



*Village of Fox Lake*  
"Gateway to the Chain of Lakes"

# FOX LAKE STATION AREA PLANNING STUDY

ADOPTED August 2013



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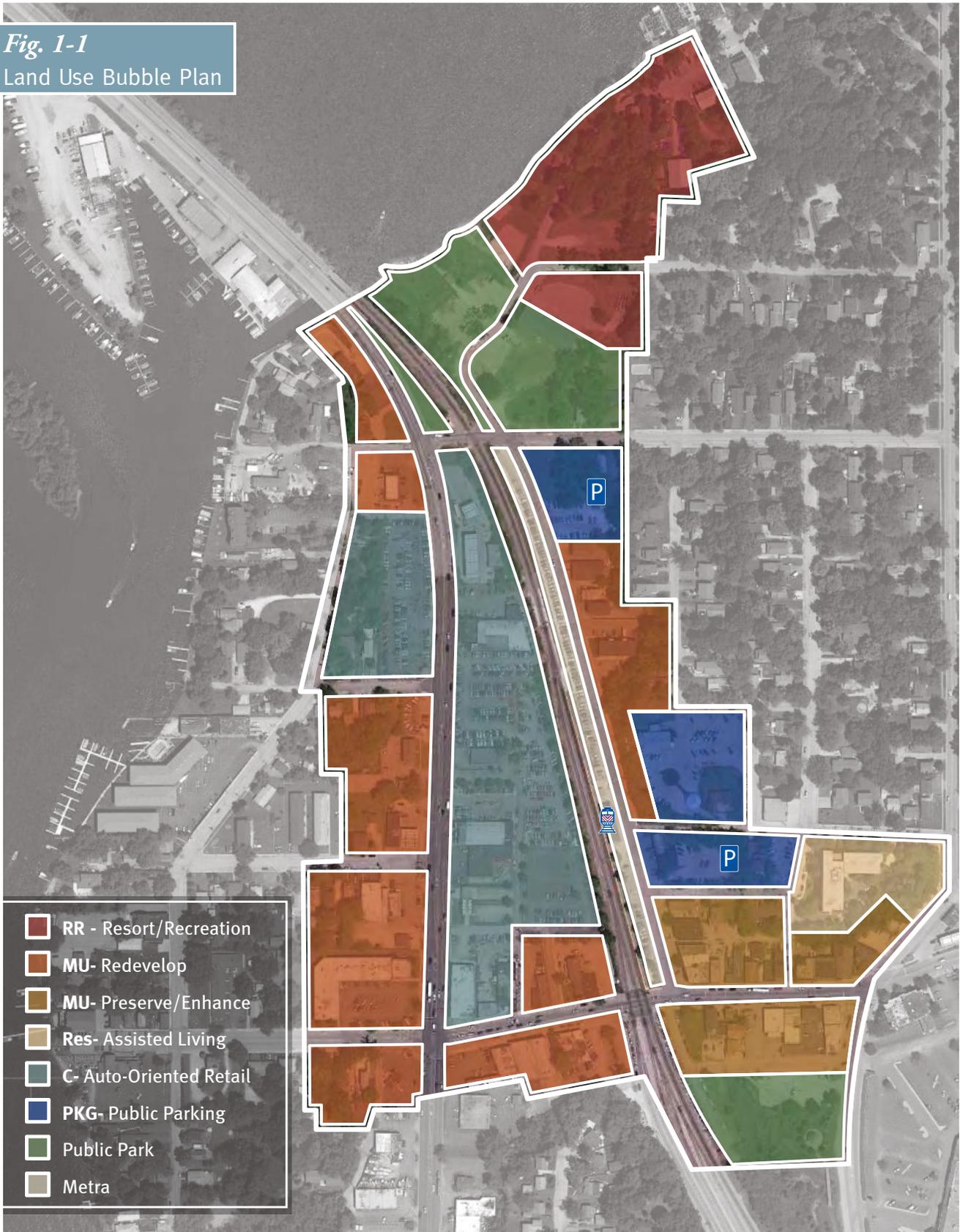
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**Fig. 1-1**  
Land Use Bubble Plan



# CHAPTER



## *Overview*

### **1.1 Purpose & Scope**

Over the course of its history, the Village of Fox Lake has become a haven for boat enthusiasts seeking a connection to the natural environment. Due to its location at the heart of the Chain O' Lakes resort and recreation area, the Village is in the enviable position of being able to offer its residents areas where the natural environment allows for lush landscapes and dense tree canopies. However, unlike many other places, the Village of Fox Lake has been able to achieve a synergy between the natural and built environment, by also offering the benefits of a more urban lifestyle through the presence of a station area with potential to become a traditional downtown highlighted by public transit options providing access to one of the country's largest cities.

The Station Area Plan project boundary is located in an area of Fox Lake bounded by Nippersink Lake to the North, Grand Avenue to the South, Pistakee Lake Road to the West, and Forest Avenue at its eastern extents. The Station Area is bisected by both Nippersink Boulevard and US Route 12, which converge at a point prior to crossing over Nippersink Lake. Currently, the Station Area is serviced by both PACE Suburban Bus Service, as well as the Metra Milwaukee District-North line with service to Downtown Chicago.

The Village of Fox Lake Station Area Planning Study, led by the Regional Transportation Authority (RTA), Land Vision, Inc., and its team of consultants are leading a study of the Fox Lake Station Area. Results of the analysis associated with this study will lead to a series of recommendations whose primary goal is to generate increased ridership for these public transit opportunities. Through a thorough analysis of current real estate market conditions and the generation of recommendations for issues derived from existing Land Use and Zoning, Vehicular & Pedestrian Accessibility / Circulation, Streetscaping, Wayfinding, and Signage conditions, this goal will be met.



# 1.2 Process & Participants

Representatives from the Village of Fox Lake, project steering committee members, community stakeholders, and Village residents will play an integral part in the development of the Fox Lake station Area Planning Study. Through a series of outreach initiatives including on-going Steering Committee interaction, one-on-one interviews with Village Staff and residents, stakeholder meetings, and public workshops, the Village and consultant team will work to engage, identify, and ensure that issues and concerns, desires and priorities are clearly defined, recognized, and addressed by all of the parties involved.



## 1.3 Coordinated Studies

### Downtown and Lakefront Vision Plan (May 2011)

The Village of Fox Lake Downtown and Lakefront Vision Plan was the first step taken by the Village to ensure its status as a regional destination and as an example for surrounding communities to look towards in future community development.

Guided by a series of public workshops aimed at capturing overall consensus, as well as a thorough analysis of existing conditions, the Vision Plan generates a sequence of recommendations based on a series of newly defined downtown districts. Each district is defined, created, and planned in order to provide the village with unique and identifiable areas of development that when combined collectively create a diverse and exciting atmosphere across Downtown Fox Lake.

Recommendations found within the Vision Study bear an immediate impact on the Fox Lake Station Area Plan as well. Through the creation of the Lakefront Park District at the northernmost edge of the Station Area, moving southward to the Route 12 & Nippersink Triangle District, culminating in the West Grand Lake District and Downtown Business District, the Station Area possesses all of the tools necessary to establish itself as an effective anchor for the transit related services of the area.



## Village of Fox Lake South Central Corridor Plan (2012)

The Village of Fox Lake South Central Corridor Plan explores one of Fox Lake’s most heavily trafficked thoroughfares – Illinois Route 12. The section of Route 12 south of Downtown serves the Village as a key point of entry into the village from the south and because of this high visibility this area possesses tremendous potential for enhancements which can result in a distinctive entry corridor for those traveling through the core of Fox Lake.

The South Central Corridor Plan begins with an analysis of existing conditions in the study area. Within this analysis, two distinct sub-areas are identified and defined according to overall physical environment, as well as land use and building characteristics. After gaining an understanding of the existing features of the South Central Corridor, the Plan identifies improvement areas throughout the Study Area.

Through the identification of existing land use modifications, potential redevelopment sites, transportation related enhancements, key intersections, and priority places; the Plan provides a detailed series of study area recommendations and a framework plan to enact in order to achieve these results.



*The South Central Corridor is highly visible to visitors and residents, with great potential to be enhanced and serve as a distinctive entry corridor to the Village.*



## Village of Fox Lake Greenways and Bikeways Plan (2013)

The Village of Fox Lake, located in northern Illinois near the Fox River and the Chain of Lakes, has a population of 10,579. It is located on three natural lakes and connected to seven others. Fox Lake sits at the heart of one of the busiest inland recreational waterways in the country. As a resort community located one hour from Chicago, Milwaukee, and Rockford, the Village of Fox Lake nearly triples in population during the summer months as visitors flock to the area's lakes, parks, and preserves.

The Greenways and Bikeways Plan (Plan) seeks to build upon the assets that the Village currently possesses – outdoor recreation, waterway access, convenient location within the metropolitan area – to advance Fox Lake to greater status as prime destination for recreation as well as enhancing its transportation network for bicycling.



### Goals and Objectives

The goals and objectives for this Plan have been adopted directly from two recently completed plans for Fox Lake: The Fox Lake Comprehensive Plan and the Fox Lake Downtown and Lakefront Vision Study. Organized for this plan, the goals and objectives of the Fox Lake Greenways and Bikeways Plan are:

#### Goals:

- ❑ Develop a comprehensive transportation network to serve the needs of mobility and accessibility including bicycle and pedestrian systems linking residential neighborhoods to recreational, employment, shopping and cultural facilities and activity areas
- ❑ Upgrade and introduce a connective system of bicycling and walking trails that allow residents and visitors to access the lakefront, parks, and public open spaces

#### Objectives:

- ❑ Redesign Route 12 to include on-street bicycle facilities that connect to State Park Road
- ❑ Provide bicycle facilities on Grand Avenue connecting Town Center to the Grant Woods Forest Preserve and to Grant High School
- ❑ Connect bicycle paths on Nippersink, Rollins, the lakefront, and Route 12
- ❑ Make Town Center a focus of the community and center of activity by providing bicycle facilities that are accessible to all ages and abilities
- ❑ The new cross-section design [for Nippersink Road] should include space for bicycles
- ❑ Improve connections to the Chain O' Lakes Bike Path

## 1.4 Goals & Objectives

The primary goal of the Fox Lake Station Area Planning Study is multi-directional. Currently many opportunities exist throughout the Station Area as a result of existing transit options throughout the area. The Planning Study will build upon the opportunities generated by existing transit while recommending development which will in turn increase ridership on both PACE and Metra services.

To accomplish this goal, the Plan will:

- ❑ provide strategic recommendations for the development and redevelopment of compatible land uses in the Station Area which will conform to previously established development principles;
- ❑ identify opportunities for and the locations of appropriate concentrations of multi-use, retail/commercial, residential, and civic/public land uses;
- ❑ develop an efficient multi-modal connectivity plan that will balance the area's current needs while providing enhanced linkages to and from the Station Area and re-focusing future demand towards public transit options; and
- ❑ provide a well-defined implementation strategy to achieve the primary goals of the study.



# CHAPTER

# 2

## *Station Area Plan*



## 2.1 INTRODUCTION

The Village of Fox Lake has established itself as a regional leader in forward-planning aimed at identifying fully implementable and financially feasible projects to help the Village in its evolution. Teaming with local agencies such as RTA, Pace, Metra and other specialized consultants, Village Staff and Steering Committee members continue to undertake these projects in preparation for a variety of issues and opportunities it may face in the future.

The recommendations outlined below are intended to serve as a series of guidelines based on the Existing Conditions evaluations, findings, interviews, and input gathered during the Discovery and Diagnosis phase of the Station Area Plan. All recommendations are intended to be “suggestive” (e.g. consider, encourage, evaluate) rather than “directive” (e.g. shall, will, should) in order to limit perceptions that these recommendations are mandatory or must be implemented immediately. The purpose of comprehensive planning is not to force any local property or business owner from its spot in the Village, but is intended only to identify opportunities for future development, which may help the Village achieve its development goals should any of the identified properties become available in the future. The recommendations serve as a framework to guide future development towards the creation of a pleasant and attractive, mixed-use environment within the Station Area.

*Fig. 2-1*  
Station Area Plan



## 2.2 MARKET ANALYSIS

As a result of the current and prolonged economic recession (beginning in 2007) it is widely accepted that a combination of patience, flexibility, and perseverance will be essential for the Village of Fox Lake to achieve the intended results of the Station Area Planning Study. Through a concerted effort by the Village, its' residents, business and property owners, and local institutions and organizations, the intended outcomes of the Station Area Planning Study can be achieved but only in due time.

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Currently, potential business owners and developers are considerably affected by a combination of local market conditions and a lack of resources. This lethal combination ensures that any potential development opportunities must undergo a comprehensive evaluation by interested parties to ensure that the potential profit associated with these opportunities is worth risking the already limited funds to pursue these projects. In order to help facilitate these future partnerships and put to ease the minds of future developers and investors it is critical for communities such as the Village of Fox Lake to project a “ready for business” image via their procedures, regulations, and incentives for future development. By demonstrating a clear vision for future development in the Village of Fox Lake, the Station Area Plan is an important first step towards demonstrating this desired image. Upon formal adoption of this plan, the Village must move quickly to perform a thorough audit of its development procedures focusing on the timing, regulations, and review procedures that directly impact property and business owners in the Station Area.

Additionally, this audit may also include an evaluation of existing zoning classifications within the Station Area, as well as permitted uses, bulk requirements, signage, and landscaping. Further consideration may be made by the Village of Fox Lake to consider the transitioning of particular parcels in Downtown Fox Lake and the surrounding Station Area to a designation which supports the desired mixed-use nature of future development. For projects which adhere to the development desires of the Village, the Village may also consider expedited and administrative approval mechanisms as part of development review procedures. By doing so, the Village may streamline the development process ensuring that desired development proposed in the Station Area is seen through to construction in a timely manner thus facilitating the transition of the Downtown into a truly walkable, mixed-use environment.

Based upon the results of the Discovery and Diagnosis phase of this process, the general consensus from interviews of community stakeholders and steering committee members, and the current market conditions, the Station Area Plan identifies the following opportunities for the Village of Fox Lake:



### Opportunity # 1:

The Village of Fox Lake, Chamber of Commerce, and their multiple partners may become more strategic in their approach to visitor attraction. Currently, served by two (2) Convention and Visitor's Bureaus (CVBs), Fox Lake must continue to evaluate, understand, and manage the Village's image among the surrounding nine communities (and McHenry and Lake Counties and their respective CVB promotions) in order to communicate with and attract more dollars into the Village.

It is critical for Fox Lake to capitalize on its abundance of recreation assets. This increased focus should attract more visitors to the area and increase Metra ridership as a result.



### Opportunity # 2:

Private sector buildings are currently in need of improvement and in many cases will need modifications in order to accommodate new tenant activities. The Village should evaluate the possibility of beginning an outreach program to all building owners to determine their future plans and constraints in order to help prioritize potential opportunities in the future. Development of some type of public-private partnership via a façade improvement program would be helpful and may even result in the stimulation of private investment.



### Opportunity # 3:

As capital improvement budgets allow, a streetscape improvement effort would create a more inviting and pedestrian-oriented downtown for customers and tourists visiting Fox Lake. Addressing flood issues concurrently with other capital improvements would also be helpful.



### Opportunity # 4:

The Nippersink Boulevard corridor represents a unique opportunity to promote a visual connection from the Downtown to the Lake and other recreational amenities. A specific capital improvement plan for this corridor should be considered.

### Opportunity # 5:

Metra has demonstrated a need for additional parking in the Station Area. To the extent to which a garage is planned to accommodate this need in the future, an appropriate site for its' location is the Goodyear site. This location would be ideal in connecting the new parking area to the Metra Station while bringing Goodyear back on the ground level of the garage.

### Opportunity # 6:

Current improvements being implemented at the northeast corner of US Route 12 and Grand Avenue will greatly improve the aesthetic of the area. Should the opportunity arise for comparable improvements or development opportunities on the southeast and southwest corners, the Village could capitalize on a much more inviting entry into the Downtown area.

### Opportunity # 7:

Currently crossing US Route 12 presents a number of challenges. An improved pedestrian crossing is necessary in order to provide for a pedestrian refuge area while shortening the crossing distance of the heavily trafficked thoroughfare.

### Opportunity # 8:

The promise of a hotel along the Lakefront is evident throughout, yet current market conditions have precluded its success. Future efforts to build this facility would be a tremendous asset to the Station Area and should remain consistent and focused.

### Opportunity # 9:

While the Market assessment in the Discovery and Diagnosis phase of this plan does not predict significant downtown business growth for multiple reasons, local tourism does support existing food and beverage establishments rather well. Similar establishments may be accommodated in existing sites throughout the Village. A summary of tourism and its impact on food and beverage opportunities may be utilized to reach out to restaurants in other communities who may see a seasonal (or full) opportunity to open another establishment.

The Village, in cooperation with the Chamber, may conduct this initiative. Inviting selected businesses to visit Downtown in the height of tourism season, combined with selected cooperative property owners and a public-private façade improvement program could be beneficial in the long-term.

Successfully pursuing these opportunities via the plan would represent a major step for the Village of Fox Lake in developing a short and intermediate vision for the downtown. The long-term vision will evolve over time as the effects of the recession and the “new economy” become clearer.

**Fig. 2-2**  
Multimodal Access & Circulation



## 2.3 Transportation & Transit

In conjunction with the various land use improvements, the ability to improve the physical movement and connectivity of residents and visitors throughout the Station Area is significant. The Station Area Plan will attempt to enhance the movement choices and opportunities into and throughout the Station Area by suggesting a series of reconstruction and re-alignment recommendations that will improve traffic flow, maximize pedestrian circulation, and increase visibility for new development.

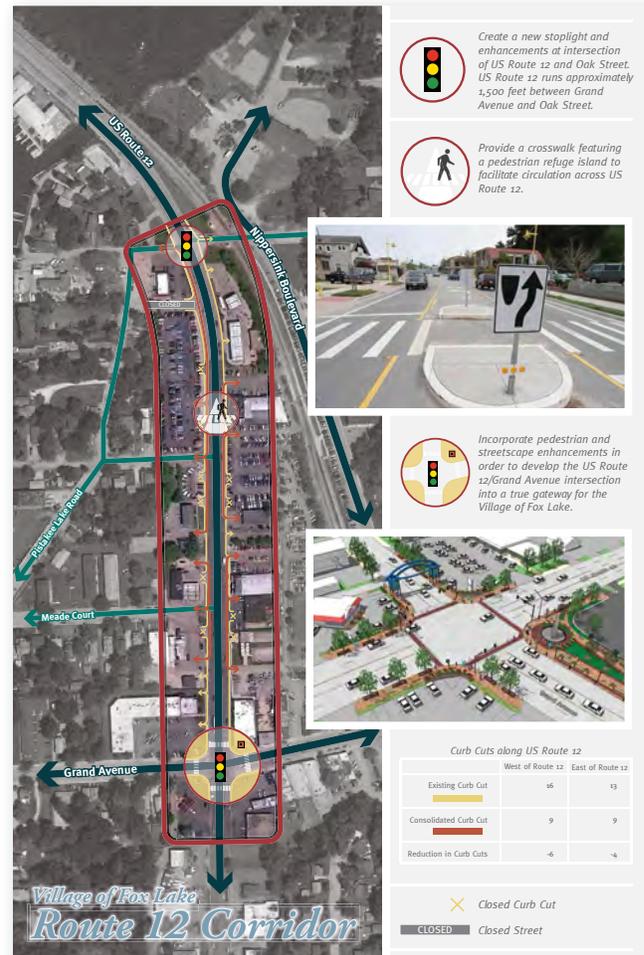
### *Realign Pistakee Lake Road north to Wells Street (Oak Street).*

Currently, Pistakee Lake Road diverts eastward terminating at US Route 12, creating an additional curb cut on a corridor already polluted with unnecessary curb cuts. The Station Area Plan recommends realigning Pistakee Lake Road to a northern trajectory to intersect with Wells Street (Oak Street) resulting in the replacement of its curb cut from US Route 12 with additional developable land along the corridor.

### *Reconfigure Nippersink Boulevard cross-section to incorporate the proposed bikeway, parallel parking, and desired streetscape enhancements.*

The Chicago Metropolitan Agency for Planning (CMAP) in cooperation with the Village of Fox Lake, has recently completed a comprehensive planning study for greenways and bikeways in the Village. A specific goal of the study is to provide a connection from the existing trail head at Millennium Park through the Station Area along Nippersink Boulevard, connecting to Lakefront Park before maneuvering west in order to cross the US Route 12 bridge.

The proposed bikeway is envisioned as a means to provide multimodal circulation to and from the recreational and natural assets possessed by the Village of Fox Lake and more specifically within the Station Area. With Millennium Park and Lakefront Park as future anchors the Village should consider altering the cross-section of Nippersink Boulevard in order to accommodate the path, while incorporating the same level of aesthetic improvements necessary to transform the boulevard into an attractive and pleasant environment for pedestrians.



The ability to connect different transit services, such as those provide by both Pace and Metra is an important goal of Transit-Oriented Development and one which Fox Lake should continue to improve. Current conditions such as complex topography, the existing street pattern, and current Pace bus travel patterns prevent this connection from operating at its highest level.

As the Village of Fox Lake works to promote future development and improve circulation and streetscapes throughout Downtown, the Village should work with Pace and Metra officials to provide improved layover facilities for bus drivers, as well as incorporate enhanced lighting, cohesive signage, and shelters for transit users. Providing these elements and enhancements will encourage a greater connection between Pace and Metra services while promoting the Transit-Oriented environment desired for Downtown and should be considered an important aspect of future initiatives.

The Station Area Plan proposes that the new cross section include room for a more substantial sidewalk to incorporate the high-quality streetscapes suggested throughout the rest of the Downtown. In addition, a six foot bikeway is envisioned on the east side of the street, a 10' parallel parking buffer, and two 11' travel lanes.



Figure 2-3 | Proposed Nippersink Boulevard Cross Section

The resulting cross-section is envisioned as a high-quality street, which supports a multi-modal system of transportation. While each mode has its own defined area, the combined streetscape works collectively to promote a safe and harmonious environment fronting the Metra Station.



*Realign Nippersink Boulevard north of East Oak Street (leading to Lakefront Park area) with Nippersink Boulevard to the south in order to create a new signalized intersection.*

The Station Area Plan recommends the portion of Nippersink Boulevard north of East Oak Street leading to the new Resort area should be realigned with the portion to the south in order to create a new signalized intersection. As the Resort is envisioned as a legitimate destination in Fox Lake, with that designation comes its status as a traffic generator for both vehicles and pedestrians. A signalized intersection may be helpful to aid in the distribution of this traffic, particularly as a safety concern due to the train tracks between this location and the US Route 12 intersection, as well as for pedestrians crossing Oak Street.

### *Alternate Plan*

An alternate has been prepared for the northeast portion of the plan. This alternate realigns Nippersink Boulevard to form a perpendicular intersection with Oak Street. This scenario results in increased stacking distance for the US Route 12/Oak Street intersection, however, the configuration also relies on the acquisition of additional land in order to facilitate the adjustment and complex engineering due to the topography in the area, as well as the presence of Metra train tracks.

## 2.4 STREETScape ENHANCEMENTS

A primary goal of the Station Area Plan is to transform the Downtown area and beyond into an attractive, well-connected, walkable area for the Village of Fox Lake residents and visitors. Combined with the Land Use improvements outlined in the sections to follow, the Plan recommends that the Village promote an environment where the area between the building, sidewalk, curb, and street is not only pleasant and attractive but also safe.

*Locate surface parking areas at the rear of new development accessed from minor roads and thoroughfares when possible.*

Parking areas should be located at the rear of development in order to allow inhabitable building space to occupy street frontage while reducing the presence of the automobile from the street, and reducing vehicular-pedestrian interaction.

*Ensure new development opportunities are built up to the street in order to provide a consistent, well-articulated, continuous streetwall.*

New development should be built with minimal setbacks in order to promote a positive interaction between building storefronts and pedestrians. Buildings should provide a continuous streetwall consisting of a well-articulated building massing and high-quality materials in order to generate multiple layers of architectural interest. The Village may choose to utilize build-to lines in certain areas in order to influence the creation of “people spaces” and other public areas for residents and visitors to meet and congregate.

*Build sidewalks where they are currently absent and connect to existing network of sidewalks.*

Sidewalks within the Village are currently few and far between. The Station Area Plan recommends that new sidewalks be built along US Route 12, Grand Avenue, and Nippersink Boulevard where they are currently absent. These sidewalks should connect with the existing sidewalks in place in order to form a unified network of pedestrian circulation. Sidewalk widths should be coordinated according to their corresponding Land Use.

*Create great streets by introducing a variety of streetscaping elements.*

The Village should ensure that US Route 12, Grand Avenue, and Nippersink Boulevard are outfitted with a wide variety of streetscape enhancements such as tree grates with street trees planted at regular intervals, landscaped planting strips, street furniture; such as, trash receptacles, benches, bollards, planter boxes, bicycle racks, etc, and lighting features oriented towards illumination of the pedestrian realm. Storefronts should be designed and maintained with attractive signage and awnings, while upper floor spaces should feature windows, balconies, and other elements, which activate the sidewalk below. It may be beneficial for the Village to perform a more comprehensive streetscape study and evaluation as part of a future planning study.



Figure 2-4 |  
Typical Streetscape Improvements

**Fig. 2-5**  
Recreation & Wayfinding



## 2.5 RECREATION & WAYFINDING

With the addition of the Proposed Bikeway re-routing through Downtown along Nippersink Boulevard, via the trail head at Millennium Park, the Village has an opportunity to promote a new range of recreation opportunities through the Station Area.

### *Perform overall maintenance updates to Millennium Park.*

As home to the Proposed Bikeway trailhead, the Village may choose to perform general maintenance and aesthetic updates to Millennium Park. With the addition of the trail through Downtown, Millennium Park becomes even more important to the local area and should be recognized as such.

### *Re-route the Proposed Bikeway through Downtown and incorporate it into the streetscape improvements proposed in the Station Area Plan.*

The addition of the Proposed Bikeway through Downtown provides the Village with an opportunity for increased visibility by another group of potential users (cyclists), while adding another dimension to the multi-modal system of transportation in the Village. The Village should coordinate the design of streetscape enhancements with the addition of the path in order to allow a seamless integration of the various means of circulation.

### *Perform enhancements to Lakefront Park.*

Development of the Resort puts additional focus on the adjacent Lakefront Park. By removing and relocating surface parking the Village may rededicate that land to more traditional park uses. The Village should consider enhancing the park by introducing a variety of opportunities for both active and passive recreation. A formal landscape plan may be developed in order to coordinate the aesthetic of the park with that of the Resort making it an even better destination for Village sponsored events and activities.

### *Establish a Village-wide signage and wayfinding system.*

As population enters and circulates throughout Downtown Fox Lake, it is necessary to guide them to the businesses and amenities that support the Station Area. Through the utilization of a Station Area gateway and wayfinding signage system, the Village may reinforce and strengthen its Downtown brand/identity as a more recognizable entity within the surrounding area. In order to implement this system the Village may:

- ❏ Evaluate and designate a series of strategic locations for primary and secondary gateway features which signal arrival into a special “place;”
  - » One potential primary gateway location within the Station Area includes the intersection of US Route 12 and Oak Street.
  - » Secondary gateway locations include along Grand Avenue east of US Route 12 and at the intersection of Grand Avenue and Rollins Road.
- ❏ Consider specific locations for wayfinding signage in order to generate awareness of notable Station Area businesses, amenities, and institutions;
- ❏ Establish a strategic palette of future Station Area identity elements that maintain a cohesive style, materials, and color scheme most representative of the character of the area.

## 2.6 Branding Strategies

Marketplace opportunities, available resources, the geographic focus of redevelopment, and the pace of transformation to a large degree will determine how quickly a Downtown Fox Lake “product” can be defined and positioned. In an ideal world – with favorable market conditions and bountiful public and private resources – the entire Downtown study area would be revitalized quickly and comprehensively. Current economic conditions, though, suggest that the redevelopment of Downtown will more likely be achieved through a program of continuous and incremental improvements over a of number years.

However, from a brand and image standpoint, there is an opportunity to create a distinctive Downtown destination relatively quickly by focusing initial redevelopment efforts on the Grand Avenue corridor between Rollins Road and Lake Pistakee. This short-term strategy has several advantages. The blocks of Grand Avenue immediately east and west of the railroad tracks comprise Downtown Fox Lake’s historic commercial district, already home to many of Downtown’s most attractive businesses – and close to other important destinations such as the Metra station.

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The eastern gateway to the corridor at the intersections of Grand Avenue / Rollins Road / Forest Avenue / is one of Downtown’s most interesting locations. Public improvements such as streetscape enhancements will be highly visible and provide clear evidence to the marketplace that revitalization is underway in Downtown Fox Lake. The other key intersection within the corridor at Grand Avenue / U.S. Route 12 is arguably Downtown’s center of gravity because of the intense levels of activity generated each day by high traffic volumes. Improvements here will be even more visible than those at the eastern end of the corridor.

Finally, the western terminus of Grand Avenue at Lake Pistakee is also one of Downtown’s most distinctive assets. The westerly views over Lake Pistakee present unique opportunities for future public improvements that can help attract new visitors and significantly enhance Downtown Fox Lake’s overall image.

In this approach, Downtown Fox Lake is introduced as a “masterbrand” but used only to endorse the Grand Avenue sub-brand and other featured destinations during the early stages of Downtown redevelopment. Once established, the goodwill and brand equity associated with the featured Grand Avenue “sub-brand” can be leveraged to support redevelopment initiatives in other nearby Downtown locations such as the U.S. Route 12 and Nippersink Boulevard corridors. This intermediate term strategy will add new destinations and activities to which the Downtown Fox Lake masterbrand can be attached to continue the process of building favorable brand equity.

Once a critical mass of new destinations and features has been reached throughout the greater Downtown area – and stakeholders are confident that Downtown is capable of delivering on its promised brand experience – the Downtown masterbrand can be elevated and promoted as the featured brand.

This “build / brand / leverage / extend” strategy helps create an authentic Downtown Fox masterbrand one step at a time, and supports efforts to attract new visitors and new investment as destinations and features are added to the Downtown mix. Perhaps just as importantly, the strategy provides a framework for clarifying project goals and priorities, managing stakeholder expectations and maintaining enthusiasm as revitalization endeavors continue over time.

More details regarding short-term, intermediate-term and long-term branding strategy recommendations are provided on the pages that follow.

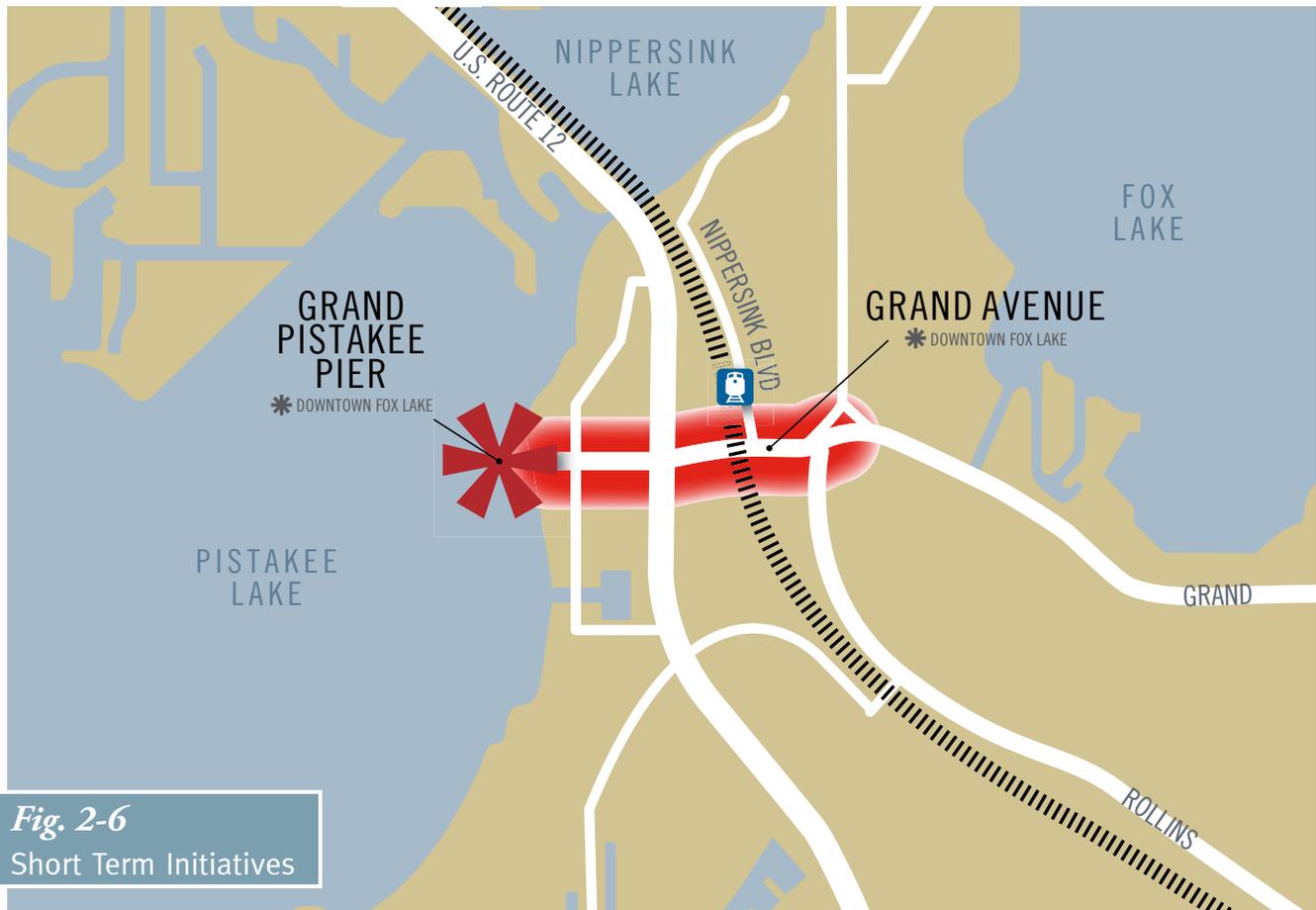
## Short Term Initiatives

### *Revitalize, Brand and Promote Grand Avenue as Quickly as Possible*

Focusing short-term redevelopment strategies on transforming Grand Avenue between Rollins Road and Lake Pistakee into a viable, destination quality “product” provides an opportunity to create a distinctive Downtown brand in a relatively short period of time. In this scenario, the “Downtown Fox Lake” masterbrand is introduced into the marketplace but not as the featured brand. Instead, the Grand Avenue sub-brand becomes the primary focus of marketing and business recruiting efforts, with the Downtown masterbrand serving as an endorser to the sub-brand. In this way, the Downtown masterbrand can begin to accrue brand equity based on the goodwill associated within the revitalizing Grand Avenue corridor.

This approach provides opportunities for the Village to create new destination quality features and subbrands that enhance the image of the Downtown masterbrand. For example, the new municipal pier on Lake Pistakee at the western terminus of Grand Avenue recommended in the 2011 Downtown and Lakefront Vision Plan is a signature project that could – with creative programming such as daily sunset celebrations throughout the summer months – attract new visitors to Downtown while significantly enhancing perceptions of the Downtown Fox Lake brand and image.

The graphics below illustrate the “masterbrand / sub-brand” strategy for the revitalization of Grand Avenue, with Grand Avenue and Grand Pistakee Pier as featured sub-brands and the Downtown Fox Lake masterbrand used as an endorser.



**Fig. 2-6**  
Short Term Initiatives

### *Create a Brand Promise for Downtown Fox Lake*

Defining a clearly articulated brand promise for Downtown Fox Lake has several important potential benefits. First, the brand promise can help to focus and prioritize placemaking strategies that align with and support the targeted brand position. Similarly, the brand promise can help support marketing and business recruiting endeavors by clarifying the unique qualities and features that differentiate Downtown Fox Lake from competitors.

The brand promise for places such as Downtown emerges where three key dimensions converge – stakeholder aspirations, resources and marketplace opportunities. Stakeholders who participated in the November 14, 2012 Public Workshop and the workshops of the Downtown and Lakefront Vision Plan expressed a strong desire to see a revitalized Downtown that was more attractive and safer for pedestrians, and that featured a greater number of high quality destinations. When asked for a single word that summarized the ideal Downtown brand experience, several participants in the November Workshop responded with “fun.” This brief description aligns with the Village’s historic legacy as a resort destination, and the ongoing presence of significant recreational amenities.

In addition, the Real Estate and Market Analysis in the first phase of this project noted that:

“Understanding Fox Lake’s market position and managing the Village’s image among the nine communities (and McHenry and Lake Counties and their respective CVB promotions) will be important to communicating with and attracting more dollars to Fox Lake. Ultimately, Fox Lake needs to capitalize on its recreation assets. This increased focus will attract more visitors.”

Collectively, these suggest a brand promise that reflects the opportunity Downtown Fox Lake has to become a highly desirable regional destination for recreational enthusiasts and other visitors attracted by its shopping, dining and entertainment options:

*“By 2018, Downtown Fox Lake will be the Chain ‘O Lake region’s most desirable, transit-oriented destination for unique recreational, shopping, dining and entertainment experiences.”*

## Create a New Visual Identity System

It is recommended that Downtown Fox Lake develop a user-friendly visual identity system that aligns with and supports the targeted brand. The system should include the following basic elements and standards to guide their use:

- ❑ Primary identifier
- ❑ Names and nomenclature
- ❑ Colors
- ❑ Typography

Similar to companies such as Apple, Blue Cross and Blue Shield and Shell, Downtown Fox Lake has an opportunity to utilize a symbol that is a literal representation of its name. For this reason it is recommended that Downtown investigate using a “signature” format (the combination of a symbol and logotype) that includes a distinctive, graphic representation of a fox as its primary identifier. The “generic” diagram below illustrates the elements that comprise a signature format:



### Symbol

Graphic representation of a fox.

### Logotype

Stylized version of the Downtown Fox Lake name.



It should also be noted that existing signage features an attractive blue background color. In developing a primary identifier and color standards for a new Downtown visual identity system, consideration should be given to the continued use of this color (or a color very similar in hue) in order to leverage its established “visual equity” – the collective familiarity it has acquired with audiences over the years who associate its use with Downtown Fox Lake.

*Introduce the Downtown Fox Lake Masterbrand*

Once a visual identity system has been adopted – and Grand Avenue continues its revitalization prior to its formal launch as a featured sub-brand – the Downtown Fox Lake masterbrand can be introduced by using it to endorse existing Downtown features, events and festivals. This strategy will enable the masterbrand to begin the process of building name recognition and good will in advance of its ultimate use as the Downtown’s featured brand. The examples below illustrate this approach (note: the Downtown Fox Lake signature is a generic graphic and not a design concept):

*Concert by the Lake*

\* DOWNTOWN FOX LAKE

VENETIAN  
NIGHT ON  
PESTAKEE  
LAKE

\* DOWNTOWN FOX LAKE

FOX LAKE  
**OctoberFest**

BEER & WINE WALK

\* DOWNTOWN FOX LAKE

**Lakefront  
Park**

\* DOWNTOWN FOX LAKE

JULY 4<sup>TH</sup>  
CELEBRATION &  
PARADE

\* DOWNTOWN FOX LAKE

15TH ANNUAL  
**Cardboard Cup  
Regatta**

\* DOWNTOWN FOX LAKE

*Introduce the Grand Avenue Sub-brand*

Once Grand Avenue revitalization has progressed to point where new destinations and features have reached a critical mass, the Grand Avenue sub-brand can be formally introduced into the marketplace, with the Downtown Fox Lake masterbrand appearing as an endorser.

It is recommended that Grand Avenue, along with other sub-districts and / or sub-brands that may emerge, continue to function as Downtown’s featured brands (endorsed by the masterbrand) until the broader Downtown area is perceived to be capable of delivering on its targeted brand promise and experience. At that point, the masterbrand can be elevated and promoted as Downtown’s featured brand.

Short-term Strategy:  
Sub-brands are Featured Brands

Long-term Strategy:  
Masterbrand Becomes Featured Brand



*Create New Sub-brands and Link Them to the Downtown Masterbrand*

New public and private sub-brands that come online (and function as featured brands) should be encouraged to use the Downtown masterbrand as an endorser in promotional endeavors. Awareness of these new subbrands can be enhanced by creating special signage to define sub-district locations and boundaries.



### *Create Special Lighting for Grand Avenue*

One of the realities of living in the upper Midwest is that one can expect to experience a six-month “dark season” lasting up to six months in some years. To help define the Grand Avenue commercial corridor, attract the attention of U.S. Route 12 commuters and add to the corridor’s overall visual appeal we recommend a tree lighting program that extends from November 1 to the end March once the corridor has been launched as a featured Downtown sub-brand.



