

VILLAGE OF *Lake Villa*



Village of Lake Villa, IL Comprehensive Plan

Adopted by Lake Villa Village Board on January 3, 2022



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1. INTRODUCTION

BACKGROUND AND HISTORY

Lake Villa is a community of 8,741 residents located in Lake County, Illinois, 39 miles north of O'Hare International Airport in the City of Chicago and 47 miles south of General Mitchell Field in the City of Milwaukee. It is known both for the lakes within the Village (Cedar Lake, Deep Lake and Sun Lake) as well as "gateway to the Chain O'Lakes" just to the west. Primarily a residential community, it has a historic and growing downtown in the triangle formed by Cedar Ave., Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132), anchored by a Metra Station, the North Central Service (NCS) line and Lehmann Park along Cedar Lake.

The Village was first settled in 1883 by E.J. Lehmann, founder of the Fair Department Store on State Street in Chicago.¹ He bought land between Cedar Lake and Deep Lake and built a private resort with a 150-room hotel, with a train station on the Wisconsin Central Railroad. Edward Bradley bought land in 1897 that would become Allendale Farm, later renamed Allendale School, and is now known as Allendale Association, a not-for-profit organization providing care, treatment and education for children and youth.

Figure 1.1: Cedar Ave. Circa 1920



Source: Village of Lake Villa

By the 1920s, Lehmann's children developed mansions on several estates, some of which still stand today, including Lehmann Mansion, which is now owned by the Village.

¹ Chicago Historical Society, Encyclopedia of Chicago, 2005

Lehmann's summer home was built on Milwaukee Ave. (Rte. 83) at Cedar Lake Rd. and is now on the campus of One Hope United.

Figure 1.2 Lehmann Mansion



The Village was known for its resorts for decades. Cedar Lake Park was founded in 1948 by C. Donald and Dorothy Sherwood. On the other side of Route 83 was Johnson's Deep Lake Resort, accessed by Deep Lake Rd.

Population of the village grew slowly but steadily until the 1970s, when the population increased from 1,090 to 1,462 residents, doubling again in the 1980s and nearly tripling to 6,807 residents by 2000.

In 1996, commuter rail service was restored, after having been inactive since 1965. The NCS is the only Metra line that serves O'Hare Airport.

Figure 1.3: Lake Villa Metra Station



Much of the growth in the Village has been the result of suburban residential development, such as Painted Lakes and Oakwood Ridge off Grass Lake Rd., Sedgewood off Deep Lake Rd. and Winddance Valley off of North Cedar Lake Rd., along with attached housing and rental developments such as The Sanctuary, located on Grand Ave. (Rte. 132).

Figure 1.4 and 1.5: Single-family homes and playground in the Painted Lakes development



Meanwhile, there has been a renewed focus in the Downtown area. The Village adopted the Lake Villa Downtown TOD Plan as an element of the Village's Comprehensive Plan in 2013. The plan laid out a series of goals to attract new retail, housing, and mixed-use development to the downtown, a series of transportation recommendations to make it more walkable, bikeable, and recommended efforts to build on the recreation strengths of the Village.

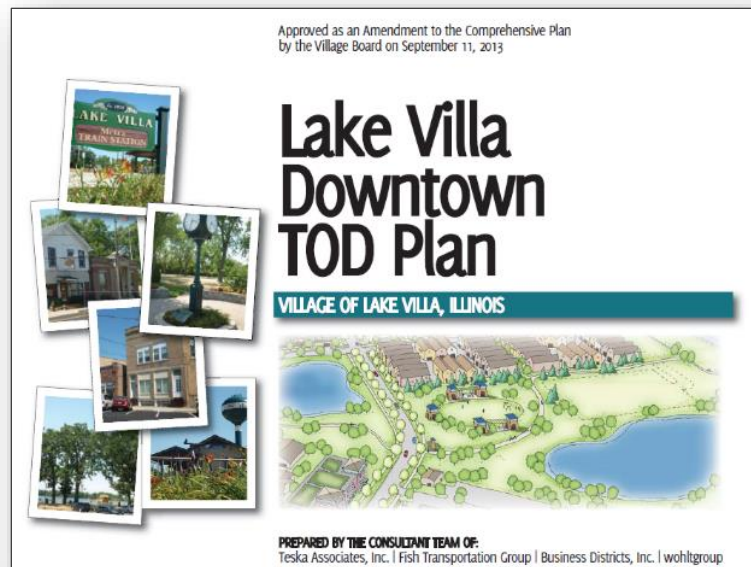


Figure 1.6: Lake Villa Downtown TOD Plan

Since then, a downtown Tax Increment Financing and Business District have been created. New businesses have opened, additional parking, signage and streetscape improvements have been made, and additional development is in process.

VISION STATEMENT



Lake Villa is a welcoming, family-friendly community that is home to pristine lakes, parks, and open space. A variety of housing – from historic roots to modern development – provides options for home-seekers looking for different types of housing. Walkable neighborhoods with easy access to trails, open space and amenities are preferences people value today. Recreation, entertainment, and local stores provide a small-town charm combined with contemporary services. From seasonal events to a wide range of sports brings the community together as well as welcoming visitors. Its neighborly atmosphere combines a business-friendly approach that welcomes innovation and community investment.

GOALS

A. Land Use

1. Preserve the Village's history and character while also responding to the current economic conditions.
2. Enhance the tax base and reduce the tax burden on residents by supporting fiscally sound growth and development.
3. Add appropriately to the housing stock and provide housing options to attract families, professionals and allow seniors to stay in the community.
4. Pursue development and redevelopment projects that in the aggregate will support vital services including quality public schools.

B. Economic Development

1. Pursue development and redevelopment projects that support vital services.
2. Preserve and enhance the character, aesthetics, and business development in the downtown area.
3. To create new opportunities and capitalize on Lake Villa's Downtown and nearby areas with a mixed-use, pedestrian friendly environment that markets the Village as a distinct and cultural attraction.
4. Support high quality economic development in other key nodes in the Village.

C. Transportation

1. Invest in Lake Villa's infrastructure to provide convenient and efficient travel for residents, visitors, and commuters.
2. Improve walkability, bicycle access and transit in the downtown and throughout the Village.
3. Leverage relationships with the State and County to expedite needed transportation improvements.
4. Seek grant opportunities to assist with funding transportation improvements.

D. Open Space, Recreation and Community Facilities

1. Protect Lake Villa's national resources and open spaces for recreation and community use.
2. Leverage open space, lakes, and forest preserves to attract recreation, events, and economic development.
3. Invest in quality public facilities and services to serve the community.
4. Plan for community facilities to meet future needs of the Village.
5. Ensure that water infrastructure meets water supply and stormwater needs and best practices.

2. COMMUNITY PROFILE

Lake Villa has experienced many changes over the past several decades. Once a home for vacationers and summer homes, the Village adapted into a suburban community with a range of housing, a “Main Street” downtown with restaurants, businesses, Village Hall, Post Office along Cedar Ave. Yet distinct from many of Chicago's suburban communities, the residential neighborhoods are interspersed among several lakes including Cedar Lake, Deep Lake and Sun Lake, as well as forest preserves including Sun Lake Forest Preserve. As a result, Lake Villa provides the benefits of a residential community along with open space, lakes, and a small-town feel.

POPULATION GROWTH

Lake Villa's population increased between 1950 and 2010 as housing was developed. In 2000, there were 6,807 residents and later increased to an estimated 8,631 in 2010, along with a small increase to 8,741 by the year 2020. Table 2.1 and Figure 2.1 demonstrates the gradual change over the years starting with 1950.

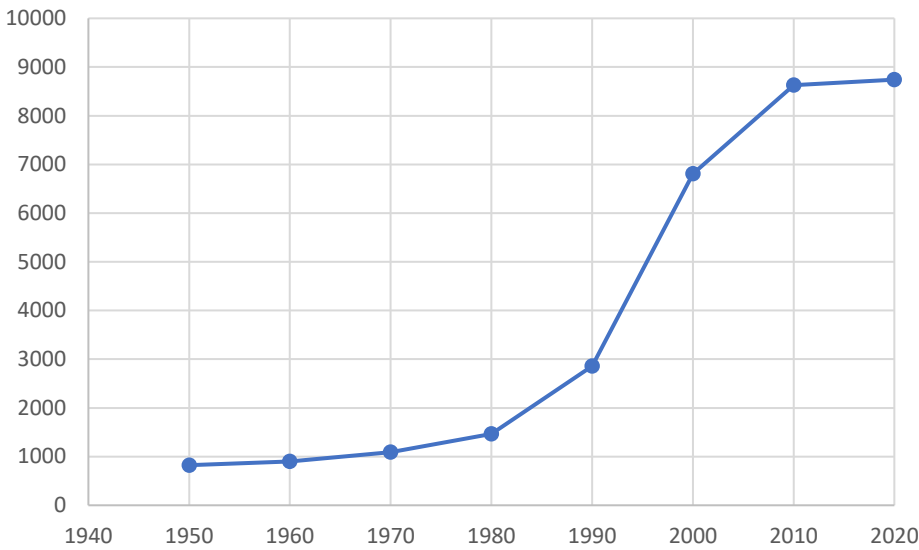
Table 2.1 & 2.2: Population Change 1950 - 2020

Population	Lake Villa
1950	824
1960	903
1970	1,090
1980	1,462
1990	2,857
2000	6,807
2010	8,631
2020	8,741
Change in Population 2000-2020	1,934

Decade	Population Change %
1950-1960	10%
1960-1970	21%
1970-1980	34%
1980-1990	95%
1990-2000	138%
2000-2010	27%
2010-2020	1%

Source: U.S. Census Bureau, 2000, 2010, 2020

Figure 2.1: Population Change 1950 - 2020



Source: U.S. Census Bureau, 2000, 2010, 2020

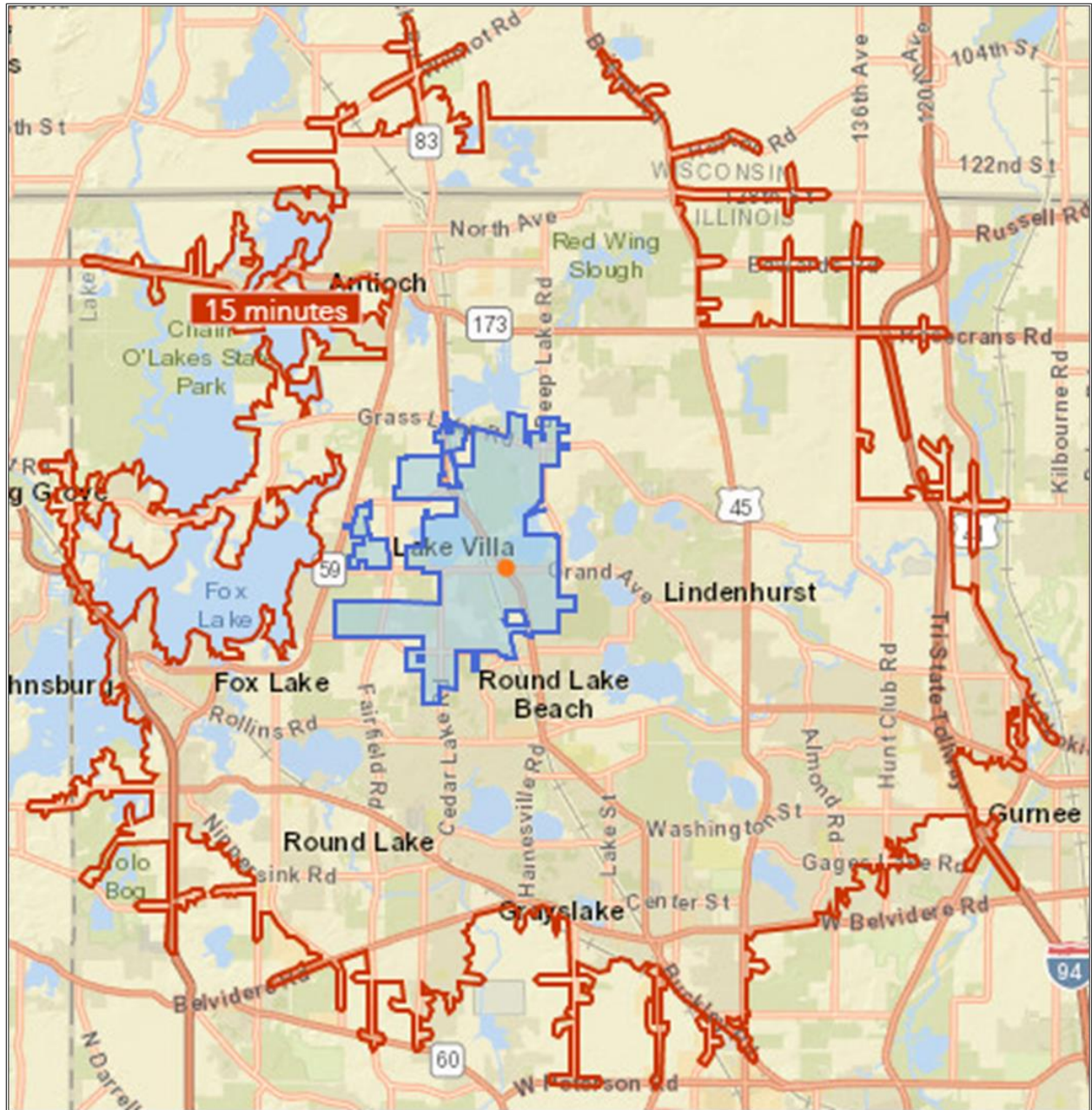
Lake Villa attracts residents due to a range of housing types including plentiful, family-friendly housing, a downtown with Metra service to O'Hare and Downtown Chicago, and access to open space, lakes, and forest preserves.

A 15 Minute Trade Area (shown in Figure 2.3) was developed to compare demographic and economic trends in the Village compared with a larger trade area. The 15-Minute Trade Area encompasses the area from the border of Wisconsin on the north, I-94 on the east, Spring Grove on the west and Grayslake on the south.



Figure 2.2: Lake Villa Downtown TOD Plan

Figure 2.3: Village of Lake Villa and 15 Minute Trade Area



As shown in Table 2.3, both Lake Villa and the Trade Area had an approximate 21% increase in population from 2000 to 2010, and a slight reduction in population from 2000 to 2019, with an overall increase of 26% in Lake Villa and 21% in the Trade Area.

Table 2.3: Lake Villa & Trade Area Pop. Comparison 2000 - 2020

Population	Lake Villa	15 Min Trade Area
2000	6,807	157,722
2010	8,631	191,161
2020	8,573	190,461*
Population Change 2000-2019	1,766	32,739*
% Change	26%	21%*

Source: U.S. Census Bureau, 2000, 2010, 2020, * Esri 2020 Estimates

RACE & ETHNICITY

Table 2.4 and 2.5 shows the racial and ethnic composition of Lake Villa and the 15 Minute Trade Area. In Lake Villa, White Alone makes up 84% of the population. Hispanic or Latino of Any Race follows as the second largest group with 12%. About 6% identify as Asian Alone, followed by Black Alone and Some Other Race Alone each with 4%. (Note that Hispanic Origin of any race is tabulated separately as the Census asks whether the respondent is Hispanic or Latino separately from race).

The Trade Area shows there are less who identify as White Alone with 77%. Hispanic Origin of Any Race represents a greater share than in the Village at 21% of the population, followed by Some Other Race Alone with 8% and Asian Alone at 7%.

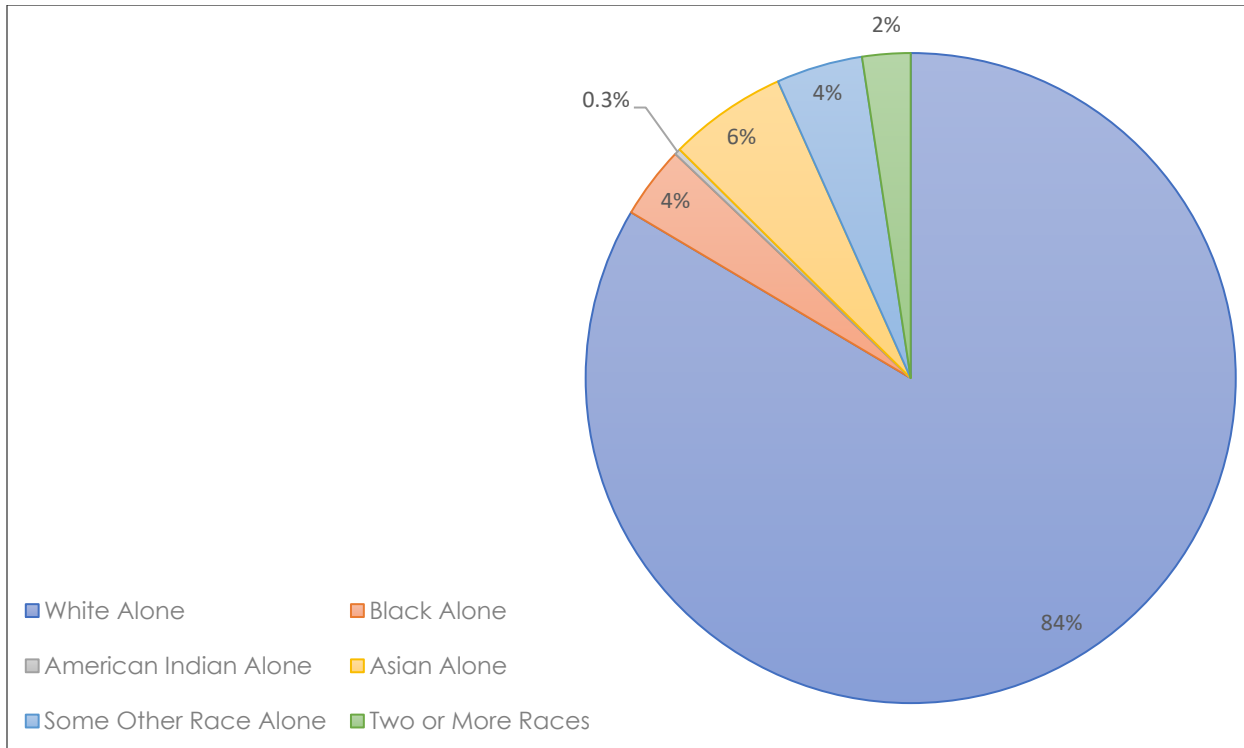
Table 2.4 and 2.5: Racial Composition

Race & Ethnicity (2020)	Lake Villa		15 Min Trade Area	
White Alone	7,685	84%	146,274	77%
Black Alone	331	4%	7,428	4%
American Indian Alone	28	0.3%	952	1%
Asian Alone	542	6%	14,094	7%
Some Other Race Alone	395	4%	15,618	8%
Two or More Races	221	2%	6,095	3%
Total	9,192	100%	190,461	100%

Hispanic or Latino Origin	Lake Villa		15min Trade Area	
Hispanic or Latino Origin of Any Race	1103	12%	40,568	21%

Source: Esri 2020, ACS 2018 5 Year Estimates

Figure 2.4: Lake Villa Racial Composition



Source: Esri 2020, ACS 2018 5 Year Estimates

In terms of language, English is the most prevalent with 87% in the Village and 77% in the Trade Area. The percentage of people who speak Spanish at home is 3% in Lake Villa but 14% in the Trade Area, as shown in Table 2.6.

Table 2.6: Language Spoken at Home

Language	Lake Villa		15min Trade Area	
English	7,066	87%	137,861	77%
Spanish	263	3%	24,988	14%
Indo-European	440	5%	9,231	5%
Asian & Pacific Languages	184	2%	4,921	3%
Other Languages	177	2%	1,230	1%
Total	8,130	100	178,231	100%

Source: Esri 2020, ACS 2018 5 Year Estimates

EDUCATION

Lake Villa is an educated community. In fact, nearly half of adults over age 25 have Bachelor's (30%) or a graduate or professional degree (16%). Only 2% of adults do not have a high school degree.

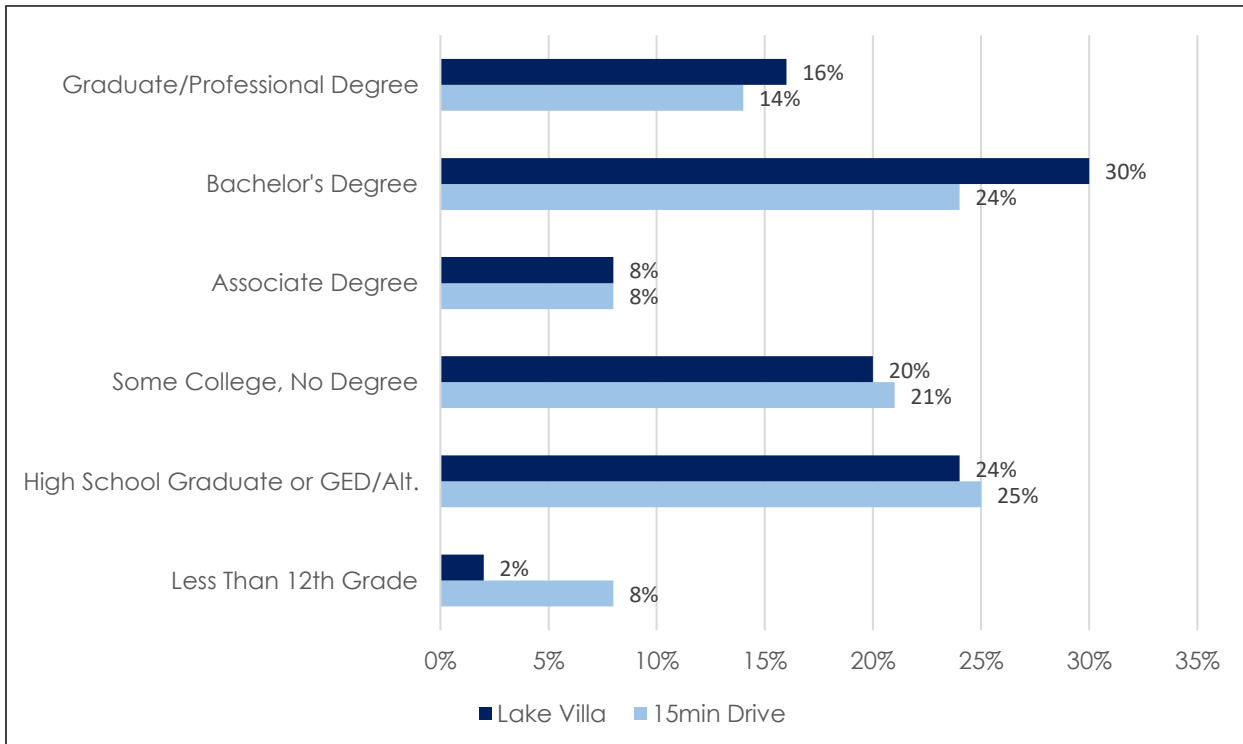
The Trade Area shows that 24% have a Bachelor's degree while 14% have a graduate and professional degree.

