Lake Villa is open to rezoning the site to permit industrial as well as recreation centers, community centers, skating rinks, sports facilities, and conditional uses, such as breweries and distilleries. In August 2016, the Village created a Tax Increment Financing (TIF) District that covers this area. There also is a Business District overlaying this area and generating revenue to fund enhancements for business development, public infrastructure upgrades, and beautification.

To guide industrial park development and redevelopment, Lake Villa included this area in its 2013 Transit-Oriented Development (TOD) Plan. That plan suggests that a destination retail center and recreation complex be added to capitalize on visible frontage along Milwaukee Avenue and join Nielsen Enterprises in serving customers from the Lakes Region. A 50,000 square foot recreation facility could be built, and there is space for additional industrial/distribution uses. A new entry could provide direct access to Milwaukee Avenue and the industrial/recreational uses, as well as a road connection north to Grand Avenue. Other site provisions include consolidated stormwater management, wetland conservation, and connectivity to Lake Villa’s multi-use trail system. Lake Villa will be served with access to Lake Michigan water in 2018.

**At our location adjacent to this Lake Villa development opportunity, Nielsen Enterprises began as a dream of two brothers and evolved into a snowmobiles, motorcycles, watercraft, jet boats, and ATVs and SidexSides dealership that is known for being the largest in the Midwest.**

- Ted Nielsen  
  **NIELSEN ENTERPRISES**

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