred that the Lake Villa Triangle signature be reproduced in its five color version on white or light, neutral colored backgrounds. However, in instances where this is not feasible, four color and one color alternatives have been provided, including specifications for reversing the signature out of dark colored backgrounds.



<b>Standard Signature Formats and Clear Space</b>	Shown below are the three standard signature formats for Lake Villa Triangle. A clear space (indicated in red) should be maintained around signatures to help ensure that signatures remain clearly distinguishable from other graphic elements.	
<b>Standard Signature (Centered)</b>	<b>Standard Signature (Horizontal)</b>	
		
<b>Standard Signature (Vertical)</b>		
		
<b>Standard Signature Color Reproduction</b>	It is preferred that the Lake Villa Triangle signature be reproduced in five colors on white or light, neutral colored backgrounds, as shown immediately below left. However, in instances where five color reproduction is not feasible, the signature may be reproduced in four colors or one color, as illustrated immediately below and immediately below right.	
<b>Positive Reproduction (Preferred 5 Colors)</b>	<b>Positive Reproduction (Alternative 4 Colors)</b>	<b>Positive Reproduction (Alternative 1 Color)</b>
		
Green: LVT Medium Green (similar to PANTONE® 363 C) Blue: LVT Medium Blue (similar to PANTONE® 285 C) Red: LVT Medium Red (similar to PANTONE® 485 C) Yellow: LVT Medium Yellow (similar to PANTONE® 131 C) Gray: LVT Medium Gray (similar to PANTONE® 431 C) Black: LVT Black (similar to PANTONE® Black C)		
<b>Reverse Reproduction (Preferred 5 Colors)</b>	<b>Reverse Reproduction (Alternative 4 Colors)</b>	<b>Reverse Reproduction (Alternative 1 Color)</b>
		
		

## Lake Villa Triangle Color Standards

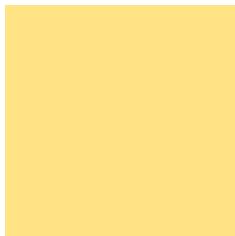
A coordinated palette of 15 colors has been selected for use on Lake Villa Triangle communications and other key applications such as signage and banners.

The palette is comprise of a "light" and "dark" versions of the "medium" colors specified for the five color version of the Lake Villa Triangle signature. The color variations were chosen based on their potential to mix and match in combinations that range from fun and playful to formal and dignified.

It should be noted that Lake Villa Triangle (LTV) Medium Green and LTV Dark Green are colors similar to those use for existing municipal signage and water tower. There is no "official" Lake Villa Triangle color. However, LTV Medium Green and LTV Dark Green are the principle colors used for the recommended signage system standards described in this report, and it is recommended those colors be featured in other applications as often as possible.

The examples at right illustrate how the Lake Villa Triangle color palette may be used for applications such as signage and banners.

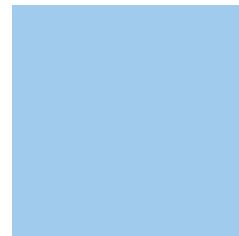


**Lake Villa Triangle (LVT) Color Palette**

LVT Light Yellow  
(similar to PANTONE® 120 C)



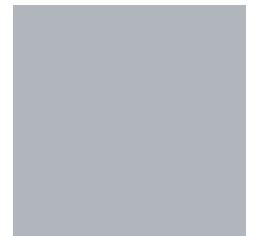
LVT Right Red  
(similar to PANTONE® 487 C)



LVT Light Blue  
(similar to PANTONE® 383 C)



LVT Light Green  
(similar to PANTONE® 366 C)



LVT Light Gray  
(similar to PANTONE® 429 C)

The LTV "medium" colors are the same as those specified for the five color version of the Lake Villa Triangle signature



LVT Dark Yellow  
(similar to PANTONE® 131 C)



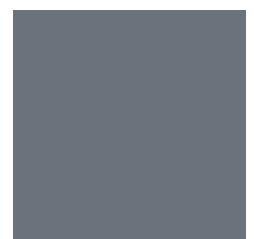
LVT Medium Red  
(similar to PANTONE® 485 C)