Kansas City's Power & Light District's attractive tree lighting system helps define the district's boundaries and adds sparkle to its streets throughout the year.

### *Creative a High Quality Commercial Sign Incentive Program*

Attractive commercial signage can have a significant affect on Downtown Fox Lake’s image and appeal, and also help to strengthen the qualities that differentiate Downtown from competitors. It is recommended that a program to encourage high quality commercial signs be created to enhance the appearance of Downtown’s important roadway corridors.



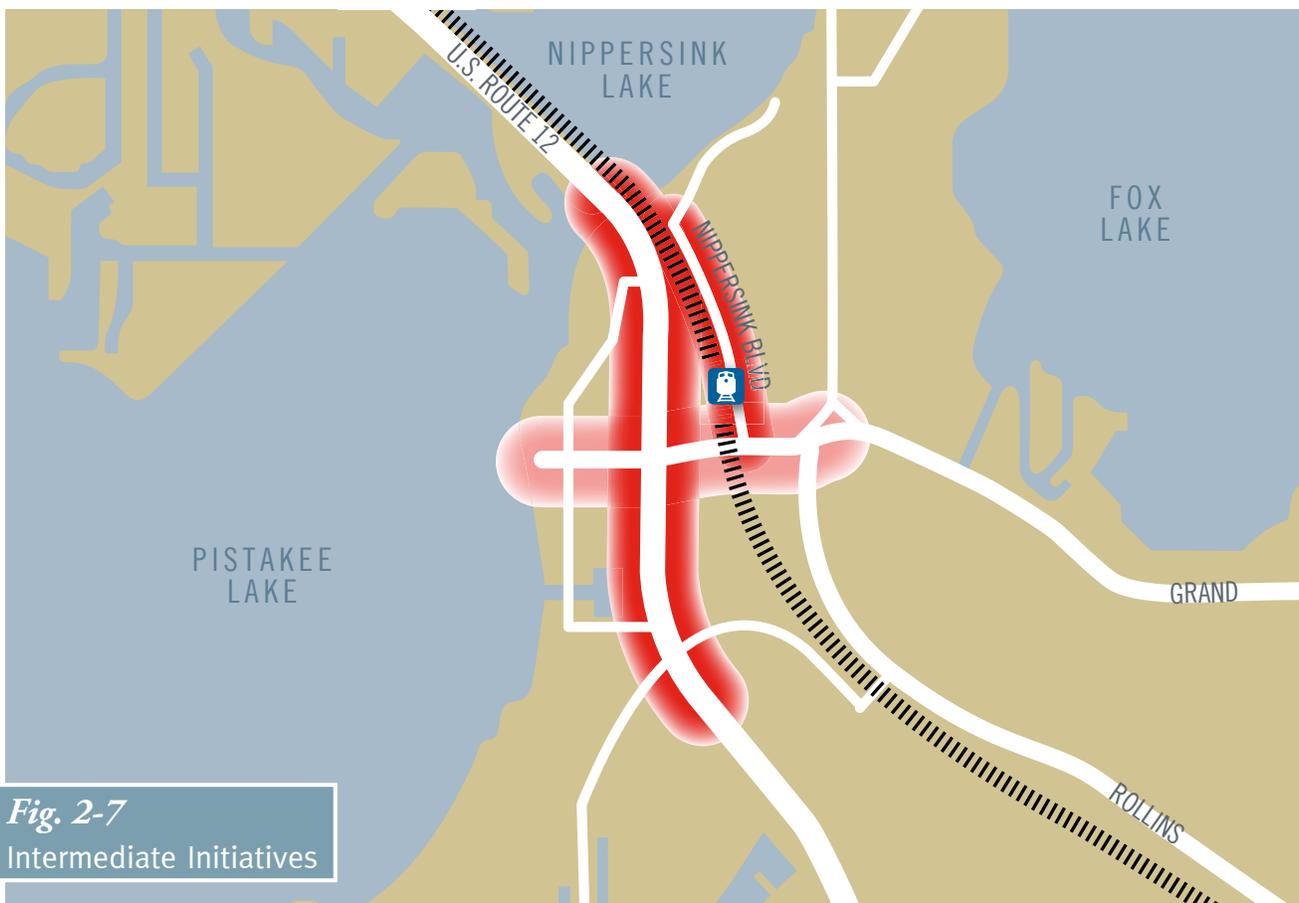
## Intermediate Initiatives

### *Revitalize, Brand and Promote U.S. Route 12 and Nippersink Boulevard*

Once the Grand Avenue sub-brand has been successfully launched, revitalization efforts should focus on U.S. Route 12 and Nippersink Boulevard, the appearance and function of which are integral to the long-term success of Downtown Fox Lake’s brand and image. Private sector redevelopment should, of course, be welcomed and encouraged along these roadways and elsewhere throughout all phases of Downtown redevelopment.

The portion of U.S. Route 12 between the causeway and East Oak Street is especially important. The view towards the lakefront and central business district from this elevated location is the signature “postcard” image of Downtown Fox Lake. Because of high traffic volumes, the quality of this postcard image and the appearance of the view corridor along U.S. Route 12 south of Oak Street may have more significant effects on overall perceptions of Downtown than any other location within the greater Downtown area.

Similarly, Nippersink Boulevard plays a key role in marketplace perceptions of Downtown. Improvements to the appearance of this corridor – along with attractive new commercial uses – will provide highly visible evidence of the Downtown brand’s continued revitalization.



### *Rename Key Downtown Roadways*

Downtown Fox Lake's geographic location on a peninsula surrounded by water on three sides is one of its most distinctive features. One way to enhance awareness of the connection between Downtown and the lakes at relatively low cost is to consider changing the names of U.S. Route 12 and Grand Avenue within the Village's borders to "Fox Lake Boulevard" and "Grand Pistakee Avenue," respectively. In so doing, the roadways would join the existing Nippersink Boulevard to complete a triad of important streets bearing the names of the lakes that give Downtown its unique identity.



## Long-Term Initiatives

### *Extend Improvements East from the Grand Avenue Downtown Core*

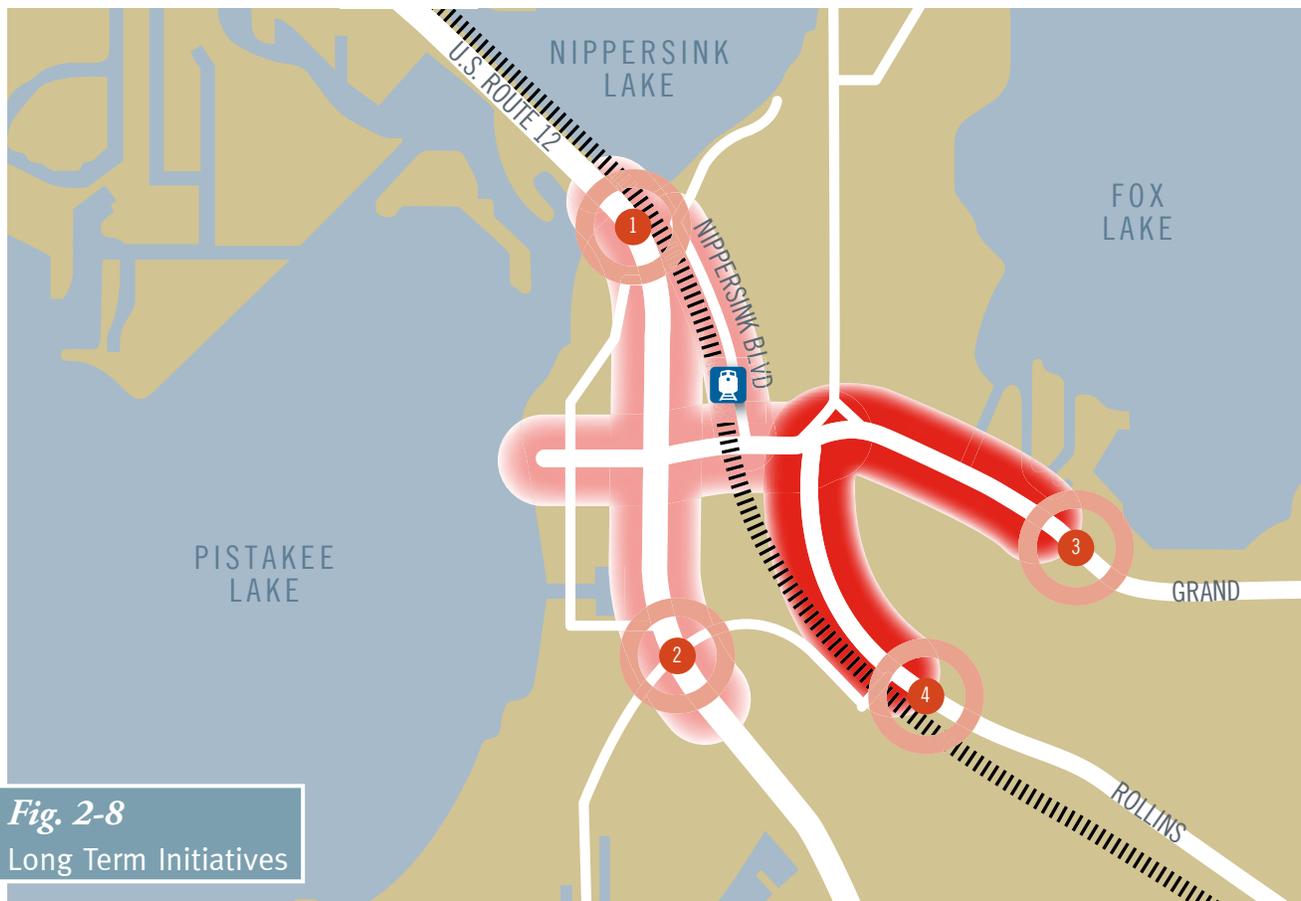
The final major steps to revitalizing the Downtown Fox Lake “product” are improvements to the Rollins Road and Grand Avenue corridors east of the Downtown core. Short- and intermediate-term redevelopment initiatives described previously will have already alerted potential investors to the important redevelopment opportunity sites that exist along Grand and Rollins, so private sector revitalization activities will have ideally already commenced as improvements to public spaces are implemented during this phase of the project.

Completing the revitalization of these roadway corridors should clear the way for the elevation of the Downtown Fox Lake masterbrand to featured status. However, this may also occur at an earlier point time if the masterbrand is perceived to be delivering on the targeted brand position because of redevelopment initiatives already completed.

Elevating the masterbrand to featured status is an ideal time to construct gateway signage at key locations, at or near the following:

- 1) U.S. Route 12 / Wells Street intersection.
- 2) U.S. Route 12 / Sayton Road intersection.
- 3) East Grand Avenue near the Fox Lake canal.
- 4) Rollin Road near the Sayton Road intersection.

This would also be an ideal time re-evaluate the entire Downtown signage and wayfinding system and initiate improvements as necessary.



*Fig. 2-8*  
Long Term Initiatives

### *Create a “Paint the Town” Program*

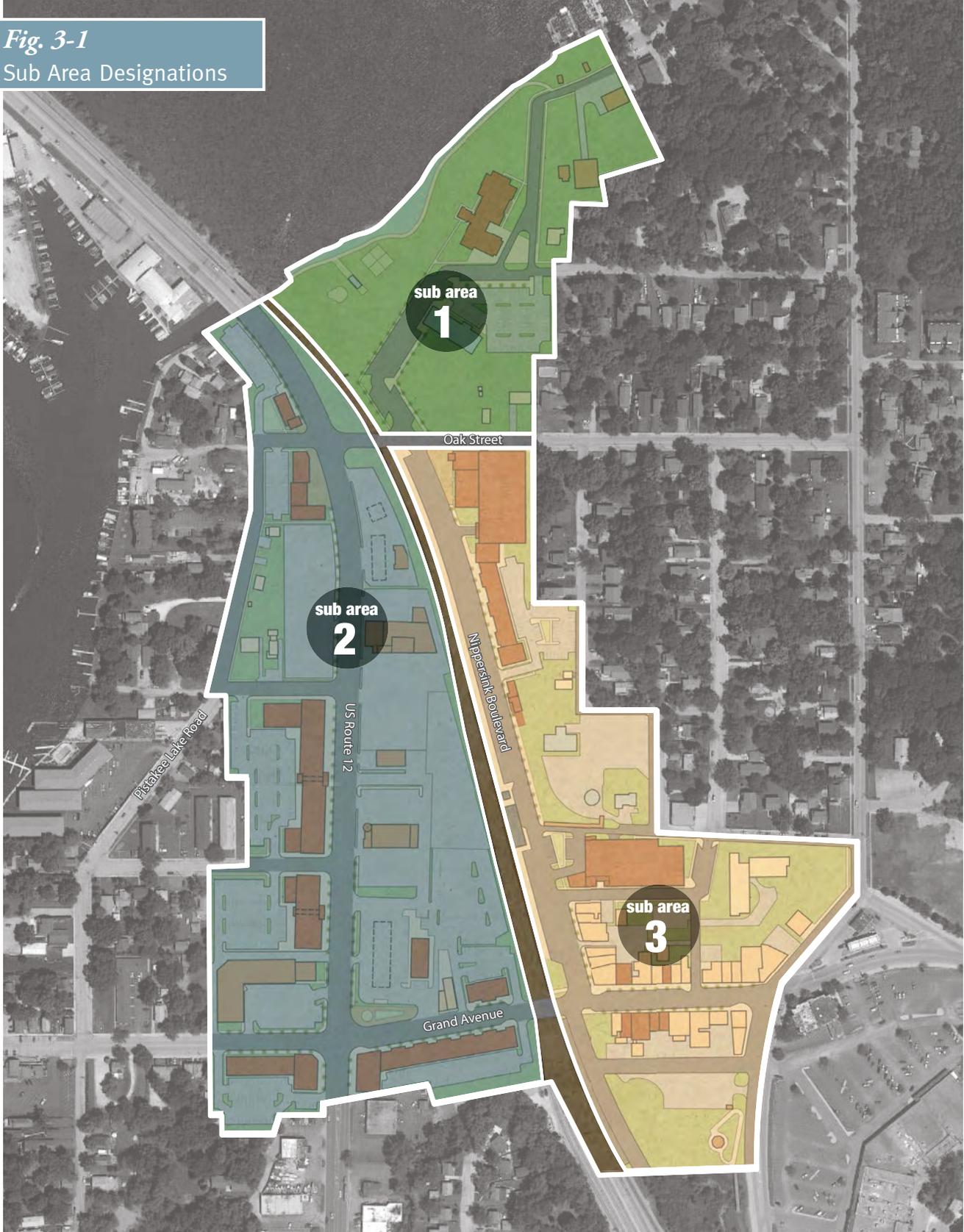
The image of greater Downtown Fox Lake can be enhanced by creating a volunteer “Paint the Town” program (perhaps including incentives) that encourages residents to use a coordinated palette of paint colors in an attractive manner. This program can be especially useful in helping to enhance Downtown’s overall visual appeal during gloomy winter months, and also help to further differentiate Downtown Fox Lake from competitors in the marketplace.



### *Monitor the Downtown Brand*

The Downtown Masterbrand and promised experience should be evaluated annually and modified as necessary based on evolving market conditions and / or stakeholder aspirations.

*Fig. 3-1*  
Sub Area Designations



# CHAPTER

# 3

## *Sub Area Recommendations*

### **3.1 Overview**

The Village of Fox Lake Station Area Planning Study area is divided into three distinct sub areas. Although each sub-area is different in character, the three sub-areas combine to offer excellent opportunities for growth and new investment within close proximity to the commuter station area. While each sub-area is unique, it is important that these three areas share the qualities of a similar vision which are intended to create a unified and cohesive environment within the Village of Fox Lake.



#### *Sub Area 1*

Includes the existing public Lakefront Park, existing undeveloped parcels, existing residential parcels and existing recreation and boating uses.



#### *Sub Area 2*

Includes the US Route 12 corridor including automobile sales facilities, automotive service retail, shops and restaurants, and includes several office and residential properties.



#### *Sub Area 3*

Includes both the core historic downtown area east of the railroad tracks and the Nippersink mixed-use corridor along which the Fox Lake Commuter Metra Station is located.

**Fig. 3-2**  
Sub Area 1 Detail





## 3.2 Sub Area 1

Improvements planned for Sub Area 1 may eventually lead to this sub area’s transformation into the Station Area’s primary destination for outdoor recreation. With the potential addition of a future banquet/community facility, the location of Sub Area 1 in combination with the amenities it provides, lends itself towards an established identity where the natural environment meets the built environment for the greater benefit of the community.

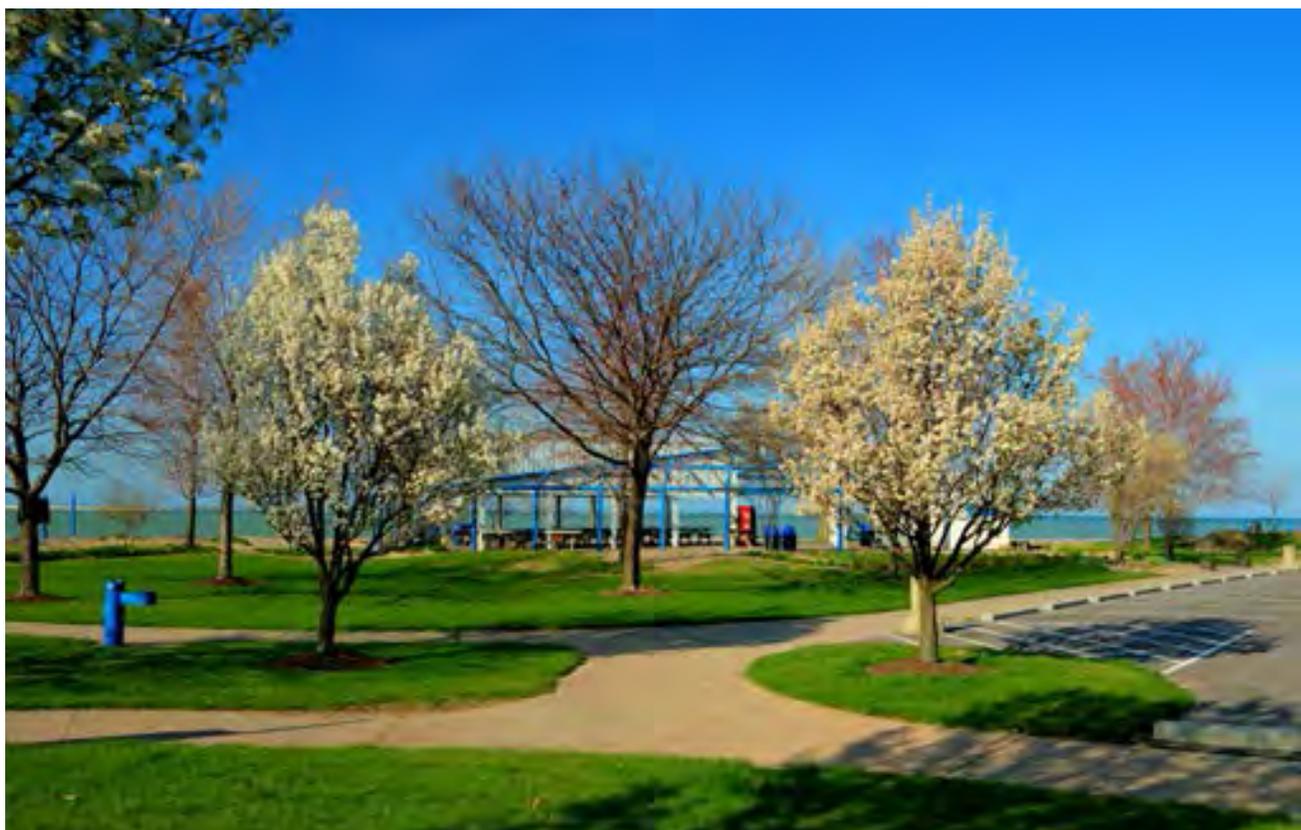
The proposed community building terminates a realigned Nippersink Boulevard whose cross-section has been adjusted to incorporate diagonal on-street parking and a variety of streetscape enhancements such as street trees, street furniture, and landscaping to create an attractive pedestrian-oriented atmosphere helping to define the public waterfront park area. An attractively landscaped island will serve as a distribution point and welcoming feature for local traffic from surrounding residential neighborhoods through the sub area. Location and configuration of the community facility should occur on privately owned property at the northeast corner of the sub area, preserve the maximum amount of public lake frontage possible while rededicating leftover space back to public park uses. Parking for this facility may be accommodated through a shared parking arrangement with the Lakefront Park building currently in place.

- 1 Fox Lake Community Building
- 2 Enhance Existing Park and Replace Surface Parking.
- 3 Realign and reconstruct Nippersink and incorporate streetscape elements.
- 4 Introduce traffic calming element as a transition from community center area to residential neighborhood.



A popular local fixture and tourist attraction, Jet Funn is a watercraft rental business located just to the north of the proposed community building described above. There are currently Jet Funn customers that utilize the Fox Lake Metra commuter station which is within easy walking distance to all of Sub-Area 1. Visitors can take advantage of this existing recreation amenity as well as the use of the commuter station and walking access to the core Fox Lake Historic Downtown. It is a priority to improve the walking or biking experience from the commuter station and Downtown through Sub Area 1, linking existing and proposed amenities as part of any proposed improvement plan.

The Village should also explore ways to fund park enhancements to the existing park in order to improve its aesthetic to match those proposed in the surrounding area. Park enhancements may include opportunities for both active and passive recreation as well as other formal elements, such as new pavilions or other open-air structures and seating areas. Additionally, a multi-use trail should be considered from Oak Street to the northeast corner of the Sub Area 1 plan limits. It is envisioned that this trail will continue further to the north and east beyond the project boundary. Landscape improvements may be explored with the help of a local landscape architect or may be included as the subject of a more significant future study. Additional parking spill over parking for events may also be accommodated in a nearby surface parking lot to be constructed in 2013 at the southeast quadrant of Oak Street and Nippersink Boulevard. This improvement is described in greater detail in the Sub Area 3 description.



**Fig. 3-4**  
Sub Area 2 Detail



## 3.3 Sub Area 2

Entering Sub Area 2, from the north along US Route 12, the Station Area Planning Study recommends the consolidation of parcels along the west side of the corridor in order to provide opportunities for a variety of mixed-use development. Parcels including 74-62 North US Route 12 and 8-10 West Oak Street should be targeted for consolidation upon their availability for mixed-use development. Narrow parcel depth in this area will force proposed 1-2 story commercial development to be located along the northwest corner of US Route 12 and Oak Street. Surface parking lots will be accommodated north of new development in places where meaningful building space cannot be achieved. Combined with this new development sidewalks should be provided along US Route 12. A landscaped planting strip with street trees planted at regular intervals (20'-30') should be introduced between the sidewalk and the curb in order to protect pedestrians with a barrier from vehicular movement along US Route 12.

Traveling southward, a great majority of land is dedicated to auto-oriented uses with most being owned by a single owner. Parcels under this ownership include 50-38, 39-31 and 23-13 North US Route 12. These parcels and the uses associated with them should remain intact due to their importance to the local economy of Fox Lake. Additionally, streetscaping enhancements should be performed in these areas particularly due to their location fronting US Route 12. Auto-oriented parcels along the western side of the corridor should provide space for tree grates spaced at regular intervals to be incorporated within a proper sidewalk, which is currently absent. Spatial limitations exist along the eastern side of US Route 12, so a minimum approach may be to build a sidewalk to allow pedestrian circulation through the Station Area along US Route 12.

- 1 Mixed-Use redevelopment and continue US Route 12 streetscape enhancements.
- 2 Realign and extend North Pistakee Lake Road north to Oak Street.
- 3 US Route 12 streetscape enhancements.
- 4 Downtown mixed-use redevelopment.
- 5 Facade enhancements and maintenance improvements to existing development.
- 6 Thornton's redevelopment and introduction of Thornton's Plaza.
- 7 Downtown mixed-use redevelopment and Grand Avenue streetscape enhancements.

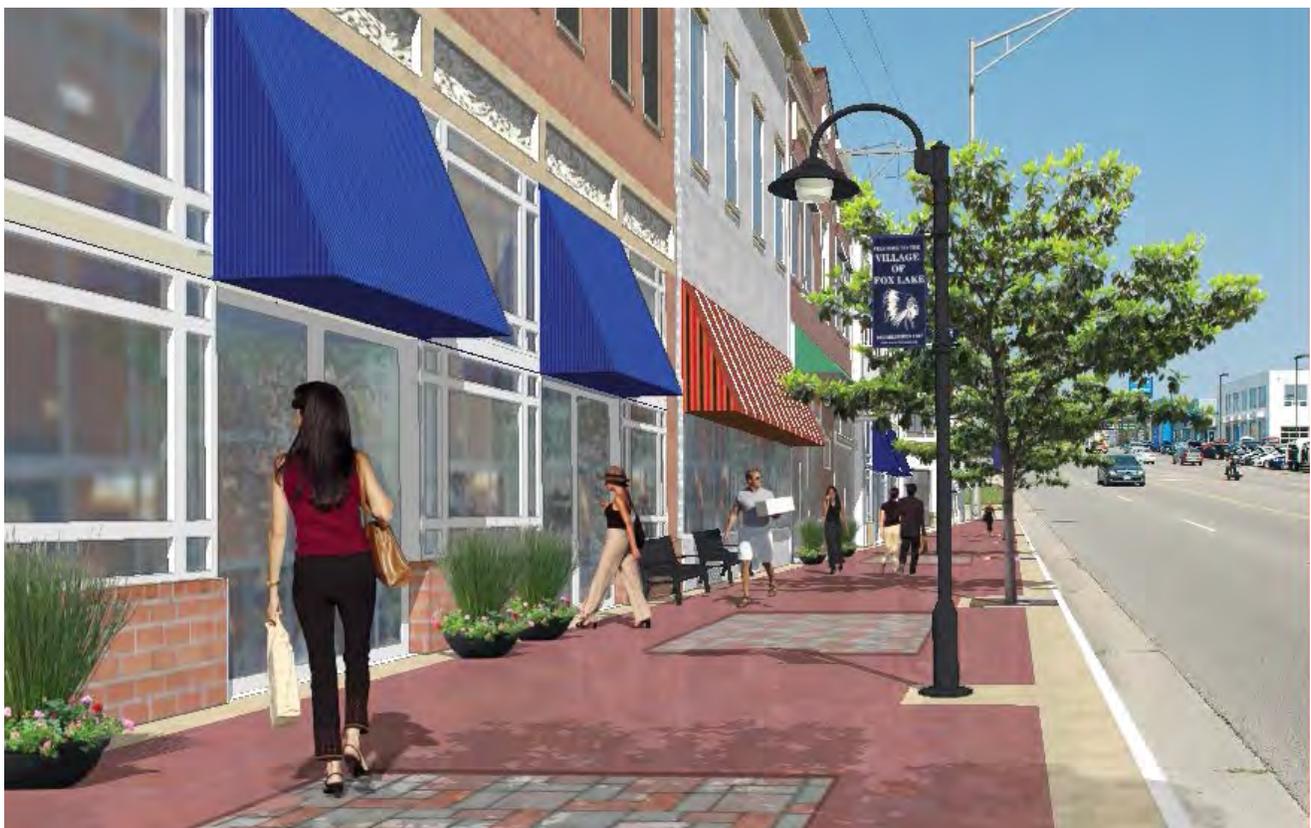


Figure 3-5 | Streetscape Enhancements

More substantial development opportunity exists along the west side of US Route 12 in the form of 1-3 story mixed-use development. In the future, the Village should target 32-12 North US Route 12, as well as 3-9 Hilltop Avenue, 4 Meade Court, and 5-11 Meade Court for consolidation. Upon their future assembly, development should be focused along the perimeter (e.g. US Route 12 and to a lesser extent Hilltop Avenue), with parking areas placed at the rear in order to provide a continuous building frontage to maximize the pedestrian environment. Building massing should be well-articulated with different heights in order to provide a visually stimulating streetwall. Streetscape elements such as landscaped tree grates with street trees combined with widened sidewalks, enhanced shop fronts, street furniture, and pedestrian scale lighting will transform this area into an extension of the existing Downtown along Grand Avenue and north along US Route 12.



Figure 3-6 | US Route 12:  
Existing and Proposed



Development at the northwest intersection of US Route 12 and Grand Avenue should remain, however at a minimum, a series of general maintenance and façade improvements may be beneficial in order to bring the aesthetic up to that of surrounding improvements. This shopping center currently possesses a number of successful tenants and should be considered an asset for the expected life-span of this plan. Streetscape enhancements already in place at the corner are some of the most effective currently in place throughout the Village. A proper sidewalk promotes the pedestrian activity desired for this area and a series of landscaping provides a screen to surface parking located along the corner. Streetscaping enhancements such as this should be studied as a local precedent and serve as an example for future enhancements in the Station Area.

A significant recommendation within the Fox Lake Vision Study was to extend the Village of Fox Lake Downtown to the west along Grand Avenue. Current plans for Thornton's Plaza located at the northeast corner of US Route 12 and East Grand Avenue begin this transformation by providing Downtown with a substantial public space addition to the local fabric, one that will surely be enjoyed by local residents and visitors. As a reaction to the proposed plaza, the Village should attempt to aid in the consolidation of surrounding parcels north and south of Grand Avenue, both to the east and west of Thornton's to provide a solid street frontage which may provide a truer sense of enclosure surrounding the public space. These parcels may include 22-18 East Grand Avenue, 17-5 East Grand Avenue and 7 South Us Route 12, as well as 2 South US Route 12 and 5-11 West Grand Avenue. Appropriate development for this area may be from 1-2 stories in height and be dedicated to a mix of commercially oriented uses. Parking for these areas may be located at the rear of the assembled parcels in order to provide for a continuous street frontage along Grand Avenue. Metra Parking west of the tracks should be rededicated in a parking structure in Sub Area 3 so that Downtown businesses and patrons may utilize these existing lots.

Parallel parking currently along Grand Avenue east of US Route 12 provides a buffer for pedestrians. Street trees should be placed at regular intervals along with enhanced sidewalks and other streetscaping elements in order to tie the extension of Downtown back to the original Downtown along Grand Avenue east of Nippersink Boulevard.



Figure 3-7 |  
**US Route 12/Grand Avenue  
Progression**

**Fig. 3-8**  
Sub Area 3 Detail



## 3.4 Sub Area 3

Sub Area 3 begins east of Nippersink Boulevard at Grand Avenue with what is considered the true Downtown Fox Lake. The Station Area Plan recommendations for Sub Area 3 begin in this location by attempting to fill in existing gaps in development with character appropriate 1-2 story development similar to that currently in existence. Gaps that may benefit from redevelopment include locations within 29-33 East Grand Avenue as well as 28 and 38 East Grand Avenue. Existing development currently in place surrounding these locations does an admirable job in providing a continuous street wall. Parking for these businesses should be provided at the rear of the lots when possible. Additionally Downtown parking is also accommodated on the west side of the tracks, where once dedicated Metra parking existed.

Streetscape enhancements should be completed along Grand Avenue to adequately complete the Grand Avenue Downtown District Corridor. Landscaped tree grates with regularly spaced trees should be planted along sidewalks enhanced with street furniture and pedestrian lighting on either side of Grand Avenue. Special paving materials may be utilized in order to differentiate the Downtown Corridor from other places in the Station Area signifying the Village of Fox Lake Downtown as a more memorable place.



Figure 3-9 | Grand Avenue  
Redevelopment

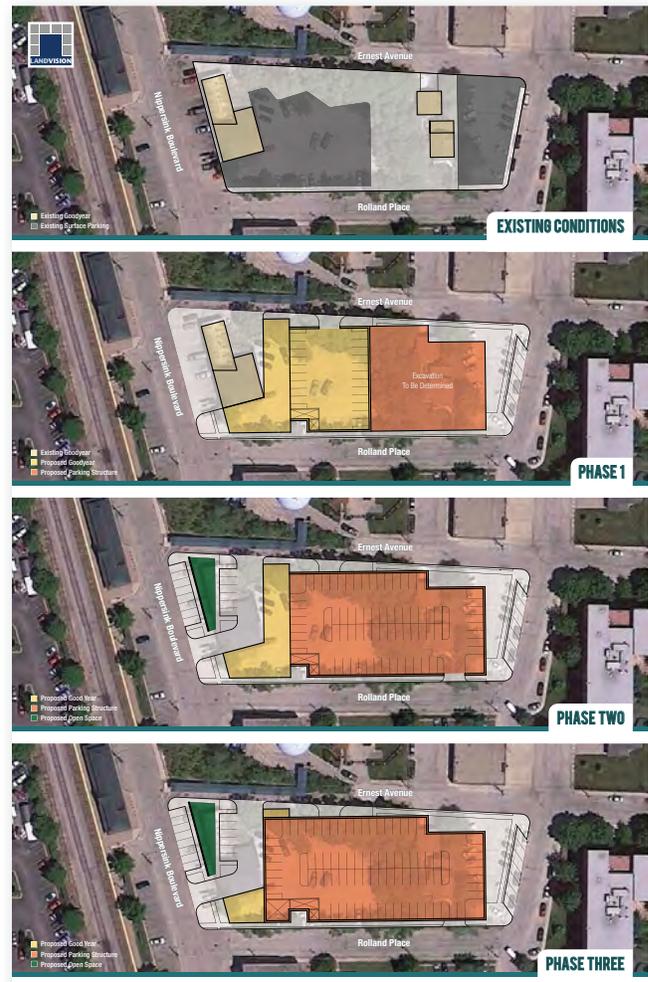
- 1 Temporary commuter parking transitioning to future parking structure w/ retail.
- 2 Future mixed-use development (2-3 stories).
- 3 Future mixed-use development (1-3 stories).
- 4 Parking structure with commercial redevelopment.
- 5 Fill gaps in existing development, complete facade improvements and introduce streetscape enhancements.
- 6 Trail connection between Millennium Park and Downtown.



*Fig. 3-10 Grand Avenue  
Before and After*

Transitioning northward the Station Area Plan identifies the block bounded by Ernest Avenue to the north, Grace Avenue to the east, Rolland Place to the south, and Nippersink Boulevard to the West as a potential location for a future parking deck dedicated towards fulfilling Metra’s growing parking needs. Pending the availability of these parcels in the future, the Village should attempt to facilitate their consolidation in order to allow for the development of this garage. Design of the garage may be completed as a stand-alone parking structure however the possibility also exists to incorporate commercial uses into the ground floor of the garage along Nippersink Boulevard in order to contribute more positively to the pedestrian environment fronting the street. Streetscape enhancements such as tree grates should be incorporated along the entire perimeter of the block while also transitioning existing parking along Grace Avenue into diagonal on-street parking to service the needs of the assisted living facility to the east.

Figure 3-11 | Proposed Metra Parking Structure



A steep grade change to the east requires creative design solutions for development along Nippersink Boulevard between South Street (extended) and Ernest Avenue to the south. The Station Area Plan recommends two potential solutions in this location. A minimum solution modifies the existing cross section of Nippersink Boulevard to create a more substantial sidewalk with appropriate streetscape enhancements. By maintaining the line where the existing sidewalk meets the street pavement, this solution builds a more substantial 12’ sidewalk and a more attractive retaining wall, which incorporates a series of landscape improvements. Along the street, the Proposed bikeway is accommodated along with parallel parking. The remaining cross-section would be dedicated to two vehicular travel lanes.

A maximum design solution suggests incorporating a narrow commercial liner (20’-25’ approx.) in the vicinity of South Street (extended). As the topography in the surrounding area begins to decrease in this location, this commercial development may be engineered to act as a retaining wall, allowing for the programming of small commercial businesses such as a bookstore or café. This solution, although not without its engineering challenges, creates a layering of multiple features which in combination result in an attractive street fronting the existing Metra station.

The evolving need for additional Metra parking combined with those expected as a result of Downtown redevelopment make Sub-Area 3 an appropriate location for up to two parking structures.

The first, located on the block surrounded by Ernest Avenue, Grace Avenue, Rolland Place, and Nippersink Boulevard is the preferred location due to its proximity to the Station. This structure, as discussed previously, may incorporate the existing business on the site into its ground floor. In the scenario presented, 20 spaces are dedicated to that business with room to grow depending on the amount of excavation needed to address topographical issues associated with the site to the east. The second and third floors of this structure, as designed, may accommodate approximately 80 parking spots per floor for a total approximately 180-200 parking spaces spread over three floors.

A second location, which may be appropriate for a parking structure, is located at the southeast corner of Nippersink Boulevard and Oak Street. Although building a structure is not as convenient on this location as in the previous scenario, Metra is currently developing a surface parking lot at this location. As designed, a structure here could also incorporate commercial/retail uses in addition to approximately 90 parking spaces per level of parking providing approximately 270 additional parking spaces over three levels.

Through thoughtful design and careful planning both of these structures should anticipate future growth beyond the timeframe covered by this plan. To do so, any structure design should allow for the construction of additional levels beyond the third floor as parking needs continue to grow in the far term.

Ultimately, the Village of Fox Lake, with cooperation from Metra, will rely on the development of a shared parking plan to mutually benefit both transit riders and day-to-day patrons of Downtown. The development of a shared parking plan should coincide with surrounding uses that operate with differing peak time usage. Because some overlap may exist between these groups of users, a shared parking plan may also designate commuter parking to specific floors of each garage through special signage.

Although the Station Area Plan recommends transitioning the existing Metra surface parking west of the tracks to Downtown businesses following the construction of a parking deck, it is Metra's wish to still maintain a limited number of those spaces to dedicate towards commuter parking. This preference provides Metra with a balanced approach to parking allowing commuters the option to park on both the inbound and outbound side of the tracks.

The consolidation of commuter parking within the structures suggested by the Plan is intended to increase availability of parking along Nippersink, as well as in the existing Metra lot west of the railroad tracks. Metra intends to preserve some parking along Nippersink Boulevard to be dedicated towards Kiss-and-Ride spaces, ADA accessible spaces, and employee parking. Metra currently possesses nine ADA parking spaces, with another four dedicated to employee parking along Nippersink Boulevard.

It is important to note that throughout the entire development process outlined in the Station Area Plan, the total amount of commuter parking throughout the Station Area must remain resulting in no net loss of spaces at any time. If commuter parking is displaced as a result of proposed development, the displaced parking spaces may not be replaced within other existing commuter parking lots. Additionally, Metra will not fund the replacement of commuter parking spaces displaced from designated and/or historical commuter parking facilities. Metra only participates in the construction of new spaces where demand warrants and funding is available.



*Fig. 3-12 Nippersink Wall  
Minimum & Maximum Approach*





*Fig. 3-13 Nippersink Boulevard*  
Existing & Proposed

In the near term, the Village should help facilitate the continued implementation of the proposed Metra Parking Lot located at the southeast corner of Oak Street and Nippersink Boulevard. Design of this lot should meet the standard of streetscape and landscape improvements planned throughout the Station Area.

This surface lot will be constructed by Metra with public sidewalk and streetscape enhancements which will improve pedestrian movement at this intersection. Beyond this a more significant opportunity exists for linear mixed-use development to continue northwest along Nippersink Boulevard, as grade change is no longer a factor. The Village should facilitate the acquisition and assembly of 39-47 Nippersink Boulevard to allow for 2-3 story structures featuring an articulated building massing along both building frontage and in height. The Village should target parcels located from 13-19 East Oak Street as well as 51-53 Nippersink Boulevard for consolidation and redevelopment as a mixed-use parking structure to anchor the southeast corner of Nippersink Boulevard and Oak Street while providing off-hour parking for the Resort/Park area in Sub Area 1.

Providing build-to-lines would ensure that mixed-use development at this corner is setback resulting in a triangular entrance plaza serving as a common public space for surrounding development. Streetscaping enhancements should be continued along both sides of Nippersink Boulevard including the enhancement of sidewalks with landscaped planters and street trees planted at regularized intervals (20'-30'). Additional work to improve existing conditions should be completed including the maintenance and replacement of asphalt and burying of overhead utilities.

Commercial development along ground floor levels should result in an active pedestrian environment featuring a collection of attractive storefronts, street furniture, pedestrian scale lighting, and landscaping. The addition of the Prairie Trail Bike Path planned along Nippersink will serve as a complimentary feature connecting the trail head located at Millennium Park through Downtown. By completing streetscape enhancements in this area, combined with the addition of the bike trail along Nippersink, a multi-modal system of connectivity is achieved culminating in a cohesive and attractive environment through the entire Station Area.