Table 2.7: Education Attainment 25+

Population Age 25+	Lake Villa		15min Trade Area	
Less Than 12th Grade	133	2%	9,706	8%
High School Grad. or GED/Alt.	1,540	24%	32,057	25%
Some College, No Degree	1,269	20%	27,331	21%
Associate Degree	473	8%	10,473	8%
Bachelor's Degree	1,907	30%	30,397	24%
Grad. /Professional Degree	991	16%	17,753	14%
TOTAL	6,313	100%	127,717	100%

Source: Esri 2020, ACS 2018 5-Year Estimates

Figure 2.5: Educational Attainment 25+



Source: Esri 2020, ACS 2018 5-Year Estimates

EMPLOYMENT

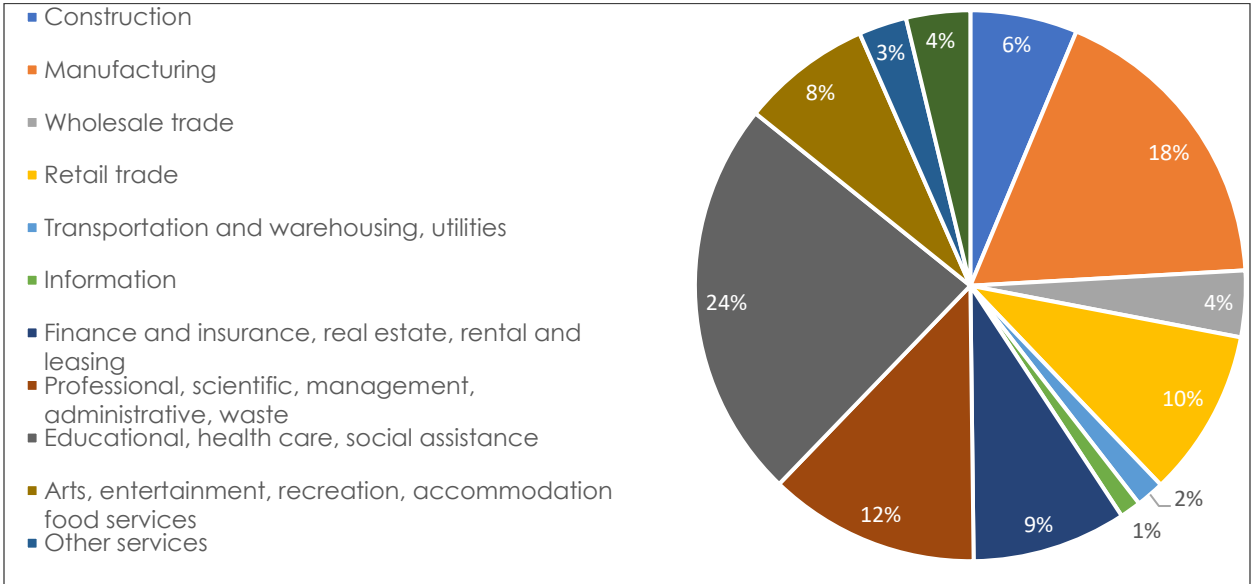
The largest share of Lake Villa residents (24%) work in education, health industry, and social assistance. Manufacturing jobs are second at 18%. Twelve percent work in the fields of professional, scientific, administration, and waste services. Finance and insurance services, with real estate and relevant fields follows at 9%. Retail and leisurely services like food and entertainment make up 10% and 8%, respectively.

Table 2.8: Lake Villa Employment by Industry 16+

Industry	Lake Villa	
Agriculture, forestry, fishing, hunting, mining	8	0%
Construction	281	6%
Manufacturing	796	18%
Wholesale trade	174	4%
Retail trade	440	10%
Transportation and warehousing, utilities	74	2%
Information	55	1%
Finance and insurance, real estate, and leasing	405	9%
Professional, scientific, management, administrative, waste	554	12%
Educational, health care, social assistance	1052	24%
Arts, entertainment, recreation, food services	342	8%
Other services	126	3%
Public administration	168	4%
Total	4,475	100%

Source: Esri 2020, 2018 ACS 5-Year Estimates

Figure 2.6: Lake Villa Employment by Industry (Age 16+)



WHERE RESIDENTS WORK

Lake Villa residents work throughout Northeastern Illinois with the largest share being employed in Chicago, at 365 workers. Many travel to nearby municipalities such as Gurnee (204), Waukegan (187), and Grayslake (128). Others commute to areas that average about a thirty (30) minute drive time. No Wisconsin communities are listed in the top 10 destinations for work. Lake Villa's transportation options, including Grand Ave. (Rte. 132), Milwaukee Ave (Rte. 83), Lake Villa Metra Station, and access to I-294 provide convenient access for residents to reach these destinations.

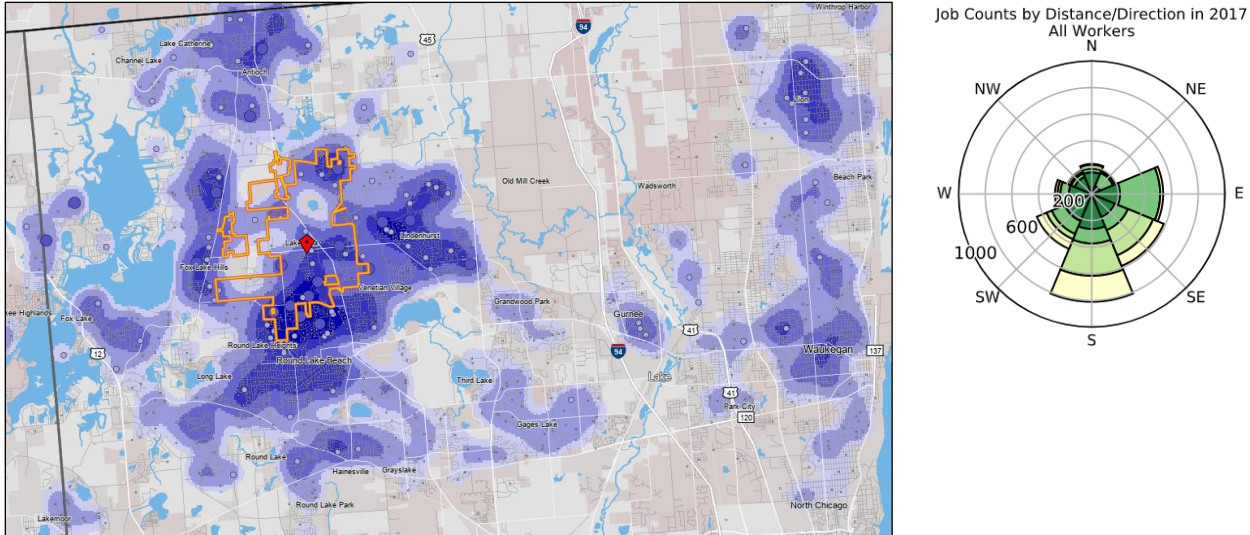
Table 2.9: Where Lake Villa Residents Work

Cities	Job Counts	Share
Chicago	365	9%
Gurnee	204	5%
Waukegan	187	5%
Lake Villa	139	4%
Grayslake	128	3%
Libertyville	108	3%
Vernon Hills	94	2%
Antioch	92	2%
Mundelein	84	2%
Northbrook	77	2%
All Other Locations	2,543	63%
Total Jobs	4,021	100%

Source: OnTheMap, 2017

Figure 2.7 shows the distance and direction in which residents are seen traveling for employment. As noted in the figure, workers are generally traveling east and south.

Figure 2.7: Where Lake Villa Residents Work (Distance & Direction)



Source: OnTheMap, 2017

WHERE RESIDENTS LIVE

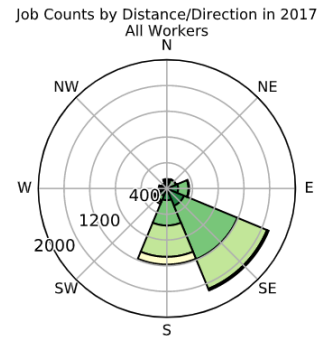
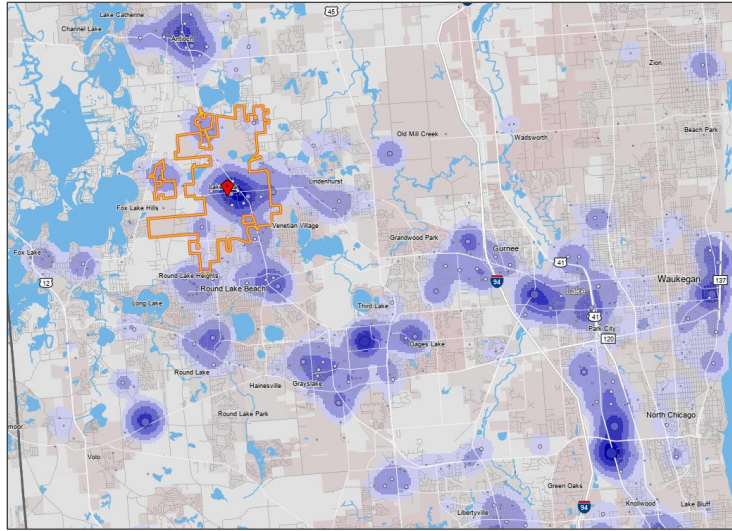
Similarly, employees who work in Lake Villa live in a wide assortment of communities across Northeastern Illinois, with the largest source of workers from Chicago. Other communities include Round Lake Beach, Waukegan, Lindenhurst, Antioch, Zion, Gurnee and Fox Lake. Kenosha, Wisconsin, rounds out the top 10 sources of employees who work in the Village. The same transportation network provides access for these employees to commute to Lake Villa for work.

Table 2.10: Where Lake Villa Employees Live

Cities	Job Counts	Share
Chicago	232	7%
Round Lake Beach	195	6%
Waukegan	157	5%
Lindenhurst	150	5%
Lake Villa	139	4%
Antioch	106	3%
Zion	105	3%
Gurnee	71	2%
Fox Lake	62	2%
Kenosha	61	2%
All Other Locations	1,985	61%
Total Jobs	3,263	100%

Source: OnTheMap, 2017

Figure 2.8: Where Lake Villa Residents Live (Distance & Direction)



Source: OnTheMap, 2017

HOUSEHOLD INCOME

The median household income in Lake Villa is \$89,657 compared with \$75,379 in the Chicago-Naperville-Elgin MSA. The largest share of households is in the income range of \$50,000 to \$74,000 followed by between \$100,000 and \$149,000. The 15 Minute Trade Area has a median income of \$81,765 and shows the largest share of income earners between \$100,000 – \$149,000, followed by between \$50,000 – \$74,000.

Table 2.11: Household Income

2020 Household Income	Lake Villa	15 Min Trade Area
<\$15k	5%	6%
\$15K-\$24K	4%	6%
\$25K-\$34K	7%	6%
\$35K-\$49K	6%	9%
\$50K-\$74K	20%	18%
\$75K-\$99K	20%	15%
\$100K-\$149K	22%	20%
\$150K-199K	13%	10%
\$200K +	10%	9%
Median Household Income	\$89,657	\$81,765

Source: ESRI 2020, U.S. Census Bureau

HOUSING

HOUSING UNITS

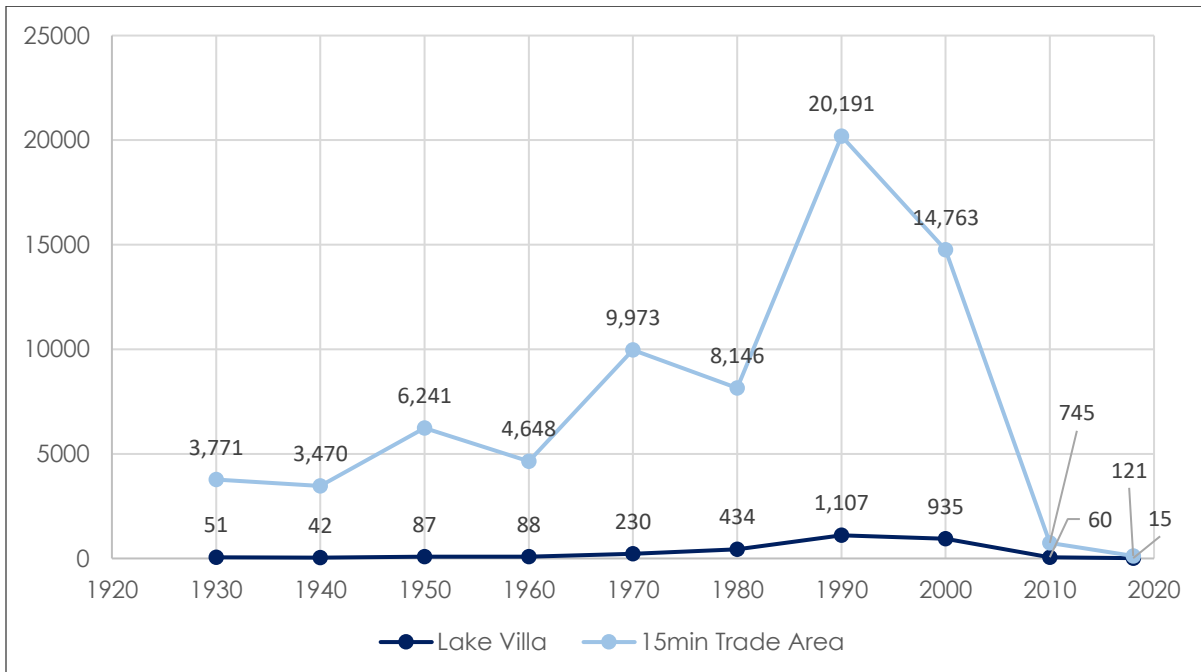
Table 2.12 shows the growth of housing units in the Village, 15 Minute Trade Area and Lake County. The highest rate of growth occurred between the 1990s and 2000s in the Village and Trade Area. At its peak in 1990, 1,107 new housing units were constructed in the prior decade and 935 between 1990 and 2000.

Table 2.12: Number of New Housing Units by Decade

Years	Lake Villa	15 Min Trade Area	Lake County
1930 or earlier	51	3,771	22,482
1940	42	3,470	10,486
1950	87	6,241	27,952
1960	88	4,648	26,018
1970	230	9,973	42,086
1980	434	8,146	36,776
1990	1,107	20,191	52,384
2000	935	14,763	40,145
2010	60	745	3,558
2018	15	121	1,473
Total	3,049	72,069	263,360

Source: U.S. Census Bureau, Esri 2020, ACS 2018 5-Yr Estimates

Figure 2.9: New Housing Units by Decade



Source: U.S. Census Bureau, Esri 2020, ACS 2018 5-Yr Estimates

Figure 2.9 shows a comparison of the number of units added in Lake Villa and the Trade Area. Lake Villa has remained constant with a onetime, small surge in 1990. The Trade Area has fluctuated more over the years, with the 1960s, 1980s and 1990s being the three most significant periods that witnessed housing construction.

The photos below show the range of housing available in the Village.

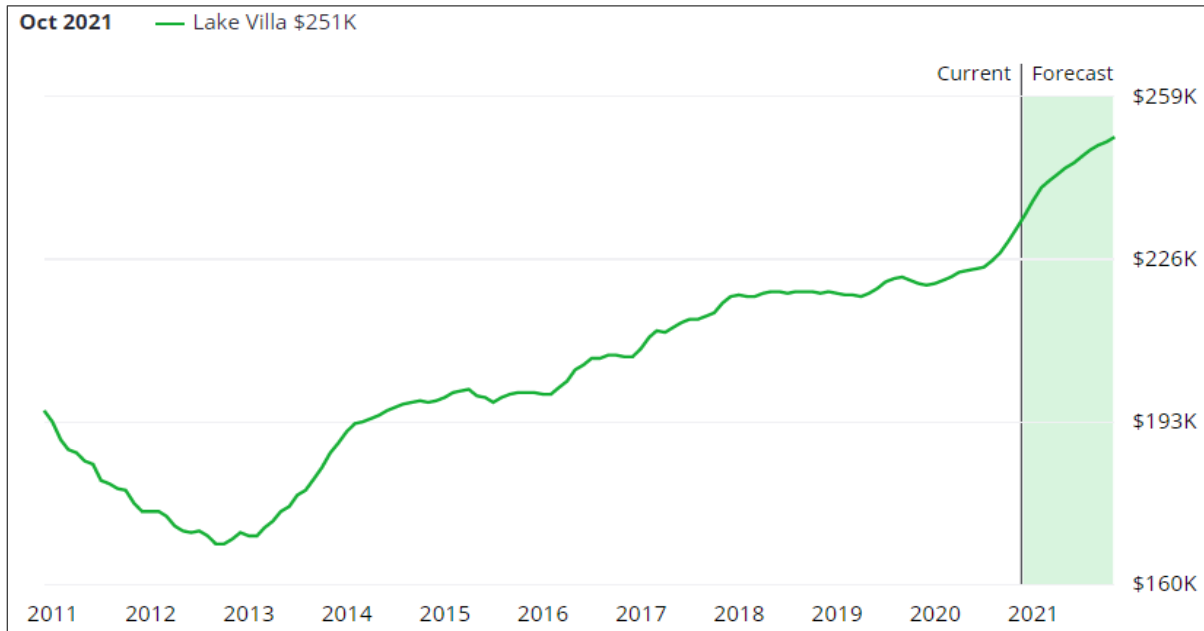
Figure 2.10 and 2.11: Lake Villa has a wide variety of housing, from single-family homes to multi-family rental that offers opportunities for everyone from young families to professionals to seniors.



HOUSING VALUES: FOR SALE & RENTAL

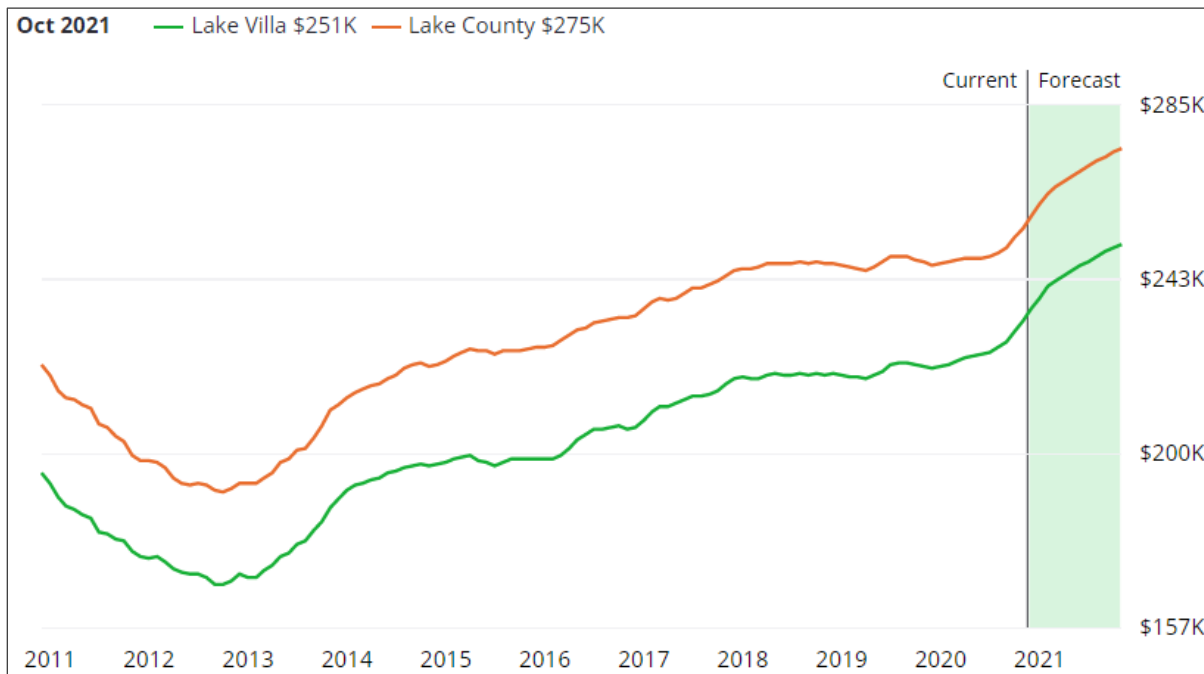
Lake Villa has seen a steady increase in prices for-sale homes since 2013, even with COVID-19 market conditions, as shown in Figure 2.12. The average home value in Lake Villa is \$251,000 according to Zillow.com, with a projected increase of 8% in 2021.

Figure 2.12: For-Sale Homes, All Types



Source: Zillow Home Market Overview, accessed Nov. 2020

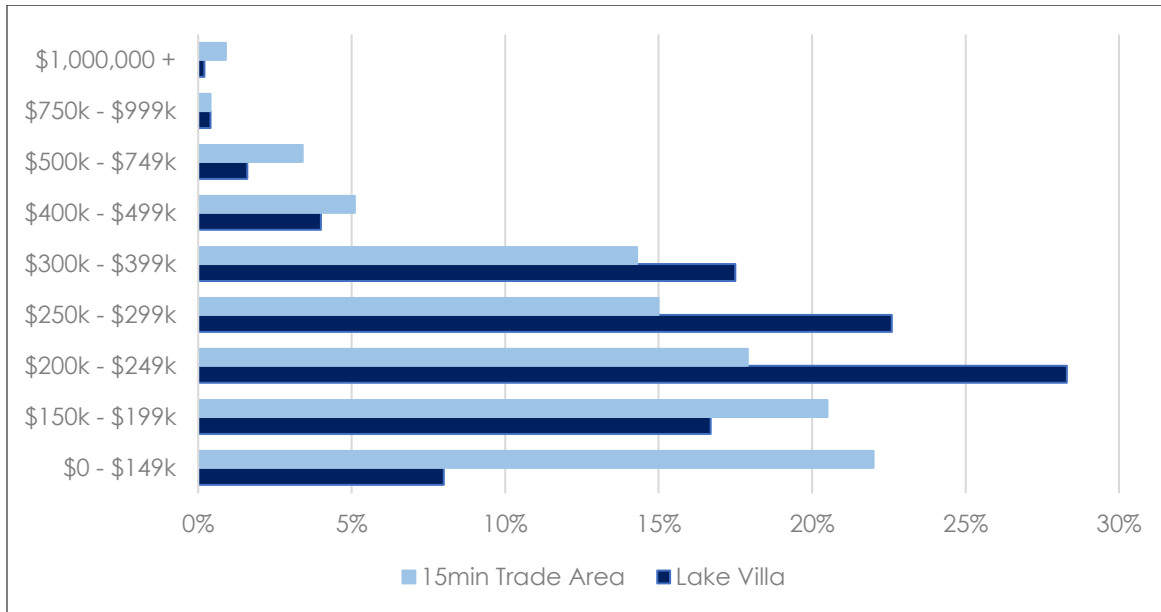
Figure 2.13: Home Value 2011 – 2020



Source: Zillow Home Market Overview, accessed Nov. 2020

Figure 2.13 shows how housing values compare between Lake Villa and Lake County, indicating parallel trends. Figure 2.14 breaks down for-sale homes by price range, showing the largest share, 28%, fall within the \$200,000 and \$249,000 range. The second largest home value range is 23% of homes between \$250,000 to \$299,000.

Figure 2.14: Home Value – Lake Villa and 15 Minute Trade Area

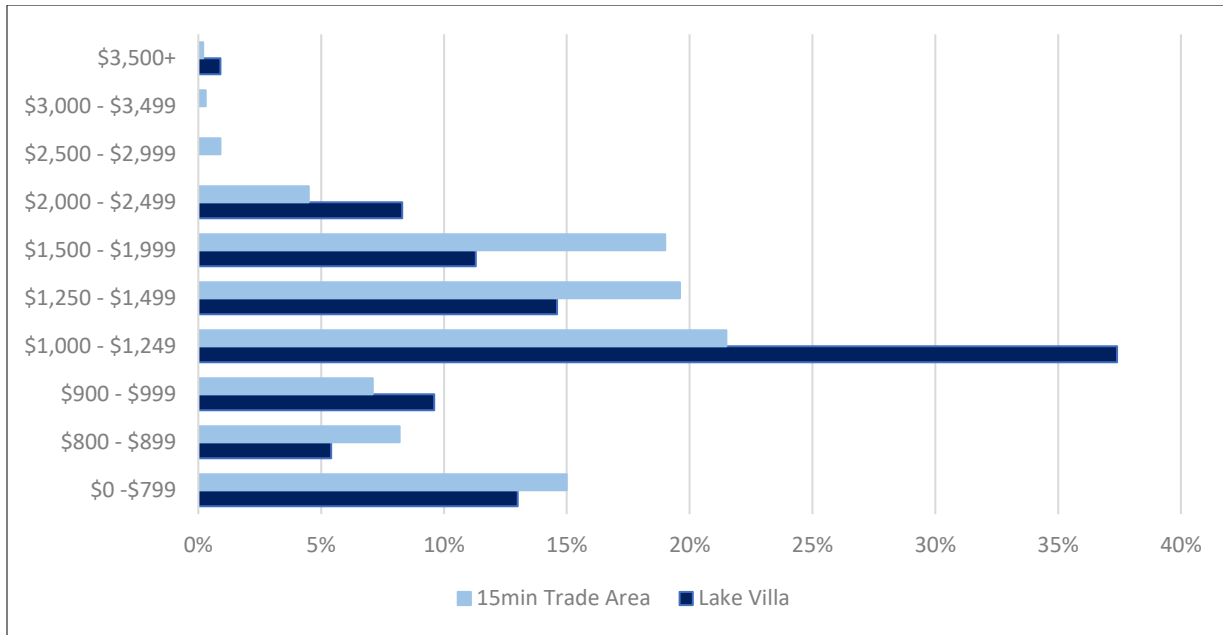


Source: ESRI 2020, U.S. Census Bureau

RENTAL HOUSING VALUES

Based on a comparison of monthly rental data from Zillow.com, Apartments.com and Realtor.com. Lake Villa has a gross median rent of approximately \$1,147. The most prevalent monthly rent in Lake Villa is between \$1,000 and \$1,249 as shown in Figure 2.15 with 37% of market share.