LVT Medium Blue  
(similar to PANTONE® 285 C)



LVT Medium Green  
(similar to PANTONE® 363 C)



LVT Medium Gray  
(similar to PANTONE® 431 C)



LVT Dark Yellow  
(similar to PANTONE® 464)



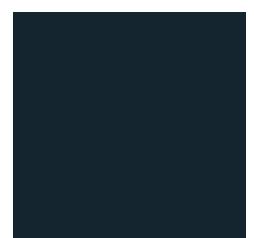
LVT Dark Red  
(similar to PANTONE® 195 C)



LVT Dark Blue  
(similar to PANTONE® 295 C)



LVT Dark Green  
(similar to PANTONE® 567 C)



LVT Dark Gray  
(similar to PANTONE® 433 C)

## Lake Villa Triangle Typographic Standards

Two typefaces are recommended for use on Lake Villa Triangle communications.

American Captain is recommended for use as a display typeface on applications such as advertisements, brochure covers, banners and other media where bold headlines help attract the attention of readers. The typeface may also be used for subheads within texts, or for special emphasis.

Please note that a special, graphically modified version of American Captain has been used for the Lake Villa Triangle logotype in signatures. The logotype should never be modified, nor should a typeset version of the name be substituted for the logotype.

The American Captain can be downloaded for free from a variety of online sources, including FontSpace:

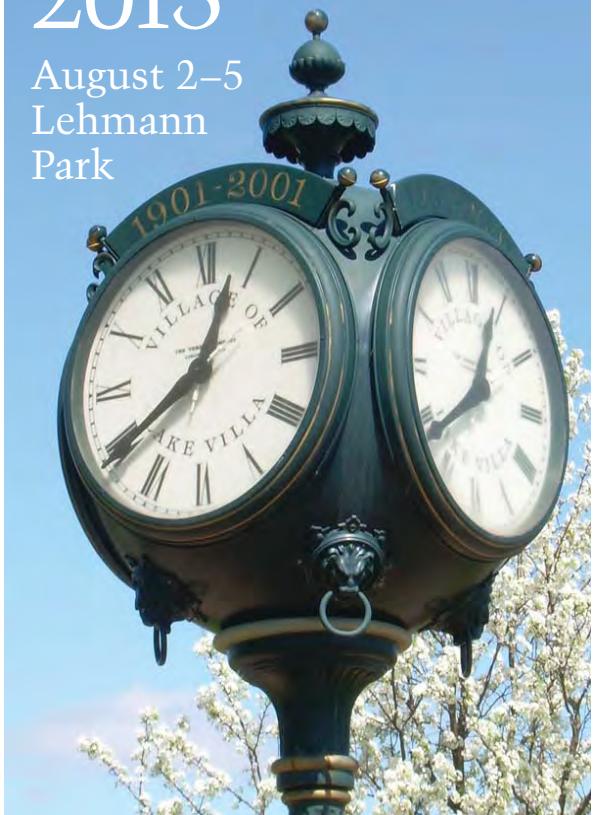
<http://www.fontspace.com/category/captain%20america>

Trump Mediaeval has been recommended as a secondary typeface for applications such as brochures, signage and other uses that include large amounts of text. Trump Mediaeval is a contemporary interpretation of several classical typeface forms and proportions, and is noted for its distinctive character and legibility in text.

Trump Mediaeval is a typeface with distinctive character that is also highly legible, making it an appealing choice for use in both text and display applications such as posters.

# Lake Villa Days 2013

August 2–5  
Lehmann  
Park



**Primary Typeface**

American Captain

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

**Secondary Typeface**

Trump Mediaeval Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Trump Mediaeval Italic