Figure 3-14 | Metra Parking at Oak and Nippersink

# CHAPTER



## *Design Guidelines*



Design Guidelines are a useful tool utilized to provide an overall framework for a Village, such as Fox Lake, to achieve a sustainable, context-sensitive, and aesthetic redevelopment of public/private area while encouraging an enhanced relationship with local transit and pedestrian friendly amenities. The goal of these guidelines is to provide a clear and concise set of directions for the Community Development Department, elected officials, and the community to achieve the objectives outlined in the Village of Fox Lake Station Area Plan.

The design guidelines are organized into two sections. “Redevelopment Guidelines” address private property improvements such as the built environment, off-street parking, vehicular access, and transit/pedestrian amenities. “Transit and Pedestrian Guidelines” focus with general public improvements along major streets (e.g. US Route 12, Grand Avenue, and Nippersink Boulevard) in terms of transit and pedestrian access improvements and streetscape amenities.

# 4.1 Redevelopment Guidelines: Private Property

## Street Wall Design

Buildings fronting major streets within the study area (e.g. US Route 12, Grand Avenue, and Nippersink Boulevard) are encouraged to respect, reinforce, and enhance the entire streetwall. Streetwall design is essential to creating an attractive and pedestrian-oriented station area environment.

- ❑ Consistent building frontage is encouraged for each block along major thoroughfares, with each structure being located at the build-to-line.
- ❑ Landscape should be encouraged along the frontage to establish continuity between buildings and define areas of the streetwall where buildings are absent.
- ❑ Corner buildings should be enhanced with distinctive architectural and design features in order to help define adjacent intersections.
- ❑ Structures should range in height from 1-3 stories. Corner buildings may utilize the increased heights in order to provide a sense of monumentality to at specific intersections.
- ❑ Building massing and site design should be coordinated with adjacent properties to provide a cohesive and architecturally rich, Station Area development.

## Building Placement & Architecture

Building location and orientation on redeveloped parcels are important factors in helping to create and improve a rich development environment. The guidelines outlined below help both new and renovated buildings ensure they are of complimentary character to those of the surrounding area, joining together to create a transit-based/pedestrian-friendly environment in the Fox Lake Station Area.



Consistent building frontage to help define street edge



Corner buildings to hold and define intersection



Coordinate site design with adjacent properties to create a rich environment

## Building Location and Orientation

- ❑ Station Area redevelopment should utilize the concept of “build-to-lines” versus traditional setback lines.
  - » A built-to-line establishes the point to which buildings should be placed and provides development projects with the opportunity to achieve a consistent but well-articulated and architecturally interesting streetwall.
- ❑ In instances where buildings do not approach the build-to-line, the resulting space should be occupied by an active use (e.g. outdoor seating/gathering, outdoor dining, or other people-oriented spaces) in order to create a sense of place within the Station Area.
- ❑ Build-to-lines may be manipulated by the Village in order to result in specific spaces within Downtown.
- ❑ Public entrances and walkways should be clearly defined utilizing façade articulation or other features such as; porticoes, awnings, or other entry features that contribute in a positive manner to the overall building design. Corner buildings should be designed with equal attention paid to both facades. All sides of the building visible from the street should comply with the design guidelines.
- ❑ Landmarks and other focal points should be created by placing signature civic, institutional or other architecturally prominent uses in high visibility locations such as at major intersections or terminating the vistas of significant corridors. Commercial uses should be located on the ground level, opening directly onto pedestrian paths.
  - » These uses should utilize well designed, transparent shop fronts in order to promote an interaction between uses inside and the pedestrian environment.
- ❑ Clustered retail establishments are preferred versus standard strip retail development.
  - » Benefits of clustered development include vehicle and shopper convenience as well as traffic reduction.
  - » Transit can better serve clustered businesses by providing one-stop services.
- ❑ Service areas and loading facilities should be located out of view from major streets and intersections. They should be enclosed, screened, and positioned to minimize their impacts on adjacent uses.



Occupy resulting spaces with active uses



Buildings opening directly onto pedestrian paths



Service areas & loading facilities screened from public right-of-way

## *Building Height and Proportion*

- ❏ Variation in building height is encouraged to create an attractive and architecturally interesting roofline.
- ❏ Building heights should be complimentary to surrounding uses, with a suggested height of 2-3 stories along US Route 12 and Nippersink Boulevard and 1-2 stories along Grand Avenue, in order to achieve economic vitality.
- ❏ Corner buildings should be built utilizing maximum heights in order to provide significant anchors to major intersections.
  - » If this is not possible, buildings may utilize extended facades and parapets in order to gain extra height.
- ❏ Façade composition should be based on a tripartite design:
  - » Base- Ground level, providing a visually solid base, scaled appropriately to the pedestrian realm;
  - » Body- Upper levels, forming the primary massing of the building, utilizing features which break up monotony and provide architectural interest;
  - » Cap- Top level, roof or parapet
- ❏ Buildings should utilize vertically oriented windows, columns, and other architectural features along major thoroughfares in order to avoid blank and windowless facades.
  - » Windowless expanses of wall on street facing facades should be prohibited.
- ❏ Building roofs are integral to the massing of the building and should cover the entire width and depth of the buildings.
  - » Superficial roof forms such as “mansards” affixed to the building façade are not desirable.



Corner buildings to anchor intersections



Tripartite composition: Base, Body, and Cap



Roof forms integrated with building architecture

## Access & Circulation

### *Vehicular*

- ❏ Access to building should be provided safely and conveniently for pedestrians, persons with disabilities, bicyclists, automobiles, transit customers, and vehicles.
- ❏ Vehicular driveways should be consolidated to limit curb cuts and points of conflict between vehicles and pedestrians particularly along auto-oriented retail uses on US Route 12.
- ❏ Drive aisles for vehicles should be designed such as to allow transit to employ an efficient circulation route through the site.
  - » Drive aisles should be aligned across drive lanes and other parking areas.
- ❏ Garage entrances, wide turning radii, driveways, and dedicated turning lanes should be located along minor streets away from primary pedestrian areas.
- ❏ Internal roadway networks for community shopping centers should be designed to accommodate transit vehicles and provide access to major retailers.



Garage entrance with wide turning radii along minor streets



Mid-block access to rear loaded parking lots

### *Pedestrian and Bicycle*

- ❏ The pedestrian system should include convenient connections between public sidewalks and significant destinations such as shopping centers, community institutions, and recreational areas.
- ❏ Walkways should be designed to provide direct pedestrian linkage from buildings to transit stops. Walkways and bikeways (e.g. Bike path along Nippersink) can be located through open space areas and along designated easements to provide direct access from transit stops to buildings.
- ❏ New development opportunities should provide mid-block breaks/passages to allow for access to transit stops and parking areas.
- ❏ Bicycle routes should be provided within the Station Area to encourage cycling for commuters, shoppers, and for recreational users.



Direct pedestrian connection from sidewalk to neighborhood park



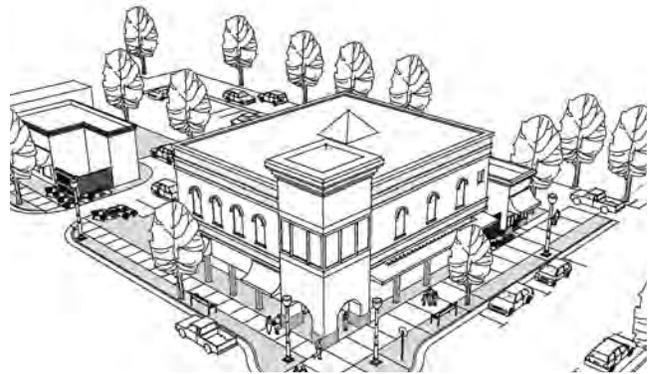
Provide clear bicycle markings to encourage cycling



Parking garages should be designed to accommodate retail

### *Parking Location and Access*

- ❑ Parking areas and garages should be located to the side/rear of buildings accessed from minor streets.
  - » Where this provision is not practical, parking should be screened from view from the pedestrian realm through the use of a decorative wall/fence or a landscaped buffer.
- ❑ Parking garages should be designed to accommodate retail or other active uses on the ground floor.
- ❑ On-street parking should be encouraged along side streets and internal circulation routes to promote a pedestrian-friendly environment.
  - » Parking may also be accommodated along Nippersink Boulevard adjacent to the proposed bikeway.
- ❑ Shared service areas should be accessed from an alley or at the rear of buildings.
- ❑ Parking facility design guidelines should also be completed in accordance with Metra's Parking Manual as well as Village requirements.



Off-street parking located at rear of building



Shared parking between buildings as well as division of large lots



Planter beds used to soften visual impact of parking

## Screening and Landscaping

- ❏ Landscaping/Streetscape and other site amenities are crucial towards creating a positive environment for pedestrians and should be an integral part of the overall design of the building and site improvements.
- ❏ Street trees should be provided along all major thoroughfares including US Route 12, Grand Avenue, and Nippersink Boulevard, at equally spaced intervals.
  - » Design of street trees should be coordinated with the planting scheme and overall site improvements.
- ❏ Retention areas, where required should be designed as attractive water features.
- ❏ Surface parking lots should incorporate landscaped islands (one per twelve (12) spaces) and shrubs and trees to act as buffers from pedestrian walkways and major streets.
  - » Parking areas in general should be screened utilizing ornamental fencing, dense hedges, and other landscaped plantings in order to reduce their visual impact on surrounding uses.
- ❏ Parking areas should be well lit and include pedestrian-oriented street lighting to ensure safety of pedestrians and bicyclists.



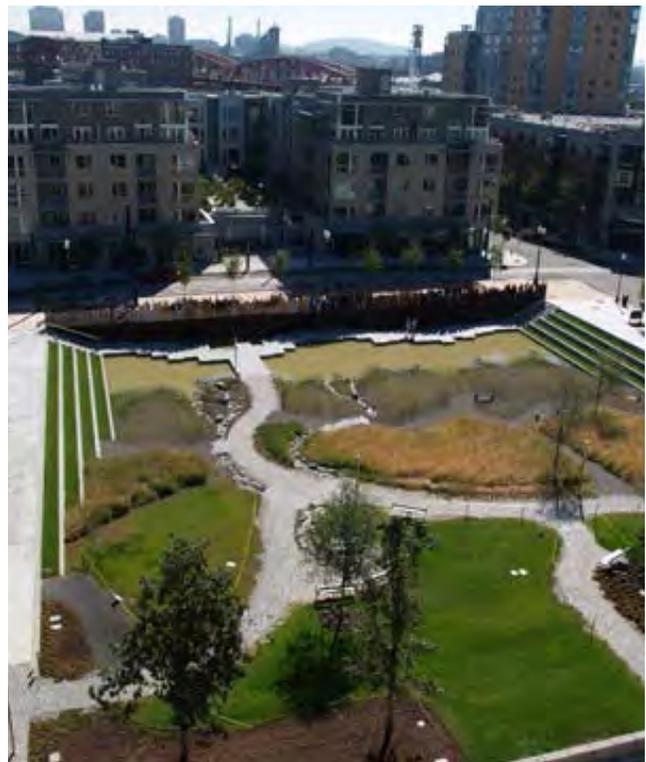
Incorporate landscape/streetscape to enhance environment



Provide street trees along major thoroughfares



Surface parking lots should incorporate landscaped islands



Design retention areas as attractive water features

## Shared Parking

- ❑ Shared parking areas are encouraged to be between commercial and mixed-use buildings in order to limit curb cuts and promote clustered development.
  - » Parking lots should be linked to provide internal traffic circulation as well.
- ❑ Parking requirements for major commercial users should be revised to provide greater density and diversity of uses.



Signage should be of consistent design

## Signage and Wayfinding

- ❑ Signage should be designed in proper scale with building and site elements, complimenting rather than competing with the overall design of the site.
- ❑ Well-defined business and wayfinding signage should enhance the architecture and streetscape character of the Station Area.
  - » A wayfinding system should be utilized to help ease of identification and to promote patronage for uses in Downtown.
  - » Wayfinding signs should include pedestrian oriented signage to help aid in pedestrian circulation to key locations and Village amenities.
- ❑ Business signage should be affixed to the façade of the building but should not compete with the overall architecture and should not obstruct pedestrian visibility.
  - » Signage should utilize back-lighting with well-designed building mounted fixtures.
  - » Free-standing business signage should not be allowed.
- ❑ Parking areas should be identified with signage both on site and leading to specific garages/lots.
- ❑ Signage should be of consistent design, materials, construction, and color palette to ensure a cohesive system which helps identify the Station Area.



Business signage should not compete with facades/storefronts



Example of undesirable free-standing business signage

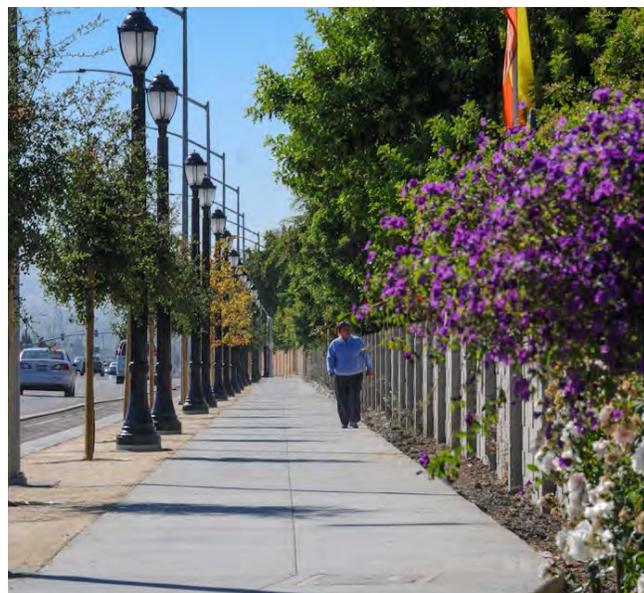
## 4.2 Transit and Pedestrian Oriented Guidelines: Public Property

### Bus Stop Shelter Design

- ❏ Transit shelters should be provided at all bus stops along major thoroughfares (e.g. US Route 12, Grand Avenue, and Nippersink Boulevard) to provide riders weather protection as well as seating.
- ❏ External, pedestrian-scale lighting should be provided immediately adjacent to shelters.
- ❏ At stops where shelters are not possible, benches should be provided at a minimum.
- ❏ Shelter/bench location should pay special consideration as to not interfere with pedestrian activity on the sidewalk as well as handicap accessibility requirements.
- ❏ Landscaping such as shrubs and planters should be provided at all bus stops/shelters to enhance the aesthetics of the area and increase passenger comfort.
- ❏ Bicycle parking facilities may be provided near bus stops to promote a multimodal system of transit.
- ❏ Information panels and accessories such as electronic messaging systems should be incorporated into the design of shelters to provide real-time updates on transit services.



Provide shelter at transit stops



Pedestrian scaled light fixtures and attractive landscaping



Information panels and electronic messaging systems

## Access & Circulation

### *Vehicular*

- ❏ Driveways and parking lots should be consolidated to limit the number of entry and exit points from major thoroughfares.
- ❏ Vehicular circulation should be promoted by aligning drive aisles.

### *Pedestrian and Bicycle*

- ❏ Walking distance to transit stop (bus or train) should range from ¼ to ½ mile.
- ❏ Elements impeding to pedestrian circulation should be minimized including meandering sidewalks, disconnected sidewalks, fences, walled developments, berms, sound walls, and expansive parking lots.
- ❏ Paved pedestrian pathways should be fully accessible utilizing ramps, visual guide signage, and railings (when necessary).
  - » ADA compliant curb cuts and detectable warning strips should be provided at each intersection and crossing.
- ❏ Connections from bus stops to sidewalks should be paved for ease of access. Standard pedestrian sidewalks should be a minimum of five (5') feet in width.
- ❏ Commercial sidewalks may be much wider and based on standard practices. Clearly defined mid-block crossings should be provided utilizing materials with different colors and textures.
  - » Pedestrian refuge areas should be included at mid-block crossings in high traffic areas (e.g. along US Route 12 600' south of the Oak Street intersection).
- ❏ Bicycle racks should be provided at regular intervals along major roads and at key locations including bus stops, Metra Station, commercial locations and other retail/employment centers.
- ❏ Design of bicycle parking facilities should be coordinated to compliment other street furniture utilizing similar materials and design influences.

- ❏ Dedicated and clearly marked bicycle connections should be encouraged between existing uses within the Station Area and the adjacent neighborhoods and communities.
  - » A proposed bikeway will connect the existing trail head located at Millennium Park through Downtown along Nippersink Boulevard to the bridge.
- ❏ Cross sections may be reduced at pedestrian crossings by utilizing bumpouts to slow down vehicular traffic and reduce crossing distances.



Avoid meandering sidewalks and other impediments to pedestrians



Bicycle parking should be provided throughout Downtown



Landscaped bumpouts help reduce pedestrian crossing distances

## Landscape and Streetscape

- ❏ Streetscape design and amenities should be pedestrian focused and should be coordinated with major improvements along US Route 12, Grand Avenue, and Nippersink Boulevard.
- ❏ Major thoroughfares should provide enhanced parkways featuring appropriate sidewalks and streetscape treatments.
  - » Amenities will vary depending upon location, but a palette of common visual elements should be used throughout the Station Area in order to serve as a unifying feature of the area.
- ❏ Sidewalks should utilize planting strips/ landscaped tree grates and on-street parking (existing along Grand Avenue and proposed along Nippersink Boulevard) along with other trees, shrubs, and bollards to protect pedestrians from vehicular movements.
- ❏ Pedestrian safety should be a priority maintained by providing clear sight lines for both vehicles and pedestrians at site entrances and between public parking areas and public walkways.
- ❏ A unified collection of streetscaping amenities including public gathering spaces, landscaped planting areas, bicycle racks, street lighting, benches, and trash receptacles should be incorporated throughout the Station Area.
- ❏ View corridors should be terminated with distinct architectural features or monumental streetscaping elements.
- ❏ Accent lighting is encouraged on buildings with fine architectural detailing. Parks, active recreational areas, and natural open space should be incorporated into the Station Area through pedestrian and bicycle connections including the proposed bikeway along Nippersink Boulevard.
- ❏ Pocket parks and other “people spaces” should be incorporated throughout the Station Area to promote visual appeal, social interaction, and a community environment.



Utilize tree grates, on-street parking, and pedestrian furniture



Terminated view corridors



Incorporate pocket parks and “people spaces”

## Signage and Wayfinding

- ❑ Signage should be clear and unobstructed by trees, buildings, or other structures.
- ❑ Major commercial areas (e.g. 2 West Grand Avenue) should consolidate signage onto one ground mounted sign containing the logos or names of each business to avoid signage clutter along the US Route 12 corridor.
- ❑ Unified gateway elements should be provided at major access points into the Station Area designating arrival into a special “place.”
- ❑ Wayfinding signage should be at an appropriate scale to guide both visitors and residents to local amenities and Station Area businesses.
- ❑ Billboards and free-standing business signage that obstruct buildings and streetscapes should be discouraged along US Route 12, Grand Avenue, and Nippersink Boulevard.
- ❑ Maps should be placed in kiosks to supplement directional signage at key destinations to reduce the amount of “directional” wayfinding signage.
- ❑ Reflective surfaces should be discouraged for signage as they hinder visibility for pedestrians and motorists and are difficult to read.
- ❑ A common theme should be created and adopted for public signage including entrance signs, directional signs, wayfinding signs, and pedestrian kiosks.
  - » Overall theme should relate to the Station Area branding strategy and should consist of common colors, materials, fonts, and logos.



Incorporate gateway signage



A wayfinding system should be used to help identify Downtown



Example of a wayfinding/informational kiosk



*Look Out for an Exciting Transformation!*

## Implementation Priorities Summary

Task	Priority	Timeframe	Responsible Parties
Approve and Adopt the Fox Lake Station Area Plan as an update to the Village of Fox Lake Comprehensive Plan	High	Immediate	Village of Fox Lake Officials and Staff
Update the Village of Fox Lake Capital Improvement Plan to Include the Recommendations and Implementation Priorities of the Station Area Planning Study	High	Immediate	Village of Fox Lake Officials and Staff
Establish a Station Area Planning Task Force	High	Immediate	Village of Fox Lake Officials and Staff, Downtown Property and Business Owners, and Stakeholders
Work in Partnership with Study Area Property Owners to Improve the Appearance of their Properties	High	Immediate	Village Officials and Downtown property owners
Identify Prospective Downtown Tenants, Particularly in Food and Beverage, from the Surrounding Region with Strong Operating Experience in Seasonal Tourism Markets	High	Immediate	Village Officials and Staff, Chamber of Commerce, and property and business owners
Develop Focused Local Strategies for Visitor Attraction to Fox Lake's Recreation Assets	High	Immediate	Village of Fox Lake Officials and Staff, Chamber of Commerce, McHenry and Lake County CVBs, and owners of Downtown's tourism and destination businesses
Evaluate the Market Opportunities for Lodging proximate to Downtown Fox Lake and the Station Area	High	Immediate	Village Officials and Staff, and Hotel/Hospitality consultant(s)
Implement a Pedestrian Crossing on U.S. Route 12 South of Oak Street	High	Immediate	Village Officials and Staff, IDOT, and local officials and business owners
Complete a Downtown Branding Study	High	Immediate	Village Officials and Staff, Residents, and Branding Consultants
Develop Improved Connections between Pace Bus Services and the Metra Station	High	Immediate	Village of Fox Lake Officials, Staff and Village Engineers, Pace, Metra
Identify Long-Term Development Sites within each Sub Area	High	Short-Term	Village of Fox Lake Officials and Staff, Downtown Property and Business Owners, Station Area Planning Task Force
Perform a Preliminary Engineering Feasibility Study for Nippersink Boulevard Development and Propose Aesthetic Improvements to the Hill Facing the Fox Lake Metra Station	Moderate	Short-Term	Village of Fox Lake Officials and Staff, Station Area Planning Task Force, Qualified Consultants
Improve the Gateway Intersection to Downtown at U.S. Route 12 and Grand Avenue	High	Mid-Term	Village Officials and Staff, property owners, and area developers
Complete Streetscape and Pedestrian Enhancements along US Route 12, Grand Avenue, and Nippersink Boulevard	High	Mid-Term	Village of Fox Lake Officials, IDOT, and Station Area Planning Task Force
Promote Public-Private Partnerships in order achieve the Development Goals of the Station Area Plan	High	Mid-Term	Village of Fox Lake Officials and Staff, Station Area Planning Task Force, area developers
Evaluate Transitioning Properties to Zoning Designations Suggested by the Station Area Plan in order to Facilitate Long-Range Development Goals	High	Long-Term	Village of Fox Lake Officials and Staff
Design and Construct a Parking Deck to meet Metra's Growing Commuter Parking Needs	Moderate	Long-Term	Village of Fox Lake Officials and Staff, Station Area Planning Task Force, Metra, Local Business and Downtown Property Owners, and area developers

# CHAPTER

# 5

## *Implementation Priorities*



The development of recommendations for the Fox Lake Station Area Plan is a necessary first step in transforming the local environment into a key amenity and a desirable location for all residents, business owners, and visitors. In order to assist the Village of Fox Lake in the prioritization of complex projects within the plan, the key initiatives have been organized below by priority level and according to timeframe. They are classified as on-going/immediate, short-term (1-2 years), mid-term (3-5 years), and long-term (5+ years). Each of the following priorities provides a description of the specific advisory recommendation, the parties involved in leading the implementation of each task, as well as, a list of action steps necessary to ensure each task is implemented appropriately, remaining in accordance with the desires of the Station Area Plan.

The conditions and variables associated with the specific recommendations within the Fox Lake Station Area are continuously evolving and therefore can only be predicted to the best of our ability. In order to ensure that the goals and objectives introduced in the Station Area Plan best represent those of the Village, local community, and business owners, they should be periodically reevaluated to coincide with the continuously changing economic, demographic, political, and ownership characteristics. This recalibration will allow for modifications and adjustments necessary for the Plan to remain compatible with the long-term vision and changing needs of the Village of Fox Lake. It is recommended that the plan and its components be reviewed annually with the preparation of any necessary updates and amendments every 5-7 years.

The Village of Fox Lake will undoubtedly encounter a combination of changing priorities, budgetary constraints, and facilitation difficulties between the numerous public and private entities associated with realizing the recommendations of the Plan. However, this collection of Implementation Priorities is intended to provide the Village of Fox Lake with the necessary guidance to overcome those challenges and continue transforming the Station Area into one of Lake County's most desirable destinations.

## *Approve and Adopt the Fox Lake Station Area Plan as an update to the Village of Fox Lake Comprehensive Plan*

The value instilled in the Station Area Plan can only fully be realized by the Village of Fox Lake's eagerness to embrace the Plan's recommendations while aggressively working towards their implementation throughout Downtown Fox Lake. The first step towards demonstrating this enthusiasm is to approve and incorporate the Station Area Plan as part of the Fox Lake Comprehensive Plan. By fast-tracking this approval the Village may definitively demonstrate both their own belief, and those of the community at-large, in the beneficial impact the Station Area Plan may have on the local community.

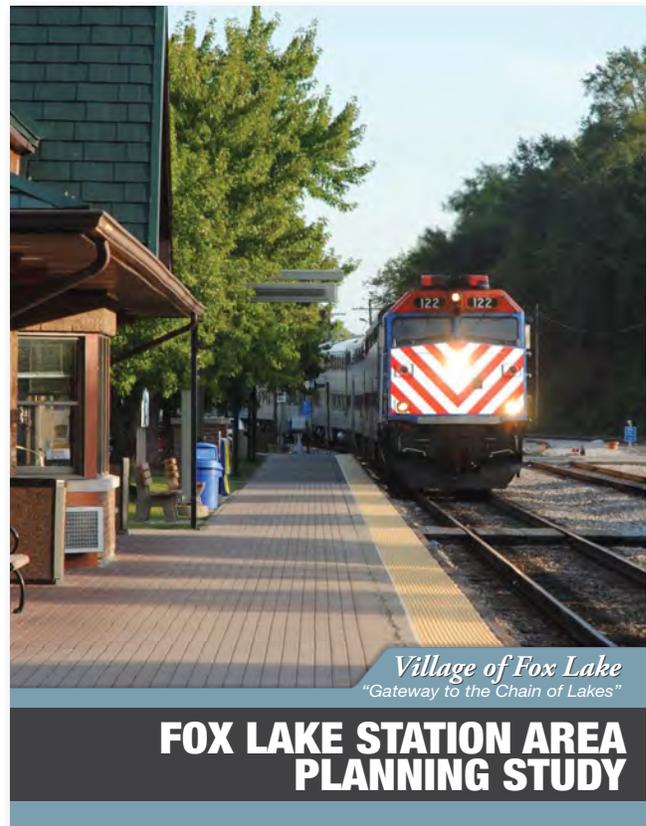
### Priority, Timeframe, and Responsible Parties

<b>Priority:</b>	High Priority
<b>Timeframe:</b>	Immediate/On-going
<b>Responsible Parties:</b>	Village of Fox Lake Officials and Staff

### **Action Steps:**

The Village of Fox Lake may consider performing the following activities in order to facilitate the approval of the Village of Fox Lake Station Area Planning Study, as an addendum into the Comprehensive Plan:

- ❏ Assign a member of the Project Steering Committee (presumably a municipal staff member) as an advisor charged with leading the amendment of the Comprehensive Plan. The person in this role may be available to address questions regarding the amendment, as well as all goals, objectives, and implementation priorities relating to the Station Area Plan itself.
- ❏ In accordance with Village of Fox Lake regulatory procedures, distribute the plan and necessary documents to Planning and Zoning Commission members for review.
- ❏ Schedule required public hearings before the Planning and Zoning Commission members, for review and public comment on the Station Area Plan update to the Comprehensive Plan.
- ❏ Following closure of the public hearings, the Planning and Zoning Commission may vote on a recommendation to the Fox Lake Village Board to approve or amend the Station Area Plan update to the Comprehensive Plan.
- ❏ The Village Board may consider the recommendation by the Planning and Zoning Commission and hold their own vote to approve or amend the Station Area Plan as an update to the Comprehensive Plan.



## *Update the Village of Fox Lake Capital Improvement Plan to Include the Recommendations and Implementation Priorities of the Station Area Planning Study*

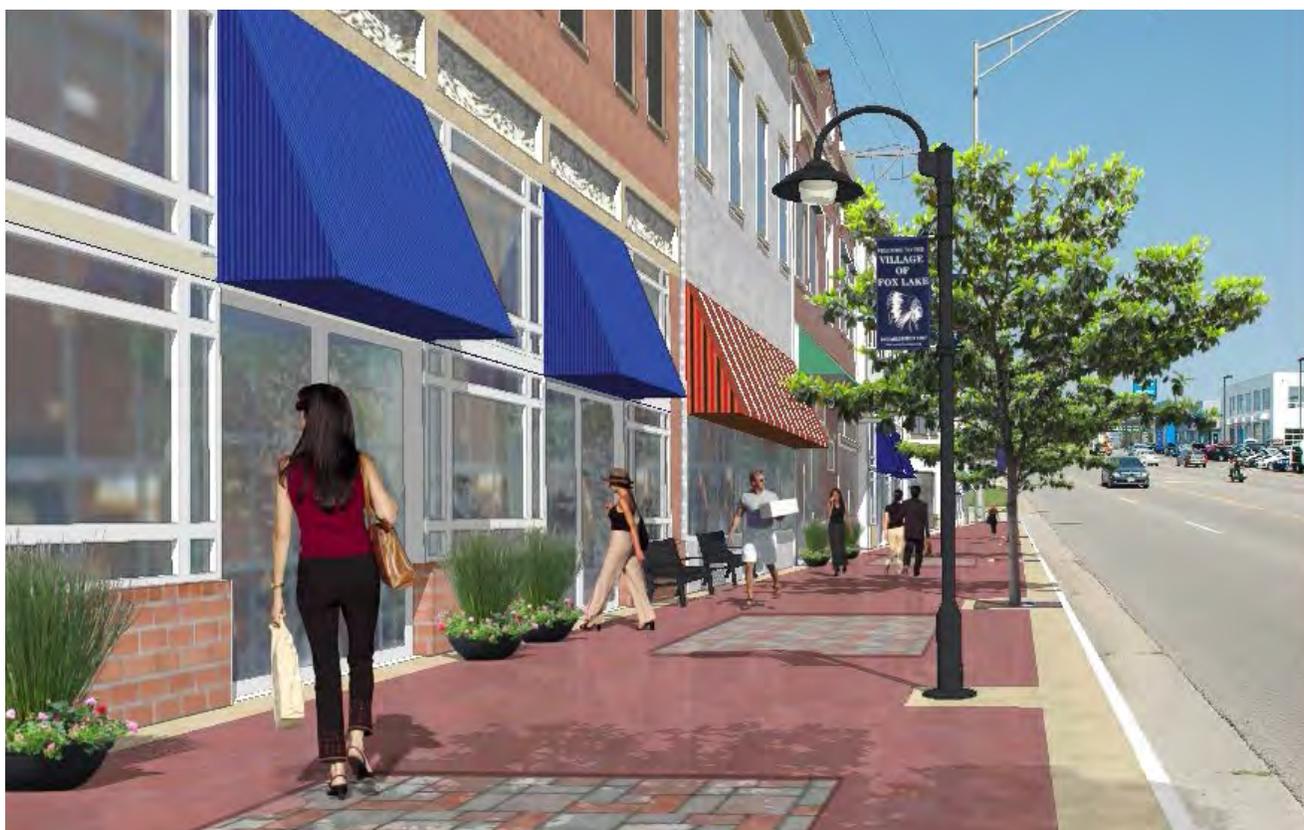
In conjunction with regular updates to the Village’s Capital Improvement Plan, incorporate budgetary allocations for suggested improvements within the Village’s jurisdictional authority. The allocations should be assigned to appropriate future fiscal years based upon a number of factors including, but not limited to, projected need, overall impact to Downtown Fox Lake, and in logical coordination with other improvements planned for the surrounding area. Several examples of projects, which may be appropriately planned for, are local streetscape enhancements (including those recommended for Nippersink Boulevard), park improvements, and signage and branding initiatives for Downtown Fox Lake.

### **Priority, Timeframe, and Responsible Parties**

**Priority:** High Priority  
**Timeframe:** Immediate/On-going  
**Responsible Parties:** Village of Fox Lake Officials and Staff

### **Action Steps:**

- ❑ Review the recommendations and implementation priorities adopted as part of the Village of Fox Lake Station Area Plan and connect the suggested improvements with other previously planned capital improvement projects and enhancement initiatives.
- ❑ Prepare an updated draft of the Capital Improvement Project Funds plan for review and consideration by Village of Fox Lake Officials and Staff.
- ❑ Include the updated Capital Improvement Project Funds plan for formal review and adoption by the Village Board during its regular budgetary process.





### *Establish a Station Area Planning Task Force*

In order to advocate, promote, and monitor implementation of the improvements suggested by the Station Area Plan, the Village of Fox Lake should evaluate the potential for establishing a Station Area Planning Task Force. This group of individuals should include a diverse collection of local stakeholders and Village Officials which will work together towards achieving the recommendations of the Plan.

#### **Priority, Timeframe, and Responsible Parties**

**Priority:** High Priority  
**Timeframe:** Immediate/On-going  
**Responsible Parties:** Village of Fox Lake Officials and Staff, Downtown Property and Business Owners, and Stakeholders

#### **Action Steps:**

- ❑ Develop a Task Force mission statement which clearly outlines the organizational structure, membership composition, appointment procedures, term lengths, goals, objectives, and responsibilities.
- ❑ Propose the formation of the Station Area Planning Task Force and Mission Statement for Village Board review and approval.
- ❑ Prepare a list of potential Task Force members consisting of the following stakeholder groups:
  - » Property Owners,
  - » Business Owners,
  - » Commercial Real Estate Professionals,
  - » Local Bankers,
  - » Community Event Organizers,
  - » Boating and Outdoor Recreation Enthusiasts,
  - » Local Service Club Leaders,
  - » Village Board Member(s)
- ❑ Initiate quarterly or semi-annually Station Area Planning Task Force meetings.
- ❑ Determine tasks pursuant with the specific implementation priority recommendations.
- ❑ Promote and deliver materials which appropriately market opportunities in Downtown Fox Lake which conform to the goals and objectives of the Station Area Planning Study.
- ❑ Assist in and review proposed development/redevelopment initiatives to ensure conformance with the Station Area Plan. Where appropriate, advocate for approval those initiatives which are deemed a benefit to Downtown Fox Lake and the surrounding Station Area.

## *Work in Partnership with Study Area Property Owners to Improve the Appearance of their Properties*

Private sector buildings are in need of improvement, and in many cases, they will need to be modified in order to accommodate new tenant activities. An outreach program to all building owners to determine their plans and constraints will be helpful in prioritizing opportunities. Development of some form of public-private partnership via a façade improvement program would be helpful and perhaps would stimulate private investment.

### Priority, Timeframe, and Responsible Parties

**Priority:** High Priority  
**Timeframe:** Immediate/Ongoing  
**Responsible Parties:** Village Officials and Downtown property owners

### **Action Steps:**

To capitalize on the study area’s market opportunities, the overall appearance of Downtown’s buildings will need to improve. Consumers, whether the increased visitor numbers described above or Fox Lake residents, prefer to visit commercial districts with visual appeal. Prospective tenants want to locate in buildings and in commercial districts that have been well maintained through ongoing property owner investment.

- ❑ Review, or assemble if unavailable, a list of study area property owners.
- ❑ Meet with property owners to understand their plans for their study area properties.
- ❑ Based upon property owner sessions, identify possible incentives that could spur investment by local property owners.
- ❑ Formulate and introduce relevant incentives.
- ❑ Continue regular outreach with study area property owners to ensure the initial completion of highly visible projects and to monitor private sector investment in the area.



## *Identify Prospective Downtown Tenants, Particularly in Food and Beverage, from the Surrounding Region with Strong Operating Experience in Seasonal Tourism Markets*

While this Plan’s Market Assessment does not predict significant Downtown business growth for multiple reasons, tourism does support some Downtown food and beverage establishments rather well (according to reports from stakeholders), and there are certainly sites for new tenants. It may be valuable to prepare a summary of tourism and its impact on food and beverage opportunities, and then reach out to some restaurants in other communities who may see a seasonal (or full) second restaurant opportunity.

The Village, in cooperation with the Chamber, could conduct this initiative. Inviting selected businesses to visit the Downtown in the height of the tourism season in concert with selected cooperative property owners and a public-private façade improvement program could be beneficial over time.

### **Priority, Timeframe, and Responsible Parties**

<b>Priority:</b>	High Priority
<b>Timeframe:</b>	Immediate/On-going
<b>Responsible Parties:</b>	Village Officials and Staff, Chamber of Commerce, and property and business owners



### **Action Steps:**

Adding food and beverage business will be important to Downtown’s overall business development—for new and current businesses. Prospective restaurateurs will likely need to see investments in buildings and their lease spaces, as well as the physical environment to fully understand Fox Lake’s plans to attract more consumers to the Downtown district.

- ❑ Assemble a list of destination restaurants and their ownership from nearby resort communities and in successful downtowns in surrounding counties. This list should be continuously refined.
- ❑ Through recommended property owner outreach, identify those spaces suitable for food and beverage tenants, based upon owner investment and plans.
- ❑ Organize a representative group to contact and subsequently meet with interested food and beverage recruitment targets to discuss a Downtown Fox Lake location.
- ❑ Work with property owners and prospective tenants to assist with any regulatory matters during tenant build-outs and openings.

## *Develop Focused Local Strategies for Visitor Attraction to Fox Lake's Recreation Assets*

The Village, the Chamber, and their multiple partners should continue to become more strategic in their approach to visitor attraction, particularly because two Convention and Visitors Bureaus (CVBs) serve Fox Lake. Understanding Fox Lake's market position and managing the Village's image among the nine surrounding communities (and McHenry and Lake Counties and their respective CVB promotions) will be important to communicating with and attracting more dollars to Fox Lake. Ultimately, Fox Lake needs to capitalize on its recreation assets. This increased focus will attract more visitors to the area and increase Metra ridership as a result.

### **Priority, Timeframe, and Responsible Parties**

**Priority:** High Priority  
**Timeframe:** Immediate/On-going  
**Responsible Parties:** Village of Fox Lake Officials and Staff, Chamber of Commerce, McHenry and Lake County CVBs, and owners of Downtown's tourism and destination businesses

### **Action Steps:**

Those stakeholders with the greatest interest in expanding Fox Lake's visitor attraction potential have the opportunity to develop and implement a comprehensive strategy to increase visitor numbers to Downtown Fox Lake.

- ❑ Organize a working group with a tourism focus that can quantify existing resources.
- ❑ Identify best practices from similar regions that promote successful visitor attraction.
- ❑ Formulate a visitor attraction strategy specific to Fox Lake and its Downtown.
- ❑ Coordinate all marketing, promotion, and media efforts to ensure information reaches target visitors.





*Evaluate the Market Opportunities for Lodging proximate to Downtown Fox Lake and the Station Area*

The promise of a hotel near the lake has some local support but recent market conditions have precluded success. Whether this lodging option means a newly constructed hotel near Fox Lake’s Metra Station or the rehabilitation of the shuttered Mineola Hotel, a thorough study of the demand for lodging in or near the study area is necessary. As this type of development could be a valuable addition to the study area, these development opportunities should continue to be assessed.

**Priority, Timeframe, and Responsible Parties**

**Priority:** High Priority  
**Timeframe:** Immediate/On-going  
**Responsible Parties:** Village Officials and Staff, and Hotel/Hospitality consultant(s)  
**Potential Funding:** RC/EZ/EC,

**Action Steps:**

Hotels represent a unique use in any market and location. As a unique use, the assessment of any hotel’s potential market requires hotel and lodging expertise. To ensure potential development success, Village Officials and Staff should thoroughly understand how a likely hotel owner could operate profitably at a potential site in Downtown Fox Lake.

- ❑ Engage a hotel consultant to conduct a thorough market study for a possible hotel in the study area. This independent study should identify demand, any competitive position(s), possible formats, and the likelihood of hotel success at a proximate location to the station.
- ❑ Assuming positive market study results, and pending local support, initiate a Request for Proposal process to solicit an experienced developer of recommended lodging types in similar communities.

## Implement a Pedestrian Crossing on U.S. Route 12 South of Oak Street

Pedestrian crossing of U.S. Route 12 remains difficult and more importantly unsafe. The Village of Fox Lake should work with IDOT and local business owners to implement a formal pedestrian crossing south of Oak Street. In addition to providing a clearly marked and highly visible crosswalk, the design of this crosswalk should include a pedestrian refuge island in order to provide a clearly defined zone for pedestrians to wait as they cross the heavily trafficked corridor. Additionally, the Village should work with IDOT to evaluate improvements at other pedestrian crossings along U.S. Route 12.