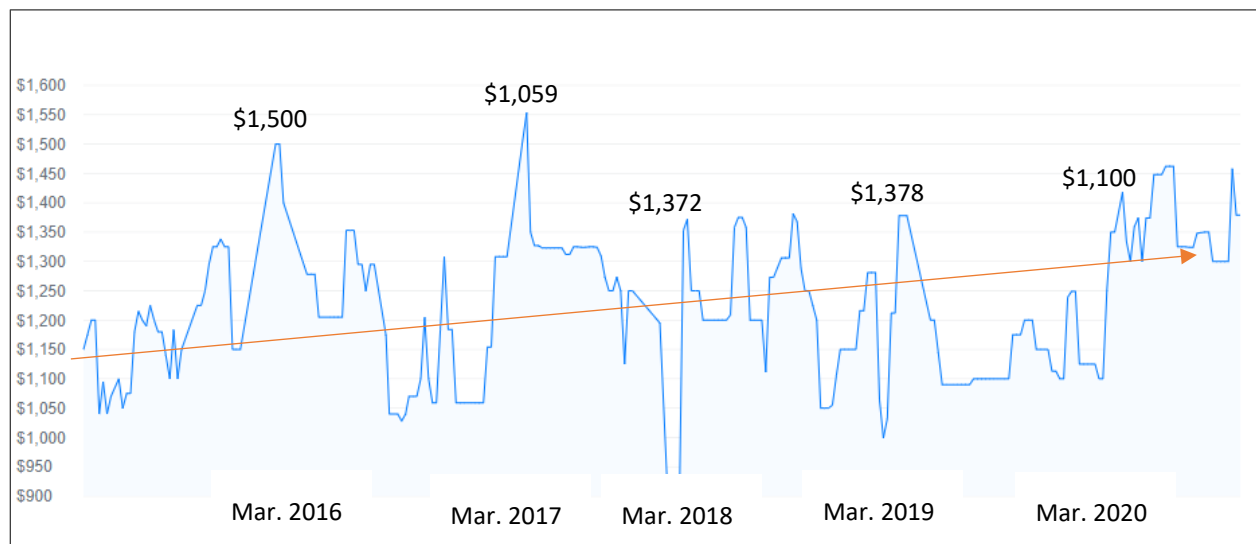
Figure 2.15: Monthly Rent



Source: ESRI 2010, U.S. Census Bureau

Figure 2.16 shows that the average monthly rent for a 2-bedroom apartment in Lake Villa has fluctuated but remained close to the median value. The rental properties available in Lake Villa consisted mostly of 2-bedroom apartments. Trends were also similar for 3-4-bedroom units.

Figure 2.16: Lake Villa Monthly Rent 2016 – 2020 – Two Bedroom Units



Source: Zumper.com Accessed Nov. 2020

HOUSING COST BURDEN

The U.S. Department of Housing and Urban Development (HUD) defines households paying over 30% of their income for housing and utilities as cost burdened. As shown in Table 2.14, Lake Villa has a relatively low rate of cost burden. Approximately 17% of homeowners have cost burden between 30% and 50% of their income and just 6% have very high-cost burden (over 50% of their income towards housing expenses).

The population without a mortgage have even lower rates of cost burden. These are households that most likely have paid off their homes and therefore do not have a mortgage to pay.

Table 2.13, 2.14, 2.15: Homeowner Cost Burden (with mortgage)

Homeowner Status	Lake Villa		15 Minute Drive	
With Mortgage	1,840	85%	38,568	74%
Without Mortgage	315	15%	13,414	26%
Total - Homeowners	2,155	100%	51,982	100%

Cost Burden w/Mortgage	Lake Villa		15 Minute Drive	
0 - 30%	1,342	62%	27,586	53%
30 - 50%	376	17%	6,934	13%
50%+	122	6%	3,902	8%

Cost Burden w/o Mortgage	Lake Villa		15 Minute Drive	
0 - 30%	282	13%	10,762	21%
30 - 50%	13	1%	1,468	3%
50%+	13	1%	1,164	2%

Source: U.S. Census Bureau, 2014-2018 American Community Survey

ECONOMY

Lake Villa has several business districts, including Downtown Lake Villa in the area between Grand Ave. (Rte. 132) and Cedar Ave. and Milwaukee Ave. (Rte. 83), commercial retail along Milwaukee and Grand Avenues, and a shopping center at Deep Lake Rd. and Grass Lake Rd. Efforts to boost the economy have included the Downtown Lake Villa TOD Plan, creation of a Downtown TIF District and Business District (with dedicated sales tax), and the Park Place TIF District. The Village aims to create a strong local economy to support local businesses and create a diversified tax base to support local services.

RETAIL GAP ANALYSIS

Tables 2.16 and 2.17 show the “retail opportunity gap” of \$82 million for Lake Villa, meaning there is more demand than supply. The categories in green are retail gaps, meaning demand is greater than current supply. All retail gaps are shown in green in the tables below, while retail surpluses (when supply is greater than demand) are shown in red.

Table 2.16: Retail Gaps – Lake Villa

Top Retail Gap Categories	Retail Gaps
General Merchandise	\$24,803,226
Food & Beverage	\$14,956,853
Restaurant/Other Eating Places	\$8,166,06

Source: Esri 2020 Demographics, 2017 Retail Market Place

The table below shows the industry composition in Lake Villa. Overall, there is an outflow of spending power occurring with most of the revenue loss concentrated in the general merchandise stores (\$24.8M) and food services and drinking places (\$8.6M) categories. There is a gap in almost every industry type. In terms of total retail and food/drink, (\$82M) is “leaving” Lake Villa each year. Note that there are retail gaps in all but two categories – motor vehicle & parts dealers and a small surplus in gasoline.

Table 2.17: Retail Gap Analysis – Lake Villa

Retail Category	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Surplus)
Total Retail Trade and Food & Drink	\$164,165,233	\$82,075,405	\$82,089,828
Total Retail Trade	\$147,438,358	\$74,022,599	\$73,415,759
Total Food & Drink	\$16,726,875	\$8,052,806	\$8,674,069
Motor Vehicle & Parts Dealers	\$31,032,993	\$32,911,152	(\$1,878,159)
Furniture & Home Furnishings Stores	\$5,054,344	\$957,083	\$4,097,261
Electronics & Appliance Stores	\$5,683,084	\$1,666,754	\$4,016,330
Bldg Materials, Garden Equip. & Supply Stores	\$10,857,306	\$4,692,634	\$6,164,672
Food & Beverage Stores	\$23,642,354	\$8,685,501	\$14,956,853
Health & Personal Care Stores	\$9,477,116	\$1,954,873	\$7,522,243
Gasoline Stations	\$14,966,164	\$15,000,144	-\$33,980
Clothing & Clothing Accessories Stores	\$8,144,714	\$456,036	\$7,688,678
Jewelry, Luggage & Leather Goods Stores	\$1,491,068	\$456,036	\$1,035,032
Sporting Goods, Hobby, Book & Music Stores	\$3,948,175	\$1,798,543	\$2,149,632
General Merchandise Stores	\$25,377,706	\$574,480	\$24,803,226
Miscellaneous Store Retailers	\$5,271,882	\$1,560,539	\$3,711,343
Florists	\$389,171	\$197,290	\$191,881
Office Supplies, Stationery & Gift Stores	\$966,462	\$386,034	\$580,428
Used Merchandise Stores	\$520,412	\$0	\$520,412
Other Miscellaneous Store Retailers	\$3,395,837	\$977,215	\$2,418,622
Food Services & Drinking Places	\$16,726,875	\$8,052,806	\$8,674,069
Special Food Services	\$417,529	\$217,010	\$200,519
Drinking Places - Alcoholic Beverages	\$537,556	\$230,032	\$307,524
Restaurants/Other Eating Places	\$15,771,790	\$7,605,764	\$8,166,026

Source: Esri 2020 Demographics, 2017 Retail Market Place

There is a large retail surplus of \$336 million for the Trade Area, but there are several categories of retail gaps as shown in Table 14, especially for health & personal care, electronics & appliances, food services (restaurants) and drinking places and furniture and home furnishings. Of these categories, health & personal care and food services and drinking places are the most promising to attract to serve the Lake Villa Market.

In addition, there are certain categories of retail surpluses in the Trade Area including categories such as sporting goods, hobby, book & music stores (\$156.6M) and motor vehicles & parts dealers (\$140M). These large surpluses are likely due to the inclusion of the Gurnee Mills area and the Round Lake Beach "big boxes" within the Trade Area. This large retail surplus makes it a challenge to attract additional retail to Lake Villa as there are large clusters of retail in surrounding communities.

Table 2.18: Retail Gaps and Surpluses

Top Retail Gap Categories	Retail Gaps
Health & Personal Care Stores	\$84,785,301
Electronics & Appliance Stores	\$46,216,060
Food Services & Drinking Places	\$28,431,207
Furniture & Home Furnishings Stores	\$14,967,204
Top Retail Surplus Categories	Retail Surpluses
Sporting Goods, Hobby, Book & Music Stores	\$156,681,393
Motor Vehicle & Parts Dealers	\$140,174,916
Clothing & Clothing Accessories Stores	\$107,583,164
Food & Beverage Stores	\$35,424,702

Source: Esri 2020 Demographics, 2017 Retail Market Place

Table 2.19 provides greater detail by retail category, with the categories in green shown as retail gaps and those in red as retail surpluses.

Table 2.19: Retail Gap Analysis – 15min Trade Area

Retail Categories	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Total Retail Trade and Food & Drink	\$3,160,476,430	\$3,494,172,114	\$333,695,684
Total Retail Trade	\$2,838,699,498	\$3,200,826,390	\$362,126,892
Total Food & Drink	\$321,776,931	\$293,345,724	\$28,431,207
Motor Vehicle & Parts Dealers	\$594,952,593	\$735,127,509	-\$140,174,916
Furniture & Home Furnishings Stores	\$96,271,529	\$81,304,325	\$14,967,204
Electronics & Appliance Stores	\$109,662,362	\$63,446,302	\$46,216,060
Bldg Materials, Garden Equip. & Supply Stores	\$202,930,925	\$226,379,147	-\$23,448,222
Food & Beverage Stores	\$459,265,884	\$494,690,586	-\$35,424,702
Health & Personal Care Stores	\$182,013,657	\$97,228,356	\$84,785,301
Gasoline Stations	\$292,829,810	\$371,865,600	-\$79,035,790
Clothing & Clothing Accessories Stores	\$156,595,113	\$264,178,277	-\$107,583,164
Jewelry, Luggage & Leather Goods Stores	\$28,693,874	\$25,820,647	\$2,873,227
Sporting Goods, Hobby, Book & Music Stores	\$76,033,137	\$232,714,530	-\$156,681,393
General Merchandise Stores	\$490,353,075	\$514,376,336	-\$24,023,261
Miscellaneous Store Retailers	\$101,116,446	\$104,755,072	-\$3,638,626
Florists	\$6,947,719	\$3,706,624	\$3,241,095
Office Supplies, Stationery & Gift Stores	\$18,712,186	\$26,723,776	-\$8,011,590
Used Merchandise Stores	\$10,336,658	\$4,949,714	\$5,386,944
Other Miscellaneous Store Retailers	\$65,119,883	\$69,374,958	-\$4,255,075
Food Services & Drinking Places	\$321,776,931	\$293,345,724	\$28,431,207
Special Food Services	\$7,844,884	\$2,910,700	\$4,934,184
Drinking Places - Alcoholic Beverages	\$10,591,070	\$8,022,616	\$2,568,454
Restaurants/Other Eating Places	\$303,340,977	\$282,412,408	\$20,928,569

Source: Esri 2020 Demographics, 2017 Retail Market Place

LIFE SCIENCES

Lake County is at the center of the Chicago region's life science industry. With world headquarters such as Abbott, Abbvie, Hollister, Baxter with major locations for Pfizer, Horizon Pharma and other facilities, pharmaceuticals, hospitals, and research are major drivers of Lake County economy. Taken together, life sciences contribute \$98 billion annually to the Chicago region economy.

Figure 2.17: Lake County at Center of Chicago Region’s Life Science Economy



Source: CBRE Life Sciences Industry Overview: Chicagoland & Major U.S. Markets, Q4 2019

While it may not be feasible to attract a world headquarters, it can provide affordable space for smaller businesses, facilities and other medical uses affiliated with larger, leading firms. The amenities of Lake Villa's natural resources and open spaces, affordable land and abundant labor supply, and expansion of the Vista Campus east of the Village in Lindenhurst, make Lake Villa an attractive location for the right businesses seeking that type of environment.

In fact, the most recent economic investment in Lake Villa is Xtrium Laboratories, Inc. which is renovating and expanding an existing facility at Lake Villa Business Park. Xtrium manufactures and antiseptic products.

Figure 2.18: Xttrium is Renovating and Expanding a Lake Villa Business Park Industrial Space

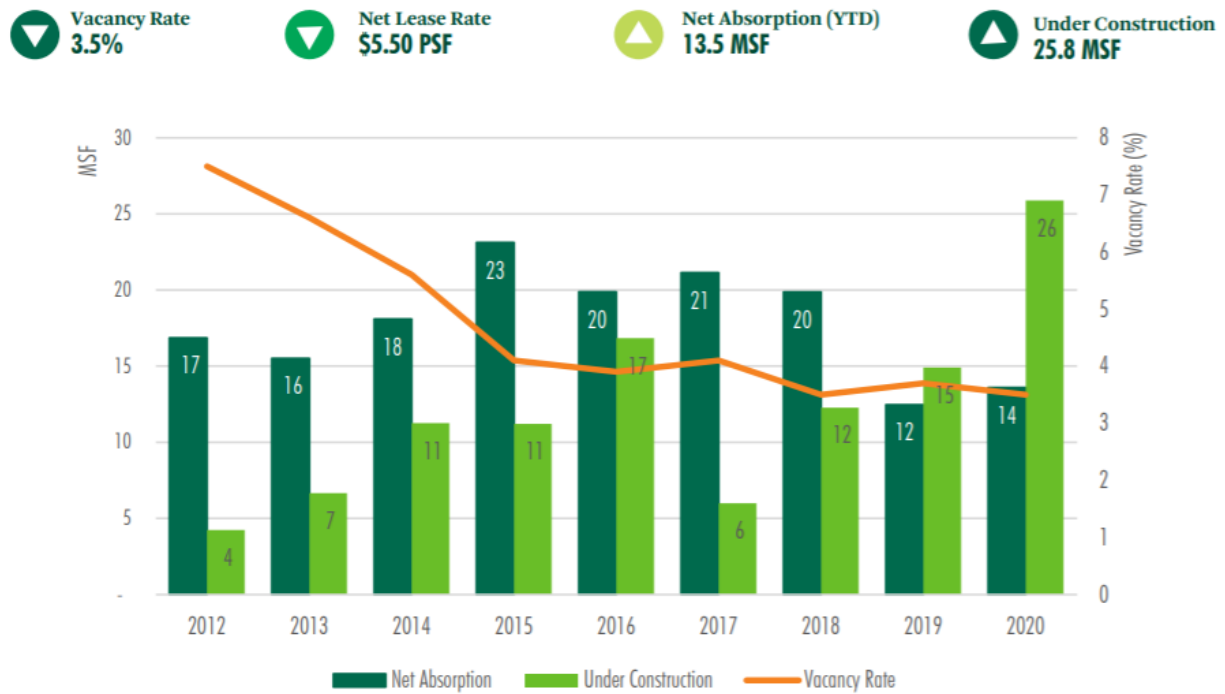


Source: Xttrium Laboratories, Inc., retrieved 1/25/21 from www.exttrium.com

INDUSTRY & DISTRIBUTION

By the fourth quarter of 2020, the industrial market in the Chicago region had nearly fully recovered from the COVID-19 related recession. In fact, industrial vacancy in Lake County was only 3.6%, there was 3.3 million square feet of leasing activity in the 4th quarter, 2.1 million square feet of industrial space under construction and net lease prices were \$5.65 – \$6.55 per square foot, which was near the high end for the Chicago suburban industrial market.²

Figure 2.19: Chicago Area Industrial Market Rebounds



Source: CBRE Marketview, Chicago Metro Q4

Lake Villa Business Park is nearly built out. Looking long term, Lake Villa may benefit from a new business park to capture industrial growth and expand the tax base – driven by a combination of light industry, distribution, and life science-related growth.

² CBRE Marketview Chicago Metro Q4 2020

SPORTS, RECREATION & EVENTS

Lake Villa's residents participate in sports recreational activities at much higher rates than national averages. In fact, Lake Villa exceeded a national average rate of 100 in all but two categories. The most popular activities include walking (28%), swimming (19%), jogging/running (17%) and hiking (16%).

Table 2.20: Participation in Sports Recreation

Activity	Projected Number	Projected Percent	Rate Compared with National Average (100)
Participated in aerobics in last 12 months	611	8.7%	123
Participated in archery in last 12 months	175	2.5%	94
Participated in backpacking in last 12 months	307	4.4%	128
Participated in baseball in last 12 months	312	4.4%	110
Participated in basketball in last 12 months	589	8.3%	106
Participated in bicycling (mountain) in last 12 months	364	5.2%	127
Participated in bicycling (road) in last 12 months	780	11.1%	119
Participated in boating (power) in last 12 months	430	6.1%	143
Participated in bowling in last 12 months	823	11.7%	134
Participated in canoeing/kayaking in last 12 months	576	8.2%	129
Participated in fishing (fresh water) in last 12 months	868	12.3%	113
Participated in fishing (salt water) in last 12 months	317	4.5%	114
Participated in football in last 12 months	346	4.9%	105
Participated in Frisbee in last 12 months	318	4.5%	122
Participated in golf in last 12 months	824	11.7%	146
Participated in hiking in last 12 months	1,130	16.0%	132
Participated in horseback riding in last 12 months	196	2.8%	121
Participated in hunting with rifle in last 12 months	310	4.4%	111
Participated in hunting with shotgun in last 12 months	216	3.1%	97
Participated in ice skating in last 12 months	223	3.2%	112
Participated in jogging/running in last 12 months	1,175	16.7%	136
Participated in motorcycling in last 12 months	249	3.5%	125
Participated in Pilates in last 12 months	222	3.1%	123
Participated in ping pong in last 12 months	296	4.2%	122
Participated in skiing (downhill) in last 12 months	228	3.2%	131
Participated in soccer in last 12 months	340	4.8%	114
Participated in softball in last 12 months	210	3.0%	105
Participated in swimming in last 12 months	1,338	19.0%	124
Participated in target shooting in last 12 months	357	5.1%	113
Participated in tennis in last 12 months	291	4.1%	115
Participated in volleyball in last 12 months	314	4.4%	132
Participated in walking for exercise in last 12 months	2,000	28.3%	119
Participated in weight lifting in last 12 months	1,007	14.3%	139
Participated in yoga in last 12 months	795	11.3%	137
Participated in Zumba in last 12 months	256	3.6%	111

These participation rates yield economic results: eight percent of households spent between \$100 and \$249 on sports/recreation equipment and 11% of households spend over \$250 on an annual basis. Furthermore, one in five households attended sports events in past 12 months.

Table 2.21: Sports Related Spending

	Projected Number	Projected Percent	Rate Compared with National Average (100)
Spent on sports/rec equip in last 12 months: \$1-99	484	6.9%	117
Spent on sports/rec equip in last 12 months: \$100-\$249	570	8.1%	144
Spent on sports/rec equip in last 12 months: \$250+	747	10.6%	143
Attend sports events	1,532	21.7%	140

Business such as Nielsen Enterprises, have long understood the market niche of Lake Villa and how to attract consumers from throughout the Chicago area and southern Wisconsin to shop in Lake Villa. Facilities such as The American Aid Society of German Descendants provides competition quality soccer fields and is home to the Chicago Kickers Soccer Club. Destination sports fields like Frank M. Loffredo Park is a 17-acre parcel provide soccer, field hockey, lacrosse, softball and baseball fields, skateboard park, disc golf course, pavilion, and restrooms. Glacier Park provides a swimming and boat launch (for up to 10 horsepower engines). Lehmann Park provides swimming beach, boat launch, volleyball, picnic shelter and playground.

This array of sports and recreation can be an anchor to economic growth, building demand for restaurants, sports-related equipment, and brings visitors into the community that might shop at local stores with the right marketing efforts.



3. ECONOMIC DEVELOPMENT – GROWING LOCAL BUSINESSES

Lake Villa is home to a reviving downtown. The historic setting, central location, access to Lehmann Park and Cedar Lake, and excellent transportation with two major arterials and Metra service, the downtown is the cultural home and center of civic life. It also has greater potential to anchor more businesses and job growth. In addition, commercial areas along Milwaukee Ave. (Rte. 83), Grand Ave. (Rte. 132), Cedar Lake Rd, and the Lake Villa Business Park located off Milwaukee Ave. (Rte. 83) provide additional economic development opportunities.

The Village aims to bring quality growth and development by working with businesses and developers to achieve projects that enhance the sense of community. They also encourage the next generation of local entrepreneurs and community leaders.

FINDINGS

Finding 1: Downtown Lake Villa is the economic center of the Village and is adapting to a changing economy focused on restaurants, business services, recreation, and civic life.

Since the adoption of the Downtown TOD Plan in 2013, the Village has implemented several recommendations, including creating a TIF District and Business District to support business development, redoing the streetscape along Cedar Ave., adding parking at the Metra Station, and adding signage to the downtown.

During this time, the economy has evolved, and the needs of businesses have changed. Yet, the fundamental strengths of Lake Villa could be more essential than ever. It is easy to get to via car or train. People working from home can easily commute to the O'Hare area or Downtown Chicago a day or two each week. The Vista Medical Campus just east of Lake Villa has greatly expanded. A 32-acre available site located on a lake and one-block from a Metra station is virtually unheard of in the Chicago region.

While change will not be over night, care, attention to the downtown, plus the willingness to be creative, can result in continued progress, growing the local tax base and bringing more jobs and economic investment to the Village.

Finding 2: Lake Villa's setting with natural areas, lakes, and a destination for recreation businesses provide a second pillar for growth.

Successful economic development efforts are based on local assets and strengths. Lake Villa was originally settled due to its natural settings, relatively close location to Chicago and home to resorts, mansions, and estates. Today, these same assets are why many people choose to live in Lake Villa. Lake Villa is not only home to Cedar Lake, Deep Lake and Sun Lake, forests preserves and recreation areas, but is also a gateway to Chain O'Lakes.

While there are some well-known destination businesses focusing on recreation, more can be done to enhance these strengths. From expanding facilities and upgrading Lehmann Park, to marketing the downtown via sports leagues and recreational activities in Lake Villa's parks, to events hosted at Lehmann Mansion, more can be done to market the Village as a recreation destination, home to businesses, parks, and restaurants that can cater to families, teams, and visitors.

Finding 3: Take advantage of Lake County's economic strengths in health care, research, and advanced manufacturing.

Lake County is home to a concentration of globally – recognized pharmaceutical, research and health-care related industries. From Abbott, Abbie, Hollister, and Baxter, Lake County is home to some of the world's leading companies. These Fortune 500 companies are in this region to find talent and a workforce.

Lake Villa can tap into the health care and research ecosystem by providing both talent to these companies as well as suppliers and business services. For example, the location of Xttrium Laboratories in Lake Villa in 2021 is testament to the fact that Lake Villa's available and flexible space can be a good fit for growing companies that serve these industries.

By ensuring there is available space, economic development programs, and that brokers are aware of what Lake Villa has to offer, the Village can gain a larger share of this investment to attract businesses that serve the growing industries.

ECONOMIC DEVELOPMENT GOALS & STRATEGIES

1. Continue to revitalize Downtown Lake Villa a vibrant economic and civic center for the Village.

There were eleven goals that framed the 2013 Downtown TOD plan. All these goals are still relevant to the Downtown, with the following updates:

a. Attract new retail, housing, & mixed-use development to Downtown Lake Villa.

With progress made attracting a new restaurant, brewery and a medical office to the Downtown, there are still many opportunities for additional business attraction to the Downtown. Cedar Ave. between Grand Ave. (Rte. 132) and the Metra Station should continue to attract restaurants, retailers, and business services. Mixed-use development could include housing above retail and allow for buildings up to three or four stories with contextual design that reinforces the "Main Street" look of downtown.

Figure 3.1 Downtown Lake Villa



b. Support transportation options in Lake Villa, including access & use of Metra, biking, & walking.

The Village has made several improvements including an expanded Metra Station parking lot, additional sidewalk connections to the Metra Station and streetscape improvements along Cedar Ave. from the Metra Station to Grand Ave. (Rte. 132).