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0*

Trump Mediaeval Bold

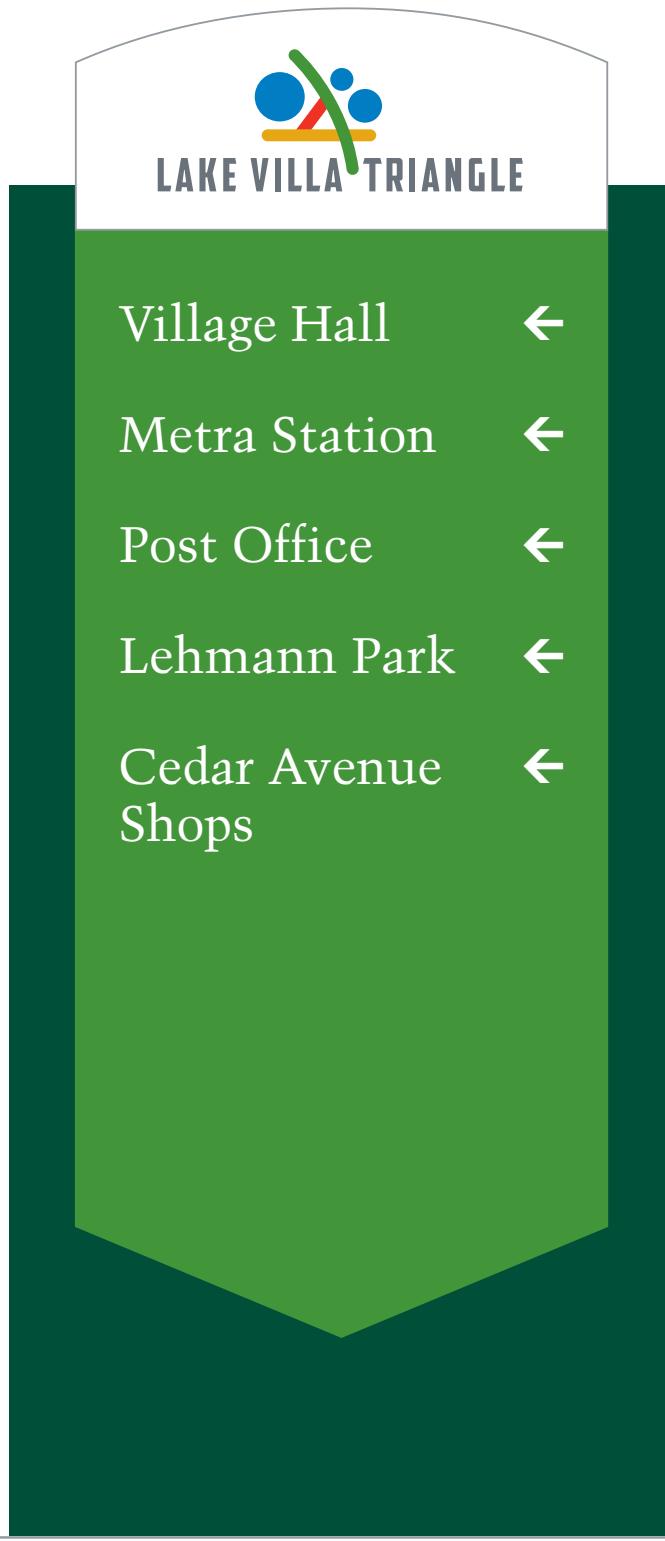
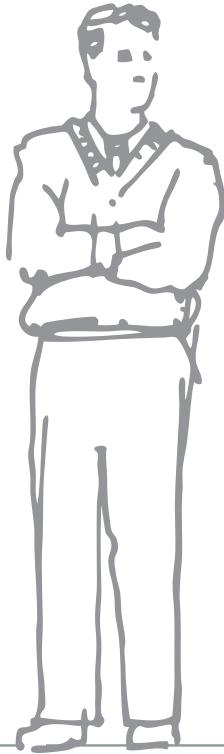
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

Trump Mediaeval Bold Italic

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0***

**Gateway / Directional Signs**

At the point in the Lake Villa Triangle redevelopment process that Cedar Avenue achieves a critical mass of destinations and features, new gateway / directional signs should be placed at the Illinois Route 83 and Grand Avenues to replace existing signage. The prototype below illustrates how a sign on the south side of Cedar Avenue / Grand Avenue intersection might appear.



**Primary Identification Signs**

The are for municipal institutions located within the Lake Villa Triangle neighborhood. Other public institutions present additional opportunities to display the new Lake Villa Triangle visual identity in highly visible locations.