### Priority, Timeframe, and Responsible Parties

**Priority:** High Priority  
**Timeframe:** Immediate/On-going  
**Responsible Parties:** Village Officials and Staff, IDOT, and local officials and business owners  
**Potential Funding:** TIGER, ITEP, STP

### Action Steps:

- ❑ Perform additional follow-up meetings with IDOT to confirm desire for a pedestrian crossing south of the proposed signalized intersection of U.S. Route 12 and Oak Street.
- ❑ Continue conversations with IDOT regarding pedestrian access at other potential crossings.
- ❑ Work in tandem to identify key issues and strategies to address these issues, and develop a plan to improve access points.
- ❑ Engage the nearby business owners to assist in related intersection planning.
- ❑ Implement any agreed upon plans to improve the Grand Avenue intersection and the crossing south of Oak Street.





# DOWNTOWN FOX LAKE

## Symbol

Graphic representation of a fox.

## Logotype

Stylized version of the Downtown Fox Lake name.

### *Complete a Downtown Branding Study*

An opportunity exists to create a distinctive Downtown destination in Fox Lake. The development of a true Downtown “product” will rely on not only improving the local development environment in the Station Area, but also gaining an understanding of the image that Village Officials and Staff would like to convey to residents, businesses, and visitors. This study will result in the creation of a visual identity system which develops Village logos, brands and sub-brands within the Village, and a unified and compatible system of colors and type face. Once the Village’s visual identity has been defined, the Village may utilize this system in all marketing materials, as well as, in the creation of a Village wide signage and wayfinding program.

#### Priority, Timeframe, and Responsible Parties

**Priority:** High Priority  
**Timeframe:** Immediate/On-going  
**Responsible Parties:** Village Officials and Staff, Residents, and Branding Consultants

#### **Action Steps:**

- ❑ Hire a Branding Consultant to help the Village define a brand promise and develop a new visual identity system.
- ❑ Schedule interviews of local business owners and Village stakeholders in order to evaluate any issues and opportunities they see in the development of this new system.
- ❑ Coordinate a public workshop for Fox Lake residents to engage the public and gather their input in creating the new visual identity.
- ❑ Develop a formal “Branding Promise” which clarifies the unique qualities and features which differentiate Downtown Fox Lake from local and regional competitors.
- ❑ Complete the Visual Identity System which coordinates Village Logos, brands and sub-brands, colors, and typeface and implement this system on all Village marketing opportunities.
- ❑ Consider the creation of a coordinated Village Wayfinding and Signage system which incorporates the new Village branding elements and promotes the newly established Village identity.





### *Develop Improved Connections between Pace Bus Services and the Metra Station*

Part of the value of a Station Area Plan is to provide for convenient intermodal transit connections. In the Fox Lake station area, the bus travel patterns are complicated by topography and the patterns of the street layouts. Future development opportunities at the site that is a shopping mall, providing transit for shoppers and employees of the mall, and providing layover facilities for bus drivers at the end of a long route are additional considerations in planning for improved connections between Pace and Metra. Accommodating the Pace vehicles in proximity to the station is a high priority that should be addressed as the Village works to improve its street circulation and enhance its streetscape. Signage, lighting and an attractive bus shelter are important aspects of this initiative.

#### **Priority, Timeframe and Responsible Parties**

**Priority:** High Priority  
**Timeframe:** Immediate  
**Responsible Parties:** Village of Fox Lake Officials, Staff and Village Engineers, Pace, Metra

#### **Action Steps:**

- ❑ Develop two to three concepts for improved bus circulation and Pace connections to the Metra station
- ❑ Review the concepts with affected property owners and businesses
- ❑ Select the preferred concept plan and develop for implementation
- ❑ Develop the project budget and incorporate in the Village’s Capital Improvement Plan
- ❑ Seek federal (FTA) funds for transit amenities through Pace

### *Identify Long-Term Development Sites within each Sub Area*

Three (3) sub-areas have been identified along with probably development sites within. Upon completion of the Fox Lake Station Area Plan, further exploration of the individual sites may be considered along with the identification of additional sites in the future. Comprehensive dialogue has already occurred with local property owners to understand their current interests and long-term intentions for these sites. Additional conversation should be planned with both current owners, to document changing needs, along with future potential owners in order to remain informed regarding the status of specific parcels identified in the Plan.

#### **Priority, Timeframe, and Responsible Parties**

<b>Priority:</b>	High Priority
<b>Timeframe:</b>	Short-Term
<b>Responsible Parties:</b>	Village of Fox Lake Officials and Staff, Downtown Property and Business Owners, Station Area Planning Task Force



#### **Action Steps:**

Building relationships with Downtown Fox Lake property/business owners is the first step in evaluating any long-term development/redevelopment opportunities and priorities:

- ❑ Promote and support the Station Area Planning Study through a well-coordinated marketing and advertising effort on the Village of Fox Lake website, through outreach to local realtors and developers, and through attendance at local, regional, and national trade shows and events.
- ❑ Review the development sites outlined in the Station Area Planning Study, identifying current ownership of each site.
- ❑ Initiate dialogue with site owners to review long-term objectives for their properties while gauging interest in potential future development on their site.
- ❑ Continue and monitor ongoing conversation with owners regarding future plans for their sites.
- ❑ Pending the implementation of future development/redevelopment opportunities, Village Officials should provide appropriate development assistance to local property owners.



***Perform a Preliminary Engineering Feasibility Study for Nippersink Boulevard Development and Propose Aesthetic Improvements to the Hill Facing the Fox Lake Metra Station***

Steep topography adjacent to Nippersink Boulevard, on the east side, currently presents a number of challenges to development of this area. The potential and type of future development will rely on overcoming the challenges (i.e. steep slope, soil stability, cost to improve). A feasibility analysis will be necessary to evaluate all potential issues. While making this analysis, the Village of Fox Lake may also coordinate the design and construction of aesthetic improvements to the area along the east side of Nippersink, suggested in the plan as well.

**Priority, Timeframe, and Responsible Parties**

**Priority:** Moderate Priority  
**Timeframe:** Short-Term  
**Responsible Parties:** Village of Fox Lake Officials and Staff, Station Area Planning Task Force, Qualified Consultants

**Action Steps:**

- ❑ Contact and hire appropriate consultants to address engineering challenges/opportunities associated with topography adjacent to Nippersink Boulevard along the east side.
- ❑ Complete a feasibility analysis which addresses potential site-related engineering concerns related to future development along Nippersink Boulevard.
- ❑ Contact and hire a team of qualified landscape architects and designers which may capture the desired aesthetic for the hill along Nippersink Boulevard. The Station Area Planning Task Force may coordinate a public workshop to gather public input for an attractive and innovative design strategy.
- ❑ Identify budgetary costs to prioritize options/alternatives to develop this area with any combination of buildings, parking, or public gathering spaces.
- ❑ Utilizing the engineering analysis completed as a part of this priority and the findings made by landscape architects and during the public workshop, implement aesthetic improvements to the hill facing the Fox Lake Metra Station.

## *Improve the Gateway Intersection to Downtown at U.S. Route 12 and Grand Avenue*

Construction of Thornton's Plaza, at the northeast corner of Grand Avenue and U.S. Route 12 is recently completed. The Village of Fox Lake should evaluate improvements similar in character, as well as potential for more significant development as the market demands on adjacent corners to the southeast and southwest. As development evolves at this intersection, a formal entry into Downtown would provide the Village with an inviting and attractive first impression for those entering Fox Lake.

### **Priority, Timeframe, and Responsible Parties**

<b>Priority:</b>	Moderate Priority
<b>Timeframe:</b>	Mid Term
<b>Responsible Parties:</b>	Village Officials and Staff, property owners, and area developers
<b>Potential Funding:</b>	TIGER, ITEP, STP, IL Green Streets Initiative

### **Action Steps:**

Any improvements to Downtown's overall appearance should also include the Grand Avenue entrance into Downtown. Attractive in-fill development at this intersection can communicate a positive perception of Fox Lake's Downtown and its ongoing revitalization.

- ❑ Meet with intersection property owners as part of overall property owner outreach, as noted in the Implementation Priorities, and identify their plans for their properties.
- ❑ As potential development proposals emerge, work with owners at the Grand Avenue intersection and interested developers to foster attractive and high quality developments at these sites.
- ❑ Consider Thornton's Plaza a suitable precedent of inspiration for attractive public spaces which may be introduced at the southeast and southwest corners of the Grand Avenue/U.S. Route 12 intersection as well as other locations throughout the Village of Fox Lake.



## *Complete Streetscape and Pedestrian Enhancements along US Route 12, Grand Avenue, and Nippersink Boulevard*

With the introduction of the proposed bikeway along Nippersink and the character of improvements proposed throughout the Station Area, safe access and circulation for pedestrians and bicyclists represents a key issue for Downtown Fox Lake. As such, enhancements such as highly visible on-street bike routes, well defined pedestrian crossings (including the one proposed south of Oak Street), and the introduction of other streetscape elements and pedestrian furniture (including street trees, decorative pavers, benches, bicycle racks, etc.) are critical for the Village of Fox Lake. By introducing these improvements along these three corridors, the Village of Fox Lake may provide the Station Area with its own individual identity allowing an aesthetically cohesive and functionally safe environment for multiple modes of transportation throughout the area.

### **Priority, Timeframe, and Responsible Parties**

<b>Priority:</b>	High Priority
<b>Timeframe:</b>	Mid-Term
<b>Responsible Parties:</b>	Village of Fox Lake Officials, IDOT, and Station Area Planning Task Force
<b>Potential Funding:</b>	TIGER, ITEP, STP, IL Green Streets Initiative

### **Action Steps:**

As with Downtown Fox Lake’s building stock, the overall physical environment throughout the Station Area may benefit from streetscape and infrastructure improvements.

- ❑ Review the Village’s capital improvement plans regarding streetscape and related improvements.
- ❑ Investigate and review potential supplemental funding sources for flood mitigation.
- ❑ Identify the optimal timeline and project phasing to match available funding.
- ❑ Complete necessary adjustments to the Nippersink Boulevard cross section to accommodate bicycle lanes proposed in the recently completed Village Bikeways Plan.
- ❑ Provide highly visible markings along Nippersink Boulevard to demarcate bicycle lanes as introduced in the Bikeways Plan.
- ❑ Utilize the Station Area Planning Task Force to evaluate streetscape enhancements. The Task Force may choose to host a public workshop to understand the public’s input on preferred alternatives for Downtown streetscapes.
- ❑ Work with the Public Works Department and IDOT (where appropriate) to design and enhance sidewalks with decorative pavers, street trees, and a variety of attractive streetscape enhancements and pedestrian furniture.





***Promote Public-Private Partnerships in order achieve the Development Goals of the Station Area Plan***

Public-Private Partnerships build on the particular expertise of multiple parties in order to meet the clearly defined needs of the public. These needs are met through the allocation of appropriate resources while allowing for both the risks and rewards associated with the large scale development throughout the Fox Lake Station Area to be spread across multiple parties.

**Priority, Timeframe, and Responsible Parties**

**Priority:** High Priority  
**Timeframe:** Mid-Term  
**Responsible Parties:** Village of Fox Lake Officials and Staff, Station Area Planning Task Force, area developers  
**Funding Sources:** RC/EZ/EC

**Action Steps:**

As the real estate market continues its recovery the Village of Fox Lake should begin to prepare for the future by evaluating how Public-Private Partnerships may be utilized to implement the types of development outlined in the Station Area Plan. The Village may prepare in the following way:

- ❑ Review and revise a list of previously identified development projects.
- ❑ Ensure that a sufficient number of qualified private parties are involved in order to create a competitive process.
- ❑ Project goals should ensure the public receives a certain value for its own investment while private parties can also expect a reasonable and fair return as well.
- ❑ Distribute risks equally among the partners best suited to assume each risk.
- ❑ Perform due diligence in the project procurement and create an environment that is both fair and completely transparent.
- ❑ Create an ongoing and transparent communications plan to keep information regarding each project readily available to all.



### *Evaluate Transitioning Properties to Zoning Designations Suggested by the Station Area Plan in order to Facilitate Long-Range Development Goals*

Upon availability of specific parcels identified for alternative development in the Station Area Plan, the Village of Fox Lake may consider revising the existing Zoning Ordinance and Zoning Map to transition these parcels to more appropriate zoning designations. Through their transition the Village of Fox Lake may better achieve the specific land use development suggestions outlined in the Station Area Planning Study resulting in the cohesive, mixed-use, transit-oriented development environment desired by the Village.

#### **Priority, Timeframe, and Responsible Parties**

<b>Priority:</b>	High Priority
<b>Timeframe:</b>	Long-Term
<b>Responsible Parties:</b>	Village of Fox Lake Officials and Staff
<b>Potential Funding:</b>	Community Challenge Grants

#### **Action Steps:**

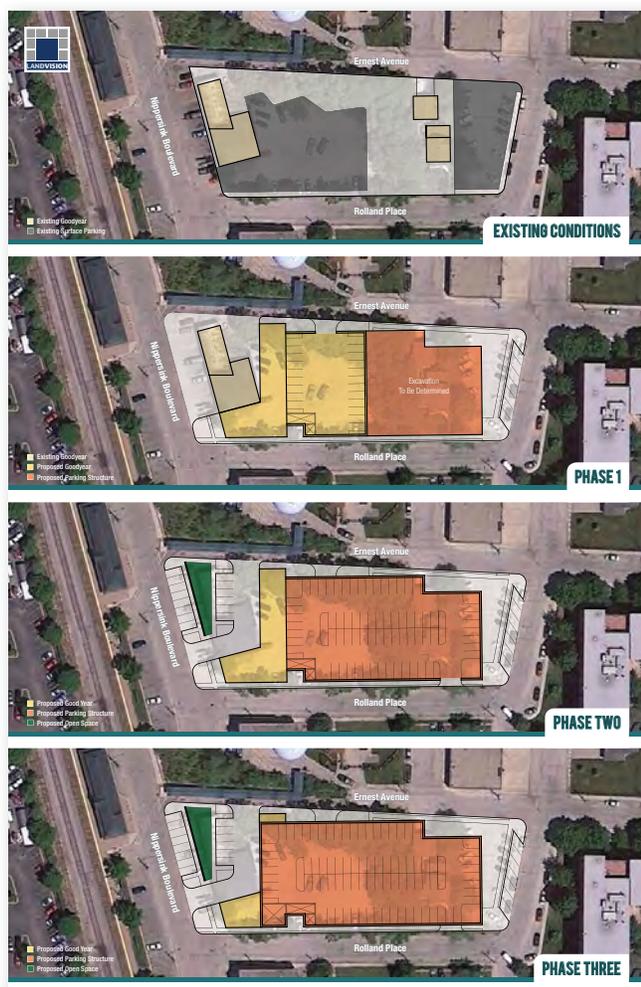
- ❑ In conjunction with the Station Area Plan Task Force, Village of Fox Lake Officials and Staff may organize an informational session with Downtown property owners and business owner representatives to discuss rezoning specific parcels in question, to those suggested by the Station Area Planning Study.
- ❑ Conduct an evaluation of expected impact of modifying the zoning designation on parcels in question, regarding their current level of conformance with underlying bulk requirements and those of the intended designation.
- ❑ Perform a follow-up meeting with property and business owners to present for discussion the findings of the zoning modification impact evaluation.
- ❑ Where appropriate and agreed upon, consider drafting a preliminary zoning designation modification ordinance to be considered by the Planning & Zoning Commission as well as the Village Board.
- ❑ Schedule the required public hearing before the Planning & Zoning Commission for review and public comment of the planned zoning designation modifications.
- ❑ Following closure of the public hearing, the Planning and Zoning Commission may vote to approve or amend any zoning designation modifications.
- ❑ Following approval by the Planning and Zoning Commission, the Village Board may vote to approve or amend the recommendations relating to the zoning designation modifications.

## Design and Construct a Parking Deck to meet Metra's Growing Commuter Parking Needs

Metra commuter parking in Fox Lake is currently lacking due to the majority of this parking being located on the side of the tracks opposite the station. The Village of Fox Lake, in cooperation with Metra and other potential private entities, should evaluate the potential for construction of a parking deck to address this issue and to accommodate growing demand. The Fox Lake Station Area Plan identifies a number of options for potential deck locations; however, the Village along with Metra must decide the best location for the deck and monitor the long-term availability of those parcels in order facilitate its development. To the extent that a parking garage is planned for a future time to support the Metra Station, the Goodyear site would be optimal--connecting any new parking facility to existing parking at the grade level. Such a project could include Goodyear as a ground level tenant (of the garage) and as a commercial amenity near the Metra station.

### Priority, Timeframe, and Responsible Parties

<b>Priority:</b>	Moderate Priority
<b>Timeframe:</b>	Long-Term
<b>Responsible Parties:</b>	Village of Fox Lake Officials and Staff, Station Area Planning Task Force, Metra, Local Business and Downtown Property Owners, and area developers
<b>Funding Sources:</b>	Cooperation with RTA



### Action Steps:

With Metra ridership increasing over the long-term, surface lots may not provide sufficient parking to accommodate this growing demand. The Village of Fox Lake and other responsible parties should:

- ❑ Monitor the status of Parking Deck redevelopment sites proposed in the Station Area Plan and evaluate additional sites which may become more feasible through time and changing circumstances.
- ❑ Monitor station ridership and usage in tandem with Metra Staff.
- ❑ As surface lots approach capacity, consider a parking study that examines the feasibility of constructing a parking deck nearby.
- ❑ Coordinate with Metra and meet with private development entities which may have interest in sharing the cost of developing a parking structure.
- ❑ Identify potential project components, cost issues, and funding mechanisms associated with the construction of a deck.
- ❑ Construct a parking garage, when feasible and necessary.
- ❑ Transition existing Metra commuter parking west of the tracks into Downtown parking for local businesses and property owners.

### *Funding Mechanism Alternatives*

Perhaps the most critical element in implementing the magnitude and variety of project recommended by the Station Area Plan is financing. In order to assist the Village of Fox Lake in the identification of and application for money needed to pursue these projects the table on the following pages has compiled a preliminary list of potential sources. The following sources of funding are intended to serve as an initial guide to the Village of Fox Lake for potential money available when undertaking specific types of projects. The sources are organized by National, State, Local, and Private sources. Each source provides a formal name of the funding program, along with a description and a web link for more information on the program. Additionally, the Regional Transportation Authority of Chicago (RTA) has compiled a comprehensive list of Municipal Funding Opportunities for Transit-Oriented Development. This table is included in the appendix at the end of this document.

# Federal Incentives

Agency	Program	Description
Federal Transit Administration (FTA)	New Starts Program	<p>Primary financial resource for supporting locally planned, implemented, and operated major transit capital investments. The funds, new and extensions to existing fixed guideway transit systems including commuter rail, light rail, heavy rail, bus rapid transit, streetcars, and ferries.</p> <p><a href="http://www.fta.dot.gov/12347_5221.html">http://www.fta.dot.gov/12347_5221.html</a></p>
US Dept. of Housing and Urban Development (HUD)	Community Development Block Grant (CDBG)	<p>Provides communities with resources to address a wide range of unique community development needs. Provides annual grants on a formula basis. It includes several program areas (some included below).</p>
	Entitlement Communities	<p>Allocates annual grants to larger cities and urban counties to develop viable communities by providing decent housing, a suitable living environment, and opportunities to expand economic opportunities, principally for low and moderate income persons.</p> <p><a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs/entitlement">http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs/entitlement</a></p>
	State Administered CDBG / Small Cities CDBG Programs	<p>State award grants to smaller units of general local government that carry out community development activities</p> <p><a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs">http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs</a></p>
	Section 108 Loan Guarantee Program	<p>CDBG entitlement communities are eligible to apply for assistance. CDBG non-entitlement communities may also apply, provided their state agrees to Pledge the CDBG funds necessary to secure the loan. Applicants may receive a loan guarantee directly or designate another public entity, such as an industrial development authority, to carry out their Section 108 assisted project.</p> <p><a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs/108">http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs/108</a></p>
	Brownfields Economic Development Initiative (BEDI)	<p>Competitive grant program used to spur the return of brownfields to productive economic reuse. BEDI grants must be used in conjunction with a new section 108 guaranteed loan.</p> <p><a href="http://portal.hud.gov/hudportal/HUD?src=/hudprograms/bedi">http://portal.hud.gov/hudportal/HUD?src=/hudprograms/bedi</a></p>
	Neighborhood Stabilization Program	<p>Grants to communities hardest hit by foreclosures and delinquencies to purchase, rehabilitate or redevelop homes and stabilize neighborhoods.</p> <p><a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs/neighborhoodspg">http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/communitydevelopment/programs/neighborhoodspg</a></p>
	Renewal Communities/ Empowerment Zones/Enterprise Communities (RC/EZ/EC)	<p>This program uses an innovative approach to revitalization, bringing communities together through public and private partnerships to attract the investment necessary for sustainable economic and community development</p> <p><a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/economicdevelopment/programs/rc">http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/economicdevelopment/programs/rc</a></p>

# Federal Incentives

Agency	Program	Description
US Dept. of Housing and Urban Development (HUD)	Low Income Housing Tax Credit Program	Finance the development of affordable rental housing for low-income households.  <a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/affordablehousing/training/web/lihtc/basics">http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/affordablehousing/training/web/lihtc/basics</a>
HUD's Office of Sustainable Housing and Communities (OSHC)	Sustainable Communities Regional Planning Grants	This program provides grants to help improve regional planning efforts that integrate housing and transportation decisions, and increase state, regional, and local capacity to incorporate livability, sustainability, and social equity values into land use plans and zoning. The program supports metropolitan and multi-jurisdictional planning efforts through a consortium-based model that brings together numerous groups to inform the planning process.  <a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/sustainable_housing_communities/sustainable_communities_regional_planning_grants">http://portal.hud.gov/hudportal/HUD?src=/program_offices/sustainable_housing_communities/sustainable_communities_regional_planning_grants</a>
	Community Challenge Grants	The program provides grants to enable communities in fostering reform and reducing barriers to achieving affordable economically vital, and sustainable communities. Such efforts may include amending or replacing local master plans, zoning codes, and building codes, either on a jurisdiction-wide basis or in a specific neighborhood, district, corridor, or sector to promote mixed-use development, affordable housing, the reuse of older buildings and structures for new purposes, and similar activities with the goal of promoting sustainability at the local or neighborhood level. This program also supports the development of affordable housing through the development and adoption of inclusionary zoning ordinances and other activities such as acquisition of land for affordable housing projects.  <a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/sustainable_housing_communities/HUD-DOT_Community_Challenge_Grants">http://portal.hud.gov/hudportal/HUD?src=/program_offices/sustainable_housing_communities/HUD-DOT_Community_Challenge_Grants</a>
U.S. Department of Commerce Economic Development Administration	Strong Cities, Strong Communities Visioning Challenge	Designed to assist cities experiencing chronic economic distress with leveraging innovative ideas and approaches from diverse perspectives to create and adopt actionable economic development proposals and plans.  <a href="http://www.eda.gov/SC2Challenge/">http://www.eda.gov/SC2Challenge/</a>
	Public Works and Economic Adjustment Assistance Programs Opportunity	Supports development in economically distressed areas by fostering job creation and attracting private investment.  <a href="http://www.grants.gov/search/search.do?mode=VIEW&amp;oppld=131493">http://www.grants.gov/search/search.do?mode=VIEW&amp;oppld=131493</a>

# Federal Incentives

Agency	Program	Description
U.S. Department of Transportation Federal Highway Administration	Freight Intermodal Distribution Pilot Grant Program	Provides funding for intermodal projects that relieve congestion, improve transportation safety, facilitate international trade and encourage public-private partnerships.  <a href="http://ops.fhwa.dot.gov/freight/infrastructure/fidpgp.htm">http://ops.fhwa.dot.gov/freight/infrastructure/fidpgp.htm</a>
	Livability Initiative	Provide a variety of programs that support livability initiatives tying the quality and location of transportation facilities to broader opportunities such as access to good jobs, affordable housing, quality school, and safe streets.  <a href="http://www.fhwa.dot.gov/livability/">http://www.fhwa.dot.gov/livability/</a>
U.S. Department of Transportation	Transportation Investment Generating Economic Recovery Discretionary Grant Program (TIGER)	Investment in road, rail, transit, and port projects that promise to achieve critical objectives.  <a href="http://www.dot.gov/tiger">www.dot.gov/tiger</a>

# State Incentives

Agency	Program	Description
Illinois Department of Commerce & Economic Opportunity	Job Training and Economic Development (JTED) Grant Program	The Job Training and Economic Development (JTED) Grant Program assists low-wage, low-skilled workers to advance in their careers, and helps unemployed, disadvantaged people learn skills necessary to secure employment.  <a href="http://www.commerce.state.il.us/dceo/Bureaus/Workforce_Development/Employers/JTED.htm">http://www.commerce.state.il.us/dceo/Bureaus/Workforce_Development/Employers/JTED.htm</a>
	Employment Opportunity Grant Program (EOGP)	The EOGP offers educational institutions and community based organizations an opportunity to help fill the demand for a skilled workforce by preparing participants for placement in high wage union construction jobs and access to public as well as private construction jobs throughout the State.  <a href="http://www.ildceo.net/dceo/bureaus/community_development/urban+assistance/employment+opportunities+grant+program+2.htm">http://www.ildceo.net/dceo/bureaus/community_development/urban+assistance/employment+opportunities+grant+program+2.htm</a>
Department of Natural Resources	Open Space Lands Acquisition and Development Program (OSLAD)	State-financed grant program that provides funding assistance to local government agencies for acquisition and/or development of land for public parks and open space.  <a href="http://www.dnr.state.il.us/ocd/newoslad1.htm">http://www.dnr.state.il.us/ocd/newoslad1.htm</a>
	Illinois Bicycle Path Program	Acquisition and development of trail facilities  <a href="http://www.dnr.state.il.us/ocd/newtrail">www.dnr.state.il.us/ocd/newtrail</a>

# State Incentives

Agency	Program	Description
Illinois Department of Transportation (IDOT)	Transportation Enhancement Program (ITEP)	Provides funding for community based projects that expand travel choices and enhance the transportation experience by improving the cultural, historic, aesthetic, and environmental aspects of our transportation infrastructure. Project sponsors may receive up to 80% reimbursement for eligible project costs.  <a href="http://www.dot.state.il.us/opp/itep.html">http://www.dot.state.il.us/opp/itep.html</a>
	Illinois Green Street Initiative	Provision and planting of trees along rights-of-way  <a href="http://www.dot.state.il.us/opp/itep">www.dot.state.il.us/opp/itep</a>
Illinois Environmental Protection Agency (IEPA)	Municipal Brownfields Redevelopment Grant	Brownfield remediation investigation and planning.  <a href="http://www.epa.state.il.us/land/brownfields/grants">www.epa.state.il.us/land/brownfields/grants</a>

# Local Incentives

Agency	Program	Description
Chicago Regional Transportation Authority	Community Planning Program & Sub-Regional Planning Program	Provides funding and planning assistance for planning projects that benefit both the local community and the RTA transit system. Projects within the program include planning for transit-oriented development, access and circulation improvements in and around transit facilities, improved job access, improved mobility for seniors and people with disabilities, and increased transit usage. In 2010, approximately 1/2 million dollars was awarded for a total of 10 projects.  <a href="http://www.rtachicago.com/initiatives/funding-programs.html">http://www.rtachicago.com/initiatives/funding-programs.html</a>
Chicago Metropolitan Agency for Planning (CMAP)	CMAP Local Technical Assistance Planning Programs	As part of its GOTO 2040 regional plan, CMAP is evaluating local planning projects to distribute federal grant dollars which will address the anticipated regional growth of more than two million residents by the year 2040.  <a href="http://www.cmap.illinois.gov">www.cmap.illinois.gov</a>
	Congestion, Mitigation, and Air Quality (CMAQ)	Improvements to pedestrian and bicycle circulation, including creation of bicycle lanes, bicycle parking facilities, pedestrian walkways, and pedestrian and bicycle crossing improvements.  <a href="http://www.cmap.illinois.gov">www.cmap.illinois.gov</a>
	Surface Transportation Program (STP)	Roadway, intersection, and crosswalk improvements.  <a href="http://www.cmap.illinois.gov">www.cmap.illinois.gov</a>

# Local Incentives

Agency	Program	Description
Kane County / City of Elgin	General Fund Sources	General sources of revenue can be applied to a project that benefits the community as a whole. The can include property, state, gas, utility, and lodging taxes as well as other fees and fines.
	Bonds	Municipal bonds could be utilized for special projects needing long-term financing. Special assessment bonds would be used to finance improvements of assessed properties.
	Tax Increment Financing (TIF)	Tax increment financing (TIF) is a mechanism used to carry out revitalization and redevelopment activities on a local basis in a defined area that meets State eligibility requirements. TIF allows a community to capture the increase in local property taxes that results from a redevelopment project in order to pay for the public costs involved in the project.
	Business Improvement District (BID)	Authorized by Division 74.3 of the Municipal Code of the State of Illinois, BIDs may be designated after a public hearing and have the following rights - 1) property acquisition; 2) ability to obtain grants and loans; 3) put forth redevelopment plans and improvements; 4) review and approve redevelopment proposals; 5) contracting with public or private entities; 6) conduct real estate transactions for redevelopment within the BID; 6) accessibility to public funds; 7) and develop ordinances or resolutions for planning and implementation of business district plans.
	Special Service Area (SSA)	Finance tool that utilizes real estate property tax levy to fund special services in a targeted area where property owners voluntarily tax themselves for these services. Commercial and industrial areas area typically the subject of an SSA tax but it can be extended to residential properties. SSA services and improvements are funded entirely through the tax revenues generated by the special service tax. The revenue is derived from a computation using the Equalized Assessed Valuation (EAV) of the taxable parcels within the special service area boundaries.

# APPENDIX



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Figure 1-1 | Project Study Area

# APPENDIX A



## Existing Conditions Inventory

### 1.1 PROJECT STUDY AREA

The Fox Lake Street Station Area Planning Study is a comprehensive effort to plan for the future development of the land surrounding the station.

The project boundary focuses on the area generally within walking distance of the Fox Lake Metra Station. It is defined by collector roadways and the Fox Lake shoreline.

The study area is bisected by the Metra Milwaukee District North railway which runs in a northwest / southeast direction through downtown Fox Lake. Though nearly all of downtown is within the study area bounds of the Fox Lake Station Area Planning Study, downtown Fox Lake is but one of several areas that are focused on in this report.

Other important features of the study area include a terminal commuter rail station, major waterfront access, several commercial redevelopment opportunities, a major bicycle path terminal point, and an intact downtown corridor from which to enhance and expand.

Figure 1-1 displays the study area boundary and several arterial roads.

Figure 1-2 illustrates the study area in context to the Village of Fox Lake’s municipal borders, major roadways, and the unique system of lakes and waterways in the vicinity.

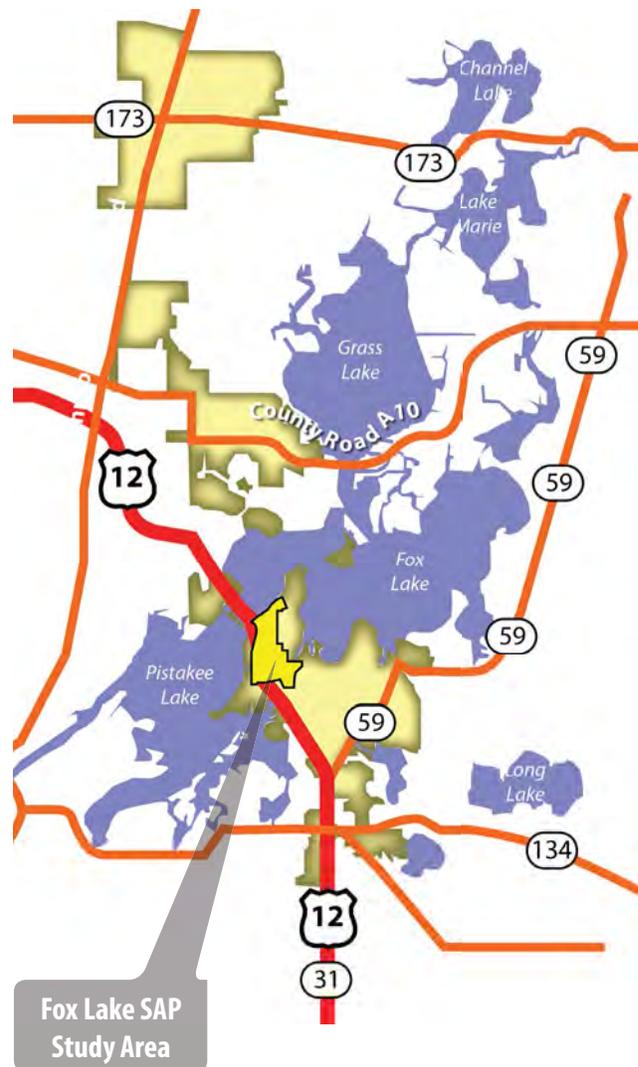


Figure 1-2 | Regional Location Map

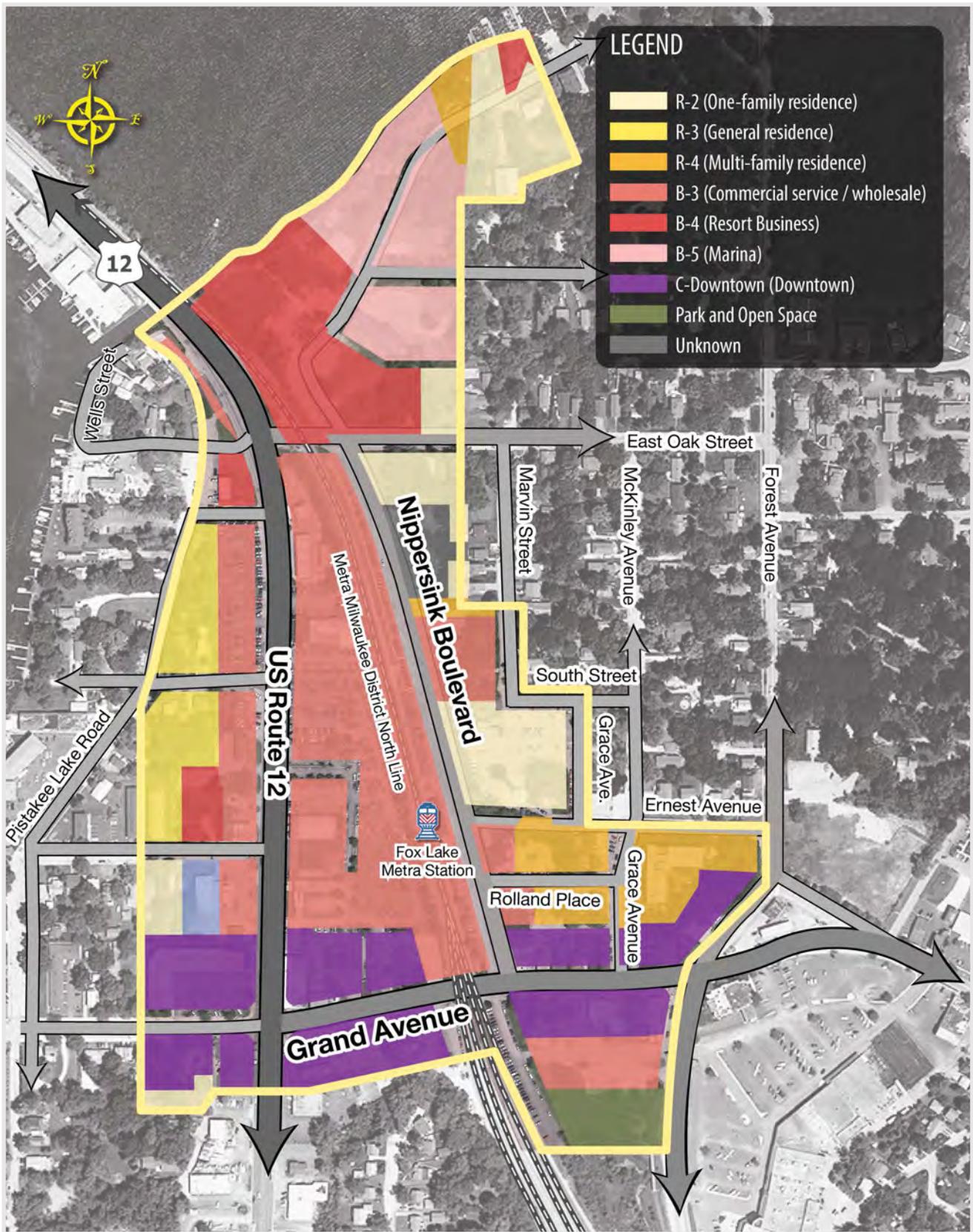


Figure 1-3 | Zoning Classification and Study Area Land Use

# 1.2 ZONING & PHYSICAL CONDITIONS

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The Village of Fox Lake Station Area Planning Study Area is characterized by a number of different zoning designations intended to promote a variety and mixture of uses and intensities. Specific zoning designations are grouped into Business (B-2, B-3, B-4, B-5), Residential (R-2, R-3, R-4), and Agriculture (A-1).

Business zoning designations are provided according to usage. The Village utilizes B-2 and B-3 designations for general retail and commercial uses while districts B-4 and B-5 are dedicated to the resort and marina oriented industries within the Village. Each occurs in well-defined pockets throughout the study area.

The following Business designations are found in the Station Area:

- ❑ General Retail and Limited Service District (B-2) is established to provide areas where the principal use involves the retail sale of goods and services. B2 concentration generally occurs in extremely limited concentrations in the Station Area.
- ❑ Commercial Service and Wholesale District (B-3) provides for the retail and wholesale of goods and services to consumers of the Village and inter-community traffic through the Village. Typical uses include highway oriented services and commercial recreation establishments. B3 designation is primarily found fronting both sides of Illinois Route 12 through the Station Area.
- ❑ Resort Business District (B-4) is provided for living quarters for short term occupancy by visitors to Fox Lake. B-4 designation provides recreational facilities as well as access to the natural preserves and resources of the area. B-4 zones are concentrated at the northern edge of the Study Area.
- ❑ Marina District (B-5) is established to provide locations for water oriented commercial uses. Areas of B-5 are limited in the Station Area and are concentrated at the far northern edge along the lakefront and adjacent to the area where US Route 12 meets the Fox Lake.

Residential zones are defined in order to provide a variety of residential unit types accommodating towards a range of densities. Residential zoning districts throughout the Station Area are generally separated into single family and multi-family dwellings with variation occurring as the designations progress.

The following Residential designations are found in the Station Area:

- ❑ One-Family Residence District (R-2) allows for single family residential development. Additionally, certain educational, religious, and recreational uses are allowed. R-2 districts occur along the eastern boundary of the Station Area off of US Route 12.
- ❑ General Residence District (R-3) is created to provide a higher density urban environment. Principal land uses in R-3 include multi-family housing. R-3 concentration generally occurs in areas west of US Route 12 along the western edge of the Station Area boundary.
- ❑ General Residence District (R-4) is similar to R-3 in allowing multi-family residential development. However, a higher density of development is permitted in this district. R-4 development is currently limited to the southeast corner of the Station Area.

Agricultural uses (Agricultural District A-1) may also be found in a small cluster within the Station Area located along Nippersink. A-1 uses provide areas with land where the principal uses are agriculture related, having no ill affect on neighboring properties.