Metra service is an important asset for residents to be able to commute toward the O'Hare area and Downtown Chicago, whether it is every day, or just one or two times per week. With the increased use of Uber, Lyft and similar services, the "final mile" to one's home is more easily addressed for people who don't want to drive to the station or don't have an extra car for the trip. Pace also offers a series of services to address the "final mile" home with flexible services like van pools, which could also be used between Lake Villa and other job clusters in Lake County or suburban areas.

Figure 3.2 Lake Villa Metra Station



- c. **Support sensitive reuse & redevelopment of properties along Cedar Ave. to promote a “downtown main street” environment that mixes stores, restaurants, services, & residential development.**

In addition to the improvements that have been made on Cedar Ave. between Grand Ave. (Rte. 132) and the Metra Station, the area along Cedar between the Metra Station and Milwaukee Ave. (Rte.83) has potential for land assemblage and redevelopment into mixed-use developments that could include retail, housing, and business services. Older warehouses and outdated commercial facilities can be redeveloped into more economically sustainable uses in this subarea.

With TIF funding in place, the Village can not only use funds to attract larger projects but offer Small Business matching grants for eligible costs such as light building rehabs, façade improvements, job training and/or relocation.

Figure 3.3: New Streetscaping Along Cedar Ave in Downtown

d. Create vibrant new development on key opportunity sites that bring character, strong sense of place, & economic vitality to Lake Villa Triangle.

Recent progress has included attraction of a new health-care provider to Milwaukee Ave. (Rte. 83). Additional sites along Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 83) can bring additional economic investment by providing modern space and amenities.

The Village should continue to work with Lake Villa School District 41 on the long-term use for the Pleviak School Site at Milwaukee Ave. (Rte.83) and Grand Ave. (Rte.132) The site is an important gateway to Downtown and should be designed for a strong presence on the corner that welcomes visitors into Lake Villa. The site should include retail development and could also include attached or high-quality multi-family housing that would bring a built-in resident population into this area.

The Village also continues to aim for mixed-use development at the Downtown Lakefront site. As recommended in the Downtown TOD Plan, the site should include retail along Grand Ave. (Rte. 132) A variety of housing types may be appropriate for the northern portion of the site. A multi-use trail with public access should be developed along Cedar Lake, along with an expansion of Lehmann Park westward along the lake.

Figure 3.4: Vision for New Development Along Cedar Lake Proposed in Downtown TOD Plan



- e. Support a range of housing options that bring residents in proximity to retail, transit & other services, and expands residential base supporting Lake Villa Triangle businesses.**

Lake Villa has not seen the type of housing development of other Lake County downtowns, but has many of the same assets that can be leveraged as young professionals, couples and empty-nesters are looking for high-amenity communities to live in. With available land and redevelopment opportunities, Lake Villa is poised to capture demand for housing as families are increasingly looking for space and amenities in their housing choices.

- f. Focus on sports & rec as anchor uses in and around Downtown Lake Villa to attract visitors, customers, & prospective investors in complementary businesses, including restaurants & stores.**

Lake Villa, as a gateway to the Chain O'Lakes and home to a variety of sports leagues, park facilities and recreation-related businesses has a unique niche that is distinct from other municipalities. The Village can market these assets to attract related retail, restaurants, and businesses. Maximizing the use of Loffredo Park, the American Aid Society of German Descendants, Lehmann Park and Lehmann Mansion can lead to a "sports and recreation" center of Lake County, attracting sports teams, tournaments, water-related activities, and other recreation to the Village.

Figure: 3.5 Lehmann Park

g. Expand access to Cedar & Deep Lakes to non-motorized watersports.

There are two lakefront public parks, Lehmann Park on Cedar Lake is an important asset to the Downtown and provides a boat launch and beach that can be leveraged as a year-round open space with festivals and activities.

Planned improvements to the park include adding a performance pavilion, open lawn seating area, Ga Ga ball courts, new basketball court, a bocce court, two sets of bag toss and ping pong table.

In addition, Glacier Park is a public park at Water's Edge on the shore of Deep Lake that offers a beach, small pier, boat launch, playground, and picnic tables. It should also be renovated with new playground equipment, a new boat launch, a gazebo for shade and entertainment.

The Village could also consider bringing in a canoe & kayak provider to one of these two parks. A variety of not-for-profit and private businesses provide rental operations during the summer seasons.

h. Connect parks, forest preserves, lakes, and open spaces throughout Lake Villa & neighboring communities through multi-purpose bicycle & walking paths.

The Village is pursuing funding for a sidewalk on the north side of Grand Ave. (Rte. 132) on the east side of Milwaukee Ave. (Rte. 83) This sidewalk should be extended on the north side of Grand Ave. (Rte. 132) to Cedar Ave. so there is a continuous sidewalk to the Downtown on both sides of Grand Ave. (Rte. 132). Trail

recommendations recommended in the plan should continue to be pursued including trail connection from Grant Woods at Cedar Lake Rd. east toward the CN Railroad and north to Grand Ave. (Rte.132) as well as east to Deep Lake Rd. (see Transportation Chapter).

i. Implement streetscape & signage program to enhance experience of visitors to Downtown Lake Villa.

Streetscape and signage improvements have been made along Cedar Ave. as were recommended in the Downtown TOD Plan, along with additional parking at the Metra Station and on the south side of Grand Ave. (Rte. 132) at Cedar Ave.

j. Implement marketing program through variety of traditional/social media to promote Lake Villa.

The Village has upgraded its web site, developed a new logo, implemented new social media outlets, and installed wayfinding and gateway signage throughout the core area. Consistent marketing, both online, and with signage throughout the Village enhances the identity and image of Lake Villa as a fresh, inviting location to host businesses, events, and activities.



Figure 3.6

2. Support commercial and industrial development to provide economic investment, job growth and expansion of the tax base to provide needed public services.

a. Plan for high quality development along Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132).

There are several key sites that can be developed or redeveloped to bring economic investment to the Village. These include:

- **Former Pleviak School:** Work with District 41 to redevelop property for either commercial use or a mixed-use development with retail and housing.
- **Lake Plaza and Nielsen Plaza:** Develop a plan for redeveloping the properties for high quality commercial use (retail and business services) and/or mixed-use with commercial and residential development.
- **One Hope United:** Work with the organization to plan for commercial development along Milwaukee Ave. (Rte.83) in front of their campus.
- **Grand Ave. Properties, South Side from German Aid Society to Cedar Ave.:** Consider commercial/multi-family development that compliments nearby residential housing and that is in sync with the nearby downtown business district. Uses include multi-family, eating establishments, office space, retail.
- **Grand Ave. at Rte. 83 (Northeast):** Create expanded fueling station development with other complimentary uses. Consider including bank and vacant sites as part of redevelopment.
- **Vacant Lake Villa District Library Site:** Consider repurposing or redeveloping as medical, fitness center or age-restricted living to complement nearby Vista Medical Center.
- **Milwaukee Ave. and Grass Lake Rd.:** Upgrade sites and seek businesses and industries that complement existing cluster of marine – related firms. Consider strategic annexations to absorb business-related properties and opportunities for new development.
- **Deep Lake Rd. and Grass Lake Rd.:** Continue to support commercial and mixed – use development. Consider strategic annexations for residential and/or mixed-use development along Grass Lake Rd.

b. Support business park development to accommodate industrial uses, health-care related industries and advanced manufacturing.

- Complete the development of Park Place Business Park by attracting use of final vacant parcels in the Business Park.

- Identify the location of a new business park within the Village. Potential options include Cedar Lake Rd. and Grand Ave. (Rte. 132) or undeveloped land along Grand Ave. (Rte.132) on the west side of the Village.

Figure 3.7: Lake Villa is Positioned to Attract More Biomedical and Health Care Related Industries



3. Create a sustained marketing plan for the Village

The Village has increased its marketing presence in recent years, whether on the web, meeting with local and prospective businesses and developers, or installing new signage throughout the downtown and at key locations around the municipality. It is evident how important local festivals have been to the Village, therefore continuing this and working on expanding events in general is essential.

Successful economic development strategies depend on creating a “buzz” – pulling visitors and shoppers into town. Many people who live within a 10 or 15-minute drive may have no idea of the new businesses that have opened. Building the right blend of social media takes time, but can build to impressive, low-cost results. The Village has a Facebook page with over 3,200 likes, a Twitter handle, and an Instagram page. Knowing which social media to use, when, and for what, will be critical in getting the word out. Ideas include:

- Building recognition of Lake Villa's history by spotlighting past historical events, buildings, and places.
- Spotlighting local organizations and leaders in the community.
- Spreading the word and organizing local promotions across town.
- Showcasing and organizing arts and cultural activities in town.
- Creating fun, non-motorized events on the lakes and broadcasting live on Facebook.

A marketing plan should start with a set of strategic goals, identifying key audiences and how to reach them. Roles can be divided between what Village staff are responsible for and how to collaborate with the Lindenhurst/Lake Villa Chamber of Commerce, Lake County Partners, and other like-minded organizations.

Strategies can include:

- Social media outlets
- Advertising/marketing budget
- Sponsorships
- Events
- Expanded signage program

An effective plan is also measured over time. Measurements can include the number of views on social media posts, re-postings, comments, etc. Long-term measurements include working with local businesses to identify any change in sales in relationship to local festivals, amount of foot traffic, restaurant, and retail sales over time, etc.



4. LAND USE – COMMUNITY GROWTH AND DEVELOPMENT

Lake Villa, home to 8,741 residents, is in the north central portion of Lake County at the crossroads of Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132). The community blends a traditional suburban residential setting with a historic downtown with a Metra NCS station and lakefront access at Lehmann Park. The unusual blend of suburban and rural, with excellent transportation access, provides a small-town setting with access to amenities across Lake County, the Chicago region and nearby southeastern Wisconsin.

The Village aims to take advantage of its small town feeling while expanding its economic base to provide high quality services without burdening residential taxpayers. The comprehensive plan provides a roadmap to achieve this vision through planning and development policies, programs and services that will enhance the quality-of-life of residents while providing a welcoming environment for economic development, recreational activities, and access to open space.

FINDINGS

Finding 1. The Village is centered by a historic downtown that has potential for more development, investment and a wider variety of restaurants, business services and retail.

Downtown Lake Villa is bounded by Milwaukee Ave. (Rte. 83), Grand Ave. (Rte. 132), and Cedar Ave. The traditional downtown “Main Street” is located along Cedar Ave., where Village Hall and a series of one and two-story commercial buildings and storefronts exist. The Downtown has begun to attract new businesses since the establishment of a TIF District, a Business District, and new streetscaping. This has included the opening of a new restaurant at Grand Ave. (Rte. 132) and Cedar Ave. with work already begun on opening two microbreweries.

There is plenty of room for growth in the downtown by redeveloping properties along Cedar Ave., between the Metra tracks and Milwaukee Ave. (Rte. 83). Older industrial and commercial buildings as well as the strip center can be revived and redeveloped to promote more in-town residential, local commercial, and service businesses. In addition, there is a large tract of land just west of Cedar Ave. along Grand Ave. (Rte. 132) with lakefront views and access to the north.

Finding 2: Lake Villa can leverage its access to recreation, lakes, and open space.

Lake Villa's historic roots were based on a rural escape to estates and manors, including Lehmann Mansion, which is used for various events such as weddings and conferences. The Village now owns the building which is operated by a private contractor.

Although the community has changed over the years with the development of suburban neighborhoods and retail districts, the Village still retains access to natural resources and open spaces. Sometimes known as the gateway to the Chain 'O Lakes, Lake Villa is home to its own recreational lakes and open spaces that are quiet, serene due to no wake

rules. The downtown is adjacent to Cedar Lake where Lehmann Park provides lake access and hosts events such as Celebration of Summer, Egg Hunt, Celebration of Fall and Dining in the Park. Residential development surrounds Deep Lake located east of Milwaukee Ave. (Rte.83). Sun Lake is in the Sun Lake Forest Preserve just north of Deep Lake. In addition, Frank M. Loffredo Park, Lehmann Park, and Lake Villa Township Park all provide access to open space, recreational activities, and natural areas.

Finding 3: Lake Villa's land use patterns follow the transportation network

Lake Villa initially developed due to its rail access and destination for summer homes and resorts. Over time, development spread out along regional arterials including Grand Ave. (Rte. 132) and Milwaukee Ave. (Rte. 83).

More recently was the restoration of commuter rail service through the North Central Service (NCS) Metra line. In 1996, the station restored rail service to the Village since its closure in 1965 and demolition of the station in 1974. Today, the station is a replica of the original 1886 station. The reestablished amenity allows residents and visitors to travel to O'Hare International Airport, downtown Chicago, and other nearby municipalities.

As part of the transportation access, rail infrastructure also allows freight service to conduct business. State highways include Milwaukee Ave. (Rte. 83), Grand Ave. (Rte. 132), Illinois 59 to the west, and Interstate 94 to the east.

The Village has worked hard to implement pedestrian amenities such as bike paths, walkability, and transit access, along with proposing new mixed-use development, attracting new industries, housing, and identifying opportunity sites for new construction.

EXISTING LAND USE

The land use pattern in Lake Villa has developed due to shifts in land use, transportation, and types of development over the past 120 years.

The downtown developed based on rail access – including access to commercial businesses along Cedar St., nearby homes for workers, summer home availability, and as a starting point to serve the estates and private resorts around the Village.

During the 1970s and 1980s, the downtown expanded, and residential subdivisions were built. This was also the same period when no commuter rail service existed and all transportation was auto based, with less need to go downtown.

Now, over a century after its incorporation, Lake Villa has the potential to take advantage of the assets in each part of the community, building on the strengths of local parks, schools, commercial districts, and business park.

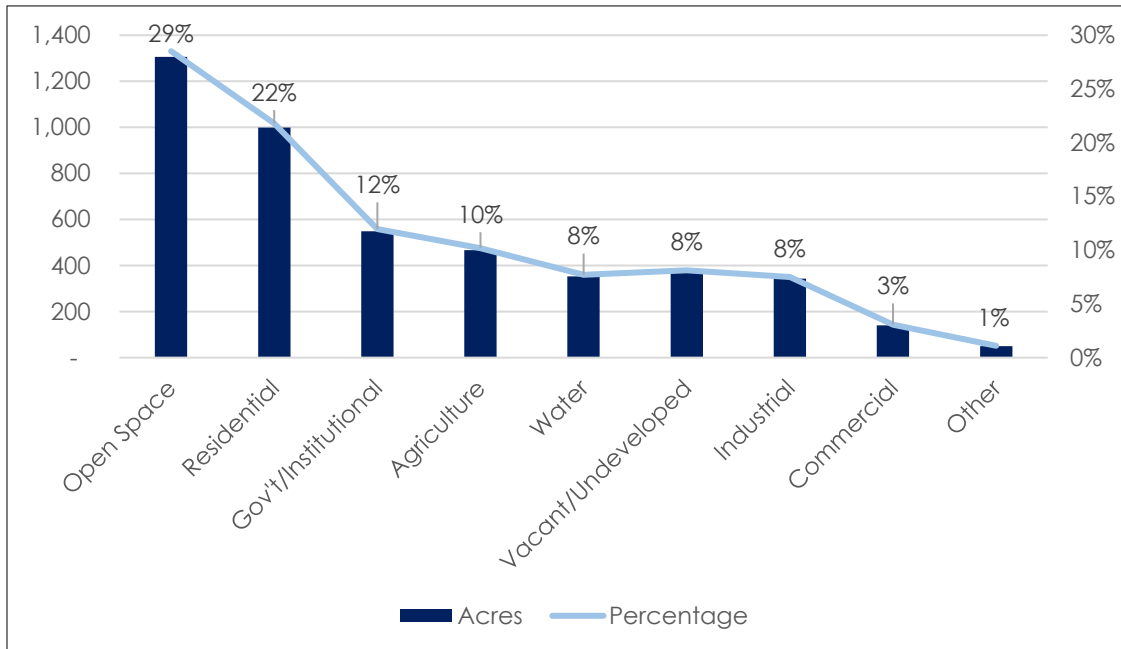
General Land Uses

Table 4.1 and Figure 4.1 show the total land use acres and percentage of land for each general land use. The largest category of land use is open space (28%), followed by residential uses (22%) and government/institutional (12%). The large open spaces, forest preserves, and lakes provide a setting that has attracted residents and visitors for decades. But this also means, much of the land area in the Village is not taxable, putting additional burden on residential taxpayers.

Table 4.1: General Land Uses - Acres & Percentage of Total Land Area

General Land Use	Acres	Percentage
Open Space	1,306	28%
Residential	998	22%
Gov't/Institutional	549	12%
Agriculture	467	10%
Water	353	8%
Vacant/Undeveloped	372	8%
Industrial	344	7%
Commercial	140	3%
Other	52	1%
Total	4,581	100%

Figure 4.1: General Land Use Acres & Percentage of Total Land Area

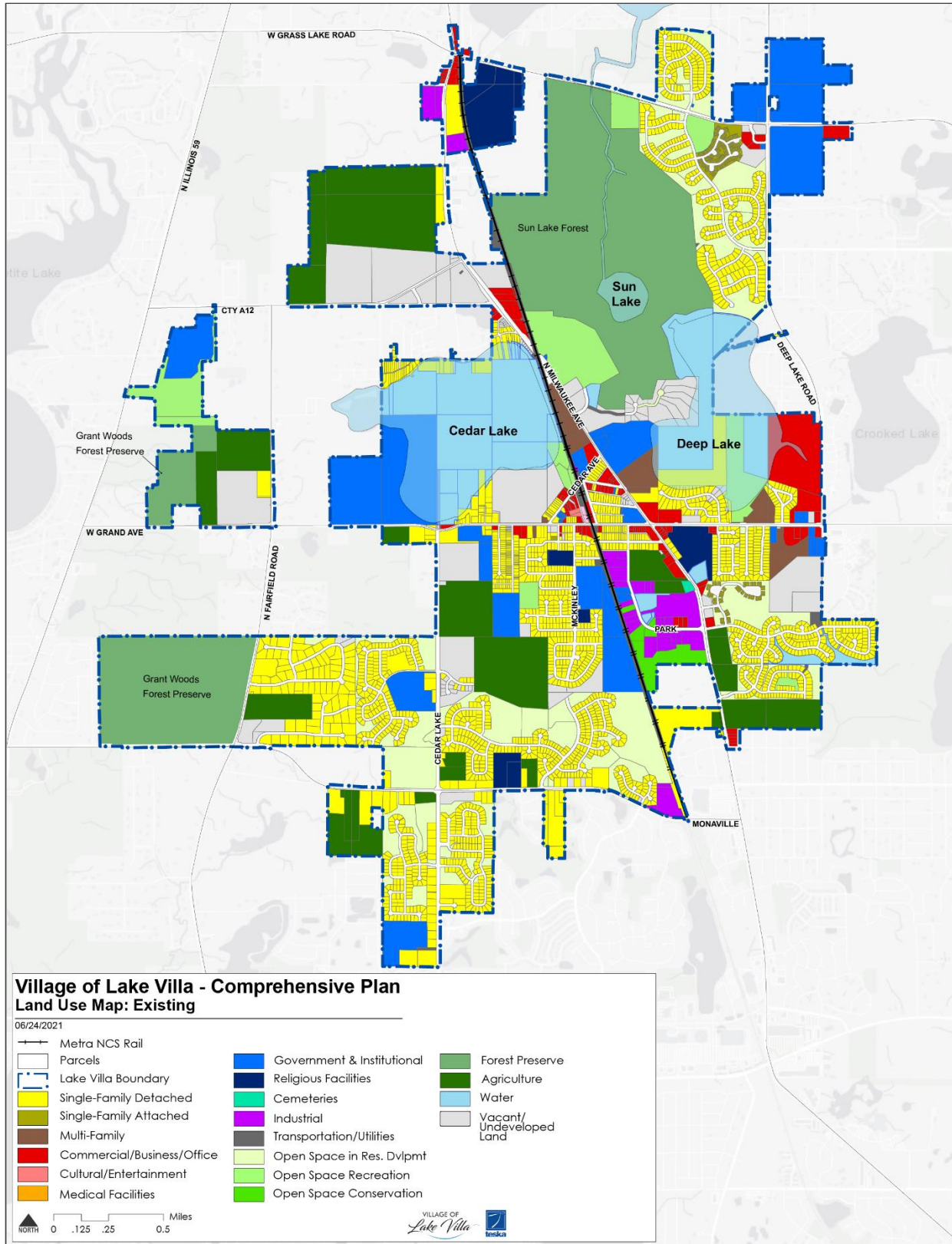


Detailed Land Uses and Land Use Map

The Existing Land Use Map, Figure 4.2, details the use of property throughout Lake Villa in distinct categories. The map represents current land use, not necessarily how the land is zoned. Most land uses match zoning, but there are exceptions within the Village.

The land use pattern has developed over time as the Village has become built-out, with residential areas near a historic downtown, along with suburban subdivisions, commercial corridors, and estate homes. There continues to be available vacant/undeveloped land, and property, currently used for agriculture, that can be developed over time. Several of these tracts are in, or near, the downtown.

Figure 4.2: Existing Land Use Map



Land use designations include:

Single-Family Detached: One housing unit per free-standing residential structure. This use can include undeveloped residential properties when adjacent to a developed property with the same owner.

Single-Family Attached: Townhomes, duplexes, and other multi-unit structures whose units do not share a common entryway.

Multi-Family: Multiple-unit residential buildings with a common entryway. Includes retirement complexes (except nursing homes), two & three-flats, and condominiums. High-rise apartment buildings with street level commercial are coded as multi-family.

Open Space in Residential Development: Common areas within a residential development; may be managed by homeowners' association (HOA).

Commercial/Business/Office: This category includes smaller retail trade and services, urban mix with residential component, office buildings (including stand-alone, complexes, and corporate campuses).

Culture/Entertainment: Cultural sites, historic sites, public amphitheaters, Drive-ins, fairgrounds, miniature golf, go-cart tracks, tennis courts, bowling, swimming pools, recreation centers

Medical Facilities: Includes hospitals as well as nursing homes and other long-term care facilities.

Government & Institutional: Includes executive, legislative, & judicial functions, police, fire, postal services, public libraries, public works facilities, public and private schools identified by Illinois State Board of Education, Moose, Elks, VFW, and similar service organizations, other tax-exempt social service organizations providing aid for people.

Religious Facilities: Houses of worship, along with associated structures and property.

Cemeteries: Includes associated chapels and mausoleums.

Industrial: Includes smaller-scale manufacturing and warehousing operations and properties where the manufacturing of goods is the sole on-site activity.

Transportation/Utilities:

Rail ROW: Linear parcels owned by a rail transportation company.

Roadway: Linear parcel dominated by roadway.

Parking: Non-residential off-street parking, municipal lots (including lots associated with an adjacent land use particular to that use).

Other Utility/Waste: Electric generation plants and substations, natural gas production plants & storage tanks, water pipelines, water towers & accompanying land, refuse, garbage plants, and incinerators.

Non-Parcel Areas: Areas not represented by a parcel due to water, road right-of-way, or other circumstance.

Agriculture: Land classified by the county assessor as agricultural, where the parcel is dominated by row crops, field crops & fallow field farms & pasture, horse, dairy, livestock or identified by aerials as agricultural use.

Open Space, Recreation: Public land (federal, state parks, & conservation areas, local parks primarily in a natural state), state-dedicated nature preserves (regardless of ownership status), and privately-run conservation facilities. Recreational open space with greater than 50% combined impervious surface and manicured turf, botanical gardens, and arboreta are included within this category.

Open Space, Conservation: Open space in a natural state (less than 50% combined impervious surface/manicured turf) and protected open spaces such as wetlands and protected open spaces managed by homeowners' associations.

Forest Preserve: Owned by the Lake County Forest Preserve District. It consists of a range of land types, such as wetlands, floodplains, forests, savannas, and prairies, provide crucial ecosystem services, habitat, and recreational amenities to the region.

Golf Course: Public golf courses, country clubs and driving ranges; including associated buildings and parking.

Vacant /Undeveloped Land: Land in an undeveloped state, with no agricultural activities nor protection as open space.

Water: Parcel is riparian and predominantly water. In Lake Villa, many of these are private riparian lots with a portion or all the land area covered by lakes.