**Secondary Identification Signs**

These are for locations where smaller identification signs are more appropriate.



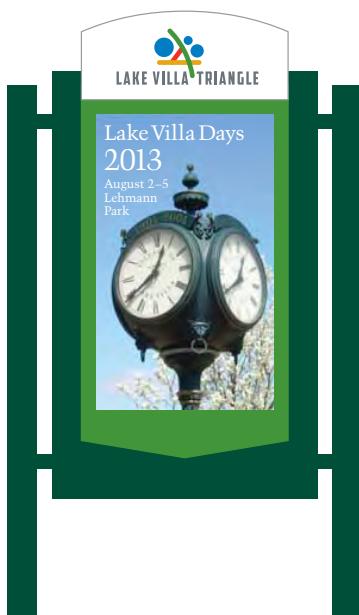
**Parking Directional Signs**

Signs that provide clear directions to parking facilities enhance visitor hospitality.



**Informational Kiosk**

Adding kiosks at locations with significant foot traffic such as the train station will help to strengthen awareness of key Lake Villa Triangle festivals, events and key destinations.

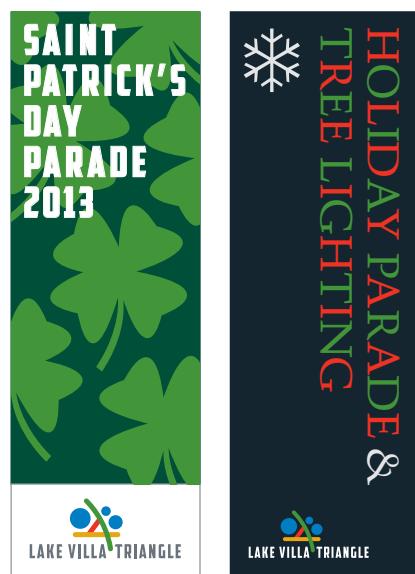


**Street Signs**

Street signs that include the new signature will help define Lake Villa Triangle neighborhood boundaries and enhance overall awareness of the Lake Villa Triangle brand.

**Banners**

Banners that conform to Lake Villa Triangle visual identity standards (signature, colors and typography) provide excellent opportunities to enhance awareness of the Lake Villa Triangle brand throughout the year.





# A: Appendix

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## APPENDIX A: FUNDING & SUPPORT RESOURCES

Multiple funding opportunities are available to support implementation of the redevelopment and improvement opportunities outlined in this plan. This appendix is intended to provide a summary of funding and support resources. Any resource listed is subject to change.

### Local Municipal Funding Sources

Municipal funding mechanisms can supplement Lake Villa's ability to use local revenues for potential redevelopment, TOD, and transportation improvement opportunities. These funding mechanisms can supplement the Village's general revenues, capital improvement plans, and other revenue sources, such as Motor Fuel Taxes, that can be partially allocated to TOD implementation over the long term.

- » A Tax Increment Financing (TIF) District is a special area designated by the Village to make public improvements within the district that will help generate private-sector development. Taxes derived from increases in assessed property values (i.e. the tax increment) resulting from new development would either go into a special fund created to retire bonds issued to originate the development or leverage future growth in the TIF district.
- » A Special Service Area (SSA) can be used for infrastructure, maintenance, or area management purposes in a geography defined by Lake Villa. Such revenues can support bonding or generate a revenue stream for specific projects for the defined geography.
- » A Business District (BD) can generate additional sales tax revenue for certain purposes, similar to the eligible uses for TIF. This approach may be appropriate for commercial and mixed use areas that redevelop for retail uses.

- » Public/private partnerships with a private developer can help to facilitate proposed development or extension of municipal utilities. Partnerships could be established through legal negotiations and performance standards.
- » Other tools, such as tax abatements that support capital projects or sales tax rebates could be applicable.

### **Transportation Funding Sources**

Funding for transportation related implementation work is available from federal, state, and regional sources.