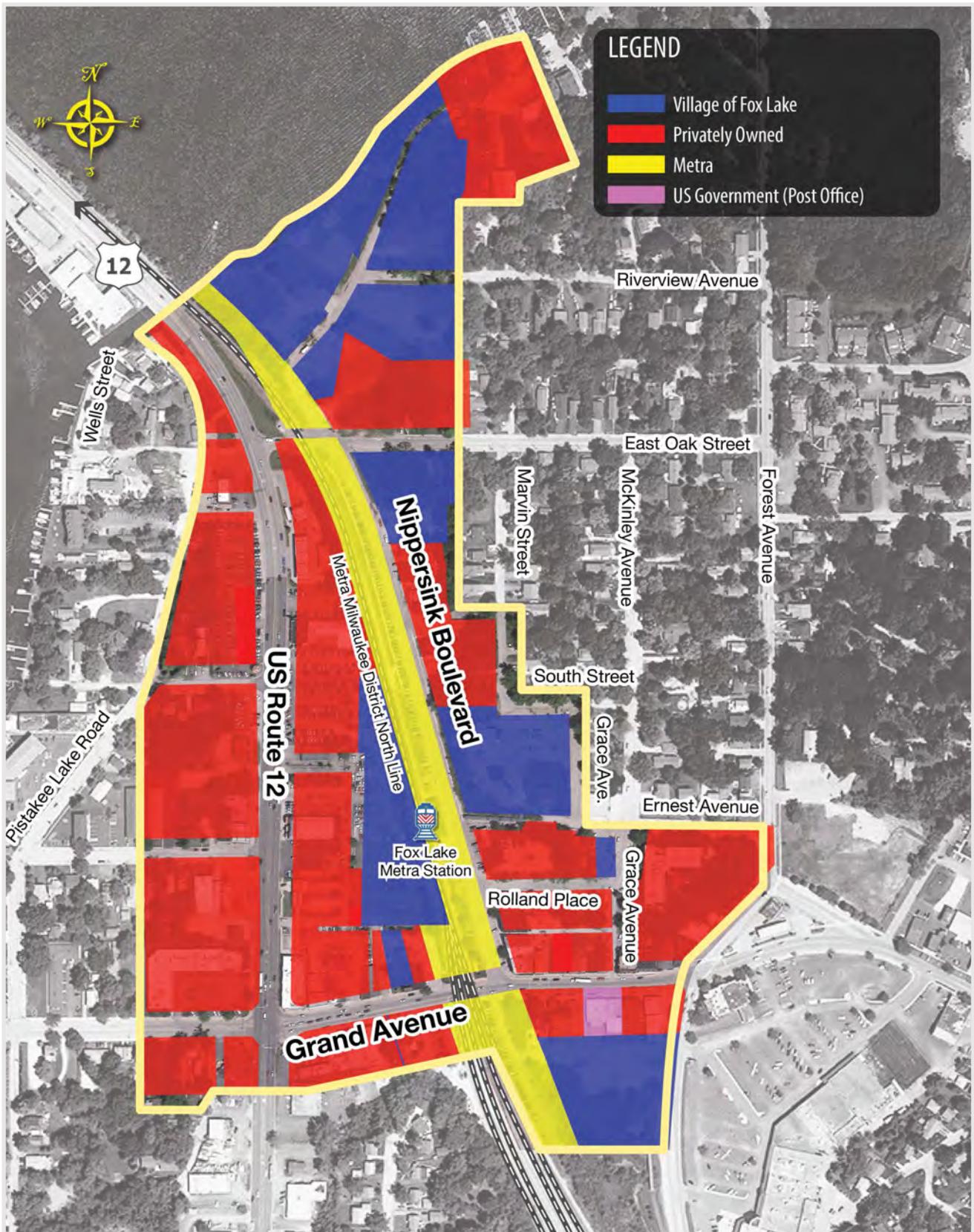


Figure 1-4 | Parcel Ownership in the Study Area

# 1.3 LAND USE & PARCELING

## The Village of Fox Lake Subdivision Ordinance

The Village of Fox Lake Subdivision Ordinance is a recently adopted document intended to require developers to comply with the procedural requirements of the Illinois Compiled Statutes. The Ordinance was established to regulate the platting of land in the Village to establish a collection of reasonable design standards for the subdivision of land as well as a clear and easy process to ensure continuity with existing developments.

The Village of Fox Lake is noted for relationship and ability to embrace the natural features of the area. The ability to protect this environment made it necessary for the Ordinance to establish a series of guidelines for the continued dedication, use, and maintenance of common areas in new and existing subdivisions. Additionally, infrastructure elements such as the provision of an adequate street system, a means of sewage disposal as well as utilities such as drainage and stormwater control.

Through a detailed site review process led by Village Staff and Officials, the guidelines and requirements of the Ordinance are in place to protect and provide for the public health and general welfare of residents.

## Parcel Ownership

Land ownership within the study area can be conceptualized into four main groups:

- ❑ Village of Fox Lake
- ❑ Privately-owned
- ❑ Metra
- ❑ US Government (Post Office)

The majority of land consists of privately-owned commercial and residential parcels, and is mostly concentrated along Route 12 and Grand Avenue. Metra owns the right-of-way to the railroad from the southern boundary of the study area to the shoreline.

Importantly, the Village owns a considerable amount of land clustered around the station house and shoreline of Fox Lake, as well as Millennium Park located in the southeastern most corner of the study area. This assortment provides a good starting point for considering redevelopment opportunities that are conducive to pedestrian- and transit-oriented uses.

Figure 1-5 | Parcel Groups Percentage

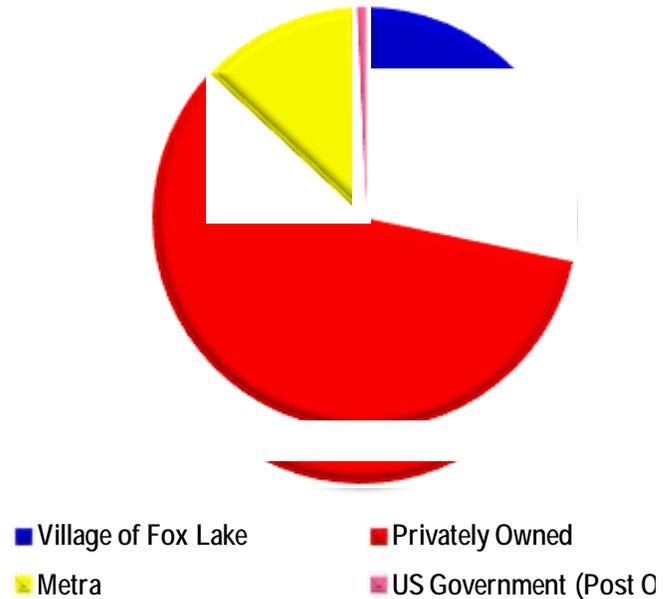
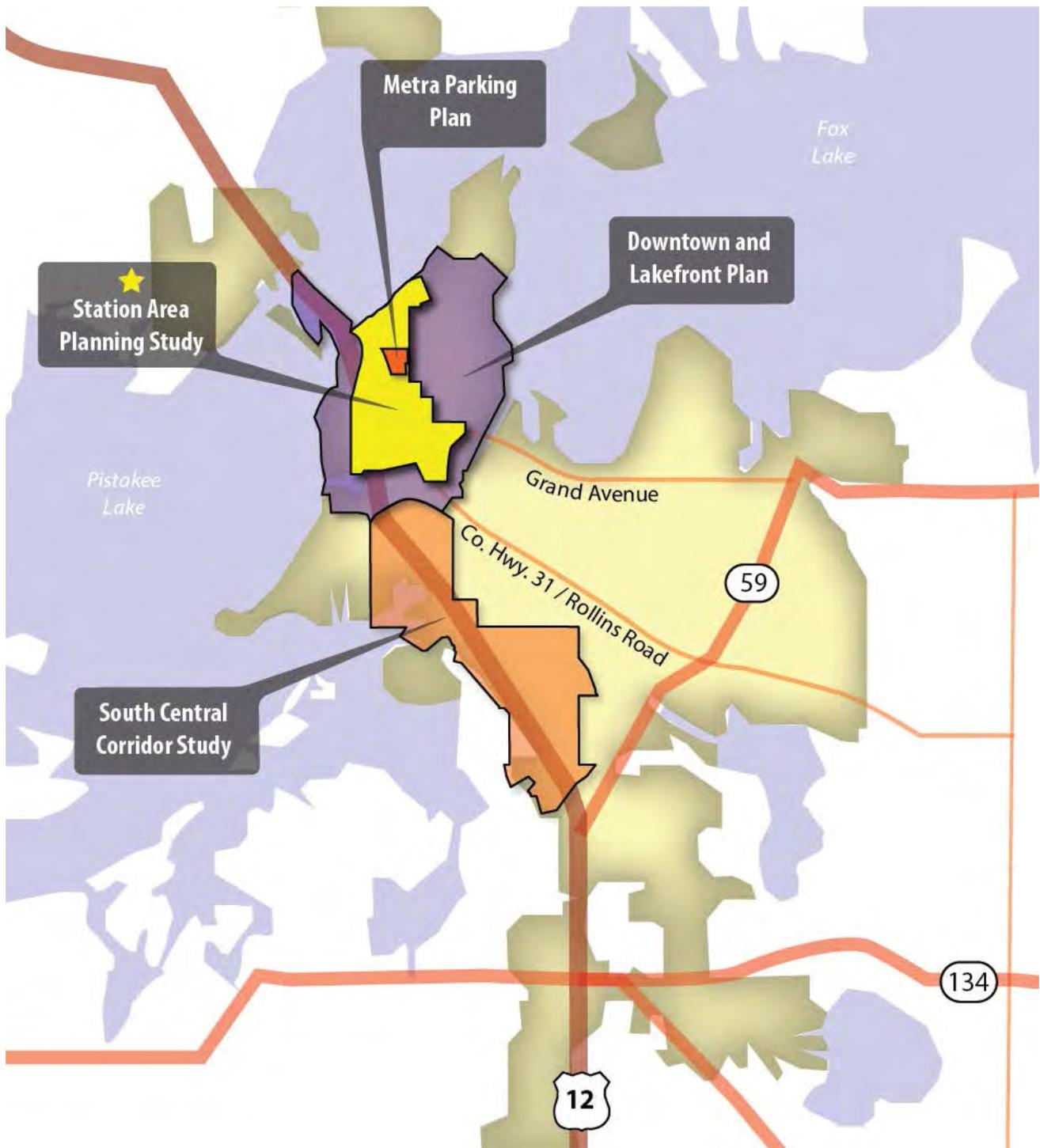


Table 1-1 | Parcel Groups by Acreage & Percentage

Facility	Acreage	% of Study Area Land
Village of Fox Lake	12.9	28.3%
Privately Owned	26.8	58.7%
Metra	5.6	12.4%
US Gov't	0.3	0.6%
Total Land (Non-Infrastructure)	45.7	100.0%
Total Land (Non-Infrastructure)	62.5	100.0%



**Figure 2-1 | Past Study Area Boundaries**

*While previous studies, especially the Downtown and Lakefront Plan, have already identified major goals and long-range vision for Fox Lake’s central area, the Station Area Plan will target specific action steps that can be taken to produce improvements, thus zeroing in with more micro-level planning strategies.*

### 2.1 PREVIOUS PLANNING STUDIES

#### Downtown and Lakefront Vision Plan (May 2011)

The Village of Fox Lake Downtown and Lakefront Vision Plan was the first step taken by the Village to ensure its status as a regional destination and as an example for surrounding communities to look towards in future community development.

Guided by a series of public workshops aimed at capturing overall consensus, as well as a thorough analysis of existing conditions, the Vision Plan generates a sequence of recommendations based on a series of newly defined downtown districts. Each district is defined, created, and planned in order to provide the village with unique and identifiable areas of development that when combined collectively create a diverse and exciting atmosphere across Downtown Fox Lake.

Recommendations found within the Vision Study bear an immediate impact on the Fox Lake Station Area Plan as well. Through the creation of the Lakefront Park District at the northernmost edge of the Station Area, moving southward to the Route 12 & Nippersink Triangle District, culminating in the West Grand Lake District and Downtown Business District, the Station Area possesses all of the tools necessary to establish itself as an effective anchor for the transit related services of the area.



Improvements in the Station Area include, but are not limited to:

- ❑ Create a park development along the lakefront including installation of new pavilions, a viewing tower, seasonal food and family entertainment options;
- ❑ Allow for the expansion of existing and new lakefront mixed-use development;
- ❑ Improve pedestrian linkages and create a walkable atmosphere to connect waterfront businesses south to the train station area;
- ❑ Redevelop the east side of Nippersink Road with mixed-use structures and create pedestrian connections to the Lakefront Park District;
- ❑ Develop a mixed-use corridor along West Grand Avenue to extend the businesses to the lake;
- ❑ Create a vibrant mix of shopping and entertainment uses to reinforce the area’s resort atmosphere; and,
- ❑ Improve pedestrian circulation from a newly created municipal pier at West Grand Avenue east to the Downtown Business District.

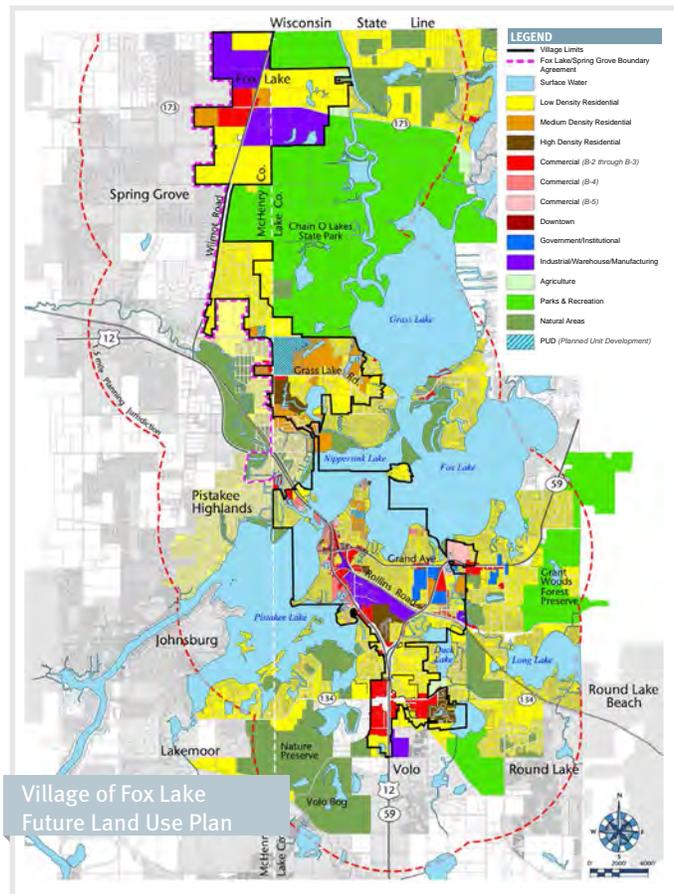
# Comprehensive Development Plan and Policies Update (February 2012)

The Village of Fox Lake Comprehensive Development Plan and Policies Update was developed to shape and guide the type, intensity, rate, and quality of growth of new development so that the objectives of the Village of Fox Lake are achieved with the utilization of available resources.

The primary components of the plan include a Community Profile where a thorough analysis of the current conditions of the Village takes place with regards to zoning, population, housing characteristics, and a public facilities inventory. Information derived from this Community Profile is then utilized to generate a series of Land Use and Development policies.

Upon establishing a future land use plan, the Comprehensive Plan transitions its concentration on to a series of key focus areas and corridors within the Village. Following the definition of each key focus area and corridor a sequence of specific recommendations and suggestions are outlined along with a comprehensive list of guidelines and strategies to be used by the Village to ensure that enhancements to existing development as well as future development is implemented in a manner which respects the intended desires of the Plan.

Although the development of these key strategies is the driving factor towards creating a unified vision for the future of the Village of Fox Lake, it is the implementation strategies which provide a clear and concise tool for the Village to utilize in transforming these ideas into action. Consisting of certain actions and techniques necessary to achieve each specific task, the Implementation Strategy provides the Village with the procedural recommendations and suggested funding mechanisms required to tackle the spectrum of initiatives within the Plan.



## Village of Fox Lake South Central Corridor Plan (2012)

The Village of Fox Lake South Central Corridor Plan explores one of Fox Lake’s most heavily trafficked thoroughfares – Illinois Route 12. The section of Route 12 south of Downtown serves the Village as a key point of entry into the village from the south and because of this high visibility this area possesses tremendous potential for enhancements which can result in a distinctive entry corridor for those traveling through the core of Fox Lake.

The South Central Corridor Plan begins with an analysis of existing conditions in the study area. Within this analysis, two distinct sub-areas are identified and defined according to overall physical environment, as well as land use and building characteristics. After gaining an understanding of the existing features of the South Central Corridor, the Plan identifies improvement areas throughout the Study Area.

Through the identification of existing land use modifications, potential redevelopment sites, transportation related enhancements, key intersections, and priority places; the Plan provides a detailed series of study area recommendations and a framework plan to enact in order to achieve these results.



*The South Central Corridor is highly visible to visitors and residents, with great potential to be enhanced and serve as a distinctive entry corridor to the Village.*



## Metra Station and Parking Plans

The Village of Fox Lake Plan Commission in collaboration with CMAP has created a detailed list of parking solutions for locating additional Downtown parking in the future.

The content within this document provides a series of aerial photographs with topography and tax map overlays showing a collection of potential locations for parking areas in the future.

Potential locations identified in this study include:

- ✦ West Grand Avenue - Southwest corner of West Grand Avenue and Thillen Lane,
- ✦ South-Central Grand Avenue - Southeast corner of West Grand Avenue and Illinois Route 12,
- ✦ North-Central Grand Avenue - Access to a two story garage may be granted from Rolland Place or from the alley behind the shops fronting Grand Avenue and Grace Avenue,
- ✦ Between Metra and The Bakery – Vacant lot with frontage on Grand Avenue which may be combined with Metra parallel parking abutting to the west,
- ✦ Train Station Parking and Stores – Located along Nippersink between Ernest Avenue and Rolland Place, a multi-level parking structure is suggested incorporating current businesses within structure.



## Signage Standards

The Village of Fox Lake Signage Ordinance acts as a framework for signage in the Village within the Village Code. The Ordinance is enacted to preserve the aesthetics and value of property through the maintenance and development of standards for signs, canopies, and awnings in the Village, while remaining visually subdued in order to avoid distracting motorists / pedestrians in the Village.

Specifically, the Village provides a list of prohibited and permitted signage and regulations based on type, size, materials, and content as well as construction techniques and overall maintenance. The Ordinance also includes procedural information for implementing signage as well as penalties for non-conforming signs.



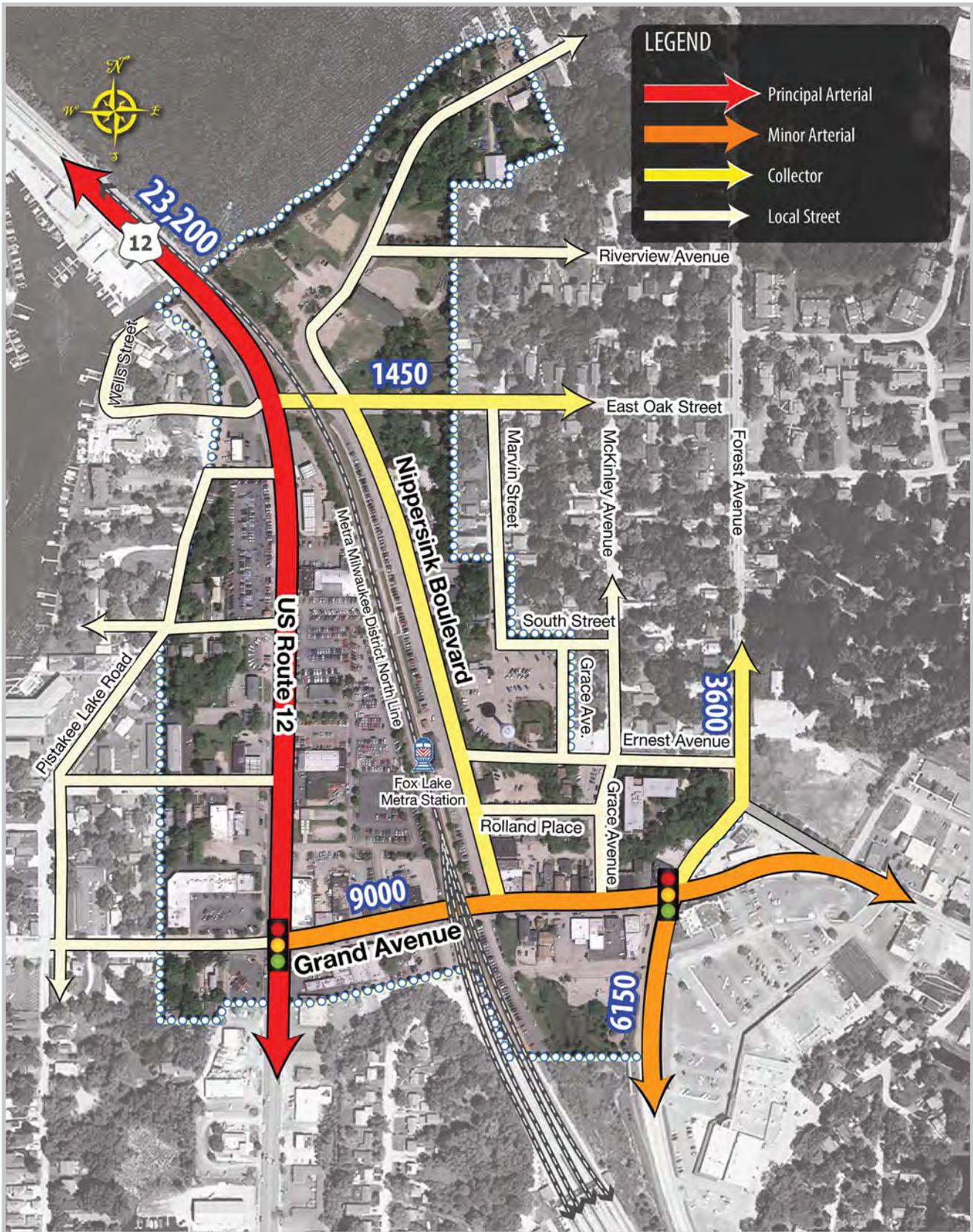


Figure 3-1 | Roadway Classifications, Signals, and Average Daily Traffic Counts

## 3.1 ROAD NETWORK & USAGE

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### Roadway Classification

As seen in Figure 3-1, the roads in the vicinity of the study area include principal arterials, minor arterials, major collectors, and local streets, according to the Illinois Department of Transportation (IDOT) roadway classification system. Principle arterials generally are characterized by higher traffic volumes, higher speeds, and a greater number of lanes. Minor arterials generally serve as connections feeding traffic between arterials and local streets / collectors, which are generally low traffic, low speed streets that distribute traffic throughout neighborhoods.

#### Principal Arterials:

- ✦ US Route 12

#### Minor Arterials:

- ✦ Grand Avenue
- ✦ Rollins Road

#### Major Collectors:

- ✦ Nippersink Boulevard (along the stretch from Grand to Oak; north of Oak, Nippersink is a local street)
- ✦ Oak Street (US Route 12 to Forrest Avenue)
- ✦ Forrest Avenue (from Grand to Oak)

The Fox Lake Metra station is directly adjacent to the intersection of Nippersink Boulevard and Grand Avenue. Grand Avenue has one lane in both east and west directions and features curbside parking on both sides, while Nippersink Boulevard is a two-lane road featuring Metra parking on the west side and some public curbside parking on the east side. US Route 12 is the highest-capacity and highest volume road in the study area, with two lanes in both directions.

## Traffic Volume

The greatest traffic volume in the study area exists on US Route 12, as seen in Figure 3-3. This road carries approximately 23,200 vehicles per day. Grand Avenue ranks second-highest with 9000 vehicles per day, and Rollins Road carries approximately 6150 vehicles per day. The remaining secondary arterials and collector roads carry less than 5,000 vehicles per day.

Following is a complete list of traffic counts for each major roadway, according to IDOT Annual Average Daily Traffic counts (AADT):

- ❑ US Route 12 (23,200)
- ❑ Grand Avenue (7150)
- ❑ Rollins Road (6150)
- ❑ Forest Avenue (3600)
- ❑ Oak Street (1450)
- ❑ Nippersink Boulevard (950)

## Major Intersections

US Route 12 and Oak Street is currently stop controlled on the minor leg, northbound and southbound legs of US Route 12 both have two through lanes and one dedicated left turn lane. The westbound leg of Oak Street only allows a right turn to the northbound US Route 12 due to the proximity of a rail crossing approximately 90' from the stop bar. The eastbound leg of Oak St. has one lane and allows all movements. There are no pedestrian facilities at this intersection.

US Route 12 and Grand Avenue is currently signalized with pedestrian signalization provided the intersection. The north and south legs of US Route 12 have two through lanes and a left turn lane. The east and west leg of Grand Avenue in this area have one through lane and one left turn lane.

Grand Avenue and Nippersink Boulevard is currently a stop controlled intersection on the minor leg. Southbound Nippersink Boulevard has two lanes (left and through/right). Across from the north leg of Nippersink is the entrance to a Metra station parking lot. Eastbound and westbound Grand avenue each have one lane in each direction. The intersection is just east of the railroad. Pedestrian facilities are provided at the intersection.

Grand Avenue and Rollins Road is currently a signalized intersection. East and west legs of Grand avenue have two lanes at the intersection no exclusive movements are provided. Northbound Rollins Road has one through/right lane and one exclusive left lane. Southbound Forest Avenue has one lane. Pedestrian facilities are provided at the intersection.

## Review of On-Street Parking

A review of the existing parking configuration and space available on Grand Avenue between Nippersink Boulevard and Rollins Road identified parallel parking on the both sides of the street. We have explored reconfiguration with painted parallel parking or diagonal parking, and do not find that painting parallel spots would increase parking and may in fact increase motorists' tendency to space out parking and thus actually reduce overall parking capacity. Diagonal parking could be provided on one of the sides of the street however there is insufficient space to allow diagonal parking on both sides of the street.

Figure 3.2 illustrates existing on street parking, along with some Metra commuter parking (for a complete illustration of Metra parking in the study area, please refer to Figure 3.4), and potential locations for new parking lots or structures. Note that potential parking locations do not indicate that all sites would or should be developed; rather, these are all options for one or more parking lots as future demand warrants.

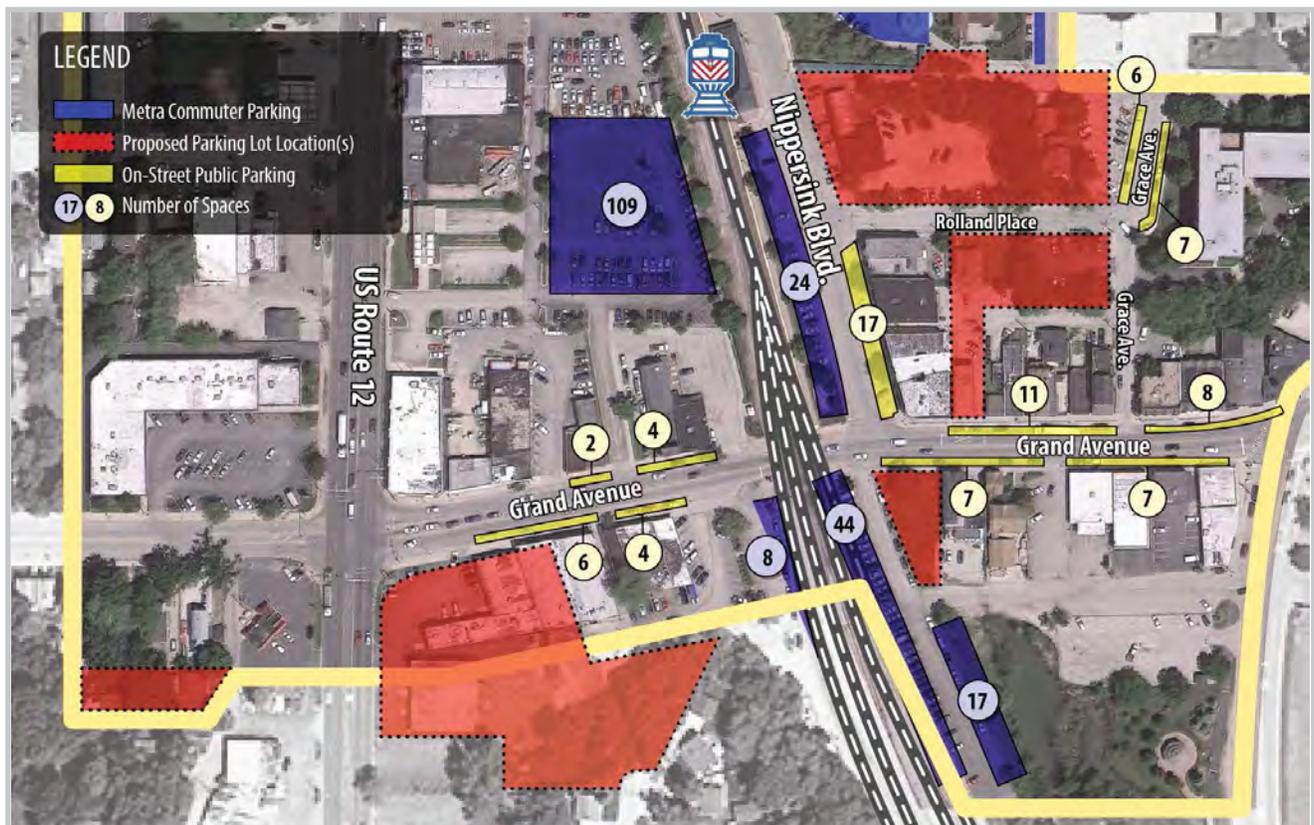


Figure 3-2 | On Street Parking and Other Parking Options

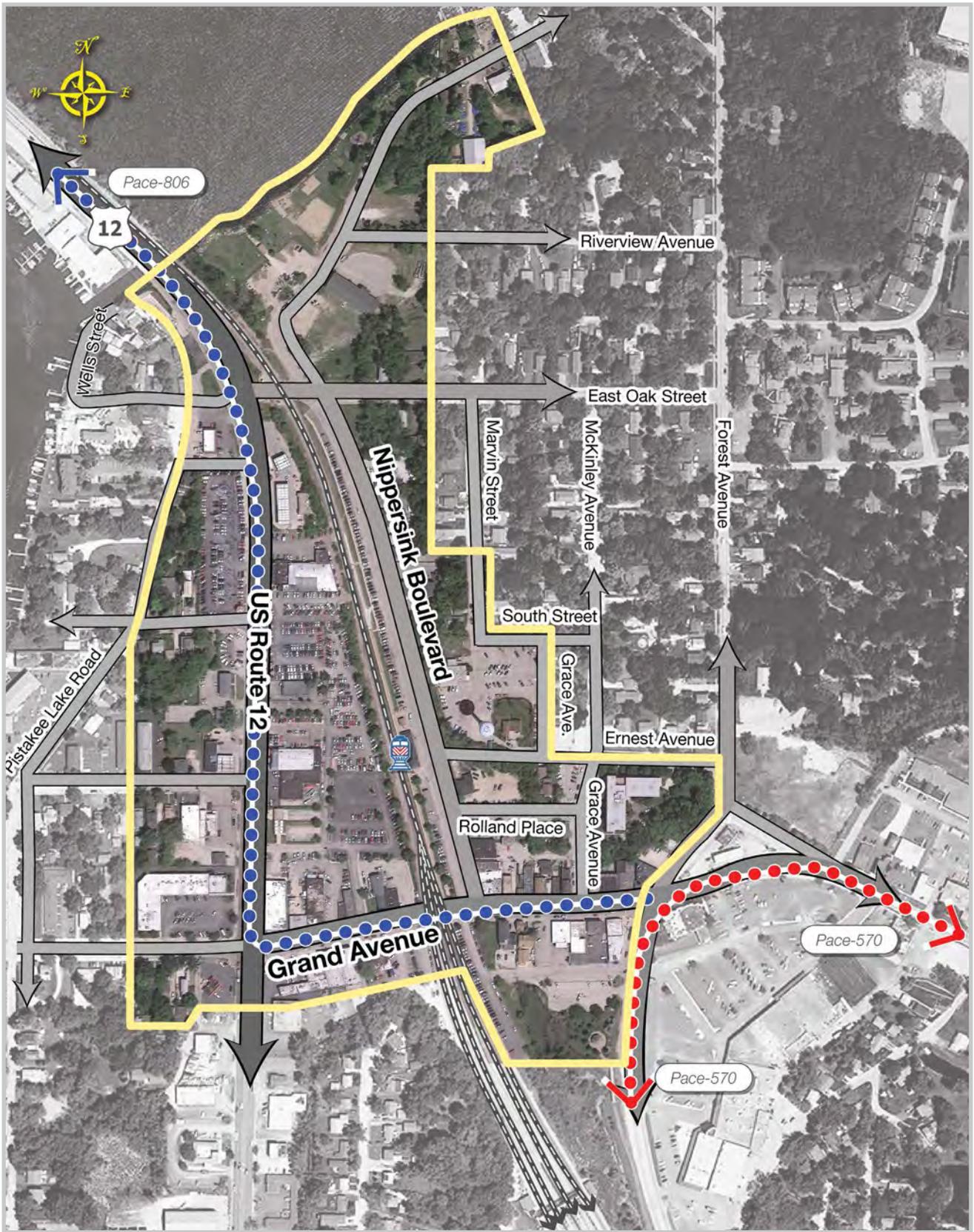


Figure 3-3 | Pace Bus Routes

## 3.2 PUBLIC TRANSPORTATION

### Overview

The Village of Fox Lake is located in the northwestern quadrant of Lake County, and it is directly adjacent to the McHenry County border. The Village enjoys commuter rail service provided by Metra, the Regional Transportation Authority’s commuter rail division, as well as bus service provided by Pace, the region’s suburban bus agency.

### Pace Service

Two bus routes with decidedly different operating characteristics serve Fox Lake. One is Route 806 which operates between Crystal Lake station in McHenry County and the Fox Lake station. The other is Route 570 which travels from its terminus at Lakeland Plaza near the Fox Lake station to Gurnee Mills shopping center, serving the Round Lake Metra station and College of Lake County, as well.

Route 806 operates in the AM and PM peak periods only, taking about an hour to travel from one terminal to the other—a little less northbound and a little longer southbound. In the morning, the first of three buses leaves Crystal Lake 5:55 AM; the last leaves at 8:15 AM. In the evening, there are two trips, one at 4:10 PM and the other at 5:05 PM. In the reverse direction, the first morning bus leaves Fox Lake 6:20 AM; the last of three trips to Crystal Lake Metra station leaves Fox Lake at 8:30 AM. There is a fourth trip that leaves Fox Lake at 9:15 AM and travels only as far as Old McHenry City Hall, a trip that takes less than ½ hour. In the evening, there is one trip originating at Old McHenry City Hall and terminating at Crystal Lake Metra station; this trip takes 35 minutes. There are also two trips from Fox Lake to Crystal Lake, leaving Fox Lake at 4:00 and 5:29 PM, respectively. During the midday, only dial-a-ride service, available to the general population in Dorr and McHenry Townships, is available through MCRide McHenry County.

Because of the hybrid nature of Route 806, its weekday ridership is no longer calculated as a fixed route. Rather, it is treated as a Paratransit service where passenger volumes are significantly lower. Route 570 takes about 50 minutes to make the trip between Fox Lake and Gurnee Mills. There are fourteen trips in each direction on weekdays, and twelve trips in each direction on Saturday.

**Table 3-1 Pace Average Daily Ridership**

Fox Lake Station				
Weekday Boarding				
Inbound	Detail			
AM Peak	Midday	PM Peak	Evening	Total
525	58	34	15	632
Weekday Alightings				
Outbound	Detail			
AM Peak	Midday	PM Peak	Evening	Total
21	84	438	85	628

Source: Regional Transportation Authority Mapping and Statistics (RTAMS)

However, there is no Sunday or holiday service. The frequency of service on weekdays varies from 53 minutes to 1 and ½ hours. The first eastbound bus leaves Fox Lake at 6:32 AM and the last leaves at 8:37 PM. Westbound, the first bus leaves Gurnee Mills at 5:36 AM and the last leaves at 7:42 PM. Saturday service is hourly – an uncomplicated “memory headway” – with eastbound service from 8:46 AM to 7:46 PM, and westbound service from 7:46 AM to 6:46 PM.

In August 2012, 381 passengers rode Route 570 on a typical weekday, while 281 used the service on Saturday.

On both fixed routes, 806 and 570, the standard adult fare is \$1.75 with a \$0.25 transfer; reduced fares are available for eligible passengers. On the dial-a-ride service, it is \$3.00.

**Table 3-2 Pace Service Frequency and Route Ridership**

Pace Route No.	Route Name	Service Frequency at Fox Lake Station		Pace Route Ridership	
		Weekday	Saturday	Weekday	Saturday
570	Fox Lake-Gurnee Mills	30 min.	30 min.	334	224
806	Crystal Lake-Fox Lake	30 min.	30 min.	53*	n/a

Source: Regional Transportation Authority Mapping and Statistics (RTAMS)



Figure 3-4 | Commuter Parking Facilities

## Metra Rail Service

The Metra station that is located in the Village is the terminus of Metra’s Milwaukee Division North Line. Because of Fox Lake’s location near the McHenry County line, its rail station also draws commuters from northeastern McHenry County, as well as commuters from Wisconsin due to the Village’s proximity to the state line.

On weekdays, eighteen trains originate in Fox Lake with the earliest train to Union Station, Chicago departing at 4:46 AM, and the latest departing at 10:15 PM. During the morning period between 4:46 and 7:28 AM, service frequency ranges from five to twenty-seven minutes. Three express trains operate between 6 and 7 AM, saving the commuter who is traveling the full distance between eight and fourteen minutes of travel time. After the 7:28 AM train, service frequency diminishes substantially.

During Midday and later, trains inbound to Chicago leave at two to three and one-quarter hour intervals. For the eighteen weekday trains operating from Chicago to Fox Lake, the pattern reverses, with infrequent service in the morning, and frequent service for trains leaving Chicago between 3:55 and 5:52 and arriving in Fox Lake between 5:24 and 7:19 PM. In the evening there are four express trains. The first outbound train leaves Union Station at 7:01 AM; the last leaves at 12:25 AM.

Consistent with operating patterns throughout the Metra system, service frequency diminishes on weekends, but Metra continues to provide service from morning to late evening. On Saturday, there are eleven inbound and outbound trains every one to two hours throughout the day, with ten trains in each direction on Sunday.

On both days, the earliest inbound train leaves Fox Lake at 5:38 AM and the latest leaves at 10:25 PM. The earliest outbound train leaves union station at 8:35 AM and the latest leaves at 12:25 AM. The schedule could easily accommodate people who are traveling from the city or near suburbs to Fox Lake for weekend recreation.

Fox Lake station is 49.5 miles from downtown Chicago, placing it in Metra’s fare zone “J.” As of February 1, 2012, a full-fare one-way ticket is \$7.75, a ten-ride ticket is \$69.75, and a monthly pass costs \$220.75. Reduced fare tickets for eligible passengers are approximately 50% less expensive.

**Table 3-3 Place of Origin for Station Riders**

Municipality	Number	Percentage
Elgin	175	61%
Carpentersville	18	6%
Chicago	11	4%
West Dundee	9	3%
Algonquin	5	2%
Bartlett	5	2%
Hoffman Estates	5	2%
Huntley	5	2%
Glen Ellyn	3	1%
Rockford	3	1%
Sleepy Hollow	3	1%
Unincorporated/ Other	49	17%

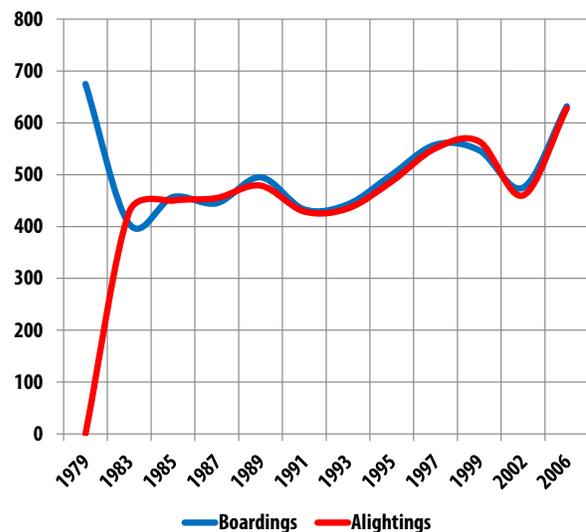
Source: Regional Transportation Authority Mapping and Statistics (RTAMS)

**Table 3-4 Station Service Frequency**

Weekday	Saturday	Sunday
Peak: 5-33 min.	60-120 min.	60-120 min. (with some exceptions)
Off-Peak: 120 min. (appx.)		

Source: Regional Transportation Authority Mapping and Statistics (RTAMS)

**Figure 3-5 | Weekday Boardings vs. Alightings**



Source: Regional Transportation Authority Mapping and Statistics (RTAMS)

**Table 3-5 Mode of Access to Station**

Year	Walked	Drove Alone	Dropped-Off	Car-pool	Bus	Bike	Taxi
1999	10%	68%	8%	15%	0%	0%	0%
2002	6%	74%	14%	5%	0%	0%	1%
2006	5%	68%	21%	4%	0%	0%	4%

Source: Regional Transportation Authority Mapping and Statistics (RTAMS)

## Metra Ridership

Metra has not taken formal ridership counts since 2006, but at that time, 632 people were boarding at the Fox Lake station on a typical weekday, a 50% increase over the 475 daily riders boarding in 2002. Although over 1,500 people lived within ½ mile of the station in 2006, only 5% walked to the train. About 93% accessed the train by car, with 68% driving alone.