Table 3.2 provides the acreage and percentage of total land area for each of these land use categories and which general land uses they represent. Using these detailed categories, the top land uses are:

- Single-Family Detached 20%
- Forest Preservation 17%
- Government & Institutional 10%
- Agriculture 10%

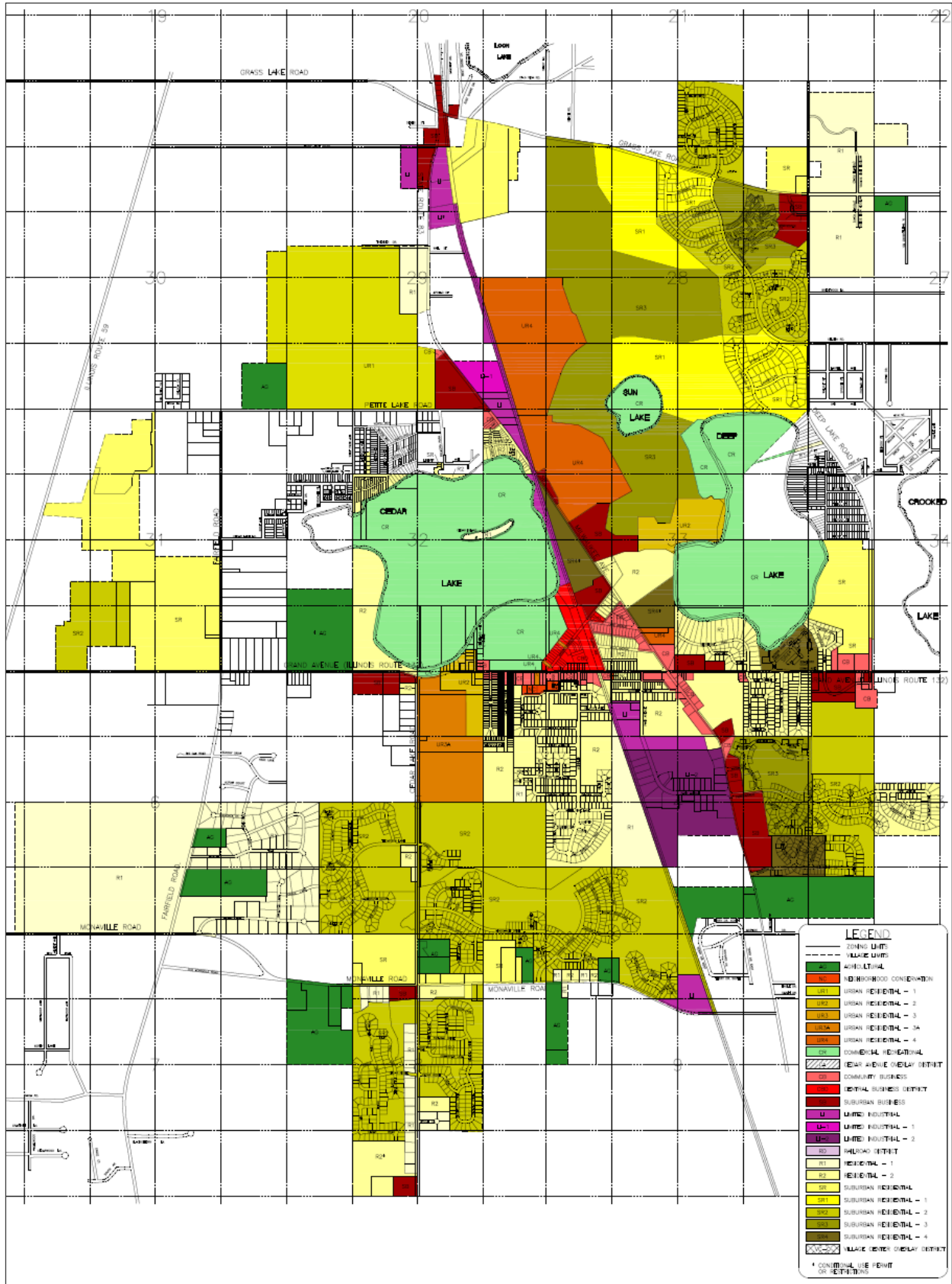
Table 4.2: Detailed Existing Land Use Table

Land Use	Acreage	Percentage	General Land Use
Single-Fam Detached	923.62	20%	Residential
Single Fam Attached	22.33	0.49%	Residential
Multi-Family	52.5	1.15%	Residential
Open Space, Res. Develop.	340.75	7%	Open Space
Commercial/Business/Office	139.26	3%	Commercial
Culture/Entertainment	1.16	0.03%	Commercial
Medical Facilities	0.01	0.0002%	Commercial
Government & Institutional	454.82	10%	Gov't/Institutional
Religious Facilities	93.8	2.05%	Gov't/Institutional
Cemetery	1.45	0.03%	Open Space
Industrial	343.58	7%	Industrial
Transportation/Utilities	49.86	1.09%	Other
Rail ROW	42.2	0.92%	Other
Roadway	2.46	0.05%	Other
Parking	0.8	0.02%	Other
Other Utility/Waste	4.4	0.10%	Other
Agriculture	466.76	10%	Agriculture
Open Space, Recreation	170.96	4%	Open Space
Open Space, Conservation	25.02	1%	Open Space
Forest Preservation	769.46	17%	Open Space
Golf Course	0.03	.001%	Open Space
Vacant /Undeveloped Land	372.45	8%	Vacant
Water	352.85	8%	Water
Non-Parcel Areas	0.56	0.01%	Other
Total	4,581.23	100%	

Zoning Map

The zoning map, shown in Figure 4.3, depicts what type of usage is permitted for each parcel of land. As mentioned above, in most cases the current use is consistent with permitted zoning. But land that is vacant, for example, may be zoned for residential, commercial, industrial or another use. Similarly, schools (whose land use category is government/institutional) are typically permitted in residential zones. For a more comprehensive look at the zoning map and any updates that have been made after the publication of this plan, please visit the Village website www.lake-villa.org

Figure 4.3: Existing Zoning Map



1.5 MILE PLANNING AREA

Figure 4.4 maps existing land uses in the Village along with showing a 1.5 mile planning area boundary. Under Illinois statute, (65 ILCS 5/11-12-5 from Ch. 24, par. 11-12-5), municipalities may plan for future development or redevelopment within their corporate limits and plan for land use in unincorporated areas within 1.5 miles of their municipal boundary. The county ultimately has jurisdiction in these areas, although municipalities may pursue annexation and/or provide government services such as water supply.

The 1.5 mile planning area boundary, in red, encompasses a portion of several villages. Each of these municipalities can also plan for the unincorporated areas within their own planning area.

As part of the comprehensive planning process, Lake Villa will propose land uses in unincorporated portions of its planning areas. To inform this process, a review of neighboring jurisdictions' future land use plans has been conducted. A summary of these proposed land uses include:

Antioch overlaps with the northern portion of Lake Villa's planning area. Antioch envisions a combination of open space, low-medium & medium residential density, countryside estate, neighborhood commercial, and corporate park in the unincorporated areas. Additional walking trails would also be included in the proposed open space land use type.

Lindenhurst overlaps with the eastern portion of the planning area. Their future land use map proposes recreational open space, suburban single-family residential, and estate single-family residential district in these unincorporated areas.

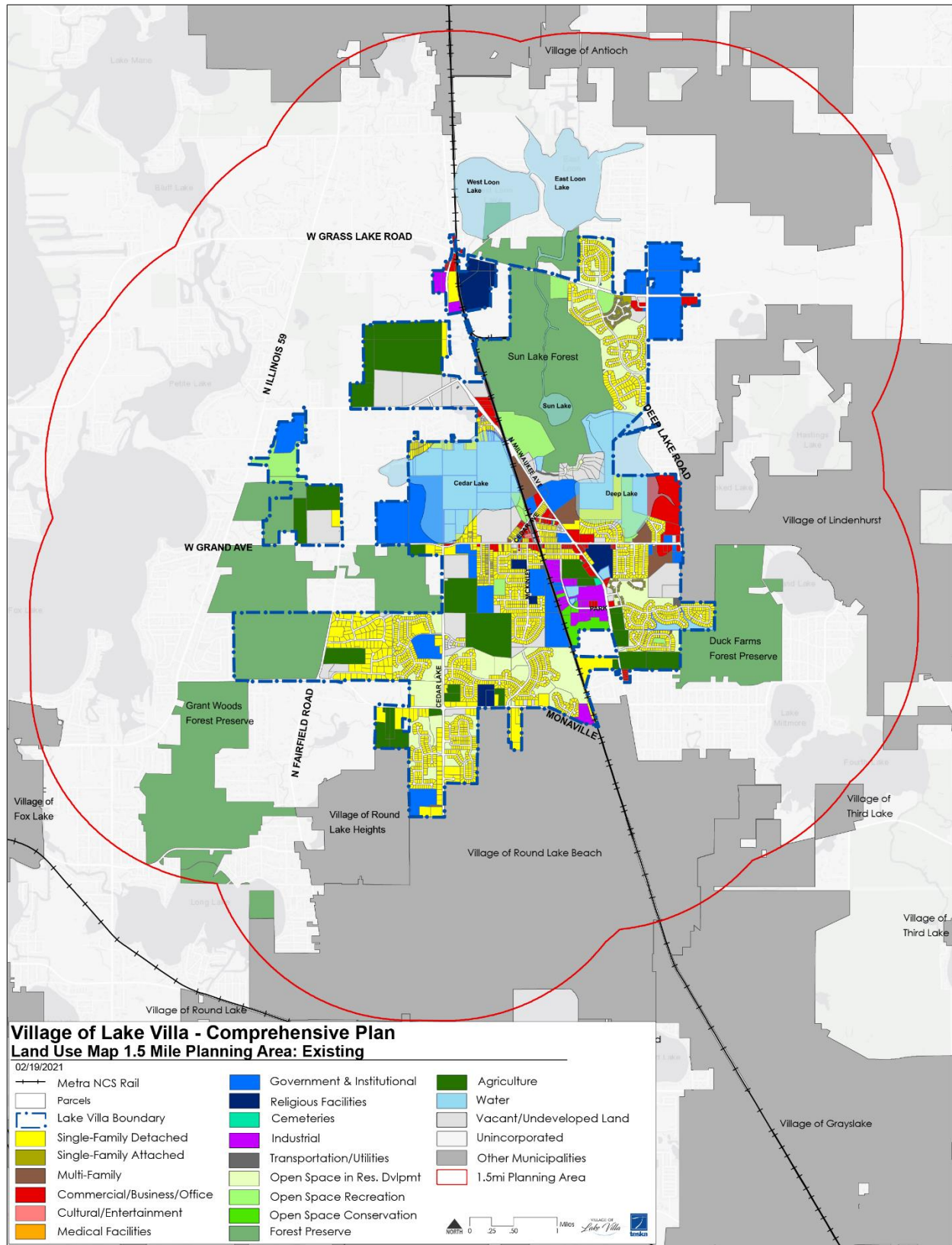
Grayslake overlaps with the northeastern portion of Lake Villa's planning area. Potential land uses that are proposed by Grayslake include commercial, parks/open space, and single-family residential.

Round Lake Beach overlaps the southwest and southeast portion of the planning area. Their proposed land uses include low, medium & high density residential, commercial, and parks & open space.

Round Lakes Heights overlaps with the southern portion of Lake Villa's planning area. Future land uses include open space, agriculture, residential, quasi-public lands, and commercial.

Fox Lake overlaps with the west portion of Lake Villa's planning area. Fox Lake's proposed land uses include low density residential, government/institutional, commercial, parks & recreation, and natural areas.

Figure 4.4: Lake Villa Existing Land Use and 1.5 Mile Planning Area



LAND USE GOALS AND STRATEGIES

1. Preserve the Village's history and character while also responding to the current economic conditions.

1.1 Preserve the character of existing neighborhoods while allowing for redevelopment and reinvestment that enhances the vitality of the community.

1.2 Promote the reinvestment and repairs to older homes while allowing additions and modernization of homes to meet current needs.

1.2 Investigate creation of a historic district in the downtown that would enable eligibility for National Historic Tax Credits, and a historic building ordinance for individual buildings that lie outside a historic district.

2. Enhance the tax base and reduce the tax burden on residents by supporting fiscally sound growth and development.

2.1 Promote new development on vacant land within the Village that is fiscally sound and provides benefits to the local economy and tax base.

2.2 Consider strategic annexations that will bring vitality to the Village without undue strain on public services and infrastructure.

2.3 Promote commercial and mixed-use development along Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132) that enhances the character of each corridor and provides needed commercial space to serve residents and prevent retail leakage to other communities.

2.4 Encourage the completion of Lake Villa Business Park and plan for an additional business park to attract light industry, health-care related businesses, and related development.

3. Add appropriately to the housing stock and provide housing options to attract families, professionals and allow seniors to stay in the community.

3.1 Promote homeownership through single-family, townhome and multi-family condominiums that can serve the demand for housing at different stages of life.

3.2 Plan for quality rental development that can meet the demand for housing while being a transition to homeownership for many younger households.

3.3 Plan for a range of quality housing options for seniors, from active adult to age-restricted housing so that residents can stay in the community.

4. Pursue development and redevelopment projects that in the aggregate will support vital services including quality public schools.

4.1 Implement the Lake Villa Downtown Plan to reinvest in the downtown by focusing on Cedar Ave., redevelopment of underutilized commercial and industrial properties between the Metra Station and Milwaukee Ave. (Rte. 83), and transition properties along Grand Ave. (Rte. 132) to commercial or mixed-use.

4.2 Promote upgrades or redevelopment of commercial centers that are outdated and are experiencing vacancy.

4.3 Ensure that new development creates connections for bicycles and pedestrians to enhance transportation options.

4.4 Encourage new development to conserve natural resources, create open spaces, and enhance recreational opportunities in the Village.

FUTURE LAND USE MAPS

The Future Land Use Map is a long-term blueprint to guide the Village in making informed decisions to guide growth and development, enhance the tax base, and provide quality services. The intent is to elevate the Village as a competitive area, continue to be a prosperous place to do business and quality place to live, and attract additional investment.

The Future Land Use Map is not a zoning map. It is a guide for the future that provides policy direction, not regulation. Future decisions regarding proposed development may be guided by the Future Land Use Map and require zoning changes or planned development approvals to enable new development.

The map is intended to further the four land use goals identified early in this chapter, as well as additional goals throughout the comprehensive plan. These goals include:

1. Preserve the Village's history and character while also responding to the current economic conditions.
2. Enhance the tax base and reduce the tax burden on residents by supporting fiscally sound growth and development.
3. Add appropriately to the housing stock and provide housing options to attract families, professionals and allow seniors to stay in the community.
4. Pursue development and redevelopment projects that in the aggregate will support vital services including quality public schools.

Figure 4.5 is the Future Land Use Map for the Village of Lake Villa while Figure 4.6 is the Future Land Use Map and 1.5 Mile Planning Area surrounding the Village's boundary. This figure can help guide growth of the Village as well as comment on development proposals in unincorporated areas that are located within the Planning Area.

Figure 4.5: Future Land Use Map – Village of Lake Villa

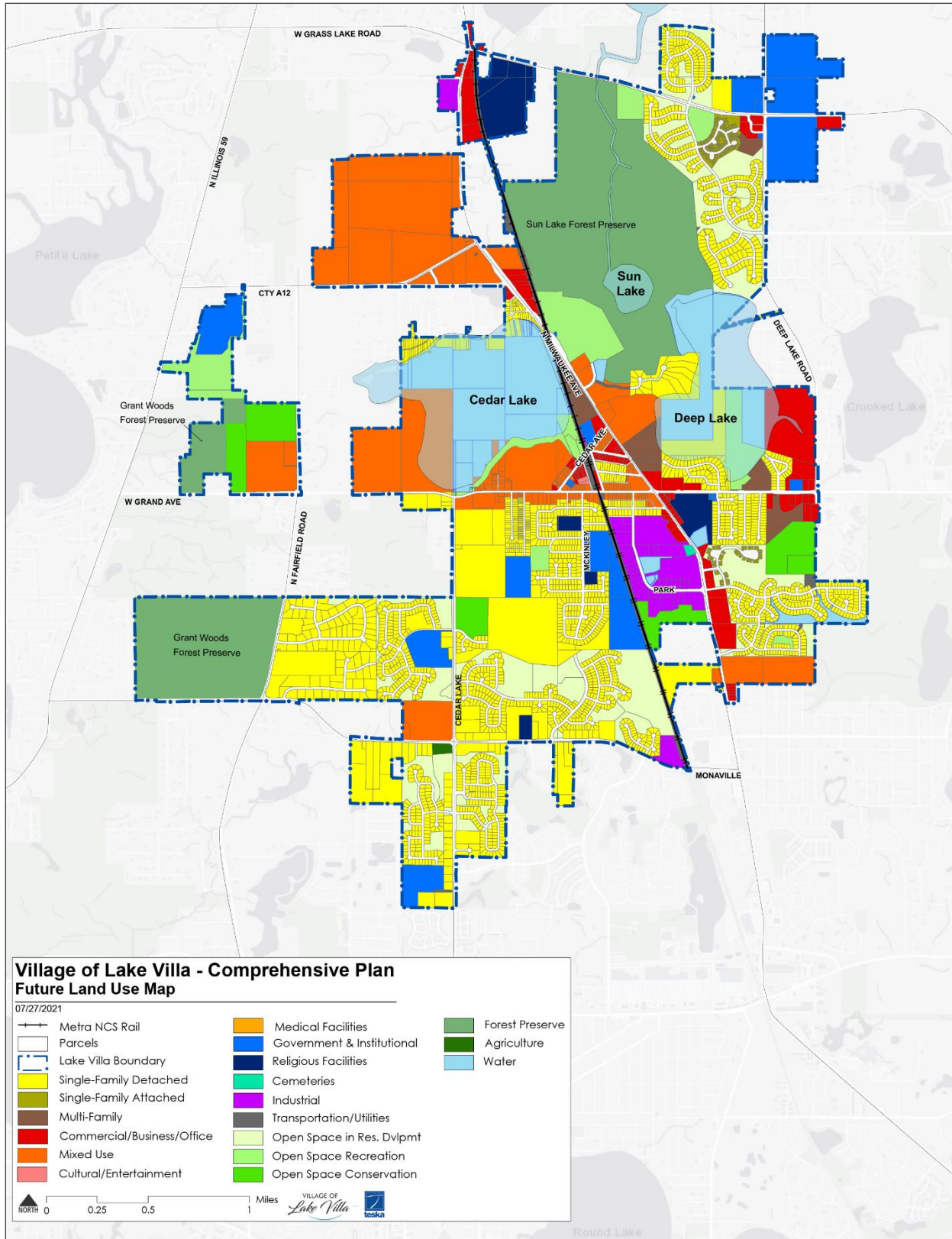
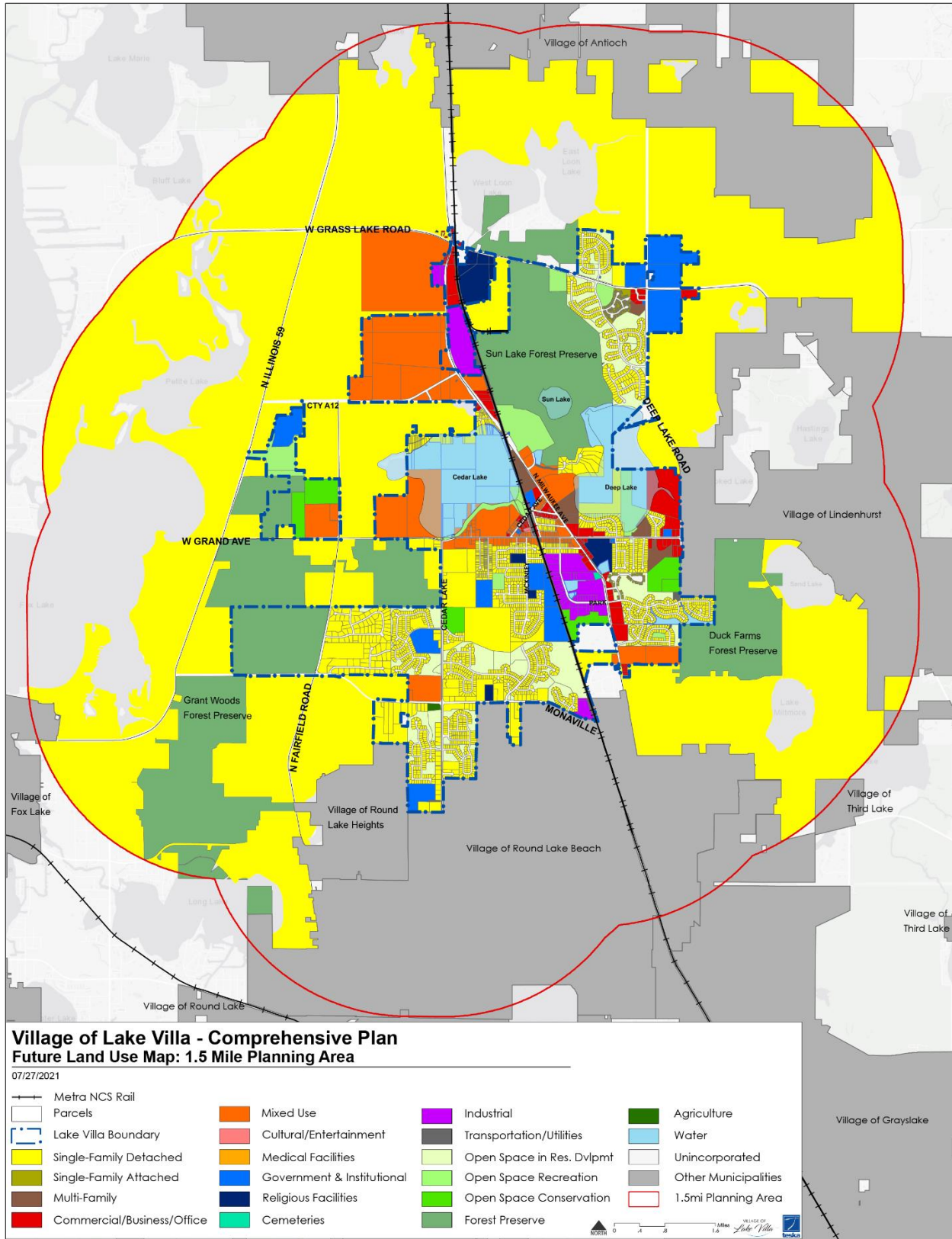


Figure 4.6: Future Land Use Map - 1.5 Mile Planning Area



OPPORTUNITY AREAS

The following section provides information regarding opportunity sites that have been identified on the Future Land Use Map. Opportunity areas signify land in which changes may be anticipated in the future – whether that is a change in land use and a greater intensity of use on a given piece of land, typically driven by property owners. Each site is labeled on Figure 4.7.

Potential opportunity areas include:

a. Longwood Center (Milwaukee Ave. [Rte. 83] and Squire Rd.)

The Longwood Center property, which includes a north and south section, are located along Milwaukee Ave. (Rte.83). The north side of this parcel is envisioned to offer amenities to complement Loffredo Park to the north and serve as a gateway to Lehmann Mansion. This could include restaurants, cafes or other commercial or recreational uses. The design should include open space, walking paths, and possibly outdoor eating. There should be a clear pedestrian connection to Loffredo Park, Sun Lake Forest Preserve and the Lehmann Mansion grounds.

The Longwood Center southern section is recommended as mixed-use that could include commercial and/or residential uses that transition toward single-family estate housing sites approaching Deep Lake to the east of the site.

b. One Hope United (Milwaukee Ave. [Rte. 83])

One Hope United has been a member of the Lake Villa community for many years. Its campus setting, views and access to Deep Lake and frontage along Milwaukee Ave. (Rte. 83) offers possibilities to either consolidate the campus to allow for new development on a portion of the site or redeveloping the site at some point in the future. In planning for future uses, commercial development along Milwaukee Ave. (Rte. 83) could be combined with either merging institutional uses in a smaller area or redeveloping the lakefront-facing site for residential uses. This also includes utilizing Deep Lake as a recreational asset for both uses and creating a pedestrian connection to the Longwood sites and northward toward Loffredo Park and Sun Lake Forest Preserve.

c. Area East of Lakes Community High School (Grass Lake Rd. near Deep Lake Rd.)

Undeveloped land east of Lakes Community High School along Grass Lake Rd. is appropriate for single-family detached housing. Property could be annexed to Lake Villa for service, water, and sewer infrastructure access.

d. Milwaukee Ave. (Rte. 83), South of Park Ave., North of Hampton Dr.