- » The Illinois Transportation Enhancement Program (ITEP), administered by the Illinois Department of Transportation's (IDOT), is a reimbursement program for local governments applying for federal transportation funding. ITEP provides assistance to support local communities achieve their transportation initiatives and expand travel choices. The program also supports broader aesthetic, cultural, and environmental aspects of transportation infrastructure. ITEP is comprised of 12 categories of eligible funding, including mitigation for roadway run-off and pedestrian and bicycle facilities.
- » Congestion, Mitigation and Air Quality (CMAQ) Improvement funding is available via the Federal Highway Administration (FHA) and IDOT. This program is intended to reduce traffic congestion, improve air quality, improve intersections, and increase and enhance multiple travel options, such as biking and walking. These funds are available locally through the Chicago Metropolitan Agency for Planning (CMAP).
- » The Regional Transportation Authority (RTA) administers the Job Access Reverse Commuter (JARC) program, a federally funded program that provides operating and capital funding for transportation services planned, designed and carried out to meet the transportation needs of eligible low-income individuals and of reverse commuters regardless of income. The RTA also administers the New Freedom program, which provides operating and capital funding for new public transportation services and public transportation alternatives beyond those required by the Americans with Disabilities Act (ADA).
- » Through the Innovation, Coordination and Enhancement (ICE) program, the RTA provides operating and capital funding for projects that enhance the coordination and integration of public transportation and develop and implement innovations to improve the quality and delivery of public transportation.
- » Local municipalities could work cooperatively with the RTA, Metra, Pace, IDOT, Lake County, and the Lake County Municipal League to create a TED. A TED is a local development tool that helps communities manage parking resources while supporting both economic development and mobility. TEDs charge market rates for parking on the street or off-street public spaces and use part of the increased revenue to make the area more accessible. TEDs are managed similar to a Special Service Area. These districts can be used to make the area more walking-oriented and connected to the larger neighborhood, improve transit connections, invite more bicycling, and revitalize the streetscape to reflect the character of the neighborhood or district.
- » The Active Transportation Alliance provides support services for local governments on bicycle and pedestrian programs and issues.
- » Surface Transportation Program (STP) provides flexible funding that is used by states and localities on any Federal-aid highway, bridge projects on any public road, transit capital projects, and bus terminals and facilities. The federal share for the program generally is 80%. Each of the region's 11 Councils of Mayors are allocated STP funding on the basis of population. Each Council oversees the planning and programming of these STP funds within their own region, and has developed their own set of project selection guidelines. The Lake County Municipal League is the lead agency for programming STP funds in the region serving Lake Villa. All selected projects must be submitted to CMAP for inclusion in the region's Transportation Improvement Program (TIP).
- » The Illinois Pedestrian and Bicycle Safety (PBS) Program Grant is designed to aid public agencies in funding cost effective projects that will improve pedestrian and bicycle safety through education and enforcement. Applicants for this grant can apply for one or more of 3 grant categories: (1) enforcement

efforts; (2) educational efforts, which can include pedestrian and bicycle master plans, distribution of education materials, walk and bike promotional programs, and distribution of protective equipment; and (3) research and training.

» TIGER grants invest in road, rail, transit, and port projects to preserve and create jobs, promote economic recovery, invest in transportation infrastructure to provide long-term economic benefits, and assist those areas most affected by the economic downturn. Projects can include highway or bridge rehabilitation, interchange reconstruction, road realignments, public transportation projects (including projects in the New Starts or Small Starts programs), passenger rail projects, and freight rail projects. Projects must be between \$10 million and \$200 million. No more than 25% of total funds (\$131 million) may be awarded to projects in a single state. Grants are available for 80% of project cost but higher priority given to those projects with higher local commitment.

### Community & Economic Development Support

Taking the place of the soon-to-be abolished Department of Commerce and Economic Opportunity (DCEO), the Illinois Economic Development Authority (IEDA) provides multiple grants and loans to local government for economic and community development purposes. Other state agencies and authorities have certain programs that could support implementation of Lake Villa's plan.

» The Business Development Public Infrastructure Program provides

a grant to local governments to improve infrastructure related to projects that directly create jobs.