While walking is usually a preferred access mode for people who live within ½ mile of a station, the fact that such a large proportion of riders access the Fox Lake station by auto may not be unusual for a terminal station that draws riders from a large area beyond the end of the line.

**Table 3-6 Average Weekday Station Ridership by Time of Day**

### Weekday Boardings

Inbound Trains					Outbound Trains				
AM Peak	Midday	PM Peak	Evening	Total	AM Peak	Midday	PM Peak	Evening	Total
255	69	85	58	467	0	5	4	0	9

### Weekday Alightings

Inbound Trains					Outbound Trains				
AM Peak	Midday	PM Peak	Evening	Total	AM Peak	Midday	PM Peak	Evening	Total
1	2	3	3	9	89	101	251	49	490

Source: Regional Transportation Authority Mapping and Statistics (RTAMS)

## Station Area Parking

At the present time, parking capacity at the station is 408 spaces, and in 2011 at the time of the Metra parking counts, the spaces were 91% occupied. When parking is utilized at 90% or more, Metra considers it to be constrained and seeks to increase capacity. In that vein, the agency is now planning to develop an additional parking facility in the station area. The new lot, only a short distance to the station, will accommodate 79 vehicles.

**Table 3-7 Station Parking Utilization**

Facility	Capacity	Utilized	% Utilized
1987	259	232	90%
1991	393	303	77%
1994	387	348	90%
1997	389	343	88%
1999	389	352	90%
2001	389	386	99%
2004	402	370	92%
2007	407	414	102%
2008	414	414	100%
2011	408	372	91%

Source: Regional Transportation Authority Mapping and Statistics (RTAMS)

## Challenges and Opportunities

Pace has an interest in improving the routing and turnarounds for Pace buses to the Metra station in downtown Fox Lake. At the same time, it may be possible to enhance the attractiveness and comfort of facilities that serve passengers who transfer between Pace and Metra.

Although this may not be possible because Fox Lake is a terminal station, as previously noted, development strategies that encourage people to get to the station on foot or on the bus could relieve the pressure on parking facilities over the longer term. Potential benefits include conversion of real estate dedicated to parking to higher and better uses, and corresponding environmental enhancements.

Finally, developing the recreational market in Fox Lake, and promoting Metra access to it, would benefit the Village economically while enhancing Metra's weekend ridership. This, too, is attractive from an environmental perspective.



## 3.3 BIKEWAYS

Fox Lake is very uniquely positioned to take advantage of one of the Chicago region's longest and most popular bicycle trails - the Chain O'Lakes Bike Path.

This trail system terminates at Millennium Park, located in the southeastern corner of the study area. While Fox Lake residents currently enjoy access to the trail and the Village benefits from out-of-town visitors, no concerted effort has been made to clearly define a system of bicycle paths within the downtown area that connect with this trailhead.

At the time of this publication, the Chicago Metropolitan Agency for Planning (CMAP) is conducting a study of the region's bikeways, called the Northeastern Illinois Regional Greenways and Trails Plan. This plan, which is an ongoing effort, includes the Chain O'Lakes path within Fox Lake. Land Vision and the project team members will work with CMAP and its consultants to ensure that findings from both plans are complementary.



## 3.4 STREETScape & PEDESTRIAN ENVIRONMENT

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The overall condition for walking through the Fox Lake Station Area Plan study area is poor. While there are segments that are pleasant for walking, there are other areas that are not inviting and areas where it is difficult as described above. The study area is just under 60 acres and from an overall scale factor, is not difficult to cover entirely by walking.

There are many amenities including parks, lakefront and recreation areas, regional bike trail connections, the commuter rail station and the historic downtown that remain disconnected by the gaps in the pedestrian system. Improvements to the pedestrian an trail system that would attract increased pedestrian use and connecting the entire study area, would yield great benefits

Within the study area of the Fox Lake Station Area plan there is a great variety of conditions found when evaluating the pedestrian atmosphere and the ability to walk throughout the station area and Fox Lake downtown summarized as follows:

- ✘ **US Route 12 Corridor:** Most of the US Route 12 corridor within the study area boundary exists without sidewalks. In many areas there are physical barriers including many unused raised curb-cuts, many areas with uneven surfaces that are sometimes paved, sometimes grass areas, and sometimes gravel. In certain locations parked vehicles and utility poles block the walking path. There is the need to weave on and off of private property in attempting to walk this corridor. The higher speed traffic volumes and lack of separation from the roadway also contribute to a rather hostile pedestrian environment.
- ✘ **Grand Avenue / Downtown District:** Within the defined historic downtown along Grand Avenue between Forest Avenue and US Route 12d tracks you have a well defined “streetwall” and sidewalks in good condition. While there is room for improvement in the overall streetscape elements, this area is very walkable.
- ✘ **Nippersink Boulevard:** Nippersink on the south begins with one block of a very positive streetscape and walkable block along historic buildings on the east side of the roadway. North of this first block on the east side of the roadway, the sidewalk is either deteriorated or does not exist, and there is a negative atmosphere which does not invite pedestrian movement.

On the west side of Nippersink Boulevard there is a very attractive pocket park with mature trees and benches along Grand Avenue adjacent to the railroad tracks and the station area platform. There is a well maintained sidewalk that parallels the commuter rail platform that runs the entire length of Nippersink Boulevard to Oak Street. While this sidewalk is very well maintained and very walkable, it is somewhat hidden and separated from the east side of the roadway where retail business exist.



Figure 3-6 | Station Area Corridors

**US Route 12:** US Route 12 is the primary thoroughfare facilitating the majority of traffic traveling through the Downtown Fox Lake Station Area. Entering the Station Area at its southern limits, US Route 12 continues in a northward progression prior to turning northwest and exiting the study area via the bridge over Fox Lake.

US Route 12 is characterized by a variety of commercial uses, primarily auto-oriented in nature. Due to the auto-nature of the corridor, US Route 12 suffers from a discontinuous streetwall often interrupted by large parking areas fronting the street with commercial structures set back to a distance which contributes very little to the pedestrian environment. Currently no formal streetscaping system exists on US Route 12.



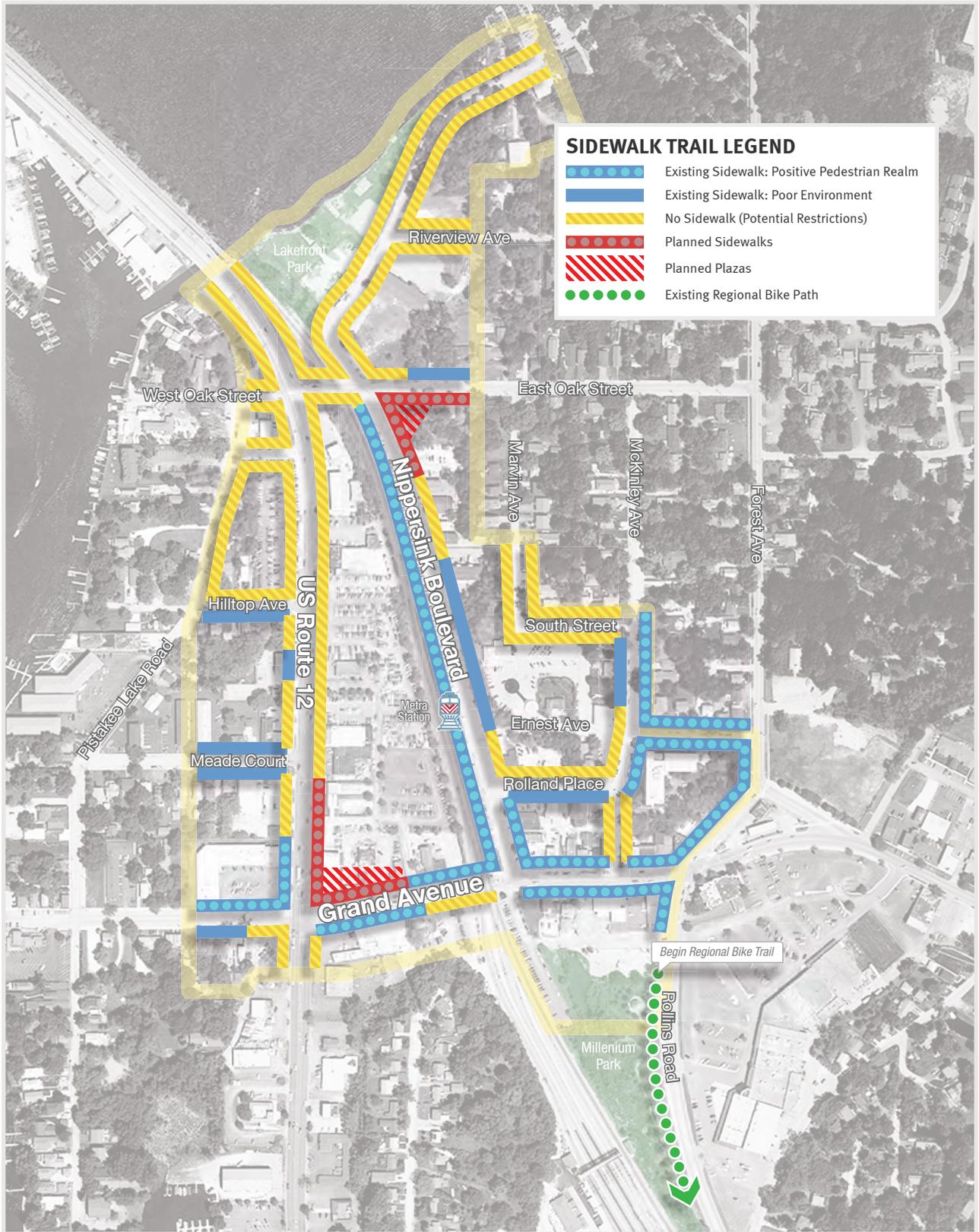
**Grand Avenue:** Grand Avenue forms the southern boundary of the Station Area and is considered by residents and the business community to be the true “downtown” Fox Lake. Uses along Grand Avenue can be primarily classified as commercial in nature ranging in height from one to two stories. A nearly continuous “streetwall” exists along Grand Avenue providing for a positive pedestrian environment. Current streetscaping enhancements to the Grand Avenue Corridor are limited to pedestrian scale lighting, a limited number of bumpouts and sporadically placed street trees. Certain businesses also offer informal landscape planters along their frontage.

Business signage along the corridor lacks a uniform look and materials palette, and should be considered for recommendations that would provide direction to work towards a unified identity.

**Nippersink Boulevard:** Nippersink Boulevard runs parallel to the Metra Milwaukee District North line beginning at Grand Avenue and continuing northward. The character of uses along Nippersink Boulevard varies ranging from small scale retail oriented businesses near Grand Avenue and transitioning to auto-oriented commercial uses combined with Metra facilities (including parking) as it progresses. Park/recreation uses are introduced to the north.

Aside from the first block of downtown buildings immediately adjacent to Grand Avenue, conditions for a true downtown streetwall are absent due to large parking areas and buildings moving north. It should be noted that the existing streetscape enhancements along the first block of Nippersink Boulevard near Grand Avenue are very attractive with a pleasant pedestrian atmosphere.





**Figure 3-7 | Sidewalk/Trail Environment**

## Sidewalk/Trail Analysis

The accompanying exhibit illustrates the observed assessment of the physical and visual characteristics of the sidewalk/trail network within the Station Area Planning Study boundary. They are described as follows:

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### *Existing Sidewalk: Positive Pedestrian Realm*

This designation includes sidewalks that exist in excellent to good condition in terms of surface conditions and maintenance. There is a variety of conditions of the environment in terms of the quality of the pedestrian realm. For example, the Fox Lake downtown area with older buildings forms a “streetwall” that creates and reinforces a positive pedestrian experience.

There are other locations with wide and well maintained sidewalks adjacent to newer retail centers that do not reinforce a streetwall. In this case, the overall pedestrian atmosphere is less positive, but still a very walkable condition.

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### *Existing Sidewalk: Poor Environment*

This designation includes areas where sidewalks exist but may be in somewhat or severely deteriorated condition or narrow. In some cases where the sidewalk is in good condition, the environment itself is negative with a lack of street trees or defined pedestrian realm.

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### *No Sidewalk (Potential Restrictions)*

This designation includes areas where there is no sidewalk and in many cases there are physical impediments and/or the lack of space to locate a sidewalk. Along the US Route 12 corridor higher speed traffic and truck traffic contribute further

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### *Planned Sidewalk Improvement*

This designation includes areas where there are current plans to install new sidewalks and streetscape elements such as street trees and lighting. In the areas shown on the map, it is expected that the improvement will be completed in less than one year.

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### *Planned Plazas*

This designation includes key intersection corners connected with planned sidewalk improvements where additional space is available and planned to create a pedestrian plaza with added streetscape elements including benches.

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### *Existing Regional Bike Trail*

This designation includes the beginning of extensive regional bike trail system where it leaves the Fox Lake downtown district heading southeast to forest preserve properties.

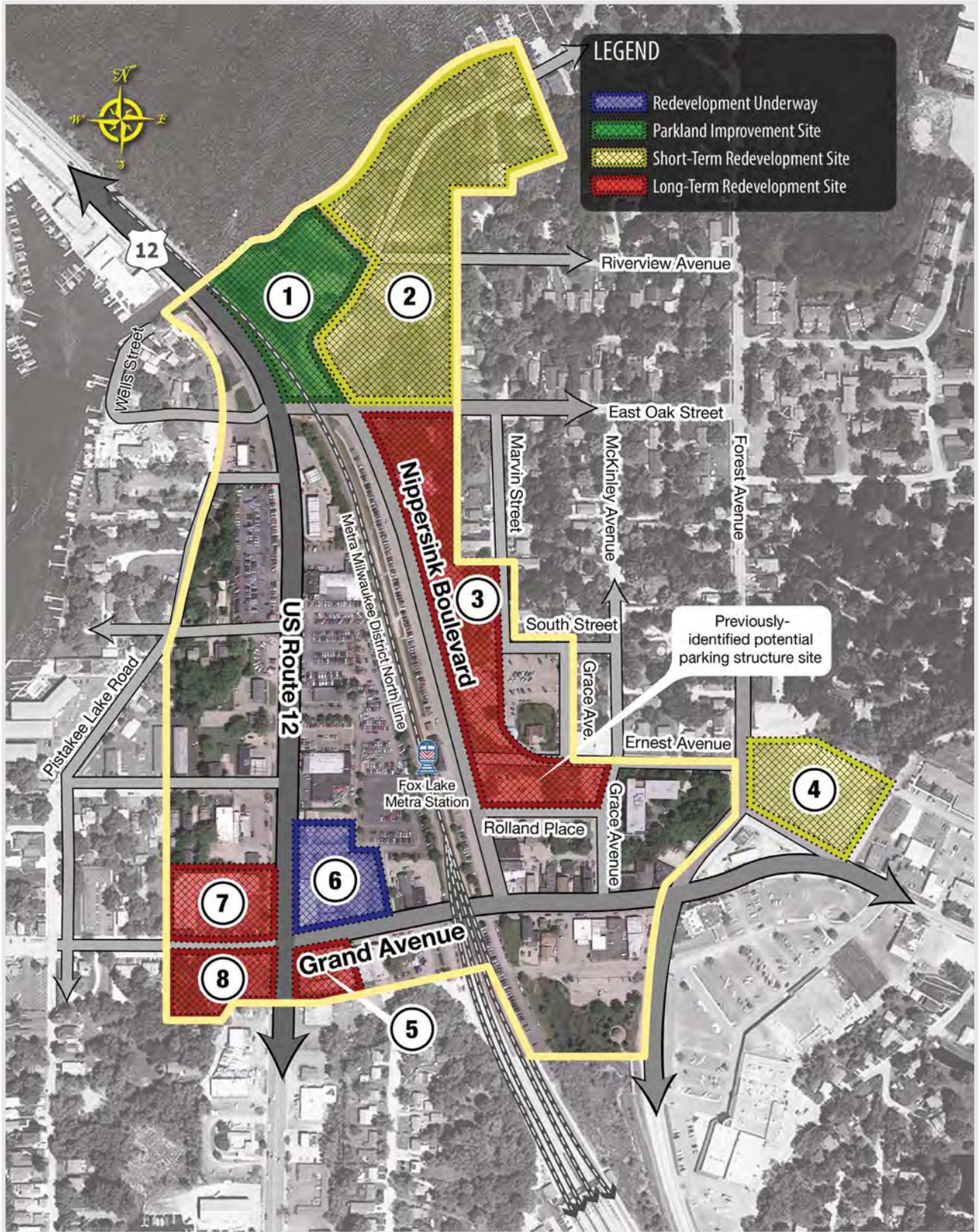


Figure 3-8 | Vacant and Underutilized Parcels with Development Potential

## Vacant and Underutilized Parcels with Development Potential

The accompanying exhibit shows all potential development sites currently occupying vacant or underutilized land in the study area. Each of the following locations are discussed in further detail throughout the remainder of this chapter:

- 1. Lakefront Parkland*
- 2. Resort Site*
- 3. Nippersink Corridor*
- 4. Former Shopping Mall Site*
- 5. Southeast Corner of Grand / IL Route 12*
- 6. Northeast Corner of Grand / IL Route 12 (Thorton's)*
- 7. Northwest Corner of Grand / IL Route 12*
- 8. Southwest Corner of Grand / IL Route 12*

# US Route 12 Corridor



Conditions looking North along US Route 12 show that all of the land-uses from Grand Avenue to the bridge on both sides of the roadway are commercial, retail or office. Many of the buildings are relatively close to the roadway with many private curb-cuts between public roadway intersections. There are many automotive related business which in much of the roadway corridor leave no space for a pedestrian sidewalk.



The above photograph demonstrates what is a typical condition along US Route 12 where the pedestrian realm does not exist between larger curbcuts. In this case, the pedestrian must weave around utility poles, grass islands, and through private property in waling along the roadway corridor.

# US Route 12 Corridor



This image illustrates the absence of sidewalks typical along the US Route 12 corridor.



Moving further north along the west side of US Route 12, there is one segment of sidewalk located on private property. This side walk connects to a gas station entrance / exit and dead ends into a car and truck sales lot further to the north.

# US Route 12 Corridor



This image shows the conditions of the Route 12 corridor adjacent to open automobile sales lots where there is space and paving, but a lack of definition for the pedestrian. These areas are also devoid of any type of streetscape elements such as landscaping, decorative lighting, banners and defined sidewalks.

Moving further north, this section of the corridor is very similar to the previous image and description except that the ground surface not paved, but is gravel and weeds. This surface further impedes the ability for pedestrian movement along the corridor.



# US Route 12 Corridor



Looking back towards the south along the west side of the US Route 12 corridor, it illustrates generally impediments to pedestrian movement aggregated along the entire west side of the US Route 12 corridor. In addition, the corridor is rather unattractive from either the pedestrian or persons traveling by automobile.



Looking north from the crest of the hill along the northern section of the US Route 12 corridor there is an attractive view of Nippersink Lake. Again, the pedestrian realm is unwelcoming and the higher speed of traffic entering and leaving the bridge adds to the difficult existing conditions along US Route 12.

# US Route 12 Corridor



The last segments of the northern section of the US Route 12 corridor on the west side of the road, leads the pedestrian into a private parking lot with curb barriers and unpaved surfaces along the roadway corridor. The Oak Street intersection is the last public roadway intersection with US Route 12 just before the US Route 12 bridge. It should also be noted that the Oak Street intersection is the only other at grade crossing of the railroad tracks north of Grand Avenue.

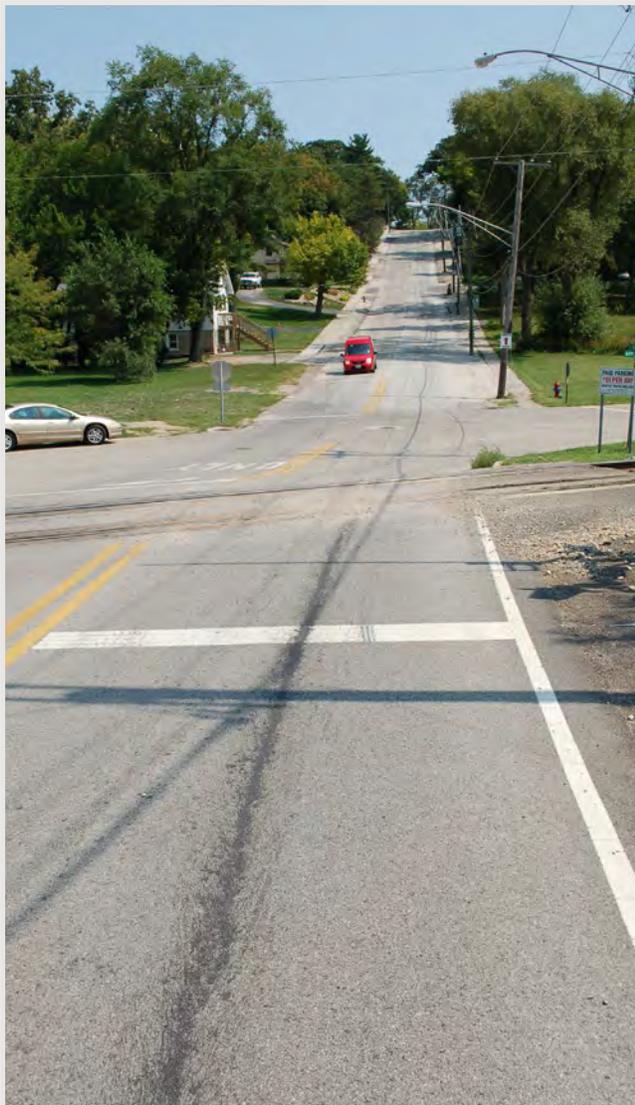


Image looking east from the US Route 12 and Oak Street intersection showing the at grade railroad crossing.

This image illustrates the relatively severe grade change where Oak Street intersects US Route 12.



# US Route 12 Corridor



The image shows very attractive views of Nippersink Lake and the village Lakefront Park from the northern end of the US Route 12 corridor just before the bridge crossing.



Chamber of Commerce signage at the Oak Street intersection identifies Fox Lake businesses located just east of the US Route 12 corridor.

# US Route 12 Corridor



Moving to the east side of the US Route 12 corridor, there is an existing gas station located just south of the intersection with Oak Street.

Moving south along the east side of US Route 12, this image shows an area impossible for pedestrian use. The space along the roadway corridor is very narrow and severely sloped. Just to the right of this photo, there is a stairway connecting the parking lots of the private business properties to provide a safe pedestrian cross access between properties.



# US Route 12 Corridor



Significant recent improvements and additions to the buildings and signage shown in this image have made a very positive improvements to look of the US Route 12 corridor.

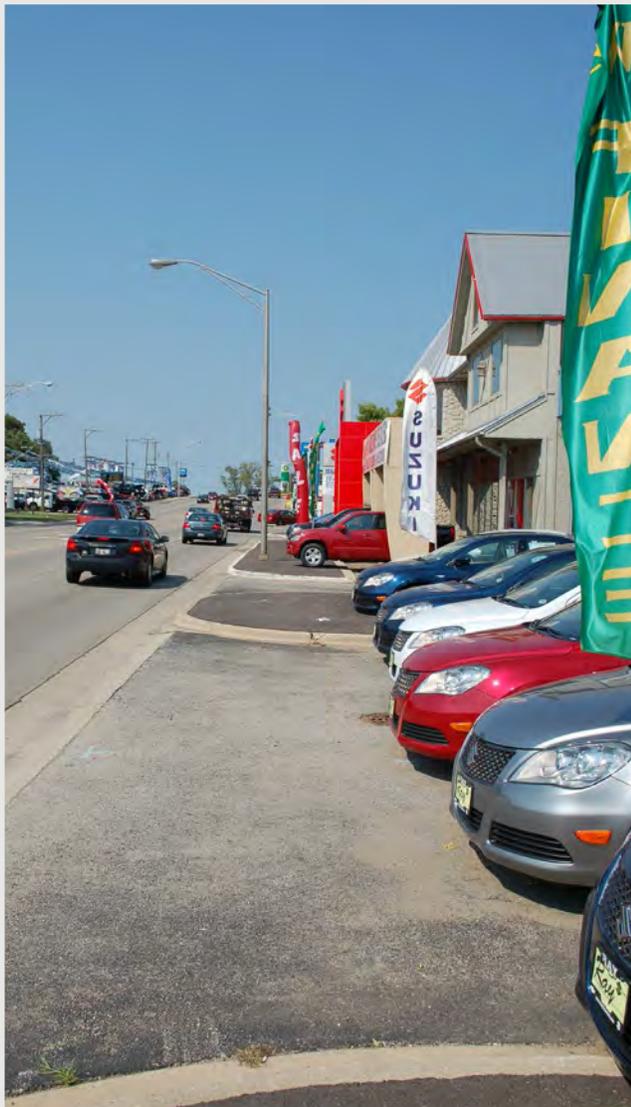
This detail image of the east side of the IL Route corridor demonstrates that there is less available space left to create a pedestrian realm than on the west side of the roadway corridor. Similar to the west side, there are many active an inactive curb-cuts which create physical barriers for walking.

# US Route 12 Corridor

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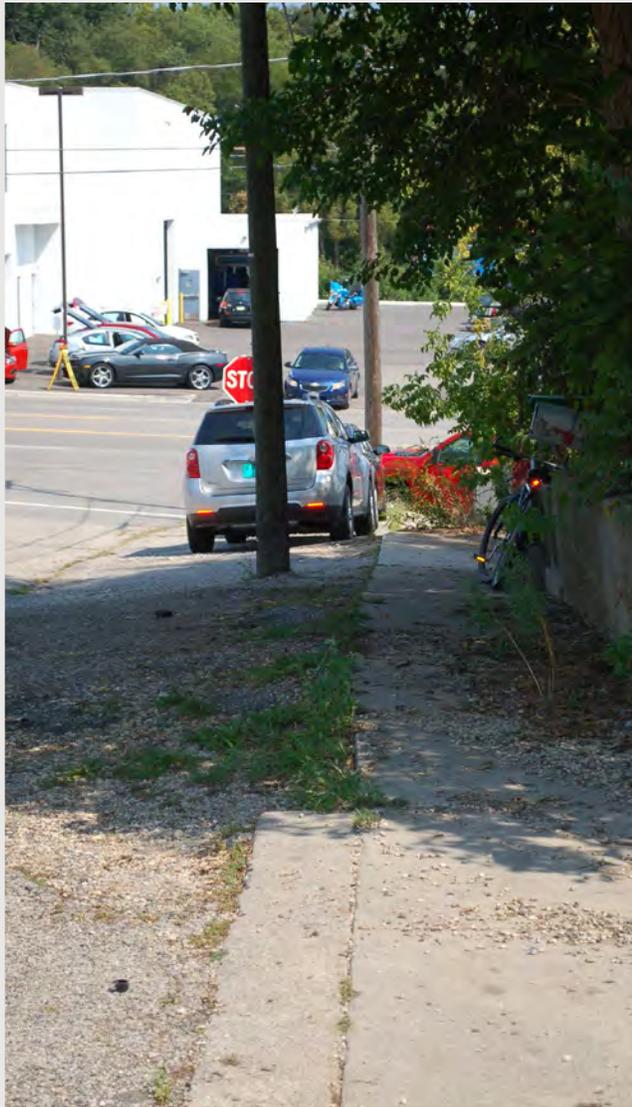


Smaller parcels with individual curb-cuts contribute to the lack of space for sidewalks and landscaping along the US Route 12 Corridor



Moving further south along the east side of the US Route 12 corridor illustrates that in specific locations there is a greater setback to the automobile sales areas with a continued pattern of unused curb-cuts creating a poor pedestrian realm.

# US Route 12 Corridor



These images along Hilltop Avenue represent the typical conditions along the residential streets which intersect perpendicular to the west side of the US Route 12 corridor. There are many areas of deteriorated sidewalks and parkways along these side streets. Often very wide curb-cuts and “front yard parking” compromise the location for the pedestrian realm and for the ability to locate street trees. It should be noted that there are commanding views of Pistakee Lake from key locations at the crest of several of these side streets.



# US Route 12 Corridor



The northwest quadrant of the US Route 12 and Grand Avenue intersection has parking at the corner in front of a small, L shaped retail center. There are wide sidewalks adjacent to the traffic lanes with street trees and benches, and limited landscaping. There is one larger vertical sign advertising the tenants with individual business signs above each storefront. While this retail center is moderately attractive, the building and parking layout are inconsistent with the downtown streetscapes, and do not reinforce a positive pedestrian environment.

# US Route 12 Corridor



The northeast quadrant of the US Route 12 and Grand intersection is currently vacant. The images above show a former bank building and former hardware store that have been removed to make way for a new planned civic plaza at this corner. There will be a new retail development north of the civic plaza.



The plaza plan and perspective rendering illustrate the new look for this corner which will greatly improve this corner as a primary gateway intersection with new sidewalks and streetscaping elements running the entire frontage of the redevelopment site north along US Route 12 going and east along Grand Avenue.

# US Route 12 Corridor



The southwest corner of the US Route 12 and Grand Avenue intersection is home to the Fox Lake Dairy Cream restaurant. While this use remains a very popular destination for residents and visitors alike, the current site planning and lack of defined sidewalks greatly hinders pedestrian movement at this quadrant of the intersection. As shown in the photographs, extremely wide curb-cuts that blend into the street afford no pedestrian realm. Looking to the west towards the west, there is a sidewalk which dead ends stubs into the parking lot at this corner.



# US Route 12 Corridor



Looking south of the US Route 12 and Grand Avenue intersection, there is also no sidewalk or location for pedestrian or installation of streetscaping elements.

# US Route 12 Corridor



The southeast quadrant of the US Route 12 intersection has parking at the corner in front of an L shaped small retail center. There is a very wide sidewalk along the Grand Avenue frontage with ample area for outdoor seating, however there are no street trees or other elements to buffer the roadway. There is no defined pedestrian realm north and south along the US Route 12 frontage. Due to the lack of a pedestrian connection west across US Route 12, and no sidewalks going south, this location is somewhat of a dead end for the Fox Lake downtown.

# Grand Avenue Corridor



This image illustrates an example of a newer construction building which is designed to hold the northeast corner of the East Grand Avenue intersection with Forest Avenue/Rollins Road. Conscious effort was made to design a building which serves as a positive entrance gesture into the Station Area through the incorporation of a clock tower which terminates views from East Grand Avenue/Rollins Road.



The north side of East Grand Avenue provides a quality pedestrian environment highlighted by an attractive streetwall of contributing one and two story masonry structures.

Bollards and railings provide shelter to pedestrians on an elevated sidewalk fronting commercial space along East Grand Avenue.

# Grand Avenue Corridor



Traditional signage such as that found in the accompanying image is a positive contributor to East Grand Avenue. Simple, hand painted, facade mounted signage is appropriate to the historic character of the area.

However a lack of street trees and pedestrian-oriented amenities prevents the area from achieving the overall sense-of-place associated with true “Downtowns.” Buildings located at the northeast corner of East Grand Avenue and Nippersink Boulevard do an admiral job of introducing pedestrian-oriented/street activating elements such as building awnings, benches, street trees, landscaped planters, etc., which provide a monumental difference in achieving the desired feel and environment.



# Grand Avenue Corridor



A distinct feature of the Grand Avenue Corridor occurs between the north and south sides of the street. Contextually, the north side remains historically intact and provides a solid streetwall with minimal gaps. Conversely, the south edge of the street consists of considerable newer (i.e. 1960's-1970's) structures that are less significant historically and development results in gaps where future redevelopment opportunities may exist.

# Grand Avenue Corridor



West Grand Avenue begins at the Metra train tracks. This section of the corridor is marked by primarily single story, commercial structures with limited historic value.



A small pedestrian refuge area is formed in a transitional space as the Metra tracks bisect East and West Grand Avenue. Elements such as these serve as excellent examples of integrating pedestrian oriented spaces into the overall streetscape.

# Grand Avenue Corridor



Excessively wide curb cuts along West Grand Avenue serve as an obstacle for pedestrians and compromise the overall pedestrian environment.



The former ACE Hardware is planned for future redevelopment. Plans include incorporating a triangular plaza at this location along US Route 12 which will provide a triangular plaza for pedestrian circulation and gathering.



Small pockets of streetscape enhancements have occurred along West Grand Avenue. These elements include on-street parking, signage and wayfinding elements directing pedestrians and motorists to Metra, landscaped bump-outs and landscaped planters along building facades.

# Grand Avenue Corridor



Commercial building such as this, located at the southeast corner of West Grand Avenue and US Route 12 do little in terms of contribution to the pedestrian streetscape. Parking areas, located in the front of buildings prevent the building from holding a more prominent place on the corner and result in wasted space which could be dedicated to improving the pedestrian environment.



The presence of a wide sidewalk is a positive element towards creating great streetscapes. Although the introduction of outdoor seating is commendable, the combination of a blank facade and improper associative use result in a pedestrian space that is ineffective and not inviting.

# Nippersink Boulevard Corridor



Conditions looking south along Nippersink Boulevard from Oak Street showing a rural edge to the left and commuter parking to the right. There is no defined pedestrian way. Note that a new commuter parking lot and new sidewalk are planned for the east (left) side of Nippersink Boulevard. See aerial view and rendering of planned improvements at the southeast corner of Nippersink Boulevard & Oak Street.



# Nippersink Boulevard Corridor

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Progressing further south along Nippersink Boulevard there continues to be a lack of a defined pedestrian realm. The portion shown on the east (left) side of the image will be improved with the new commuter parking lot and sidewalk plan mentioned on the preceding page.



This image shows the linear commuter parking along the west side of Nippersink Boulevard. There is a wide and well-lit sidewalk in front of the parked cars which connects to the Fox Lake Metra Station and platform. There is a lack of landscape islands to break up the monotony of cars in part due to the fact that parking is at a premium.



Further to the south along Nippersink Boulevard, there is a sidewalk that is in a deteriorated condition as shown. There is also a retaining wall on the east side of the roadway due to a severe slope up to the elevated commuter parking lot at the Village water tower site.

# Nippersink Boulevard Corridor



Looking north along Nippersink Boulevard you can see Nippersink Lake. This view looking north along Nippersink, all the way back to Grand Avenue is the only view to water from the Downtown and should be protected.



This image shows a detail of the concrete retaining wall and deteriorated sidewalk. These elements combined with the lack of separation from the street and the lack of street trees and lighting, contribute to a negative pedestrian experience along the east side of Nippersink Boulevard.

# Nippersink Boulevard Corridor



The Fox Lake Metra Station platform is in excellent condition and is very attractive. The platform is wide with ample circulation and staging area and has a brick paver surface. The station building is also attractive and well maintained. There is very good lighting, landscaping and furniture such as benches shown in the adjacent photographs.



# Nippersink Boulevard Corridor



Within the immediate Metra Station area all streetscape enhancements are absent. In this area, a lack of curb cuts and the absence of sidewalks create an area with a completely undefined pedestrian realm, troubling due to the presence of a pedestrian walkway which leads to the Metra Station from a parking area on a hill overlooking Nippersink Boulevard. Existing right-of-way distance may be sufficient to support traditional boulevard elements such as a landscaped median and on-street parking.



Certain areas along Nippersink have already begun implementing streetscape improvements. Although additional enhancements would be appropriate the pedestrian scale buildings with minimal setbacks, planters, awnings, street trees, trash receptacles, and implementation of diagonal parking along the frontage are excellent first steps and should serve as a minimum precedent for future enhancement implementation.

# Nippersink Boulevard Corridor



The commercial uses along Nippersink Boulevard near the Grand Avenue intersection consist of quality historic architecture. Traditional building details and materials are well-maintained and minimal maintenance and physical enhancements are necessary in order for the area to reach its full potential.



In some cases such as Biglow & Company Insurance Agency, exterior and interior enhancements have already taken place. This example illustrates the benefits of updating windows and a fresh coat of paint. Combined with the addition of facade mounted lights, signage, and awnings. With basic improvements and enhancements such as this the overall aesthetic is increased dramatically throughout the Downtown area.

### 4.1 PURPOSE & OVERVIEW

In order to develop a strategic implementation plan to help foster the ongoing development of downtown Fox Lake in the area proximate to the Fox Lake Metra station, transit oriented development (TOD) practices should be considered in concert with the local real estate market conditions. TOD principals address how to best take advantage of the increased pedestrian activity and potential ancillary business development opportunities associated with a vibrant transportation hub in a downtown area.

The Fox Lake Metra Station is a key component of the typical daily commuter activity and in addition it has become a key transportation component of the Fox Lake seasonal tourism activity. Thus, the strategic TOD plan for the downtown will be developed with downtown's core market strength as the driving factor while also considering the enhanced market potential through commuters using the station, new residents who may choose to locate near the station, new employees near the station, and, in the unique case of Fox Lake, tourists.

This Market Assessment assesses the future potential for the downtown TOD area based upon market strength as well as the surrounding market competition.



## Issues Associated with TOD Market Potential

A transit-oriented development (TOD) is economic development that maximizes access to public transport, and often incorporates features to encourage transit ridership. A TOD neighborhood typically has a center with a train station or bus stop, surrounded by relatively high-density development with progressively lower-density development spreading outward from the center.

TODs generally are located within a radius of one-quarter to one-half mile from a transit stop, as this is considered to be an appropriate scale for pedestrians. BDI is assisting the Land Vision team as it identifies design and land use changes likely to capitalize on the Fox Lake Station TOD.

Through this project BDI will identify the level of market demand for specific types of residential, retail, office, and mixed use projects to the extent that they are both appropriate and financially feasible. Opportunities to enhance the tourism market will be of prime importance in Fox Lake.

## Market Assessment Methodology

Business Districts, Inc. has been systematically examining the trends driving development pressure in TODs since 2009, and in previous projects, we have identified typologies for TOD communities. This analysis begins with those typologies and adds current demographic and spending power information from national demographic databases to document the existing market. Nearby development was examined and evaluated to determine the regional competitive environment. Key stakeholder interviews were conducted to verify information in addition to learning about new emerging trends and projects.

For the downtown, these geographies have been documented:

- ❏ **Community Affiliated Market:** Successful commercial and station areas often define the character of a community. Similarly, residents are proud to bring guests to dine in independent restaurants and seek special items at unique stores associated with community investment. This relationship creates a bond that makes community residents an important market for a TOD.
- ❏ **Pedestrian:** Residents living within a ½ -mile walk of the transit center are particularly active users. The frequent trips and presence of these nearby residents adds vitality even when businesses are not open. Consequently, this market is more important to the success of an area than its spending power may suggest.
- ❏ **5- Minute Convenience Market (also bicycle):** If one can drive to obtain a needed item within five-minutes, that location can be the routine choice to meet every day needs provided there is desirable quality and variety. Convenience shoppers are the core market for most neighborhood retail clusters. The 5-minute drive time market also identifies the homes of bicyclists who can travel to the area in ten-minutes or less and encompasses the ½ -mile pedestrian market. These markets add recreational users to the convenience mix. The convenience five-minute drive time is typically the primary trade area for commercial TOD, and it could provide 60% to 85% of the spending captured by study area businesses.

✦ **15-Minute Destination Market:** The businesses gaining the smaller percentages of their sales from the convenience market create a destination draw for downtown because their unique offering attracts shoppers and diners from larger geographies. Customers from this secondary trade area add sales to adjacent convenience businesses. The stores attracting this market also give the area a distinguished and unique character.

One should note that, although the sales volume from this market is a smaller percent of the area's total volume, these marginal sales add significantly to the profits of all businesses and, without destination customers, few businesses could meet their operational goals. It is noted later in the report that Fox Lake's Destination Market will be key to accessing the density and spending power which further enhance the downtown.