This site is most appropriate for office, medical or commercial development that could complement the nearby business park. An opportunity exists for providing pedestrian access from Park Ave. to Hampton Dr.

e. Milwaukee Ave. (Rte. 83), South of Hampton, and Charlton

Within the area bounded by Rte. 83, Hampton Dr., Charlton Rd., and the village limits to the east and south, these properties can evolve to include mixed-use development, with commercial along Milwaukee Ave. (Rte. 83) and potential townhome residential or similar attached housing types. Beyond the incorporated boundary, single-family use with smaller lot sizes, park opportunities, and road & pedestrian access to Amherst Dr. would be compatible with surrounding uses.

f. Monaville/Fairfield Rd. North Side

The Northeast portion of the intersection of Monaville Rd. and N Fairfield Rd. would be appropriate for residential development including single-family and attached housing. This area, along with property on the south, east, and west, is adjacent to Grant Woods Forest Preserve and single-family detached housing.

g. MonavilleFairfield Rd. South Side

The south side of the intersection, both east and west of Fairfield Rd. are appropriate for single-family detached use, that complement nearby open space, wetlands, and single-family residential development. This area is currently unincorporated but could be annexed to the Village.

h. Grand Ave. (Rte. 132) Properties (North side east of railroad and South side between German Aid Society and Cedar Ave.)

Grand Ave. (Rte. 132) is currently a mixed-use corridor designated as residential and commercial. A walkable and bikeable area to downtown, it is also a heavily used road with auto and truck use. As a primary gateway to Lake Villa, the corridor character is important to the identity and health of the community. New uses should transition the corridor to take advantage of its excellent transportation access while providing high-quality design and amenities for the community. Uses such as retail development, high-end multi-family housing, and residential over commercial are appropriate for Grand Ave. (Rte.132). Sidewalks should be available on both sides of the road with improved crosswalks for walkability and having proximity to downtown.

i. Grand Ave. (Rte. 132) at Milwaukee Ave. (Rte. 83) - Northeast

The existing gas station at Grand Ave. (Rte. 83) and Milwaukee Ave. (Rte. 83) can be expanded with nearby vacant land and provide additional retail development such a bank, small shops, or restaurants. The area is a highly visible crossroads.

j. Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132): Former Pleviak School

The site housing former Pleviak School is currently leased by another school district, but long-term plans could allow redevelopment of the site for commercial and/or mixed-uses. As one of the most visible sites in the Village, there is an opportunity for new development that takes advantage of strong traffic counts at the intersection while still being walkable to downtown, Lehmann Park, and Metra Station.

k. Cedar Lake Road (Cedar Lake Rd. and Grand Ave. [Rte. 132])

The site is proposed as single-family detached housing and attached residential, along with possible mixed-use development along the south side of Grand Ave. (Rte. 132) with restaurants that would overlook Cedar Lake.

l. Former Lake Villa District Library Site (Sanctuary Dr., south of Grand Ave. [Rte. 132])

As the Lake Villa Library District moved the library to Munn, the former site remains available for reuse or redevelopment. The former building could be utilized as medical, fitness or institutional uses, thus expanding the Village's healthcare services. This location is already served by commercial such as Windy City Indian Motorcycle, Three Amigos, and Cozy and is adjacent to Vista Medical Center in Lindenhurst. Alternatively, the site could be redeveloped for senior or other age-targeted housing.

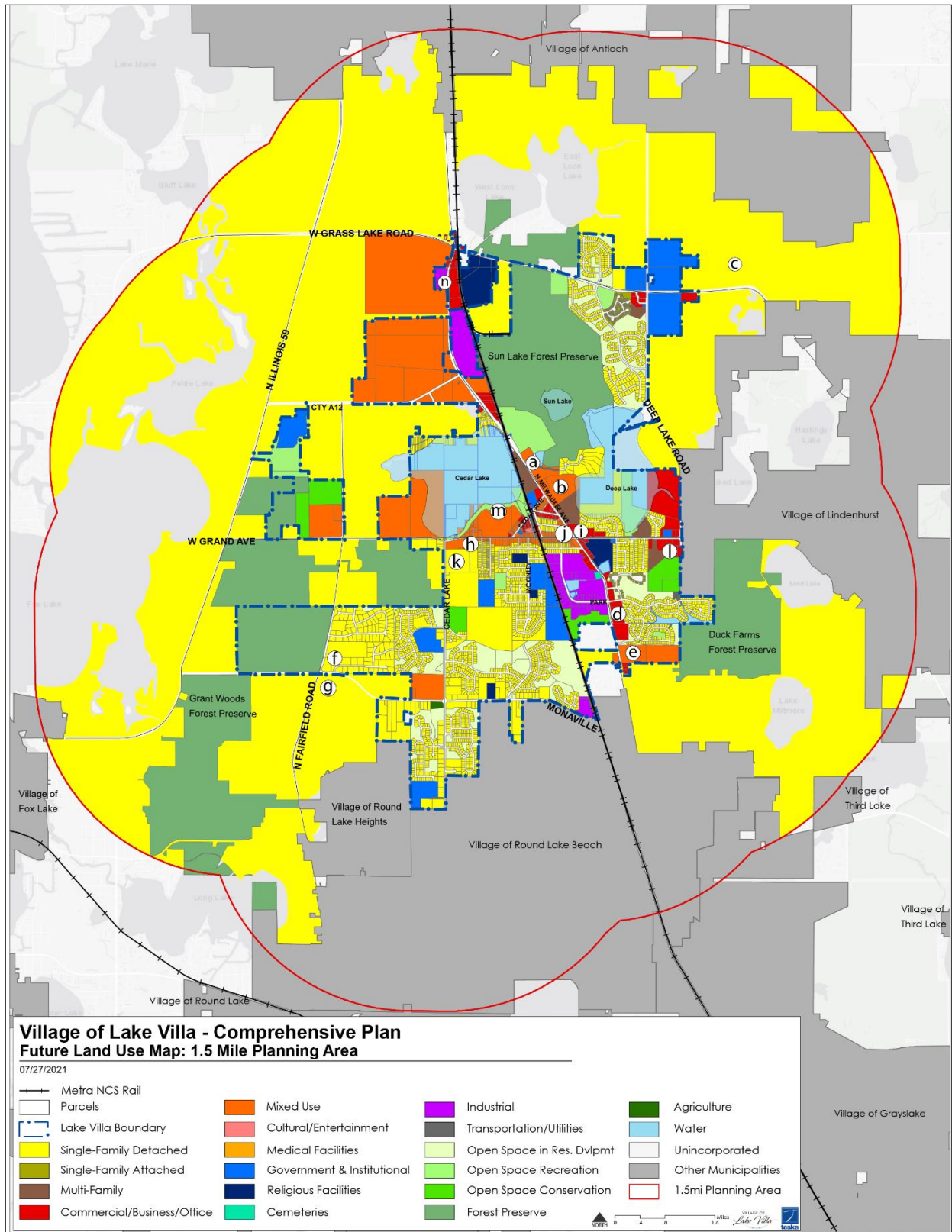
m. Sherwood Park (Grand Ave. (Rte. 132), west of Cedar Ave.)

With an approximate 42-acre site along Grand Ave. (Rte. 132) just west of Cedar Ave., the Village foresees the site evolving into mixed-use development with commercial along Grand Ave. (Rte. 132) with residential and open space along Cedar Lake. The site is located immediately west of Downtown Lake Villa and the Metra Station. The goal is to incorporate commercial development along the Grand Ave. (Rte. 132) frontage to commercial or retail uses, with attached or multi-family housing between the commercial development and a new linear park along Cedar Lake. The linear park would be an extension of Lehmann Park located just to the east. This would be easily walkable to both park lands, downtown, and Metra Station.

n. West Side of Milwaukee Ave. (Rte. 83) and Town Line Rd.

This site of undeveloped land can be developed into Lake Villa's second business park to expand jobs, grow the local tax base, and create a home for additional commercial and industrial businesses. In addition, the park could be expanded northward in the future into unincorporated land north of Town Line Rd. on the west side of Milwaukee Ave. (Rte 83).

Figure 4.7: Future Land Use Map -1.5 Mile Planning Area with Labels



5. TRANSPORTATION – GETTING AROUND

Lake Villa's growth and development is tied to its location and transportation network – both in terms of function and recreation. Sited at the crossroads of Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132), the community is also a recreation hub, with trails through forest preserves and access to several lakes both in the Village (Cedar, Deep and Sun Lakes) as well as a gateway to the Chain O'Lakes just west of the Village.

Yet while the road network and a Metra station connects the Village to the region's overall transportation grid, much of the biking and walking trails need to be better connected. Limited sidewalks and disconnected biking facilities make it difficult for many people to use this network for more than local trips.

In addition, the Village needs to ensure its road network is kept up-to-date, intersections are safe, and sufficient capacity for vehicles – cars and trucks.

Finally, by making these critical improvements, Lake Villa will be able to attract more economic investment, maintain a high quality of life, and attract new residents that expect to have an updated, accessible, and safe transportation network whether driving, biking, or walking.

FINDINGS

Finding 1. The Village's transportation system needs to be updated to meet current travel requirements.

The current road network consists of several arterial roads that provide access to the regional highway network, a Metra station in Downtown Lake Villa, and bike/walking trails which are primarily located in the forest preserves.

Grand Ave. (Rte. 132) and Milwaukee Ave. (Rte. 83) are both under the jurisdiction of the Illinois Department of Transportation (IDOT) and classified as principal arterials. Additional arterials include West Grass Lake Rd. (east + west), Monaville Rd. (east + west), North Fairfield Rd. (north + south), Cedar Lake Rd. (north + south) and Deep Lake Rd. (north + south).

Several major intersections need improvements for public safety and ease for pedestrian access, including:

- Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132)
- Railroad crossing at Grand Ave. (Rte. 132)
- West Grass Lake Rd. and Milwaukee Ave. (Rte. 83)
- West Grass Lake Rd. and Deep Lake Rd.

Finding 2: Pedestrian and Bicycle Facilities Need to Be Connected

While many people move to Lake Villa for its country setting and access to natural amenities, there are very limited facilities for walking and biking as transportation, not just recreation options.

There are very limited pedestrian or bike facilities along these arterial roads. There is currently a sidewalk on the south side of Grand Ave. (Rte. 132) between Oak Hill Lane Dr. and Milwaukee Ave. (Rte. 83). The Village has applied for funding to install a sidewalk on the north side of Grand Ave. (Rte. 132) between Cedar Ave. and Deep Lake Rd. where it will meet with a recently installed sidewalk in the Village of Lindenhurst.

While there are trails throughout several forest preserves in and around Lake Villa (including Sun Lake and Grant Woods, Village and Township Parks, these trails need to be connected through sidewalks, side paths, and bike facilities to provide transportation options for pedestrians and bicycles.

Finding 3: Transit Options are Limited

Lake Villa is home to the North Central Service (NCS) Metra commuter rail with a station located at Cedar Ave. in the Downtown. The parking lot was recently expanded and provides sufficient capacity. NCS provides service through O'Hare toward Downtown Chicago. The nearest Pace service is located just south of Lake Villa in Round Lake Beach. While car share services such as Uber and Lyft can provide the "final mile" to reach a resident's home, the lack of regular bus service may be limiting use of the Metra station.

Finding 4: Transportation as an Economic Anchor

Lake Villa's road network and available land make it ripe for expansion of a business park and can be home to industries that need access to regional arterials.

Lake Villa's history as a destination for recreation is largely based on its setting on lakes and proximity to the Chain O'Lakes. Local businesses have taken advantage of the location and have been successful in reaching customers from a broad market area for motorcycles, boats, and marine entertainment.

EXISTING TRANSPORTATION NETWORK

Road Network and Parking

The road network consists of two IDOT jurisdiction principal arterials – Grand Ave (Rte. 132) and Milwaukee Ave. (Rte. 83). Grand Ave. (Rte.132) ranges from 4,850 Average Daily Travel (ADT) on the west, to 17,500 east of Milwaukee Ave. (Rte. 83), and ranges from 14,200 on the north to 16,900 on the south.

Figure 5.1: Streetscape Improvements in Downtown Lake Villa have improved walkability and attractiveness along Cedar Ave.



IL 59 is a state highway located just west of the Village and provides north / south access to IL Rte. 173 in Antioch (and access to Wisconsin) to I 55 in Shorewood, covering 73 miles.

Grass Lake Rd. and Monaville Rd. are east west roads under Lake County jurisdiction. Fairfield Rd., Cedar Lake Rd., and Deep Lake Rd. are all north + south roads under Lake County jurisdiction. All other public roads are maintained by the Village.

Parking is a critical issue in planning for economic development. The Village recently expanded parking in the downtown and along Grand Ave. (Rte. 132) at Cedar Ave. Visitors to the downtown can use the Metra parking lot during evening and weekend hours to serve restaurants and other businesses in the downtown. New commercial development requires off-street parking based on industry standards.

Pedestrian and Bicycle

The Village has been focused on improving the pedestrian environment in recent years, starting with the Downtown in which a new streetscape has been installed along Cedar Ave. The Village also pursued recommendations in the TOD Downtown Plan by applying for funding to install a sidewalk on the north side of Grand Ave. (Rte. 132). between Cedar Ave. and Deep Lake Rd. to meet with a new sidewalk installed by IDOT on the north side

of Grand Ave. (Rte. 132) in Lindenhurst. The Village is also planning a sidewalk on the east side of Milwaukee Ave. (Rte. 83).

Multiuse trails are currently available in Sun Lake and Grant Woods Forest Preserves as well as Lake Villa Township Park and Loffredo Park.

Connecting these various walking and biking trails together is a critical goal for transportation improvements detailed in this chapter below.

Figure 5.2: Forest Preserves provide recreation trails and can be connected through sidewalks and bike lanes along transportation routes.

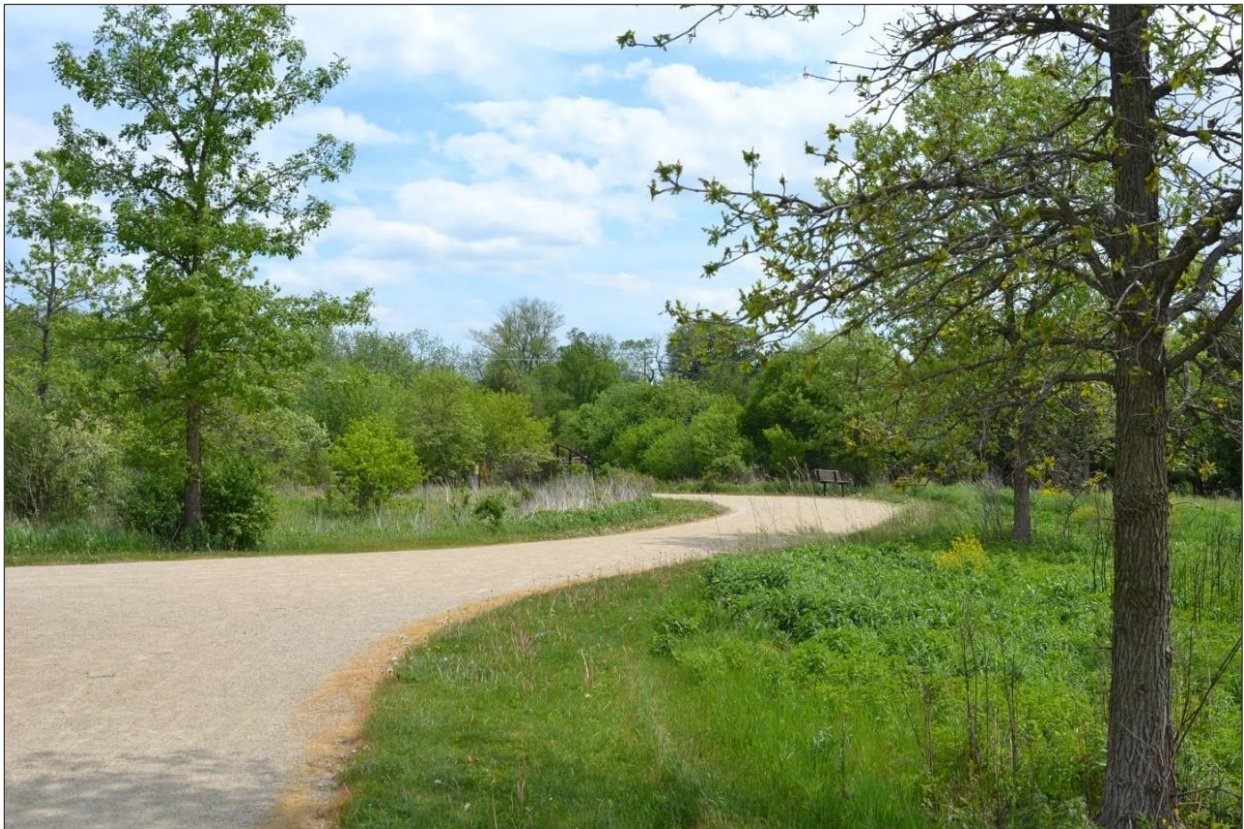
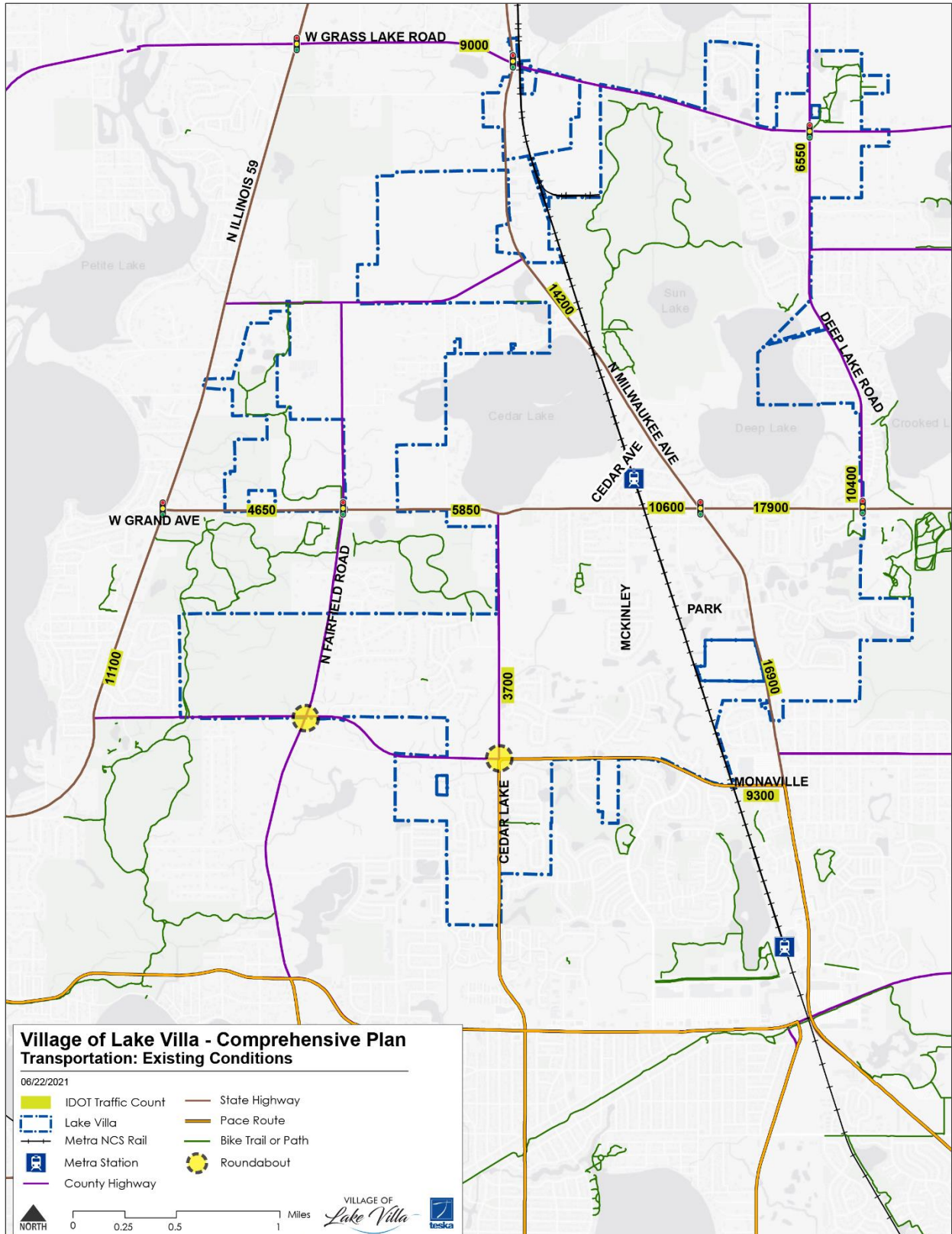


Figure 5.3: Existing Transportation Map



Transit

A) Metra

A Metra station on the North Central Service (NCS) is located between Cedar Ave. and Grand Ave. (Rte. 132). The daily fee for parking is \$1.75 with monthly unlimited parking available for \$34. Prior to the Pandemic, there were 10 trains in each direction on weekdays, with no service on weekends. A recent Regional Transportation Authority and Lake County Transportation Alliance – funded a study of the line, the North Central Service (NCS) Corridor Analysis, dated February 2020, which recommended three options to expand service on weekdays and weekends. The study found 44% of all riders prefer weekend service, 39% of frequent riders preferred more weekday commute service, and 33% of occasional riders (1-4 trips per week) preferred weekend service. Other potential service improvements included:

- Limited rush hour and new weekend service:
 - 2-4 additional weekday trains
 - 6 trains per weekend day

- Intermediate service
 - 16 additional weekday trains
 - No weekend service

- Full service
 - 32 additional weekday trains
 - No weekend service

The study estimated both capital and operating costs, recommending potential local and regional sources of funding.

Figure 5.4 Lake Villa Metra provides service to O’Hare Airport and Downtown Chicago

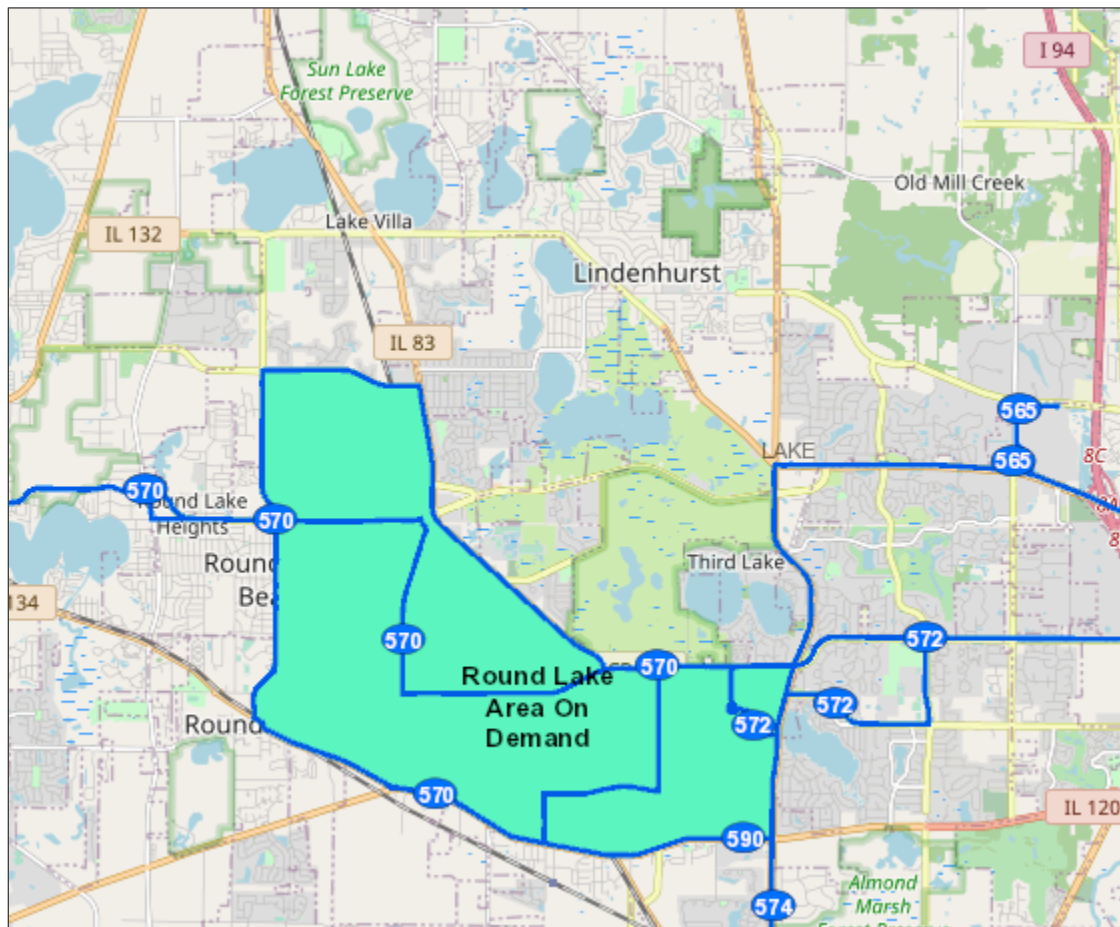


B) Bus

There is currently no Pace service in Lake Villa. The closest Pace service are Route 570 and On-Demand Service in the Round Lake Area.