- » Other DCEO/IEDA programs provide affordable, low interest financing for public infrastructure improvements for economic development purposes.
- » DCEO/IEDA assistance in the form of participation loans is available to community and economic development corporations to serve small businesses within their defined areas.
- » The Illinois Finance Authority (IFA) is a self-financed, state authority with multiple programs for local governments (among other entities). IFA can assist with bond issuance, provide low cost loans, facilitate tax credits, and supply investment capital to encourage economic growth statewide.
- » The Illinois Housing Development Authority (IHDA) offers certain similarly structured programs for multi-family housing development. With different multi-family residential options outlined in the redevelopment concepts for Lake Villa, IHDA programs could be partnered with private developers.
- » As plan implementation proceeds, DCEO/IEDA, through the Illinois Bureau of Tourism, provides grants to municipal and county governments and local non-profits to market local attractions to increase hotel/motel tax revenues.
- » DCEO/IEDA tourism grants are also available to private sector appli-

cants, working with local government, to attract and host events in Illinois that provide direct and indirect economic impact.

» The U.S. Environmental Protection Agency (USEPA) provides technical and financial assistance for brownfields activities, supporting revitalization efforts through environmental assessments, cleanup, and job training. Several grant types are available, including area-wide planning programs, assessment grants, and cleanup grants.

- Area-wide Planning Pilot Program provides a flexible grant that can include financial and/or staff assistance for developing area-wide brownfields plans, identifying next steps, and resources needed for implementation. Awards are limited to \$175,000.
- Assessment grants provide funding for brownfields inventories, planning, environmental assessments, cleanup planning, and community outreach. Grants limited to \$200,000 per assessment or total grant funding \$400,000.
- Cleanup grants provide direct funding for cleanup activities at specific brownfield sites. Grants are limited to \$200,000 per site with 20% local match.
- » Under the Illinois Green Infrastructure Grant program, grants are available to implement green infrastructure for stormwater management. There are three program categories: combined sewer

overflow rehabilitation, stormwater retention and infiltration, and green infrastructure small projects.

- » Through its Local Technical Assistance (LTA) Program, CMAP offers technical assistance to advance the implementation of the GO TO 2040 Plan. The program is primarily focused on assistance with a small amount of grant funding available. Typical projects include local comprehensive plans, zoning ordinance updates, subarea plans, and projects related to sustainability and the natural environment.

#### Specific Purpose

Two state departments, the Illinois Department of Natural Resources (DNR) and the Illinois Environmental Protection Agency (IEPA), provide multiple programs for specific purposes to local governments.

- » IEPA provides technical assistance and funding support, depending upon the issue. IEPA has programs intended to protect watersheds and water quality near developments and roadways utilizing federal Clean Water funds. Municipal governments can also apply for revolving low interest loans for new wastewater facilities, collection

systems, and sewers. Upgrades are eligible, too.

- » Just like DCEO/IEDA, IEPA offers programs to improve energy efficiency.
- » DNR has programs for bike and recreational path development or renovation.
  - The Illinois Bicycle Path Grant is a reimbursement program for multiple bike path development activities, including land acquisition, path development and renovation, and the development of support facilities for the path.
  - The Recreational Trails program funds land acquisition, trail construction, and trail renovation for recreational paths/trails that can be used by multiple users.
  - Open Space Lands Acquisition and Development (OSLAD) assists local government agencies in the acquisition and development of land for public parks and open space. This program has been used to fund bicycle/multi-use trail development. The OSLAD

program is state financed and grants of up to 50% may be obtained. Acquisition grants are limited to \$750,000 and park development grants are limited to \$400,000.

- » DNR has additional programs dedicated to open space preservation and land and water conservation.

#### Private & Foundation Support

Certain regional and community foundations, private sector entities, and individuals may provide grant funding to support economic development, environmental, and land use activities or study.

- » Potential grantors may be identified through the Donors Forum of Chicago.
- » Local citizens or businesses may also provide a donation or series of donations to fund a specific local public improvement project. These projects can include funding for subsequent studies, or physical improvements and their maintenance. These activities are usually conducted under the auspices of a local public charity and may be subject to written commitment.