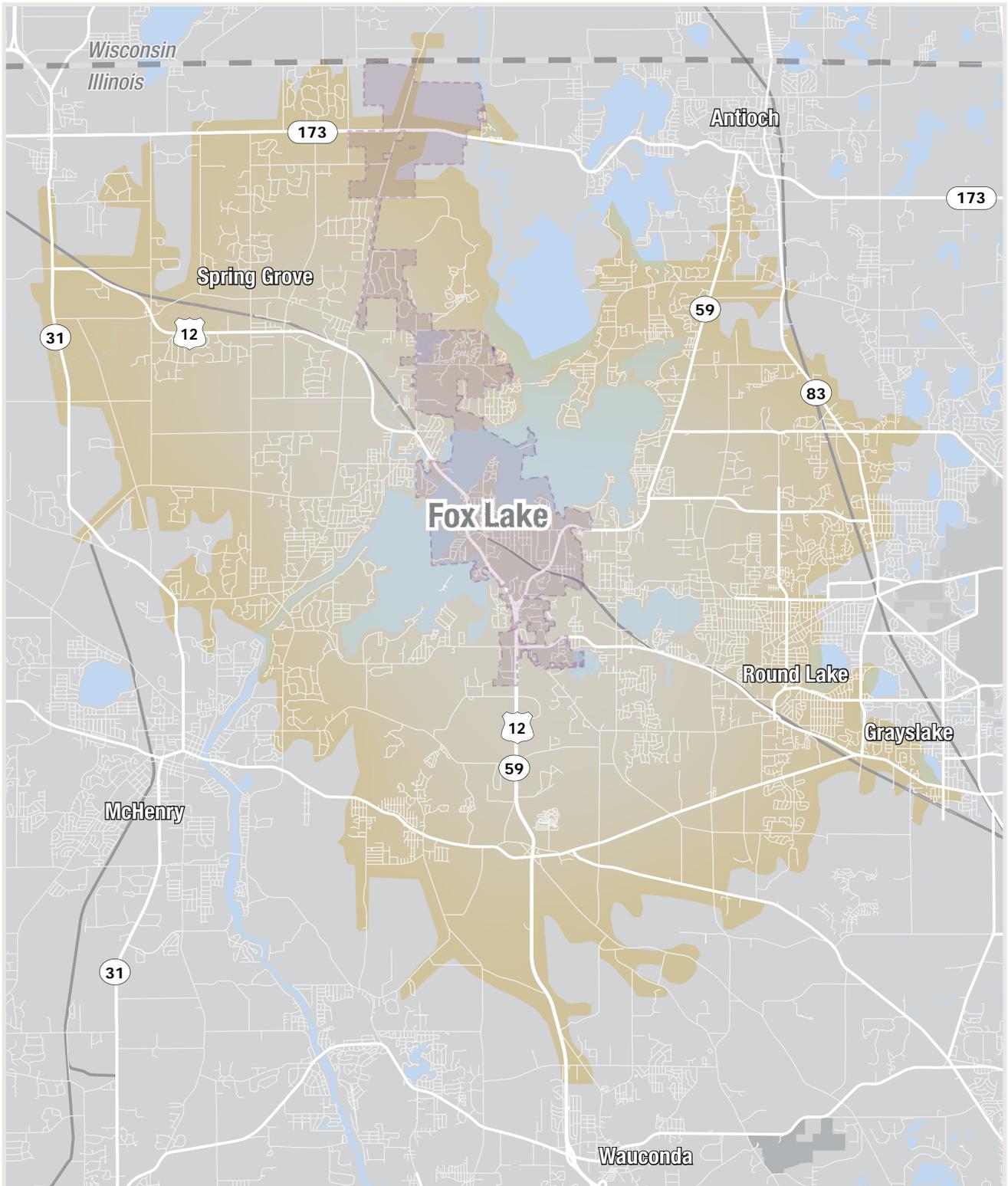
✦ **Tourism:** What is particularly unique to Fox Lake is the existence of the strong seasonal tourism market. While this market is not usually sufficient to sustain all core businesses typically found in a downtown, increased tourism supplements their revenues and enhances overall business profitability, and in certain cases, seasonal tourism can support some strictly seasonal businesses. The market analysis will attempt to determine the Fox Lake dynamics in this regard.

✦ These existing market conditions, along with the strengths, weaknesses, opportunities and threats, will guide the consultants as development concepts are created for the Fox Lake Station Area Plan.

**Table 4-1 Demographics and Ethnicity for the Village of Fox Lake Metra Station Area**

Demographics	Fox Lake	1 Mile	3 Miles	5 Minutes	15 Minutes	Quantity
<b>Total Population</b>	10,413	1,941	5,018	31,621	8,995	115,046
<b>Total Households</b>	4,746	971	2,295	12,738	4,009	41,109
<b>Household (HH) Size</b>	2.19	2.00	2.19	2.48	2.24	2.80
<b>Population Density (per Sq. Mi.)</b>	1,144.60	2,464.40	1,592.70	1,115.20	2,091.80	1,163.50
<b>Median Age</b>	36.7	36.0	36.4	36.6	36.5	36.9
<b>Owner Occupied Housing Units</b>	63.3%	54.0%	55.8%	71.1%	59.9%	76.1%
<b>Bachelor's Degree or Greater</b>	24.9%	21.3%	23.3%	24.1%	23.8%	29.2%
<b>Average HH Income</b>	\$66,505	\$52,644	\$58,829	\$77,862	\$64,247	\$81,807
<b>Median HH Income</b>	\$60,891	\$48,266	\$54,200	\$66,912	\$58,882	\$70,638
<b>HHs w/Incomes \$75,000+</b>	39.6%	29.8%	35.7%	44.1%	39.2%	46.8%
<b>Number of Employees</b>	2,998	733	1,802	5,859	2,734	30,861
<b>Annual Retail Spending</b>	\$161,119,994	\$27,897,593	\$71,381,754	\$484,341,991	\$132,837,125	\$1,621,929,130
Race & Ethnicity	Fox Lake	1 Mile	3 Miles	5 Minutes	15 Minutes	Percentage
<b>Asian</b>	1.20%	0.40%	0.80%	1.20%	0.80%	3.50%
<b>Black</b>	1.10%	0.60%	1.00%	1.10%	1.00%	2.60%
<b>White</b>	92.00%	93.50%	92.40%	93.10%	92.20%	82.60%
<b>Other</b>	5.80%	5.50%	5.90%	4.70%	6.00%	11.30%
<b>Hispanic Ethnicity</b>	10.10%	9.60%	10.20%	8.30%	10.50%	21.50%
<b>Not of Hispanic Ethnicity</b>	89.90%	90.40%	89.80%	91.70%	89.50%	78.50%

Source Data: © 2012, by Applied Geographic Solutions, Inc.



**Figure 4.1 | 15-min Driving Distance From Fox Lake Station**

## 4.2 LOCAL MARKET CONDITIONS

### Overview

Fox Lake's Metra station study area is modest in size. Discrete uses and business types, depending upon the location, characterize the area. For example, the portion of the study area to the east of the Metra station has a more traditional downtown footprint. Other parts of the study area include more auto-oriented uses. These diverse, current uses, combined with downtown's market characteristics, serve as the basis for understanding the study area's long-term opportunities for business growth.

### Demographics

The markets for Fox Lake's Metra station appear in Table 4.1. The center point for each radius and drive time is the station.

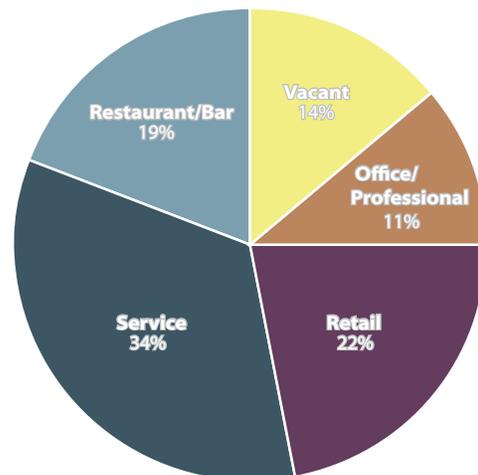
Fox Lake's markets reflect the area's history, location, and positioning as an established Chain O' Lakes resort. The most noticeable characteristic in Table 4.1 is the low employment number common to all of the markets shown. Without the demand generated by nearby employment, restaurants and bars miss the opportunity for additional services, such as lunch, catering, or carry out, that can improve operating margins.

With resort seasonality and this lack of a major demand generator, most retailers and restaurateurs must function as destination businesses, drawing customers from a wider area. The 15-minute drive time has the largest employee number, but this market excludes major employment centers to the east, south, and west. (See Figure 4.1)

The overall population number in each market is also affected by the prevalence of lakes, public lands, and other natural features. Incomes are adequate, generally increasing by market geography. According to CMAP's 2005 Land Use Inventory, 50% of the land use within 1 mile of the station is water. For example, the 5-minute, or the typical convenience market, is smaller than Fox Lake. The traditional 3-mile developer market has an adequate population with increased incomes with similar educational attainment levels as Fox Lake. The median ages and household sizes reflect the prevalence of a demographic in the higher spending household formation years. All of the markets indicate racial and ethnic diversity, with the 15-minute market having the highest incomes, largest households, greatest diversity, and largest percentage of home ownership.

As a resort community, Fox Lake is one of nine communities comprising the Chain O' Lakes region and attracts visitors primarily from Illinois and Wisconsin. Visitor estimates for the region vary, with 60,000 summer weekend visitors and about 100,000 on holiday weekends. (Source: antiochchamber.org) The Fox Waterway Agency indicates that there are over 28,000 boats on the Chain O' Lakes (2009), making the region the busiest inland recreational waterway in the U. S. In addition to water recreation, the Chain O' Lakes State Park had 2011 attendance of 868,270. (Source: Illinois Department of Natural Resources)

Figure 4-2 | Ground Floor Tenancies



## 4.3 IMPLICATIONS OF LOCAL MARKET CONDITIONS

### Study Area Business Mix

The following chart shows the current mix of businesses within the TOD study area. Residential and civic or institutional uses, such as the Post Office and Metra station, are excluded from this chart.

Service and office/professional uses dominate the current business mix, with 45% of ground floor units occupied by those business types. Retailers and restaurants occupy 22% and 19%, respectively. Ground floor vacancies units comprise 14%.

Among the current retailers, about 1/4 are auto-related. The restaurants primarily include bar/restaurants in the core and west of U. S. Route 12 and fast food formats near the highway. Both business categories support quick dining spots in the TOD area versus longer visits with a local experience. Retail and restaurant destinations elsewhere in nearby Chain O' Lakes communities represent options for Fox Lake's residents and visitors.

### Local Real Estate Markets

Real estate remains challenged nationally. For Fox Lake's study area, the lack of density, the availability of nearby, newer commercial space, the need for knowledgeable business owners, and the number of residential foreclosures throughout the community fosters investment uncertainty.

### Retail

Most of the listings noted for Fox Lake were outside of the study area. Retail asking rents range from \$5.00 Per Square Foot (PSF) to \$24.00 PSF, most on a modified gross basis. Multiple listings indicated that rents were negotiable. About 40% of listed properties were offered for sale and for lease. (Sources: LoopNet, CoStar.)

### Office

Asking rents for office lease space were generally noted as negotiable. One space (5,000 SF) in the study area was offered for \$11.00 PSF. (Sources: LoopNet, CoStar.)



### Housing

Apartments offered for rents also varied from about \$1.00 PSF to \$1.17 PSF. This included one offering near Fox Lake's Metra station. These rent figures were also consistent based upon apartment size (numbers of bedrooms and baths) and for age restricted, or age 55 or older, complexes. Many area apartments advertised their proximity to area recreation. (Sources: apartments.com, apartmentguide.com.)

Fox Lake's sales market for single-family homes, condominiums, and townhomes remains stressed, as are those in similar resort communities. The current average home price is \$113,000, declining about 6.3% within the last year and an estimated \$50,000 since 2008. Over 200 homes listed are currently in foreclosure or pre-foreclosure. Foreclosed properties listed range in offered price from \$15,000 to nearly \$800,000. (Sources: trulia.com, zillow.com.)

The Fox Lake study area's current market and real estate conditions indicate two coinciding opportunities—capturing additional visitor dollars and improving the study area's overall appearance to attract both visitors and economically viable tenants. Both opportunities will need to be addressed incrementally over time.

Increasing Fox Lake's businesses' ability to capture more dollars from area visitors presents the best opportunity for study area businesses to grow. Recreation, including water sports and biking, are the reason that most visitors come to the region. Nearby communities, such as Antioch, are currently positioned to attract regional visitors interested in a downtown experience. The study area and the Metra station have important access to multiple recreation options and to Fox Lake's downtown core.

Related to a great visitor experience is the need to work with study area property owners and business owners to improve their building exteriors and overall building and business appearance. Many downtown facades, including vacancies, are either tired or in disrepair and require owner investment. Business exteriors and interiors and natural pedestrian circulation to the lake and throughout downtown are uninviting. Without local investments and a commitment to quality, strong, prospective tenants knowing how to operate a successful business in a resort market will not be attracted to downtown Fox Lake. Operating any business in a downtown or resort location is challenging. However, diverse destination businesses, such as Blarney Island and Le Vichyssois, have succeeded in the broader Chain O' Lakes area.

The Village, the Chamber, and their multiple partners will need to become more strategic in their approach to visitor attraction, particularly because two Convention and Visitors Bureaus (CVBs) serve Fox Lake. As one example, the only Fox Lake restaurant listed on the Lake County Convention and Visitors Bureau website is El Puerto.

Understanding Fox Lake's market position and managing the Village's image among the 9 communities (and McHenry and Lake Counties and their respective CVB promotions) will be important to communicating with potential visitors and attracting more dollars to Fox Lake. Ultimately, Fox Lake needs to capitalize on its recreation assets. This increased focus will attract more visitors to the area and increase Metra ridership as a result.

The study area's current market and real estate conditions also indicate why Fox Lake's downtown has not prospered in a manner which Village officials, residents and stakeholders would prefer. Given the results of the Great Recession, building an improved traditional downtown market will be difficult in the short and intermediate term. The lack of population and density in the markets closer to the Metra station and downtown (significantly affected by the amount of proximate lake water), the number of foreclosures in the area, and the competing, modern commercial space in the immediate region do not suggest significant growth opportunities. The fifteen-minute market, denser and more affluent, represents an opportunity to capture new downtown customers, but at present, there is no compelling reason for these potential customers to visit the downtown. Within this larger market, there are many other existing options that these same customers can visit.

The Opportunities and Action Plans section at the conclusion of this Market Assessment summarizes a variety of initiatives to capitalize on this opportunity.



## 4.4 SUMMARY OF PHYSICAL RECONNAISSANCE

### Physical Reconnaissance

After extensive reconnaissance of the Fox Lake TOD study area, the Land Vision Consultant Team determined that there are distinct areas or zones in the downtown-TOD area (please refer to Chapter 5: Project Sub Areas for a detailed analysis).

Within each zone are various opportunities to improve the downtown. Prioritizing these opportunities in terms of costs and near term-intermediate term immediate impact will be the first step in implementing the final downtown plan.



Physical reconnaissance indicated the following:

- ❑ Vacancies are apparent; service businesses dominate the ground floor; and there are fewer food and beverage establishments than might be expected in a downtown.
- ❑ Building conditions and facades are not inviting and they need to be improved in order to invite new business tenant activity.
- ❑ The streetscape appears to be tired and certainly could utilize an upgrade.
- ❑ The west entry gateway at Grand and Route 12 is not inviting and it does not indicate to traffic on Route 12 that the downtown is directly to the east.
- ❑ There is not a planned connectivity of the downtown to the water and the bike trails. In particular, the Nippersink corridor could be significantly improved to visually connect the water to the downtown.
- ❑ Crossing Route 12 for pedestrians is difficult.

The primary available or underutilized sites in the downtown area are:

- ❑ The NE corner of Grand and Route 12 where a Thornton Gas Station and a Fox Lake welcoming sign will be developed in the near term.
- ❑ The Goodyear site on Nippersink.
- ❑ The restaurant site on north Route 12 on the west side of the street across from Amoco.
- ❑ Two sites on Route 12 just north of Grand on the west side of the street.
- ❑ The NW and NE corners of Grand and Route 12.
- ❑ The land use just north of the Shell station on the east side of the downtown.
- ❑ Potential pads along Grand at the shopping center on the east side of downtown.
- ❑ Some form of commercial use (i.e. hotel) on the Village owned land where Nippersink meets the water.

## 4.5 SUMMARY OF STAKEHOLDER INTERVIEWS

### Stakeholder Interviews

Business Districts, Inc. (BDI) interviewed seven stakeholders in the first phase of the downtown Fox Lake TOD Downtown Study. These stakeholders included: a lake-based tourist entertainment business; planning commission members; real estate brokers; successful businesses in the food and beverage area; a service business; a representative of the Chamber of Commerce; and a regional business which is also interested in real estate development in Fox Lake.

The following is a category summary of these stakeholder interviews:

- ❑ Tourism- It is the strength of the downtown and it is growing on an annual basis. The season is essentially May through September. Marketing this opportunity is a key opportunity for the downtown. The Metra train service has become a key component of tourism success.
- ❑ Food and Beverage- The existing strong providers are very successful. Their business is dependent on tourism on a seasonal basis as well as on a weekday-weekend basis.
- ❑ Tourist Input- Tourists most often inquire about more food and beverage options in the downtown as well as the availability of a higher quality hotel.
- ❑ Objective Economic Growth Analysis- Given the effects of the great recession in concert with the significant competition from other proximate communities no one predicts housing, job or office growth in the near term.
- ❑ Marketing- Everyone appreciates the marketing efforts of the Village, the Chamber and the regional tourism bureaus. Everyone agrees that it should be better funded and more emphasized and focused on the specific regional assets in Fox Lake regional area.
- ❑ Government- Everyone was very complimentary of the role of government. They asked government be even more involved in marketing and tenant recruitment with emphasis on tourism bases tenants.
- ❑ Streetscape Planning- In addition to the need for streetscape and façade improvements in the downtown stakeholders asked for a more focused flood planning initiative.



## 4.6 OPPORTUNITIES & ACTION STEPS

Aligning the specific opportunities in the downtown zones; the overall opportunities indicated through reconnaissance; and the consensus of stakeholders will provide the important first step in creating the vision and action plan for the downtown.

### Opportunity # 1:

The Village, the Chamber, and their multiple partners should continue to become more strategic in their approach to visitor attraction, particularly because two Convention and Visitors Bureaus (CVBs) serve Fox Lake. Understanding Fox Lake's market position and managing the Village's image among the nine communities (and McHenry and Lake Counties and their respective CVB promotions) will be important to communicating with and attracting more dollars to Fox Lake.

Ultimately, Fox Lake needs to capitalize on its recreation assets. This increased focus will attract more visitors to the area and increase Metra ridership as a result.

### Opportunity # 2:

Private sector buildings are in need of improvement and in many cases they will need to be modified in order to accommodate new tenant activities. An outreach program to all building owners to determine their plans and constraints will be helpful in prioritizing opportunities. Development of some form of public-private partnership via a façade improvement program would be helpful and perhaps would stimulate private investment.

### Opportunity # 3:

As capital improvement budgets allow, an improvement of the streetscape would create a more inviting and pedestrian oriented downtown for customers and tourists. Addressing the flooding issue at the same time as other capital improvements would also be helpful.

### Opportunity # 4:

The Nippersink corridor represents a particularly unique opportunity to visually connect the downtown to the lake and other recreation. A unique capital improvement plan for this corridor should be considered.

### Opportunity # 5:

To the extent that a parking garage is planned at some point in the future to support the Metra Station, the Goodyear site would be optimum in connecting the new parking to the existing parking at the grade level above. The intent would be to bring Goodyear back on the ground level of the garage as this is a good commercial amenity next to a train station.

### Opportunity # 6:

Once the Thornton NE corner of Grand and Route 12 is visually improved and if the SE and SW corners are also improved, it would provide a much more inviting entry into the downtown.

### Opportunity # 7:

Crossing Route 12 is difficult. Improved pedestrian crossing at Grand and connecting the two sides of the street for customers and employees at Ray Chevrolet would be very helpful.



## Opportunity # 8:

Everyone recognizes the promise of a hotel at Nippersink, but current market conditions have precluded success. As this would be such a valuable addition to the downtown, future efforts should remain consistent and focused.

## Opportunity # 9:

While the Market Assessment does not predict significant downtown business growth for multiple reasons, tourism does support some food and beverage establishments rather well (according to reports from stakeholders), and there are certainly sites for new tenants. It may be valuable to prepare a summary of tourism and its impact on food and beverage opportunities, and then reach out to some restaurants in other communities who may see a seasonal (or full) second restaurant opportunity.

The Village, in cooperation with the Chamber, could conduct this initiative. Inviting selected businesses to visit the downtown in the height of the tourism season in concert with selected cooperative property owners and a public-private façade improvement program could be beneficial over time.

Successfully pursuing these opportunities via the action plan would represent a major step for the Village of Fox Lake in developing a short and intermediate vision for the downtown. The long-term vision will evolve over time as the effects of the recession and the “new economy” become clearer.



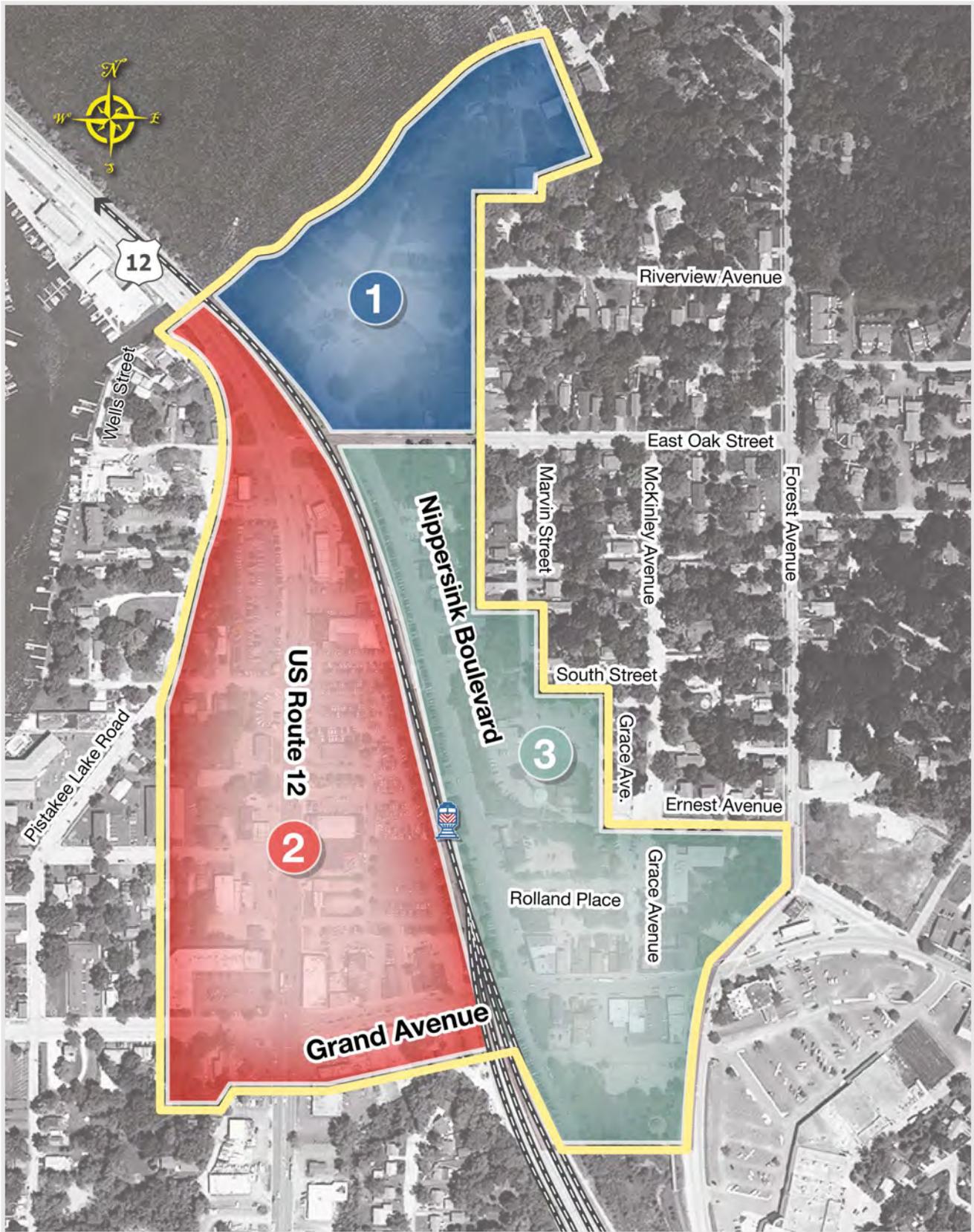


Figure 5-1 | Sub Areas

## 5.1 OVERVIEW

Given the existing land use, transportation, streetscape, real estate market, and branding image conditions present in the study area, the Fox Lake Station Area Planning study area has been divided into three sub areas.

Each sub area has a distinct function that is largely constrained by the dividing lines of the railroad tracks and major arterial streets. To facilitate a more detailed analysis of the study area, the following pages will describe and illustrate the major highlights of each sub area’s physical conditions, function within the overall study area and transportation related issues summarized as follows and shown on Figure 4-1:

- ✦ **Sub Area 1:** The smallest sub area that consists of primarily recreational and maritime uses bounded by the shoreline of Fox Lake, the eastern edge of Lakefront Park, Oak Street, and Route 12;
- ✦ **Sub Area 2:** A linear area bisected by Route 12 which primarily contains automotive-related commercial and retail business uses, and is bounded by the railroad tracks, the alley south of Grand Avenue, and North Pistakee Road; and
- ✦ **Sub Area 3:** The main focus of the study area which contains the Fox Lake Metra station, downtown Fox Lake, and commuter parking facilities, and is bounded by Oak Street, the railroad tracks, the southern edge of Millennium Park, Rollins Road, and Earnest Avenue.



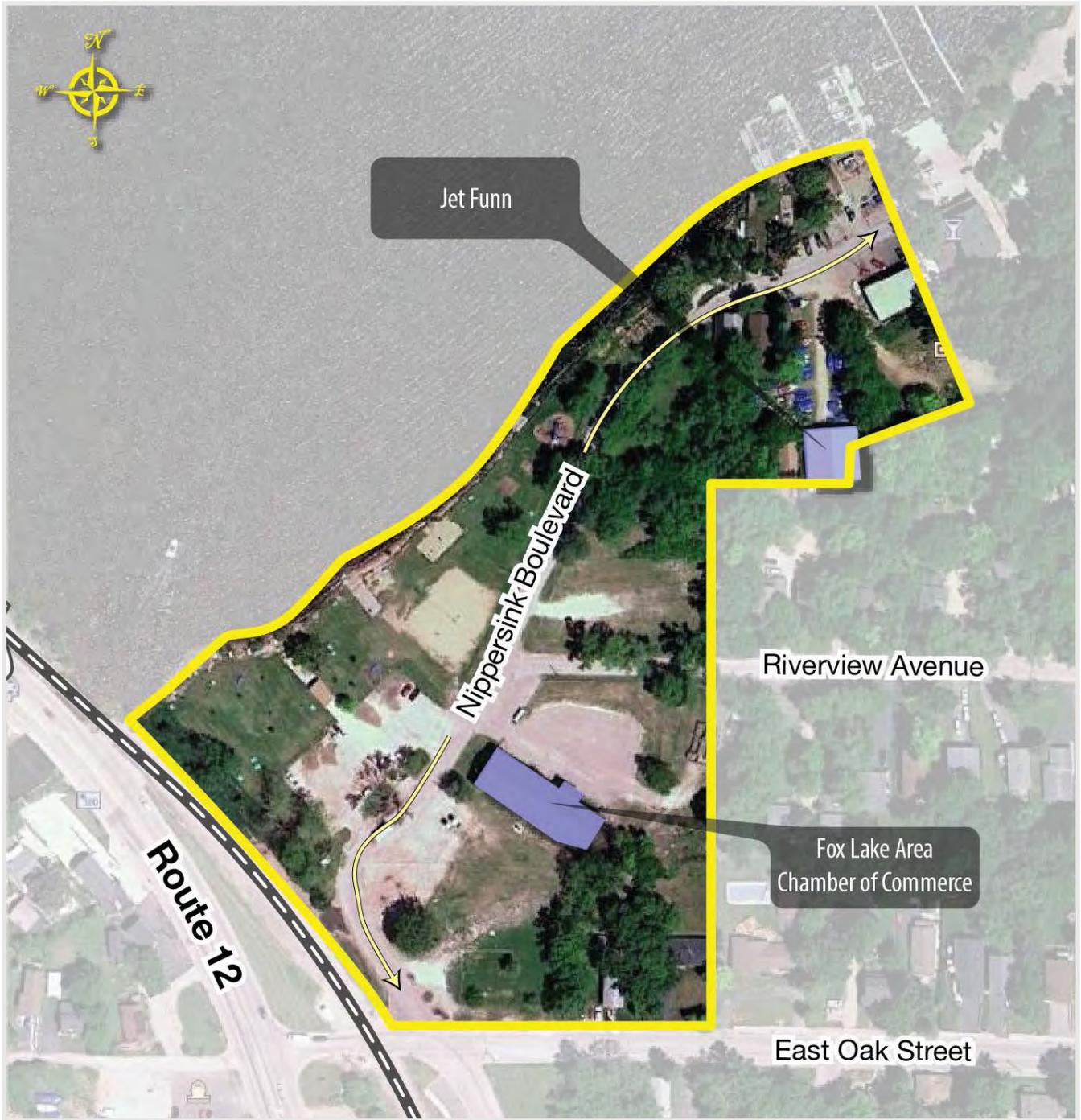


Figure 5-2 | Sub Area 1

## 5.2 SUB AREA 1

Bounded by the shoreline of Nippersink Lake to the north, the eastern edge of Lakefront Park and the Jet Funn property to the east, Oak Street to the south, and Route 12 to the west. Sub-area 1 is characterized by mostly open green space, a park and playground area, recreation and water-related uses.

In addition to the large stretch of public waterfront, which features scenic views of Nippersink Lake, there are a few parcels of land zoned for commercial use in the northeastern corner. These parcels comprise Jet Funn, a recreational watercraft rental business that draws customers both from within Fox Lake and outside the community. There is a measurable number of Metra commuters who walk to Jet Funn from the commuter rail station.

In terms of transportation, parking, and circulation, Sub Area 1 is bisected by Nippersink Boulevard which breaks from its parallel alignment with the railroad tracks to traverse near the Nippersink Lake shoreline and connects the study area to additional business properties and residential areas. As previously mentioned in Chapter 2, Nippersink Boulevard is very poorly defined in terms of streetscaping and is in need of attention to help improve and enhance this important area of the community. Nippersink Boulevard does not currently have a continuous publicly dedicated right-of-way. Acquisition of right-of-way will be required to make improvements to the roadway corridor.

The Village of Fox Lake Lakefront Building is the most prominent building feature within Sub Area 1. This community center facility includes the Fox Lake Area Chamber of Commerce offices and a public meeting space. It also serves as a venue for community events and classes for a variety of activities.



*Top – The Lakefront Park building and park facilities*

*Middle and Bottom – Lakefront Park and public recreational facilities*



*Top – Fox Lake*

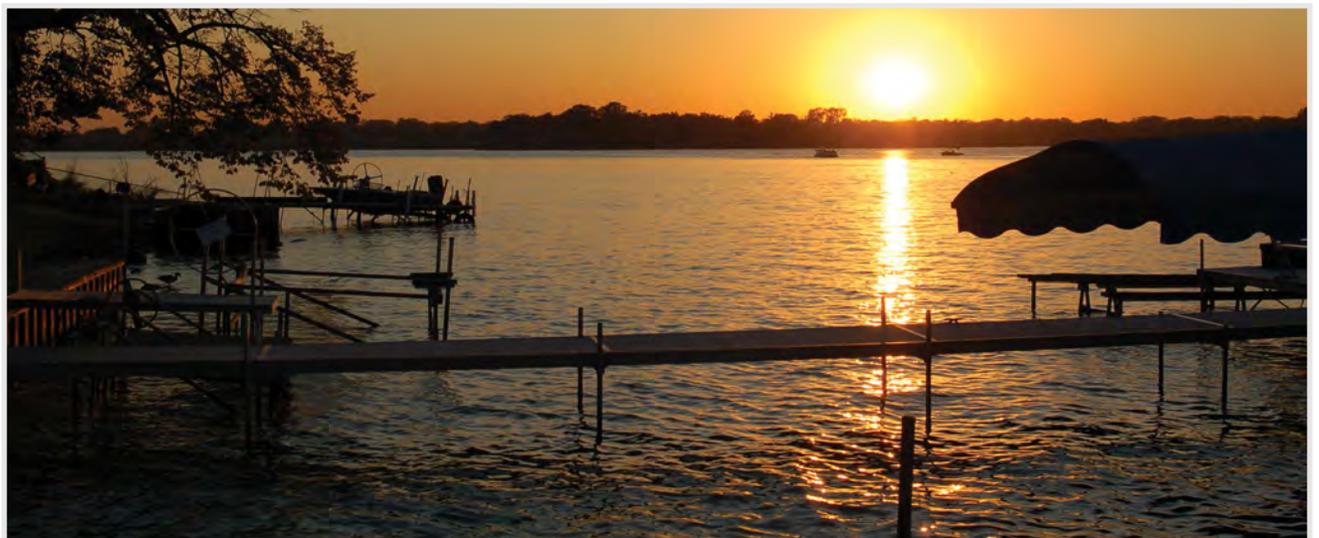
*Bottom – Jet Funn*

*Left – The Lakefront Park building*

*Opposite Page – Sunset over Fox Lake along the lake-shore in Sub Area 1*



Figure 5-3 | Aerial View of Sub Area 1



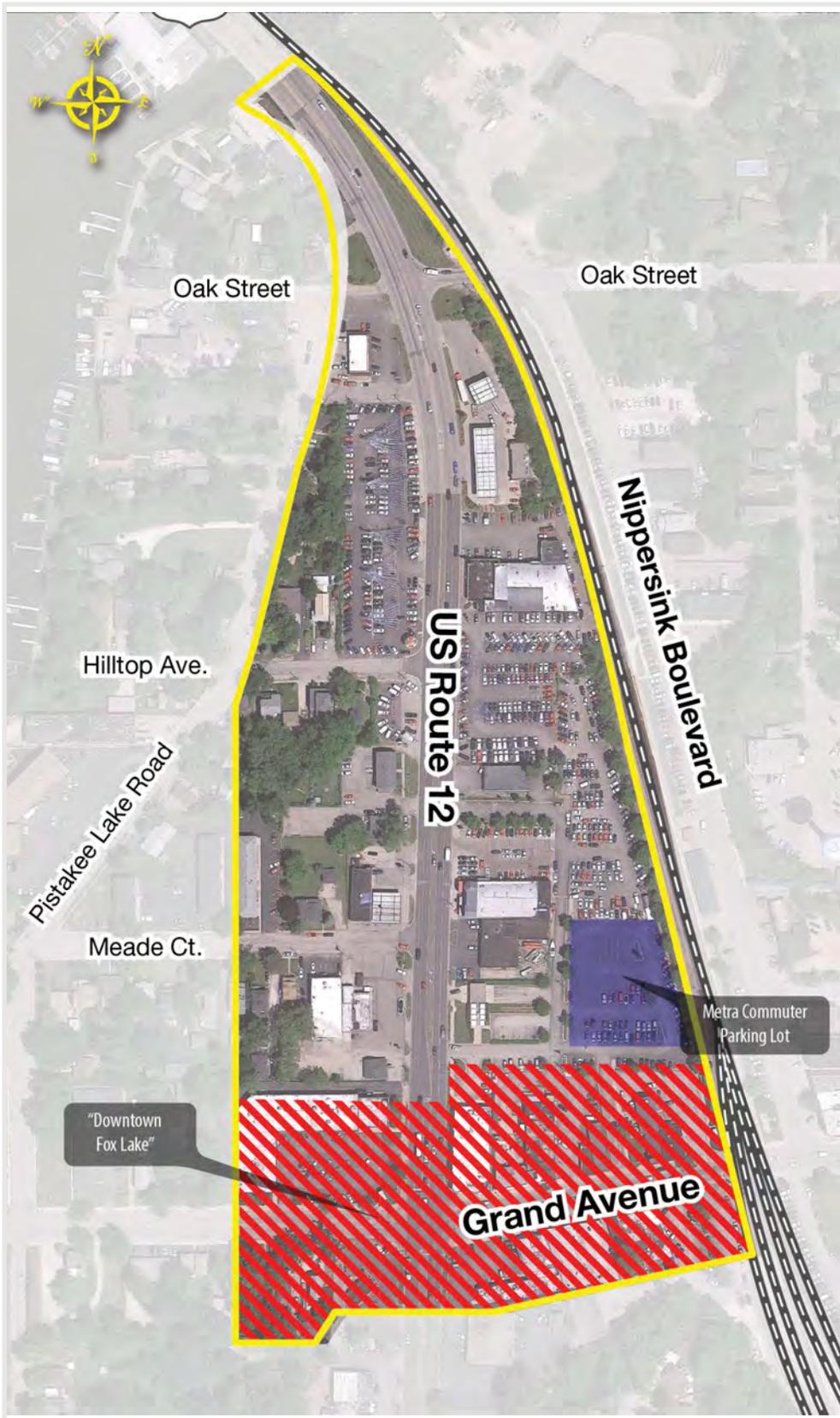


Figure 5-4 | Sub Area 2

## 5.3 SUB AREA 2

This is the largest of the three sub-areas and consists of a linear stretch of land covering the entire western side of the Fox Lake Station Area Plan study area, and bisected by US Route 12. This major roadway is a five lane cross-section and primarily contains automotive-related commercial and retail uses. Sub-area 2 is bounded by the railroad tracks to the east, the alley south of Grand Avenue to the south, and North Pistakee Road on the west.

Automotive services in this sub-area are a dominant use along US Route 12 including car dealerships, service centers, gas stations, and other related uses. Parking lots and paved areas dominate both sides of Route 12.

The other major component of this sub area is an extension of downtown Fox Lake along the Grand Avenue corridor consisting of retail and commercial businesses. This block of the Grand Avenue corridor includes some food and beverage establishments as well as retail and service related business' Enhancing this district to take on the image of downtown should be a major consideration of the project as such complements transit-oriented development goals of the station area focus of this plan.

While such automotive and related commercial uses fill most of Sub Area 2 north of Grand Avenue, there is a portion of a residential neighborhood located on the western-most edge of the project study area.



*Top – Car dealership along Route 12*

*Middle – Metra tracks (view south) in Sub Area 2*

*Bottom – BP station along Route 12 (view north)*



*Top – Westbound Grand Avenue at Nippersink Boulevard*

*Bottom Right – Ray Chevrolet car dealership along Route 12 (view northeast)*

*Bottom Left – RadioShack and Dunkin Donuts retail area along Grand Avenue (view west)*

*Middle Left – Commercial retail use along Grand Avenue (view northeast)*

*Opposite Page – North view of Route 12*



Figure 5-5 | Aerial View of Sub Area 2



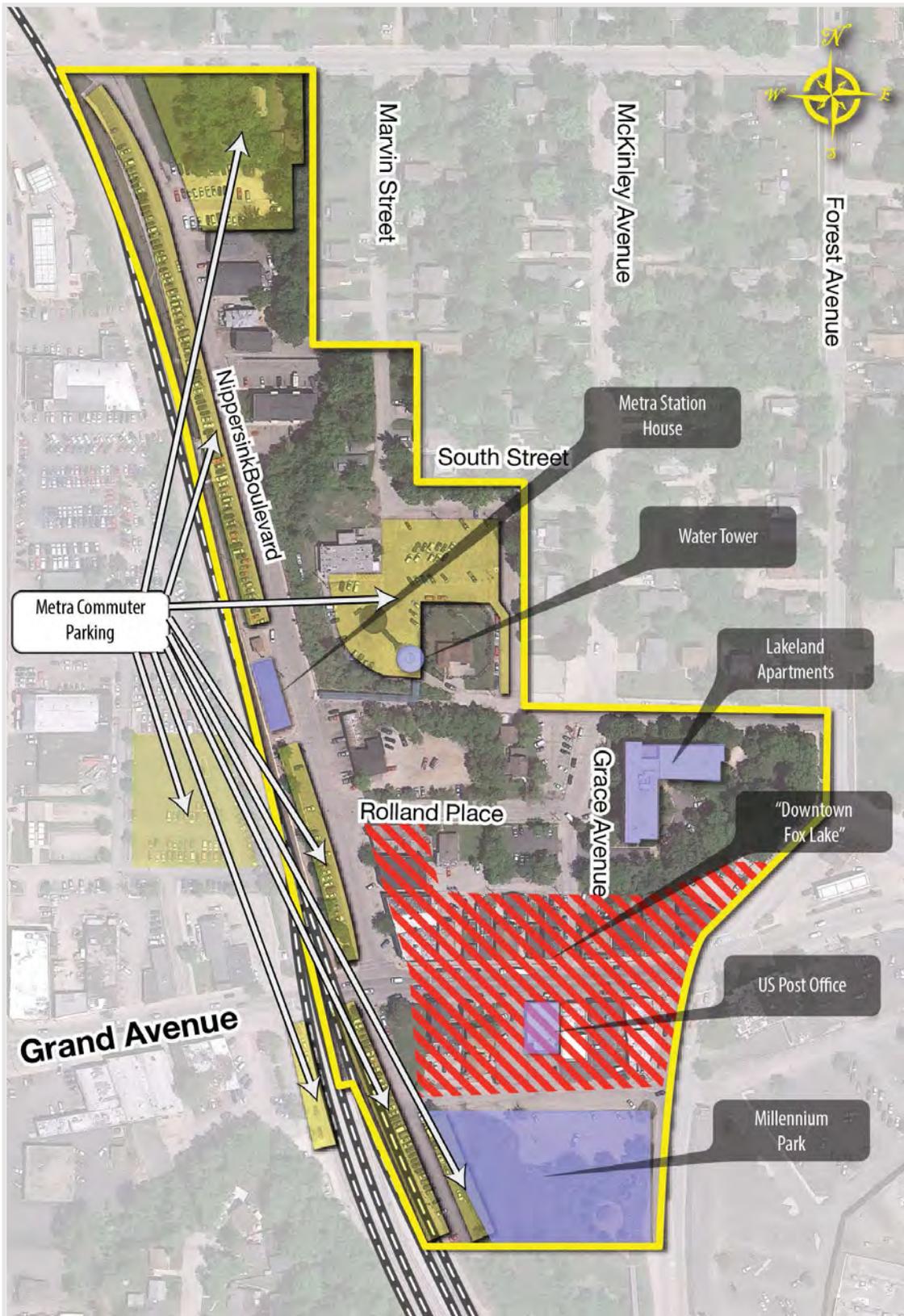


Figure 5-6 | Sub Area 3

## 5.4 SUB AREA 3

Sub-area 3 is a central focus of the Fox Lake Station Area Plan study area as it features the Fox Lake Metra station, commuter parking facilities, and the historic downtown Fox Lake “Main Street” block of buildings. This sub-area is bounded by Oak Street on the north, the railroad tracks on the west, the southern edge of Millennium Park to the south, and Rollins Road and Earnest Avenue to the east.