1. Pace 570 – Fox Lake CLC provides service from Fox Lake to College of Lake County in Grayslake on weekdays and a modified route on Saturdays that includes stops along Rollins Rd. in Round Lake Beach, shown below.
2. Pace 590 – provides on-demand service in the Round Lake Area up to Monaville Rd. as shown in green below.

Figure 5.5 Existing Pace Service should be extended northward to serve Lake Villa



On demand transit is provided by Tri-Township Transit that provides door-to-door service to Antioch; Walmart on Tuesdays; the Round Lake Aldi; and goodwill every other Thursday. Ride Lake County West provides reservation-based curb to curb transit through reservations made at least 24 hours in advance.

TRANSPORTATION GOALS AND STRATEGIES

1. Invest in Lake Villa's infrastructure to provide convenient and efficient travel for residents, visitors, and commuters.

1.1 Plan for road, pedestrian, and bicycle improvements.

1.2 Seek opportunities to upgrade infrastructure to meet current standards.

1.3 Ensure new development opportunities provide connectivity to the transportation network, including roads, sidewalks, and bicycle infrastructure.

1.4 Identify locations for electric car plug-in stations in public parking lots such as Metra and downtown lots.

1.5 Encourage private property owners to install electric car plug-in stations in existing and new development.

1.6 Require bicycle parking spaces for new multi-family, residential, mixed-use and commercial development.

2. Improve walkability, bicycle access and transit in the downtown and throughout the Village.

2.1 Plan for interconnections between sidewalks, bike paths and other amenities and destinations.

2.2 Improve intersection safety for pedestrians and bicycles.

2.3 Continue to enhance the walkability of the downtown through infrastructure improvements, streetscapes, signage, and lighting.

3. Continue to pursue grant opportunities with regional, state, and federal resources.

3.1 Apply for opportunities that will defray costs to the Village for needed transportation and infrastructure improvements including RTA, CMAP, IDOT, USDOT and other funding sources.

FUTURE TRANSPORTATION MAPS

The Future Transportation Map provides an infrastructure framework for the Village to guide growth and development, enhance the tax base, and provide quality services. The intent is to enhance community development opportunities, provide transportation options to residents, businesses, and employees, and ensure that the network is well maintained and meets the demand for each mode.

Figure 5.7 is the Future Transportation Map for the Village of Lake Villa while Figure 5.8 includes the 1.5 Mile Planning Area surrounding the Village's boundary. These maps outline proposed transportation improvements that are detailed in the sections that follow.

Figure 5.6 Installation of New Sidewalk on Cedar Avenue



Figure 5.7: Future Transportation Map – Village of Lake Villa

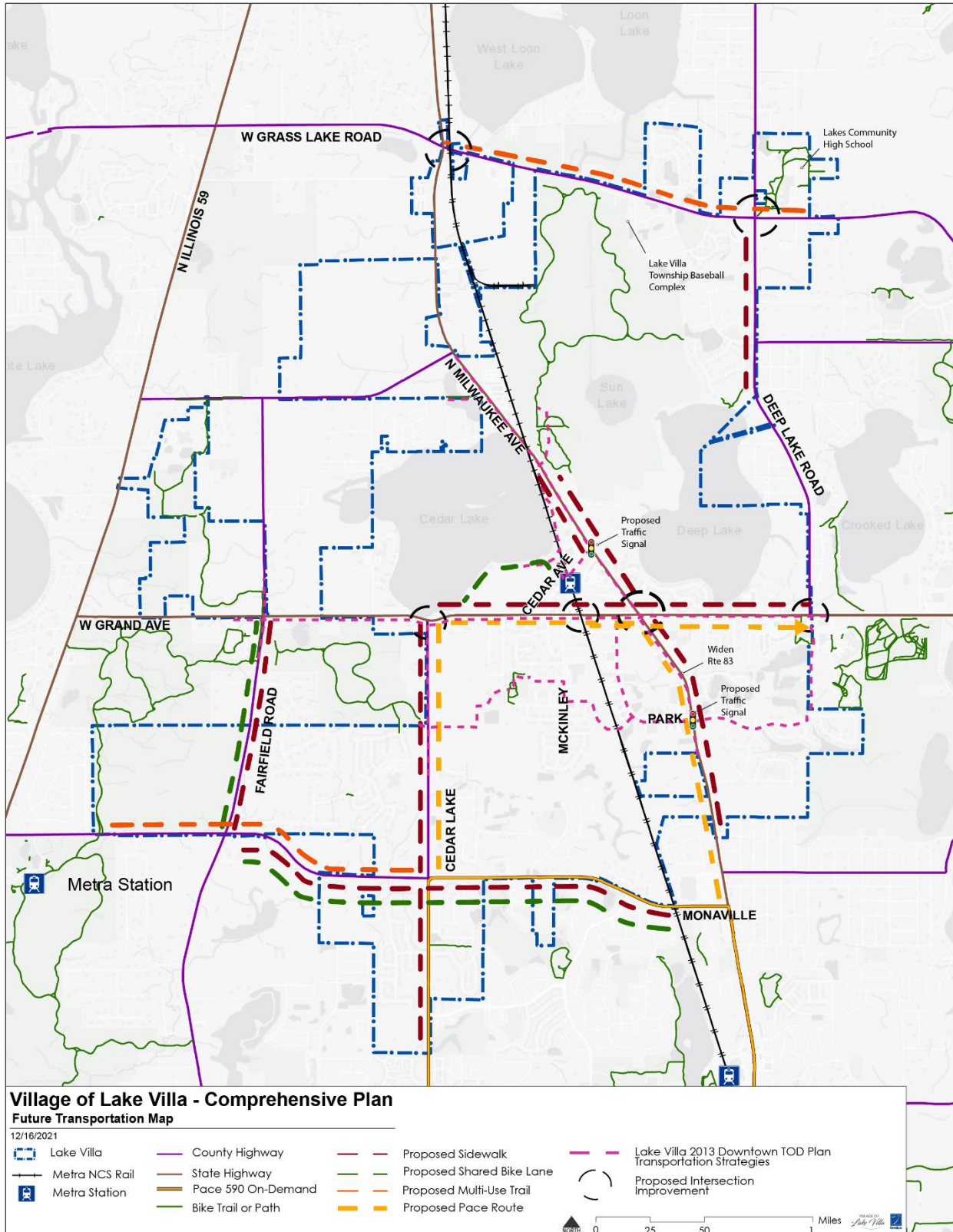


Figure 5.8: Future Transportation Map - 1.5 Mile Planning Area

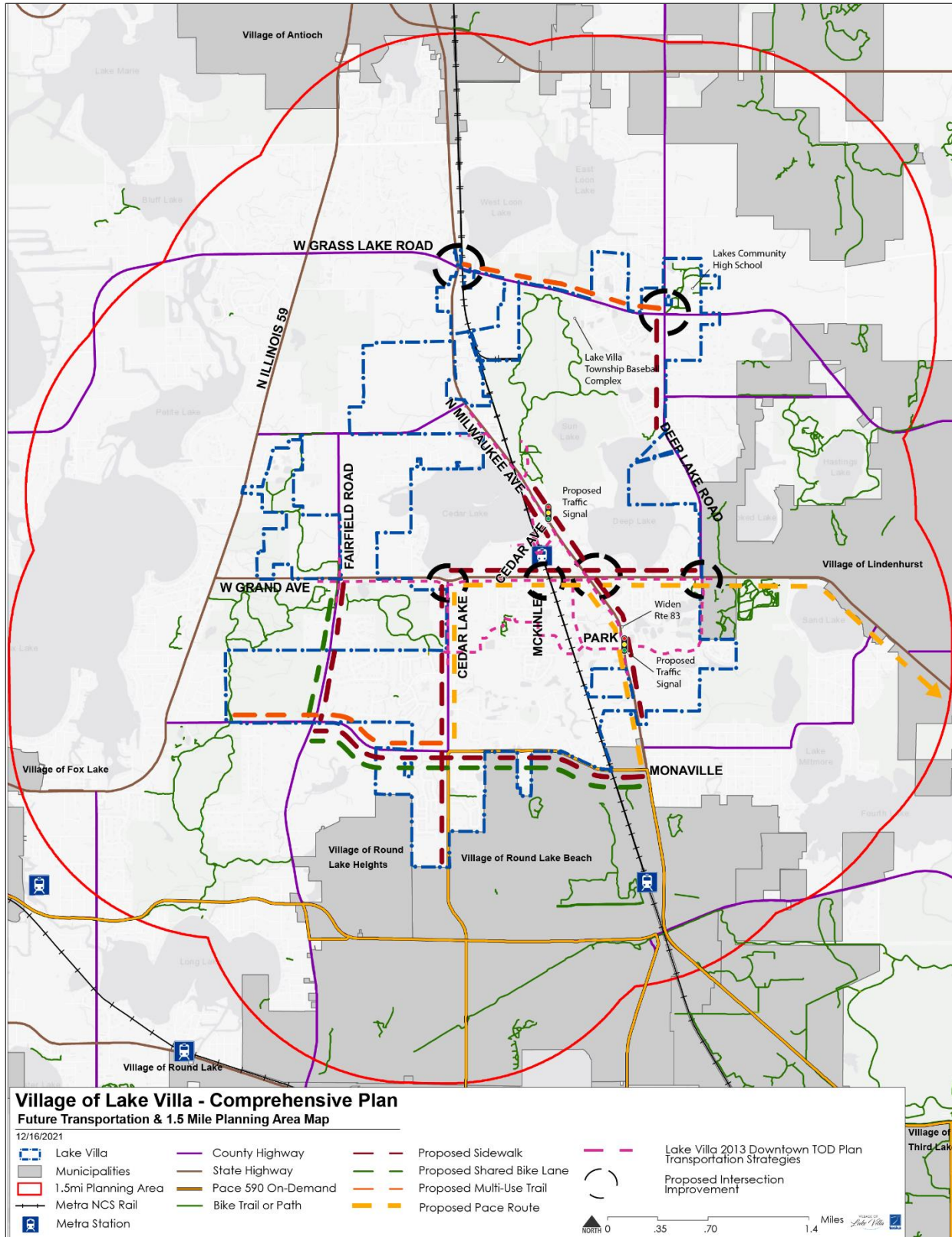
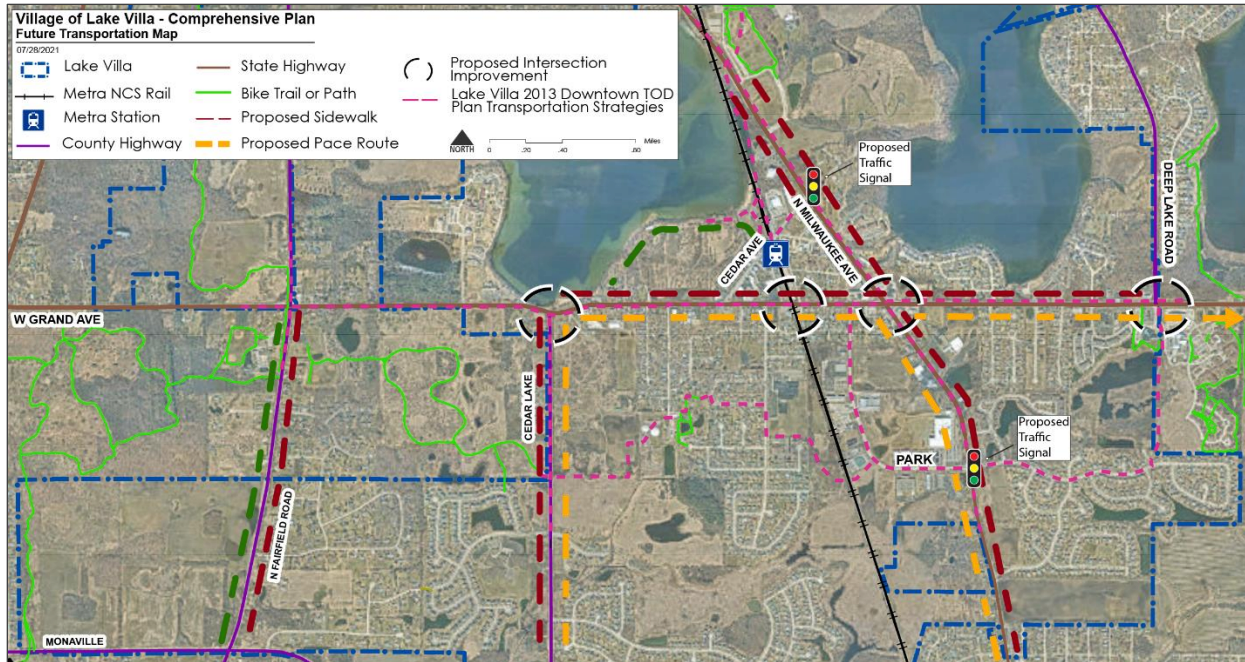


Figure 5.9 Grand Ave (Rte. 132) & Milwaukee Ave. (Rte. 83)

Road Improvements

1. Widen Milwaukee Ave. (Rte. 83) between Grand Ave. (Rte. 132) and Grayslake with pedestrian improvements.
2. Improve safety at intersections of Grand Ave. (Rte. 132) and Cedar Lake Rd., Milwaukee Ave. (Rte. 83) and Deep Lake Rd.
3. Add traffic signals at Milwaukee Ave. (Rte. 83) and Cedar Ave. and at Park Ave. to improve access to downtown and the Park Place Business Park respectively.
4. Improve safety at Grand Ave. (Rte. 132) and railroad tracks for all modes.

Pedestrian / Bicycle Improvements

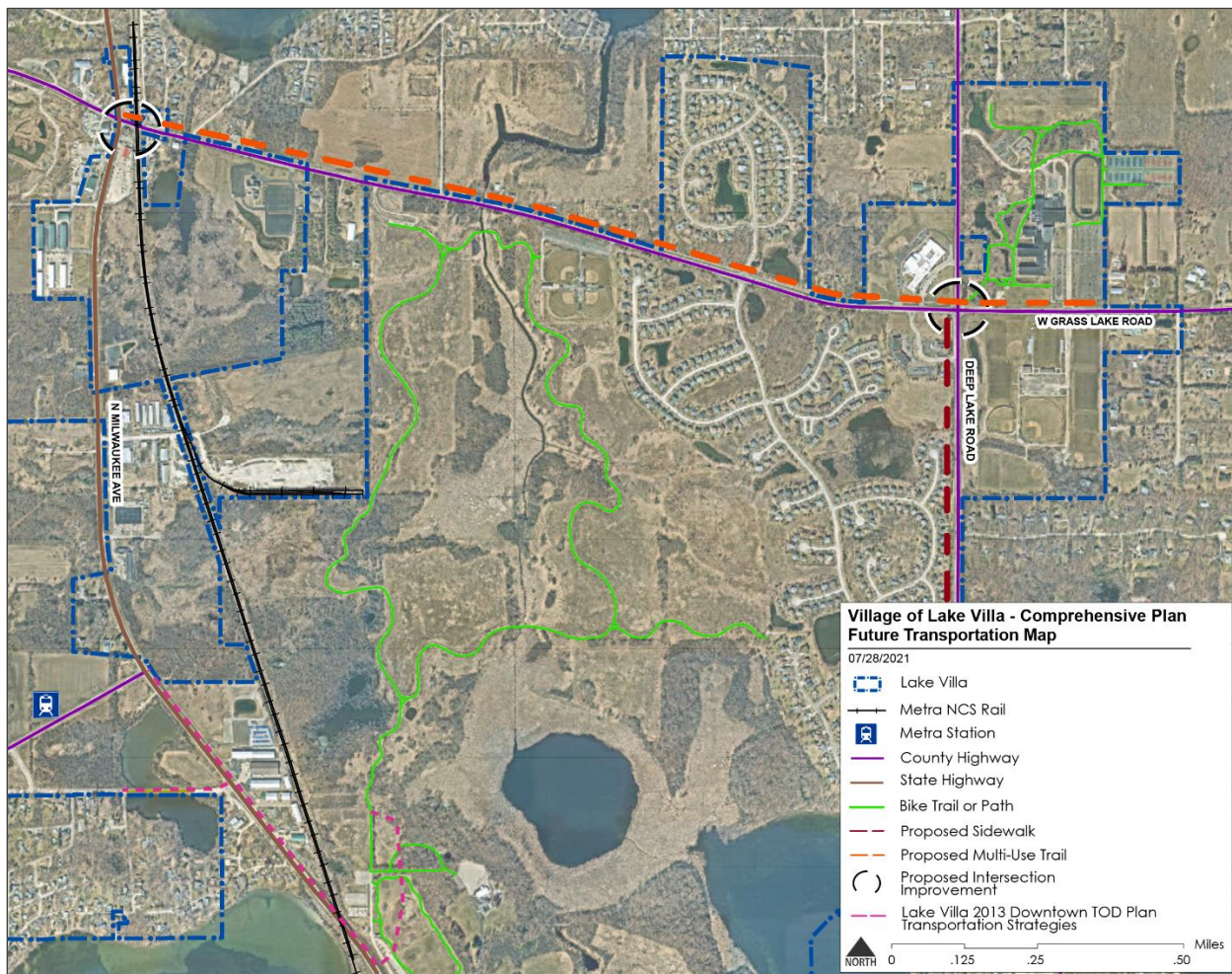
1. Add sidewalk to east side of Milwaukee Ave. (Rte. 83) between Loffredo Park and Grass Lake Road.
2. Add sidewalk to north side of Grand Ave. (Rte. 132) between Cedar Lake Rd. and Deep Lake Rd. (where it meets up with new sidewalk installed in Lindenhurst).
3. Add sidewalk on south side of Grand Ave. (Rte. 132) between Cedar Lake Rd. and Oak Lane Dr.
4. Add sidewalk to Cedar Lake Rd. between Grand Ave. (Rte. 132) south to Village limits.

5. Add sidewalk and shared bike lane or multiuse side path to North Fairfield Rd. between Grand Ave. (Rte. 132) and Monaville Rd.

Transit Improvements

1. Create new Pace Bus route along Grand Ave. (Rte. 132) between Lake Villa Metra Station to Lindenhurst and Gurnee.
2. Extend Pace Bus 570 north along Cedar Lake Rd. from Rollins to Grand Ave. (Rte. 132) and Lake Villa Metra Station or extend service area for On-Demand Pace Bus 590 north from Monaville Rd. to Grand Ave. (Rte. 132).

Figure 5.10 Grass Lake Rd. & Deep Lake Rd.



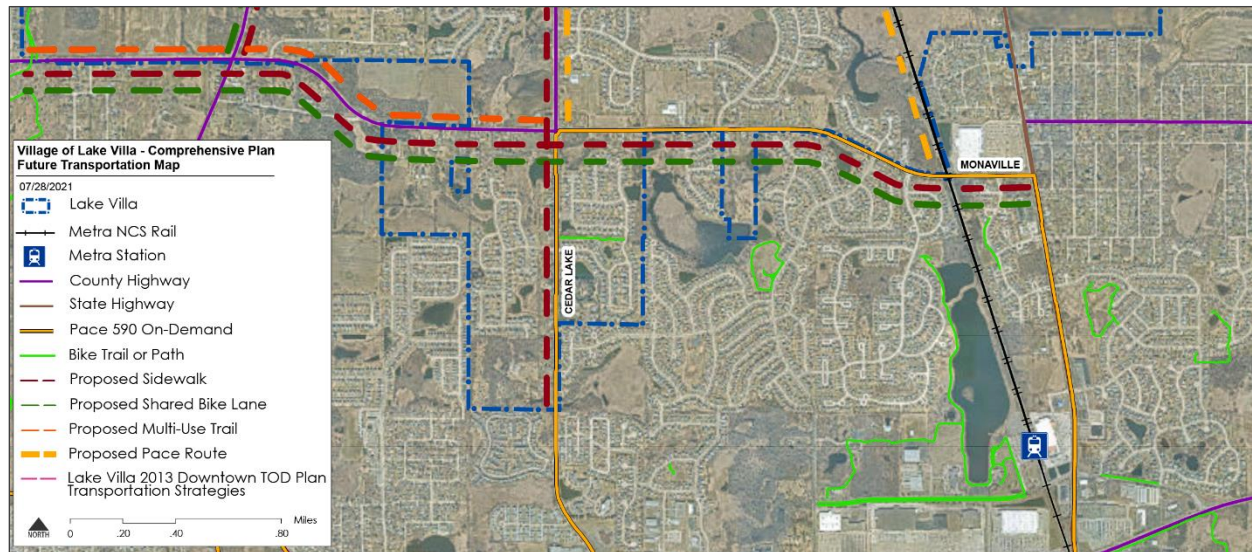
Road Improvements

1. Improve intersection at Deep Lake Rd. and Grass Lake Rd. and at Grass Lake Rd. and Milwaukee Ave. (Rte. 83) and at railroad track for safety.

Pedestrian / Bicycle Improvements

1. Add multi-use trail (e.g. 10 feet wide for pedestrians and bicycles) along West Grass Lake Rd. between Sun Lake Forest Preserve entrance (west of West Loon Lake Blvd) and Lakes High School (west of North Deep Lake Rd.).

Figure 5.11 Monaville Rd. & Fairfield Rd.



Road Improvements

1. Monitor capacity and safety along Monaville Rd.

Pedestrian / Bicycle Improvements

2. Add sidewalk and shared bike lane on Monaville Rd between Grant Woods Forest Preserve and Milwaukee Ave. (Rte. 83).
3. Alternatively (to sidewalk and bike lane), add multi-use path between Grant Woods Forest Preserve and Cedar Lake Rd.

Transit Improvements

4. Extend Pace Bus 570 north along Cedar Lake Rd. from Rollins to Grand Ave. (Rte. 132) and Lake Villa Metra Station or extend service area for On-Demand Pace Bus 590 north from Monaville Rd. to Grand Ave. (Rte. 132).

6. OPEN SPACE, PARKS, AND COMMUNITY FACILITIES

As the name implies, Lake Villa is known for its lake setting and historic villas. Settled as a summertime destination for visitors, the Village established itself around several lakes – including Cedar Lake, Deep Lake and Sun Lake with access to nearby open spaces.

These amenities are important for the quality-of-life of Lake Villa residents, serving as an anchor for the Village's unique positioning regarding economic development. One can find a home with nearby recreational amenities. Teams can practice or have a tournament in the Village and head to a local restaurant afterwards. Businesses can sell recreational and sports equipment to residents and visitors alike. In these ways, an open space and recreation strategy reinforces an economic development strategy for the Village.

Conserving these open spaces, natural resources, and planning new development strategically that respects these resources, will offer long-term, balanced growth and development patterns.

FINDINGS

Finding 1. Downtown Lake Villa and its surroundings offer various spaces to accommodate outdoor recreational opportunities.

Downtown Lake Villa is nestled between Cedar Lake and Grand Ave. (Rte. 132). Access is provided at Lehmann Park, where many community events are held. As such an important location in the Village, efforts to keep the park up to date as a community gathering space and access point to Cedar Lake is important. Connections to parks with

trails and sidewalks to surrounding areas of the Village is equally important and continuing priority for the Village.

Figure 6.1: Lehmann Park serves as a Downtown Park, public access to Cedar Lake and a central location for community events such as Celebration of Summer



Finding 2: Lehmann Mansion is an economic draw to the Village.

Lehmann Mansion is a tremendous resource to the Village and is often visitors' first option to visit the community by attending a wedding or other event. Built in 1912, Lake Villa currently owns the Mansion while a private operator runs the facility. Space can be rented for special and corporate events which ranges from a 60-person executive loft to a 300-person seated event. The Village has also kept the facility up to date by adding an event tent and outdoor courtyard.

Figure 6.2: Lehmann Mansion provides event space and grounds that are often visitors' first taste of the community.



Finding 3: Schools, such as Lakes High School, provide open space, recreation and are an important element of strong neighborhoods.

Lakes High School is an important location for Lake Villa. Surrounded by undeveloped areas to the north and east, there is an opportunity for new residential and commercial growth in the surrounding area that can benefit both the school district and the Village.

Figure 6.3: Lakes High School is an important asset in Lake Village, bringing in sports, recreation, and cultural events.



Finding 4: Village and Township parks, forest preserves, lakes and open space are some of the greatest attractions to the Village.

Village Parks (Lehmann, Loffredo, Sherwood and Glacier), two Township Parks (Lake Villa Township Park and Lake Villa Baseball Park), large Lake County Forest Preserves (Sun Lake Forest Preserve and Grant Woods Forest Preserve) and large private open spaces such as American Aid Society of German Descendants; provide outdoor space with open views and recreational opportunities. Not only can Lake Villa residents and visitors take full advantage of these assets but there's potential to upgrade some areas as future development takes place.

In many ways, these assets attract people well beyond Lake Villa to enjoy the scenery and environs. The lakes (Cedar Lake, Deep Lake and Sun Lake) are distinct from the Chain O'Lakes by only allowing non-motorized boating. Cedar Lake and Deep Lake are privately owned with private boat slips, although each lake has a public launch at Lehmann Park and Glacier Park.

EXISTING CONDITIONS

Village of Lake Villa Parks

There are four parks owned by the Village:

- 1) **Lehmann Park** is located at 148 Cedar Ave. in downtown Lake Villa between Cedar Lake and Cedar Lake Rd. It currently has a boat launch, volleyball, picnic shelter with tables and grills, horseshoe pits, playground equipment and horseshoes.

Figure 6.4: Lehmann Park hosts a variety of community events



- 2) **Frank M. Loffredo Park** is located at 485 N. Milwaukee Ave. (Rte. 83) in front of Lehmann Mansion. It was developed as part of a 17-acre parcel with a grant from the State of Illinois Department of Natural Resources Open Space Land Acquisition and Development Program. The park includes fields that can be used for football, soccer, field hockey, lacrosse, softball, and baseball. There is also a skateboard park, disc golf course, pavilion, and restrooms.

Figure 6.5: Loffredo Park is located between Milwaukee Ave. (Rte. 83) and Lehmann Mansion



- 3) **Glacier Park** is located at 700 Waters Edge Drive, towards the entrance of Waters Edge Apartments on Grand Ave. The park has a small swimming beach and boat launch but is in need for park upgrades and renovation.

Figure 6.6: Glacier Park



- 4) **Steven Sherwood Memorial Park** is located between 39 and 41 Kevin Ave. It has a tot playground, tennis courts, horseshoe pit, and a shelter. The facilities need park upgrades and renovation.

Figure 6.7: Sherwood Park



Lake Villa Township Parks

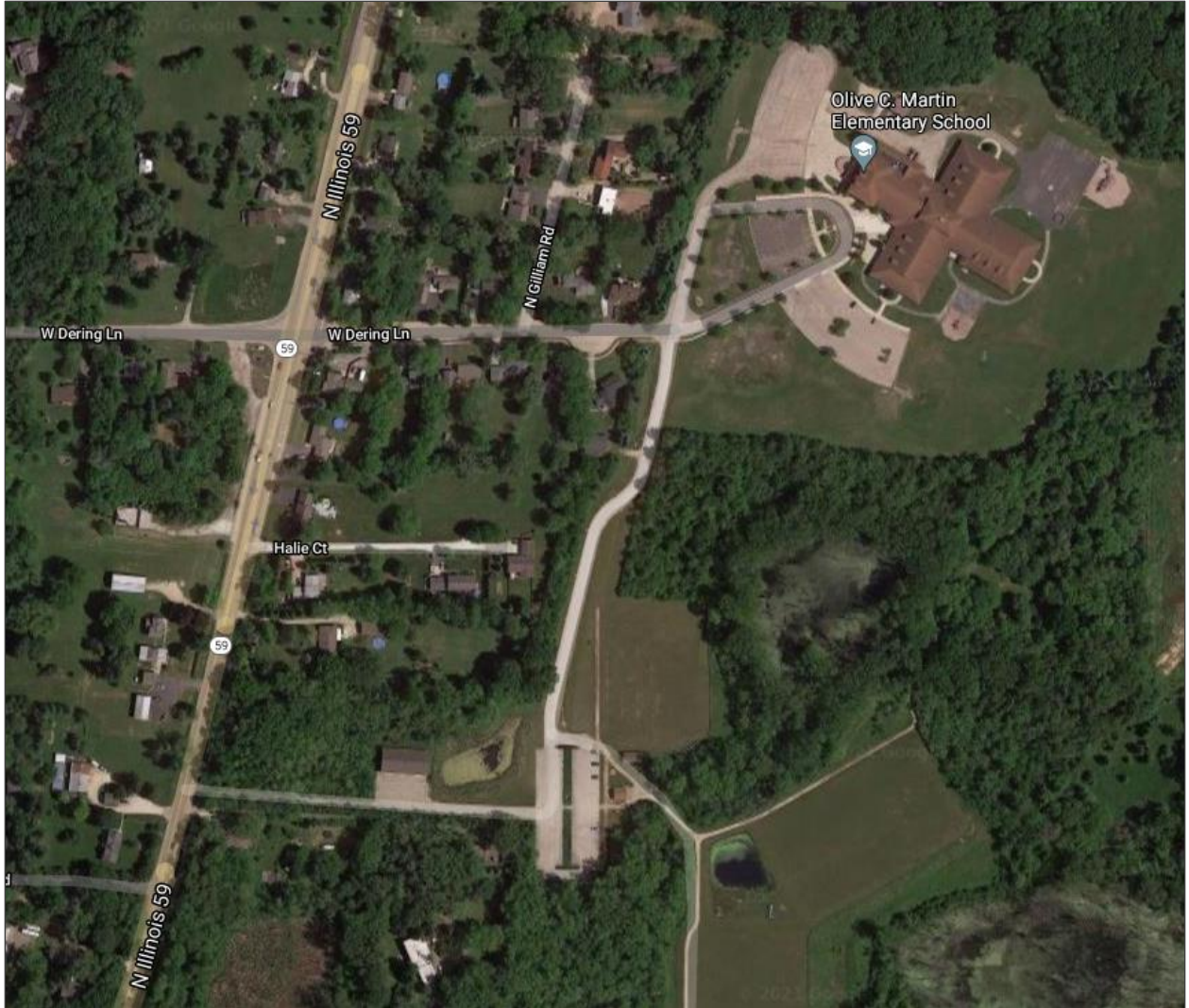
- 1) **Lake Villa Township Park** is located at 37908 N. Fairfield Rd just outside of the Village and is the largest of the township parks which also houses the township offices. Known as "Caboose Park," it has a Soo Line train caboose on tracks and contains three pavilions with picnic tables, volleyball, horseshoe court, and grill. Tennis courts, 3 baseball fields, a football field, basketball court and sledding hill are also included in this area.

Figure 6.8: Lake Villa Township Park



- Dering Lane Park** is located at 24727 W. Dering Lane in Lake Villa and is home to soccer fields. The access lane is from W. Dering Lane, just west of Olive C. Martin Elementary School.

Figure 6.9: Dering Lane Park



- 3) **Lake Villa Baseball Park** is in Sun Lake Forest Preserve at 22668 Grass Lake Rd. The park is equipped with four baseball fields and pavilion. It is home to the Lake Villa Township Baseball and Softball League.

Figure 6.10 and 6.11 Lake Villa Baseball Park



Lake County Forest Preserves

- 1) **Sun Lake Forest Preserve** is located at 22925 W. Grass Lake Rd., generally east of Milwaukee Ave. (Rte. 83) and west of Deep Lake Rd. The preserve is home to oak woodlands, wetlands, and is an example of an Illinois glacial lake. A footbridge and 3.25 miles of gravel trails provides access for hiking, bicycling, cross-country, skiing, and natural observation.

Figure 6.12: Sun Lake Forest Preserve



Figure 6.13: Sun Lake Forest Preserve



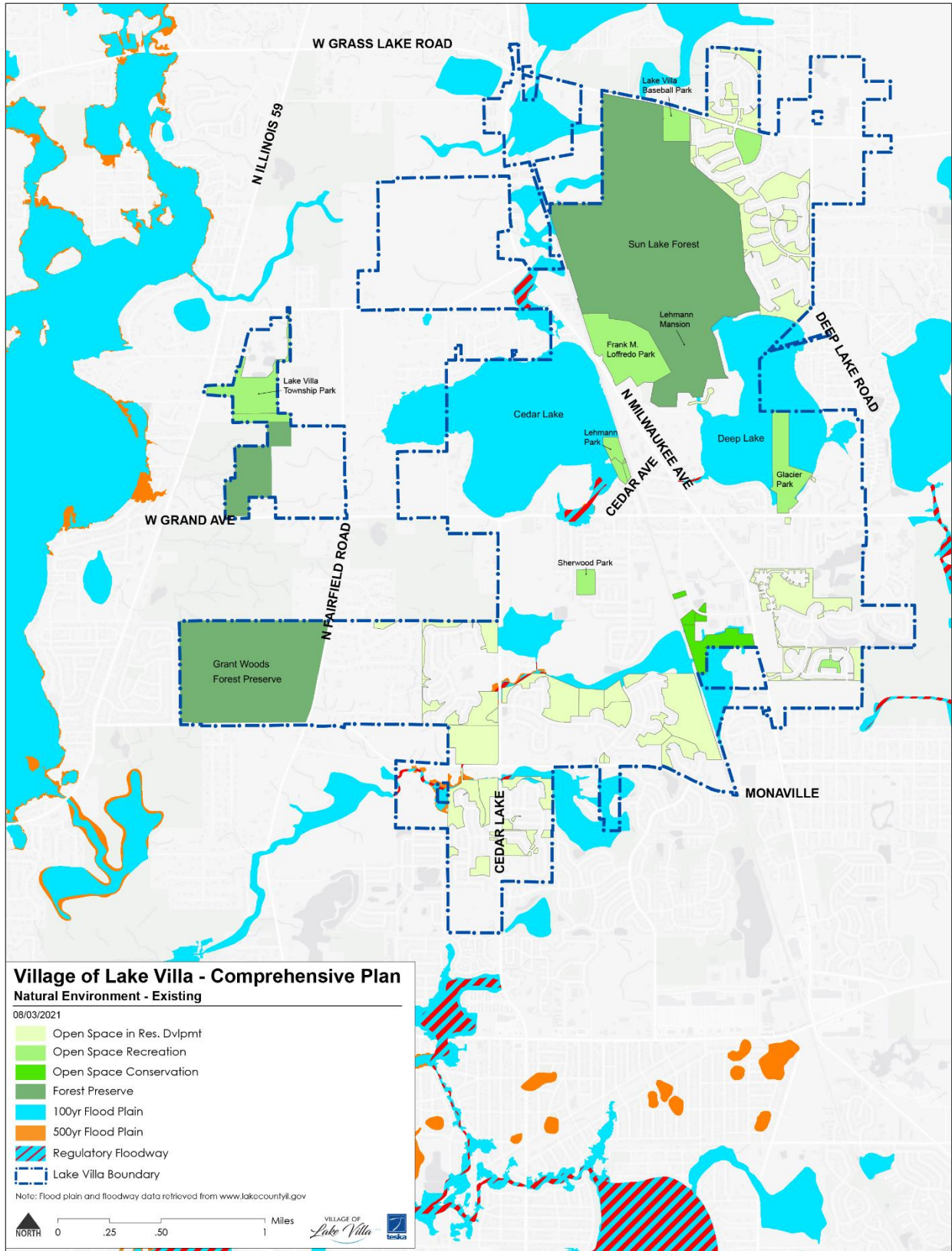
Source: Lake County Forest Preserve

- 2) **Grant Woods Forest Preserve** is located along N. Fairfield Rd. in Lake Villa. Portions of the preserve are located within the Village and are connected by land holdings in unincorporated areas. The preserve provides 4.5 miles of trails, picnic shelters, tables, and a one-mile grass trail located between Cedar Lake Rd and Fairfield Rd. There is also a public boat launch in the forest preserve on Long Lake Rd. off Rollins Rd in Round Lake Heights.

Figure 6.14: Grant Woods Forest Preserve



Figure 6.15: Open Space and Natural Environment Existing Conditions Map



Open Space and Natural Environment Definitions

Open Space in Residential Development – common open space within residential developments, typically for private use and often managed by homeowner's associations.

Open Space Recreation – Village and Township parks dedicated to public use and active recreation.

Open Space Conservation – protected open spaces such as wetlands or other natural resources.

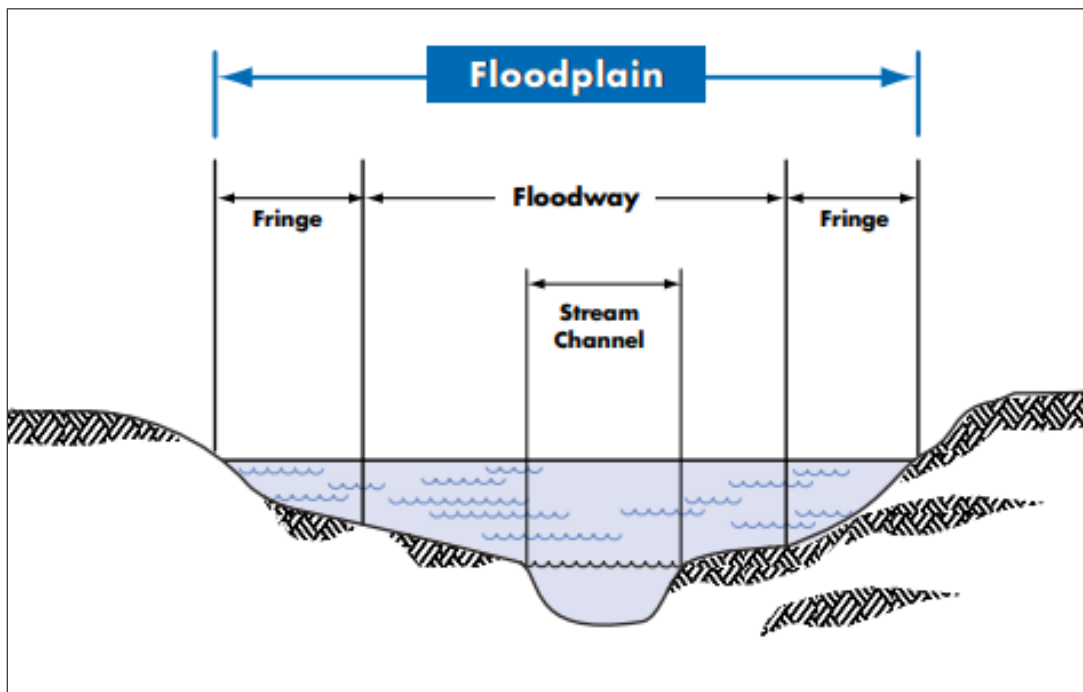
Forest Preserve – lands owned by the Lake County Forest Preserve dedicated to conservation, natural resource management, trails and public access.

100-Year Flood Plain - 1-percent annual chance flood.

500-Year Flood Plain - 0.2-percent annual chance flood.

Regulatory Floodway – According to Federal Emergency Management Authority, regulatory floodway is a “waterway and adjacent land areas that must be reserved to discharge the base flood without cumulatively increasing the water surface elevation more than a designated height.” Communities must therefore regulate development in these floodways to “ensure that there are no increases in upstream flood elevations.”

Figure 6.16: Diagram of Floodplains and Floodways



Source: "Illinois Quick Guide," Illinois Dept. of Natural Resources

OPEN SPACE, RECREATION, AND COMMUNITY FACILITIES

1. Protect Lake Villa's natural resources and open space for recreation and community use.

1.1 Ensure that all Village parks are well-maintained and meet current and future needs of Lake Villa residents and visitors. (See Future Open Space and Recreation Opportunities section below)

1.2 Coordinate with Lake County Forest Preserve and Lake Villa Township to ensure that forest preserves, and Township parks are well-maintained and meet current and future needs of Lake Villa residents and visitors.

1.3 Create safe connections for pedestrians and bicyclists between parks and forest preserves. (See Transportation Chapter)

2. Leverage open space, lakes and forest preserves to attract recreation, events, and economic development.

2.1 Market Lake Villa's open space, lakes and forest preserves to residents and visitors.

2.2 Continue to offer events such as Live Music in Parks, Celebration of Summer, Celebration of Fall and Holiday Parade and Tree Lighting to build community.

2.3 Maintain and expand the offerings of Lehmann Mansion. Seek opportunities to bolster special events and tourism such as attracting a hotel to the Village.

2.4 The Village desires to plan for and install new parks equipment and facilities that would meet NRPA Standards (see <https://www.nrpa.org/publications-research/ParkMetrics/> for more information).

3. Invest in quality public facilities and services to serve the community.

3.1 Investigate the need to expand or build a new Village Hall to serve the community and offer space for community meetings.

3.2 Determine the long-term needs for police and fire and whether facilities need to be replaced or expanded.

3.3 Work with Lake Villa School District 41 to ensure all students have access to quality school facilities.

- Coordinate with District 41 on the disposition of former Pleviak School to enhance revenue to the District and allow for economic development at the northwest corner of Milwaukee Ave. (Rte. 83) and Grand Ave. (Rte. 132).

3.4 Coordinate with CUSD 117 for long-term needs and any improvements at Lakes High School.

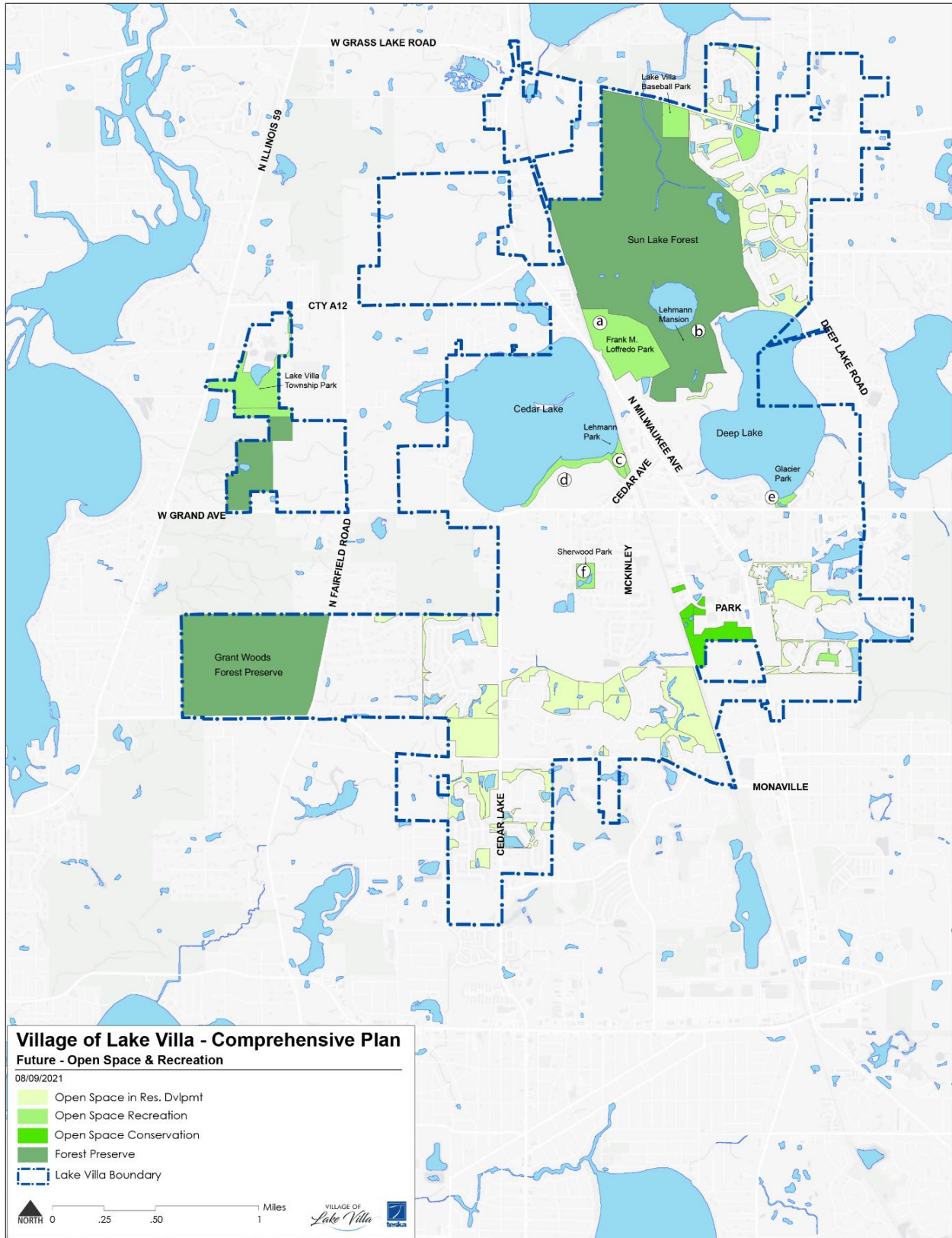
4. Ensure that water infrastructure meets water supply and stormwater needs and best practices.

4.1 Continue participation in the Central Lake County Joint Action Water Agency (CLCJAWA) which extended the provision of Lake Michigan water to Lake Villa in 2019.

4.2 Market the availability of Lake Michigan water to attract economic development.

4.3 Promote the use of stormwater management Best Management Practices (BMPs) to reduce flooding and meet standards set by Lake County Stormwater Management Commission.

Figure 6.17: Future Open Space and Recreation Map



FUTURE OPEN SPACE AND RECREATION OPPORTUNITIES

The following section provides information regarding opportunity sites identified on the Future Open Space and Recreation Opportunities Map. Each site is labeled on Figure 6.17.

Proposed Village Park improvements include:

a. Frank M. Loffredo Park

Loffredo Park is one of the most popular parks in Lake Villa, particularly for sporting events.

To keep the facility up to date, the following improvements should be made based on available funding:

- Playground equipment
- Baseball supplies
- Frisbee area
- Lights
- Football field attraction/host games
- Consider adding a splash pad in Loffredo Park or Lehmann Park

In addition, there is unimproved, Village-owned land north of Loffredo Park, which Lake Villa should consider for expansion of the park. Adding a mountain bike pump track, a very popular activity, would not only serve residents but could also enhance Milwaukee Ave./Rte. 83 Corridor. Lake Villa can be reinforced as a destination for sports and recreation in Lake County.

Figure 6.18: Example of pump track in Shelbyville, IL



b. Lehmann Mansion

Lehmann Mansion is a unique asset that brings visitors to Lake Villa, including weddings, special events, and corporate retreats. The Village owns the property while a private contractor manages the building. This is an opportunity for both parties to market the facility, ensuring it is well-maintained and future improvements should be based on market demands. Retaining the character of this historic structure should also be a priority.

Figure 6.19 Lehmann Mansion



c. Lehmann Park

Lehmann Park is in Downtown and offers the only public access to Cedar Lake. Already home to the Village's largest festivals, the park is well-used, but its facilities need to be upgraded. Lehmann Park can be upgraded with new facilities to enhance the use as both a daily recreation park with access to Cedar Lake and as host to entertainment / special events through the addition of a new pavilion, family-friendly activities, and youth sports.

The following improvements were based on a public survey and discussions with the Village Board:

- Add a performance pavilion at the northern area of the park to host bands and other activities for special events.

- Create a multi-purpose field that can be used for recreational and social activities such as sports, seating, and gathering spaces during special events.
- Add three ga-ga ball courts – a family-friendly game that can be used anytime by parkgoers.
- Add two sets of bag toss.
- Create a central walkway / entrance from the parking area.
- Add two ping pong tables.
- Replace and relocate the basketball court to be closer to parking and the central walkway; replace existing basketball court with seeded lawn.
- Add new bocce ball court.
- Consider adding a splash pad near the beach playground in Lehmann Park or alternatively in Loffredo Park.

Figure 6.20: Lehmann Park



d) Proposed Extension of Lehmann Park

As proposed In the Downtown TOD Plan, Lehmann Park should be extended westward along the shore of Cedar Lake in concert with development of the vacant downtown parcel along Grand Ave. (Rte. 132). This will allow continuous access between Grand

Ave. (Rte. 132), along the southern shore of Cedar Lake and connected to Lehmann Park in the Downtown.

Figure 6.21: Lake Villa's Downtown Plan recommended extending Lehmann Park along Cedar Lake in tandem with new development.



Figure 6.22: Proposed Concept Plan for Lehmann Park



e) Glacier Park

Glacier Park has outdated facilities and should be upgraded with a new public non-motorized boat launch, new playground facilities, permanent tables with umbrellas and improved public parking. Additionally, the Village should also work to expand non-motorized access into the park and add a new bike rack.

f) Steven Sherwood Park

Steven Sherwood Park is a neighborhood park serving the residential area south of Grand Ave. (Rte. 132). Improvements to the park would include playground equipment and adding a new basketball court(s), bike rack and other needed recreational facilities and equipment.



VILLAGE OF
Lake Villa



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