The railroad tracks in this sub-area act as a dividing line between different types of urban development conditions along the Grand Avenue corridor. East of the tracks there is a mix of one and two story buildings with a nearly continuous “street wall”. West of the tracks all of the buildings are one story and there are larger gaps between structures. For the most part, the buildings west of the tracks are newer, with a small L shaped retail strip center at the southeast corner of Grand Avenue and US Route 12.

The downtown Fox Lake district features a traditional small town feel with pedestrian-friendly sidewalks, attractive buildings, and a cluster of entertainment venues that function as the center of community activity. Additionally, the downtown is well-served by the Fox Lake Metra station, which is directly adjacent to the intersection of Grand Avenue and Nippersink Boulevard.

Commuter parking facilities are the next most prominent feature of the sub area, and are focused in long linear stretches parallel to the Metra tracks and station and along Nippersink Boulevard. Nippersink itself is served by a handful of other small businesses in the northern section of the sub area, and there also exists a small number of single-family homes along the eastern boundary of Sub Area 3. However, Lakeland Apartments is the largest residential building in the entire study area and sits at the eastern-most corner of Sub Area 3.

Finally, Sub Area 3 features Millennium Park, a large urban park directly south of downtown Fox Lake between the railroad tracks and Rollins Road. As mentioned earlier in this report, Millennium Park also serves as a trailhead to the Chain O’ Lakes Bike Path, which runs parallel to the Metra tracks further south and east connecting the downtown to a major recreational activity.



*Top – Millennium Park (from inside park gazebo)*

*Middle – Metra Milwaukee District North line train entering Fox Lake Station*

*Bottom – King's Landing restaurant at the northeast corner of Grand and Nippersink*



**Top Left** – Pedestrian walkway into Metra commuter parking lot near Fox Lake water tower (view west)

**Top Right** – Commercial development along Grand Avenue at Rollins Road (view northeast)

**Middle** – Shops of Nippersink Boulevard (view northeast from Grand Avenue)

**Bottom Right** – Village Bakery shop on Grand Avenue (view south)

**Bottom Left** – Lakeland Apartments

**Opposite Page** – Metra commuter parking lot (east of Nippersink Boulevard)



Figure 5-7 | Aerial View of Sub Area 2





### **6.1 OVERVIEW**

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Downtown Fox Lake is a very special place. As the largest urban center within the Chain O’ Lakes system, the Greater Downtown district can boast easy access to three different lakes. In addition, the community’s close proximity to other important natural features such as state parks and forest preserves, and its historic legacy as a regional vacation destination are signature assets that many Midwestern communities could only dream of having at their disposal to help support economic development endeavors.

In the 2011 Downtown and Lakefront Vision Plan, workshop participants identified a number of Downtown strengths, weaknesses and opportunities, including the need for the Downtown to develop a stronger image and identity. As part of the Fox Area Station Plan, wohltgroup has been engaged by Land Vision Inc. and Village of Fox Lake, to analyze existing conditions and develop recommended strategies to improve the Downtown Fox Lake brand and image.

In many respects, branding strategies are low hanging fruit that the Village can implement quickly and at relatively low cost. Perhaps more importantly, defining a core brand promise and experience for Downtown Fox Lake can help to focus, guide and prioritize redevelopment strategies that align with and support the targeted brand – and, in the process, maximize the positive effects that the application of precious public resources might have in helping to retain existing desirable businesses and attracting prospective new investors.

As part of the “Discovery and Diagnosis” phase of current planning initiative, the project team has analyzed existing conditions related to Downtown Fox Lake’s existing brand and image, and identified a number of key opportunities that are listed on the following pages. This is not intended to be an exhaustive summary of potential options, but rather a pragmatic assessment of long and short term opportunities.

These opportunities will be evaluated and discussed with planning team members and other community stakeholders in the next phase of the project. Based on the feedback received, preliminary brand strategy recommendations will be developed and advanced for further discussion and evaluation.

## 6.2 STRENGTHS

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### Geographic Location



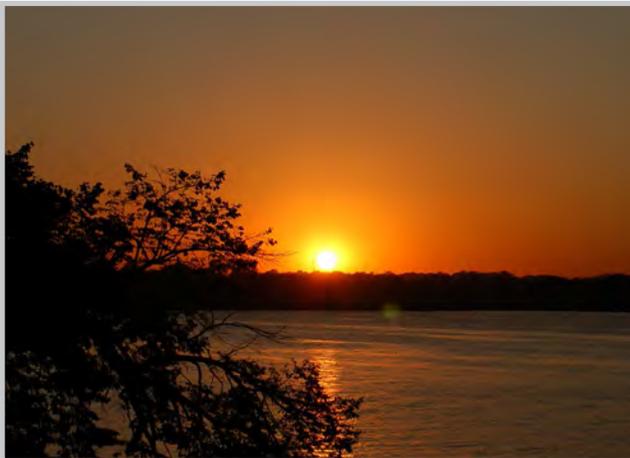
Downtown is the largest commercial district in the Chain O' Lakes system located directly on water. The three lakes that surround the Downtown peninsula – and the Village's close proximity to other important natural features such as state parks and forest preserves – gives Downtown a unique character and sense of place. This distinctive sense of place is further reinforced by the topography within the Greater Downtown area, which has helped to inform a historic pattern of development that is more similar to that of a New England town than it is to a typical Midwest community with its rigid street grid system.

#### **Opportunities**

*Downtown's close proximity to nature – and especially water – is unique and can potentially be leveraged a key differentiating element.*

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### Resort Legacy



Fox Lake's one hundred-plus year legacy as a vacation destination is major component of its existing identity and image.

#### **Opportunities**

*Historic images and documents can provide a rich source of visual references that might help to reinforce and authenticate Downtown's targeted brand position and supporting visual identity system. The resort legacy also suggests a more lively and festive overall approach to placemaking and placebranding strategies (as opposed, for example, to a community more focused on promoting historic sites and structures which requires a more formal and subdued image and identity).*

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### Traffic Volume and Views



On U.S Route 12, the roadway has the highest Average Daily Traffic (ADT) volumes in Downtown Fox Lake. Perceptions regarding the image of places are formed most readily in the locations with the most intense use, and so US Route 12 is very important regarding placemaking strategies that affect Downtown's overall image. The roadway also includes signature view corridors east and west of Grand Avenue giving commuters snapshot images of Downtown.

#### **Opportunities**

*The US Route 12 roadway corridor provides a venue for highly visible improvements that align with and strengthen the targeted Downtown brand. This offers a more lively and festive approach to placemaking and placebranding strategies rather than focusing strictly on the promotion of historic structures.*

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## Grand Avenue and the Historic Core



The blocks of Grand Avenue east and west of the railroad tracks have a classic “two-sided,” Main Street quality character that pedestrians find appealing. The fact that the historic core area remaining largely intact is a tremendous advantage for Downtown Fox Lake in terms of its image.

### **Opportunities**

*The modest overall size of the Grand Avenue corridor – and the potential it has to deliver on a targeted brand promise and experience more quickly than the broader Downtown area – provides an opportunity to consider the use of a “famous street” branding strategy. In this approach, Grand Avenue would become the initial focus of Downtown branding endeavors, with the brand equity acquired over time then leveraged to help brand other Downtown subareas and destinations.*

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## Lakefront Park and Waterfront Events



Lakefront Park is a highly visible a Downtown asset. Continued improvements and the use of the park as a venue for signature community events will enhance Downtown’s image as desirable recreational destination. Other events such as the Venetian Night “block party” on West Grand Avenue suggest an important role for the expanded use the Pistakee Lake waterfront as well.

### **Opportunities**

*The 2011 Downtown and Lakefront Vision Plan recommended the construction of a “significant public pier at the terminus of Grand Avenue.” The western views from this pier could have a very significant and beneficial impact on overall perceptions of Downtown. For example, there may be opportunities to create new festivals or events like the daily “sunset celebrations” in Key West that attract visitors to Downtown Fox Lake more frequently.*

## 6.3 WEAKNESSES

### Existing Downtown Boundaries are Ambiguous



Existing Downtown boundaries have not been formally defined – although physical features such as the IL Route causeway north of Downtown provide some fairly obvious visual cues to visitors that they are entering an urban center.

#### **Opportunities**

*Formally defining boundaries and adding gateway signage on US Route 12, Grand Avenue and Rollins Road will enhance awareness of Downtown.*

### No Existing Downtown Brand Promise



There is not now a clearly articulated brand promise or targeted brand experience that differentiates Downtown Fox Lake from competitors.

#### **Opportunities**

*Developing a marketplace and stakeholder supported brand promise can provide a framework for identifying and prioritizing development strategies that clearly differentiates Downtown Fox Lake in the marketplace.*

### No Existing Downtown Visual Identity System and Standards



Downtown Fox Lake does not have a formal and proprietary visual identity system that distinguishes Downtown from other Village destinations and entities. In addition, while the name “Downtown Fox Lake” is commonly used, it does not appear on important and highly visible applications such as signage and the Downtown water tower.

#### **Opportunities**

*A formal visual identity system, including logo, names and nomenclature, colors and typography, and standards to guide their use will help enhance awareness of Downtown in the marketplace and promote its presence as a distinct destination within the broader Fox Lake community.*

## Overall Appearance



In the 2011 visioning process, a number of stakeholder noted the need to improve the appearance of Downtown.

### **Opportunities**

*In terms of locations where improvements will be more clearly visible and likely to enhance Downtown's image more quickly, there are clear priorities. These include U.S. Route 12, Grand Avenue, Rollins Road and Nippersink Boulevard between Grand and Lakefront Park. Many of the improvements might include classic public sector placemaking strategies such premium streetscape enhancements and improved signage. There will be opportunities to engage the private sector as well. For example, upgrades to existing commercial signage could significantly enhance the overall appearance of the U.S. Route 12 corridor fairly quickly and at relatively low cost.*

## Existing Signage



Signage is one of the most highly visible expressions of a business district's brand. Existing Downtown signage has some appealing characteristics but is generally difficult for vehicular commuters to see and read. Perhaps more importantly, the name Downtown Fox Lake does not appear on existing signs.

### **Opportunities**

*Develop a coordinated and more easily legible signage system that includes the Downtown Fox Lake name.*



## B.1 Public Workshop

The Village of Fox Lake Station Area Planning Study relies on a public participation component that has become a crucial element to the success of today's municipal planning projects. The workshops which facilitate this portion of the planning process allows the consultant team an inside viewpoint of what is and what is not working in a municipality such as Fox Lake, providing the input and insight necessary to develop real world solutions that result in actual implementation versus a series of dead end ideas. By engaging the public in a working session the public is afforded an open forum to express their concerns and ideas while the planning consultants retain the ability to gage their overall expectations for the future of the study area. It is at the moment of the Planning Workshop where the consultant team with guidance from Village officials, project stakeholders, and residents begin to formulate and collect ideas which will eventually become the skeleton for the Station Area Plan.

Led by Land Vision Inc., with help from Business Districts Inc. and WohltGroup, the Fox Lake Station Area Planning Study Public Workshop #1 took place on November 14, 2012. With a turnout of nearly 40 participants, ranging from Village staff and officials, representatives of RTA and Metra, as well as committed residents, neighbors, and business owners, Public Workshop #1 was a crucial first step towards transforming the Fox Lake Station Area into a successful and thriving downtown environment.



The workshop began with a brief presentation by Charles Hanlon of Land Vision Inc. briefly updating the participants of the workshop on the current status of the project. After the introduction, the official activities of the workshop began with the initiation of the Concept Preference Survey. Consisting of over 120 pre-selected images each participant was given an electronic transponder to vote on their overall impressions of each image. Images presented were broken down into categories including:

- ✘ Multi-Use Buildings;
- ✘ Commercial Buildings;
- ✘ Multi-Family Residential Buildings;
- ✘ Wayfinding Signage;
- ✘ Business Signage;
- ✘ Parking; and,
- ✘ Recreation.

Following the Concept Preference Survey, participants were provided with a group of maps and collection of markers and writing tools in order to illustrate their own concerns within the Fox Lake Station Area. For approximately 20 minutes each table was asked to draw and note areas where issues and weaknesses exist in the Study Area. Following this working session, new maps were distributed where each table was then asked to point out specific strengths and opportunities within the Station Area.

Rounding out the evening, each table was asked to present the key ideas of each of their maps. In relying on the public to present, a general consensus was formed on the issues and weaknesses, as well as the strengths and opportunities. This consensus is then utilized in order to perform a more comprehensive analysis of the maps by the consultant team in follow up working sessions to be included in a more detailed summary of the input provided during the workshop.

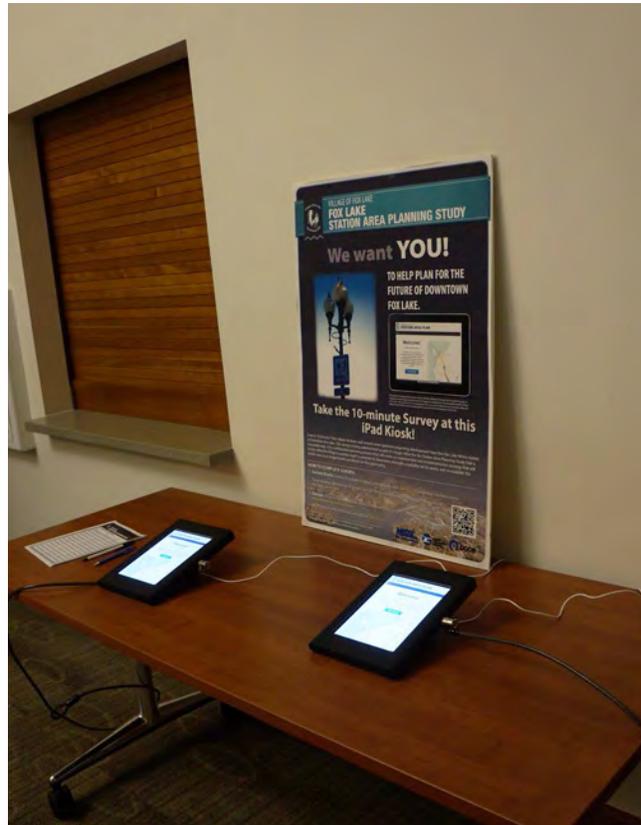
## B.2 Community Survey Results

The community survey was the largest and most concentrated effort to measure public opinion about the direction of development near the Fox Lake Station area. For this task, the consultant team developed 22 questions about the study area, ranging from preferences related to land use and infrastructure improvements to demographic information and daily commute patterns. The format of the questions also ranged from multiple-choice to ordinal ranking, and included one write-in answer.

The development of the survey instrument was a collaborative process that involved incorporating feedback from the Village of Fox Lake and the transit agencies RTA, Metra, and Pace. The final product was an electronic survey hosted through the SurveyGizmo.com website and accessed through the project website developed by Land Vision.

Survey respondents could take the survey by typing the URL for the project website into a browser, scanning a QR code with their smartphone or tablet, visiting the Village of Fox Lake website, or by accessing one of five iPad survey kiosk locations that were setup near the study area. The survey went live on July 9 and was closed on Monday, August 27, 2012. iPad kiosks were stationed for most of July and August.

In total, 116 people completed the survey. While many answered every question (or at least made it to the last page of the survey and clicked on a “Submit Survey” button), some only answered one of the 22 questions. Additionally, some questions featured multiple answers while others only featured a single answer. Therefore, to capture all valid responses, each question is examined individually in the following sections of this chapter.



## About the iPad Survey Kiosks

The iPad survey kiosk is a successful technology tool used by the Land Vision team to enhance community and public outreach efforts. Essentially, this is an electronic survey that could be taken on an iPad tablet.

The survey was hosted through the project website managed by Land Vision and its format and content were customized to address the various goals and objectives the Fox Lake Station Area study.

## Kiosk Locations

In order to access the general public who live and work in the community, kiosks were setup at locations throughout Fox Lake such as the Fox Lake Village Hall, Docker's Restaurant, and the Whistle Stop Cafe. Each provided Wi-Fi internet access, which allowed the surveys to run continuously while each location was open to the public.

## Marketing Flyer

An 11 x 17" flyer and 24 x 36" poster were produced containing information about the project and how to take the survey. Flyers were fastened or displayed on tables, counters, etc. to draw attention to the kiosk.

Village of Fox Lake  
Established 1830

VILLAGE OF FOX LAKE  
**FOX LAKE  
STATION AREA PLANNING STUDY**

# We want YOU!

TO HELP PLAN FOR THE  
FUTURE OF DOWNTOWN  
FOX LAKE.

Take the 10-minute Survey at this  
iPad Kiosk!

Have 5-10 minutes? Then please sit down and answer some questions regarding development near the Fox Lake Metra station in Downtown Fox Lake. This survey is being administered as part of a larger effort for the Station Area Planning Study that is now underway. It is a collaborative planning process that will create an improvement and implementation strategy that will further allow the Village to position itself to promote its downtown strengths, capitalize on its assets, and re-establish the station area as an integral multi-use district for the community.

**HOW TO COMPLETE SURVEY:**

- 1. Survey Kiosk:** Sit down (if available) or stand, grab the kiosk, click "Take Survey" and follow the instructions. If your too busy right now, we've got you covered! There is another way to complete this survey and have your voice heard!
- 2. Online:** On your smartphone, tablet, home or work computer, go to [www.landvision.com/FoxLakeSAP](http://www.landvision.com/FoxLakeSAP) Or scan the QR code (to the right) and click on "Take Survey."

Please note that all responses are confidential and will only be used to help better serve you and other downtown patrons.

Metra Fox Lake DCCC

Figure B-1 | Survey Marketing Poster

Table B-1 | Question #1 Results

1. Please rate the following types of activities / amenities currently available in downtown Fox Lake:

Activity	Poor	Average	Good	No Opinion
Selection of restaurants	53	45	11	0
Places to shop	91	17	1	0
Recreational activities	50	37	22	0
Employment opportunities	69	29	3	7
Housing choice / variety	28	53	19	7
Access to Metra	2	19	83	4
Access to Pace	12	47	27	21
Medical / Dental	46	43	7	12
Public Services (library, post office, etc.)	7	23	75	3

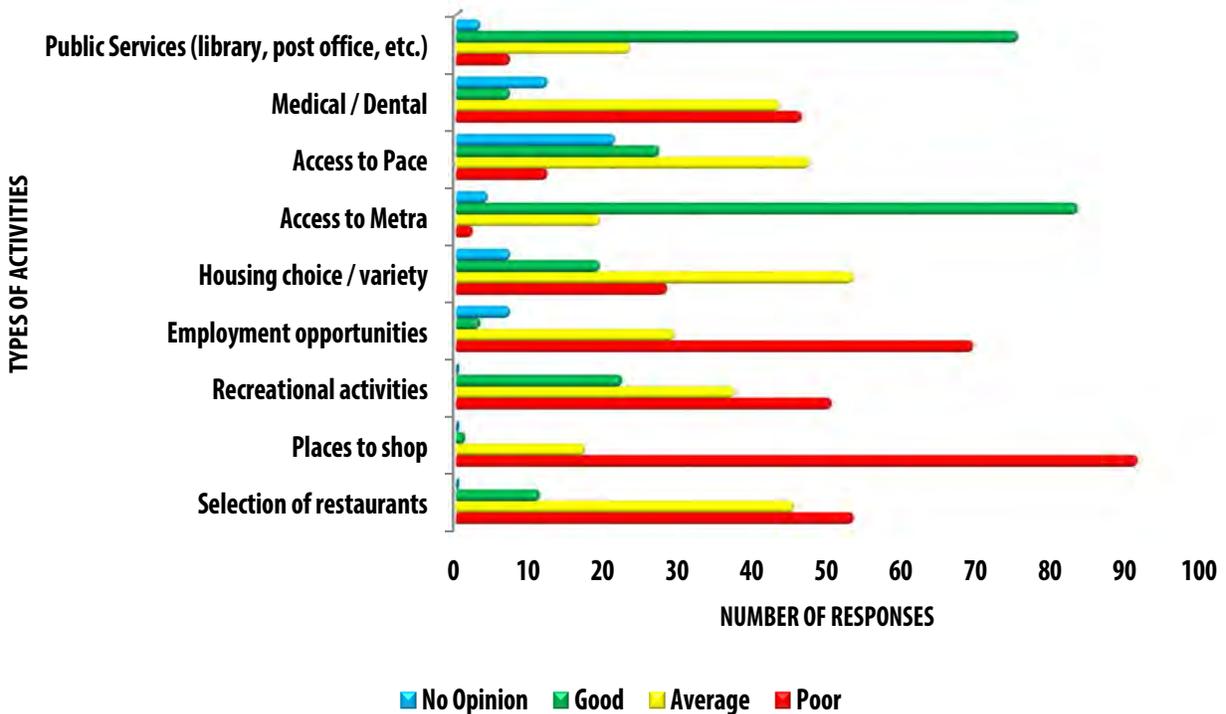
## Survey Results

### Question #1

Responses for the first question on the survey were higher than for other questions, which is typical of any survey where someone may start the survey but does not have enough time to complete it.

Overall, respondents rank the quality of access to Metra and public services as good, but rank as poor the quality of places to shop and availability of job opportunities. About 50% rank restaurant selection as poor, and similarly large proportions of respondents also ranked medical/dental amenities and recreational activities as poor or average.

Respondents for Question #1 are somewhat split on the choice and variety of the housing stock and access to Pace, with “average” representing the largest portion of responses. Activities and amenities that generated the most “no opinion” responses—between 7% and 20%-- are medical / dental, access to Pace, housing choice, and employment opportunities.



### Question #2

The construction of additional housing near the Fox Lake Metra station is supported by 39% of survey respondents with 31% neutral, and 30% opposing.

### Question #3

Developing retail and commercial businesses was overwhelmingly supported by 90% of survey respondents with 52% completely supportive.

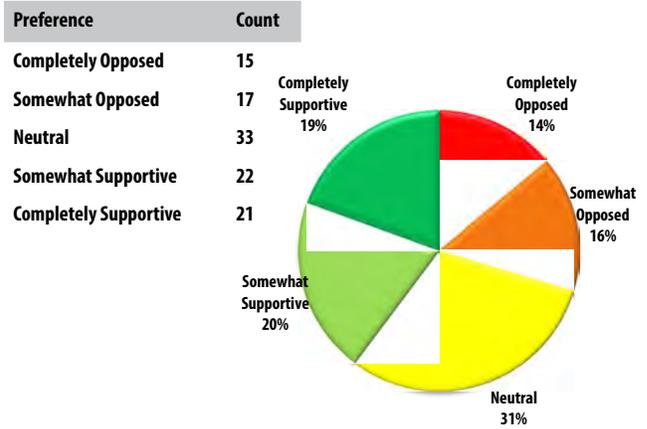
### Question #4

Knowing how often respondents travel to each of the shopping areas listed in this question is helpful in determining not only the level of attraction of each area but also willingness to travel certain distances.

Respondents patronize downtown Fox Lake more frequently than any other shopping area listed; 35% of 110 responses for downtown Fox Lake selected every week or more, with 36% selecting 1-2 times per month. Respondents also patronize Gurnee Mills, downtown Chicago, Deer Park Town Centre, and Westfield Hawthorne Mall in Vernon Hills somewhat frequently with 5%-10% doing so every week or more, and 15%-30% doing so 1-2 times per month. Of those destined for downtown Grayslake, Lake Geneva, and the Malls in Schaumburg, roughly 40%-50% travel to these locations 1-2 times per year. The Arboretum of South Barrington is frequented by less than 15% of all respondents.

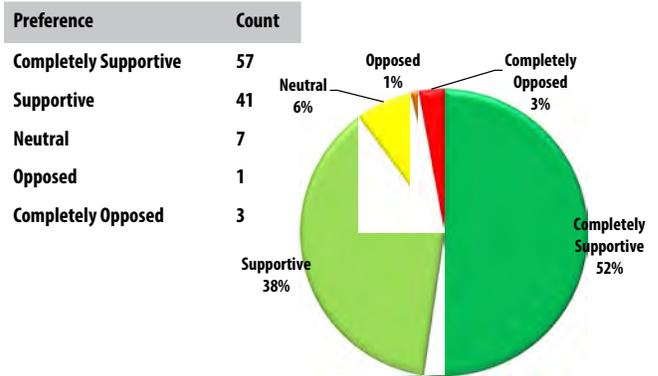
### Table B-2 | Question #2 Results

2. What is your preference towards building more housing within walking distance of the Fox Lake Station area?



### Table B-3 | Question #3 Results

3. What is your preference towards increasing the number of retail and commercial businesses within walking distance of the station?



### Table B-4 | Question #4 Results

4. Rate how frequently you patronize the following areas for restaurants and/or shopping:

Activity / Facility	Never	1-2 Times a Year	1-2 Times a Month	Every Week or More
Downtown Fox Lake	13	19	40	38
The Arboretum of South Barrington	92	16	2	0
Malls in Schaumburg	43	57	9	0
Downtown Grayslake	42	47	15	5
Gurnee Mills	13	54	33	10
Lake Geneva	31	55	19	2
Westfield Hawthorne Mall in Vernon Hills	28	48	30	4
Deer Park Town Centre	31	47	29	3
Downtown Chicago	21	67	16	5

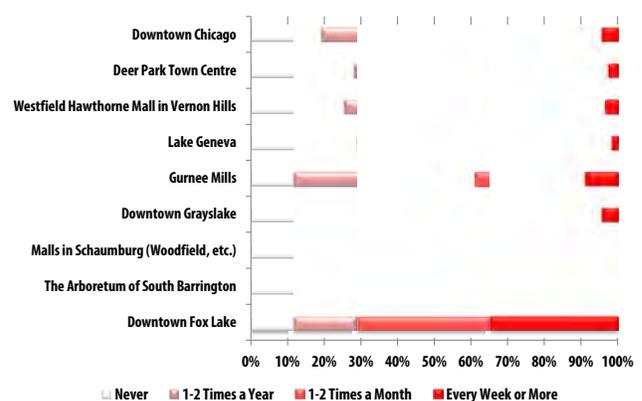


Table B-5 | Question #5 Results

5. Rate how frequently you would use any of the following types of activities / facilities if they were located within walking distance of the Fox Lake Metra station:

	Never	1-2 Times a Year	1-2 Times a Month	Every Week or More
Dry cleaning	45	33	29	2
Coffee shop with free Wi-Fi internet	26	25	37	21
Auto service / repair	23	65	15	4
Boat service / repair	61	43	3	0
Boutique / small-scale grocery store	25	19	47	18

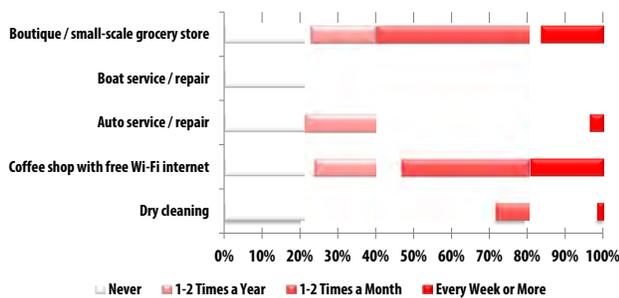
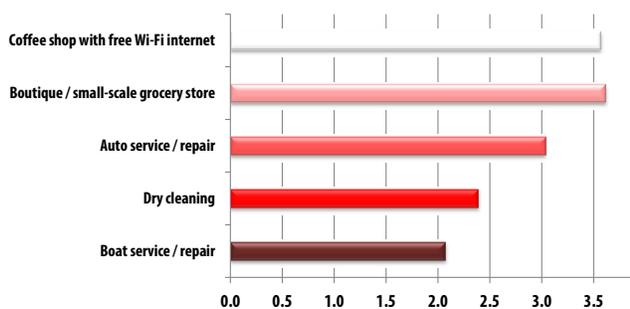


Table B-6 | Question #6 Results

6. Please RANK the choices you rated in Question 5 from 1 - 5 where "1" equals "lowest priority" and "5" equals "highest priority":

	Average Rank
Boat service / repair	2.1
Dry cleaning	2.4
Auto service / repair	3.0
Boutique / small-scale grocery store	3.6
Coffee shop with free Wi-Fi internet	3.6



### Question #5

In addition to gaging the popularity of developing more retail and commercial uses in general (Question #3), it is important to understand the types of businesses that are likeliest to be patronized. Question #5 asks respondents to rate how frequently they might do this with a specific set of businesses.

Roughly 20% claimed they would use a coffee shop with free Wi-Fi internet and a boutique / small-scale grocery store every week or more, with an additional 30%-40% indicating they would do so 1-2 times per month.

Less popular were dry cleaning and auto service repair, with 20%-30% interested in patronizing such places 1-2 times per month or more. According to 60% of respondents, auto repair services are needed 1-2 times per year, with boat repair services needed 1-2 times per year for 40% of respondents. However, more than half of all respondents for this question felt they would never use boat repair services.

### Question #6

Beyond inquiring about how frequently one may use a specific type of commercial service, the consultant team wanted to go a step further and provide respondents with a chance to prioritize each activity or facility. This was done to ensure that the services most important to the public are identified, regardless of how often they may be used. The responses for each selection were totaled and averaged to show preferences. Averages are displayed in Table 3-6.

The results for Question #6 reinforce answers from Question #5, with coffee shop with free Wi-Fi internet having the highest average rank, followed closely by boutique small-scale grocery store, then auto service / repair, dry cleaning, and boat repair.

### Question #7

Question #7 was asked to find out both how many survey respondents use Metra and / or Pace and the purpose of their trip(s). Of the 274 respondents who answered this question, there were 230 selections made for Metra and 44 for Pace.

Since 96% of respondents take Metra for recreation / entertainment, this is perhaps the primary trip purpose for Metra service to / from the Fox Lake station. This stands in contrast to percentage of all Metra riders who use Metra to commute to work (according to the 2011 RTA Customer Satisfaction Survey). The next highest purpose is shopping, followed closely by home and other. Work is also a frequent response for Metra riders, although few take Metra for school or medical purposes.

Pace riders were most likely to ride the bus for travel to school; however, given the very small number of respondents who use Pace, the data is insufficient to reach definite conclusions.

### Question #8

In terms of frequency, most survey respondents who use the Fox Lake station are not regular commuters, with 77% taking Metra 1 day per typical week. Excluding survey respondents who don't take Metra (45%), the next highest proportion of riders includes those who take Metra 5 days a week (8.1%), most of whom are likely Monday-Friday commuters going to work.

However, if one considers those who take Metra 3-days, 4-days, 6-days, as regular commuters, this number increases to 15%. While this is nearly twice as many as only 5-day commuters, it is still a small fraction of those who only take Metra 1 or 2 days per week.

Table B-7 | Question #7 Results

7. Do you use Metra or Pace services for trips to or from any of the following (mark all that apply)?

	Metra	Pace
Home	32	3
Work	20	1
School	8	7
Shopping	38	2
Medical	11	4
Recreation / Entertainment	74	3
Other	30	3
I do not use Metra or Pace services	17	21

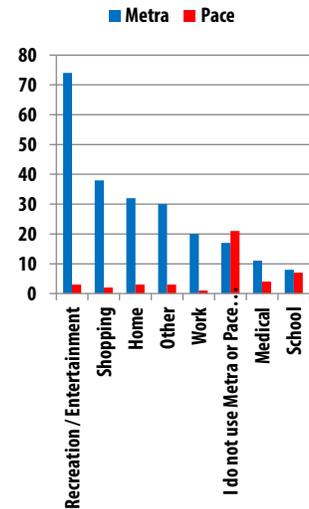
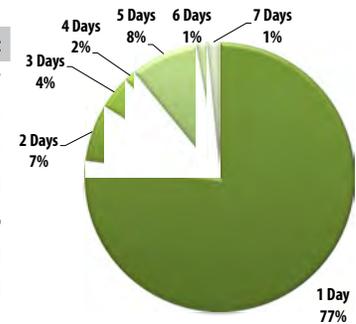


Table B-8 | Question #8 Results

8. How many DAYS do you use Metra service from the Fox Lake Metra station in a typical week?

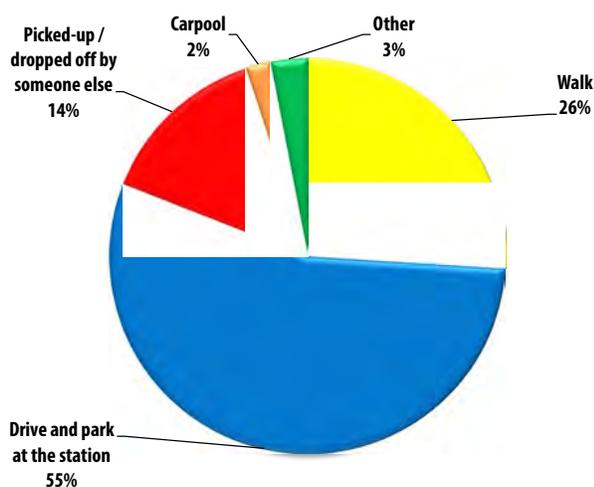
Number of Days	Count
1 Day	57
2 Days	5
3 Days	3
4 Days	1
5 Days	6
6 Days	1
7 Days	1



## Table B-9 | Question #9 Results

### 9. How do you typically access the Metra station?

Mode of Access	Percent
Walk	26.0%
Pace bus	0.0%
Pace vanpool, dial-a-ride, or other	0.0%
Bicycle	0.0%
Drive and park at the station	55.0%
Picked-up / dropped off by someone else	14.0%
Carpool	2.0%
Taxi cab	0.0%
Other	3.0%
Bicycle	0.5%



## Question #9

Mode of access to the station is important for planning purposes since it allows a more targeted set of transportation recommendations.

A large majority of Metra commuters from the Fox Lake station drive a vehicle and park at the station, 55% of those responding to Question #9. This was followed by at 26% who walk. About 14% were picked-up /dropped-off by someone else. Very few carpool, bicycle, or take “other” with no one reporting using a taxi cab, Pace bus, or Pace vanpool.

Given the overwhelming number of respondents who walk and drive to the station, particular attention should be directed towards pedestrian and parking improvements for this study’s recommendations.

## Question #10

Nearly half of survey respondents travel 10 - 15 minutes to access the Fox Lake station, with 44% taking less than 5 minutes. Less than 5% take 15 - 20 minutes, and only 4% take 20 - 30 minutes or more.

## Table B-10 | Question #10 Results

### 10. How long does it take you to access the Fox Lake Metra station from where you live using the mode identified in Question 9?

Time	Percent
Less than 5 minutes	43.6%
10 - 15 minutes	47.5%
15 - 20 minutes	5.0%
20 - 30 minutes	2.0%
30 minutes or more	2.0%

### Question #11

Few survey respondents claimed taking Pace at all; however, among those who did, all use bus service once per week.

### Question #12

Only one respondent to Question #12 takes Pace Route 806 service to access or transfer to the Fox Lake Metra station.

### Question #13

The purpose of Question #13 was to provide survey respondents with an opportunity to suggest new destinations for Pace bus service in the greater-Fox Lake area. The question is: “What destinations would you like Pace to serve that are not currently being served? Please write in up to three locations...”

While the majority of answers were unique (few people suggested the same destination), Figure 3-3 shows the importance of a destination in that the text size is scaled to the frequency of answers.

It also shows every answer to Question #13. Lake Zurich was mentioned most often (four times total) with McHenry, Great America, Johnsburg Shopping, and Milwaukee mentioned three times.

Table 2.11 | Question #11 Results

11. How many DAYS do you use a Pace Route 806 service in a typical week?

Number of Days Using Pace	Count
1 Day	22
2 Days	0
3 Days	0
4 Days	0
5 Days	0
6 Days	0

12. Do you take Pace Route 806 to access or transfer to the Fox Lake Metra station?

Answer	Count
Yes	1
No	83

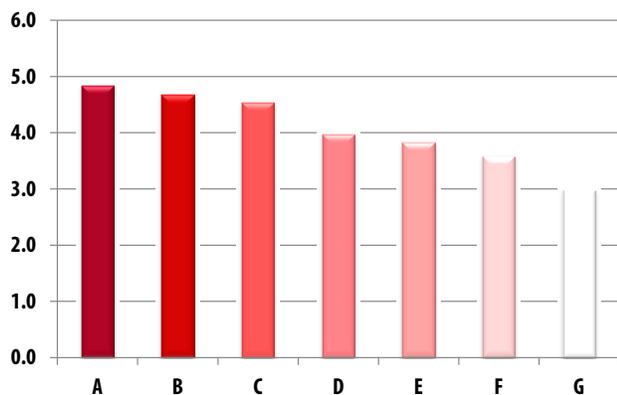
Figure B-2 | Question #13 Results



## Table B-12 | Question #14 Results

14. Please RANK the following transportation improvements from 1-7 where "1" equals "least beneficial" and "7" equals "most beneficial" (use each number only once):

Improvement	Ave. Rank
A Improved pedestrian connections to the Fox Lake station	4.8
B Adding new Pace routes in Fox Lake that connect the village with other destinations	4.7
C Improved traffic signal coordination with railroad crossings at Grand, Nippersink	4.5
D More parking at the Fox Lake Metra Station	4.0
E Route hours and simple maps printed on Pace Route 806 bus signs	3.8
F Improved coordination between Metra trains and the Pace 806 Route	3.6
G A new Pace bus shelter facility at the Fox Lake Metra station	3.0



## Table B-13 | Question #15 Results

15. Please RANK the following pedestrian mobility improvements from 1-4, where "1" equals "lowest priority" and "4" equals "highest priority" (use each number only once):

Improvement	Ave. Rank
A Improved pedestrian and bicycle connections between the Chain O'Lakes Bike Trail and Fox Lake Station	2.4
B Improved pedestrian connections between the Metra parking lots and station platform	2.2
C Quality of pedestrian crossing signals at major intersections	2.2
D The attractiveness of the sidewalk environment along Grand Avenue	2.1

## Question #14

Given that the public's tax dollars may be used to fund improvements that are recommended from this study, Question #14 provides an opportunity for members of the community to rank order their preferences for each of the seven transportation improvements under consideration.

Since many respondents did not answer this question completely (many ranked fewer than seven improvements), the averages were determined by adding up ranks for each improvement and dividing by the total responses for that item. This method assures that improvements which had fewer responses are not under-represented in the overall order of priority.

Respondents were most interested in improving pedestrian connections to the station at the Fox Lake Metra station, followed closely by adding new Pace routes in Fox Lake that connect the village with other destinations, and improved traffic signal coordination with railroad crossings at Grand and Nippersink.

Respondents thought the following improvements to be nearly equally important: additional parking at the station, route hours and simple maps printed on Pace Route 806 bus signs, and improved coordination between Metra trains and the Pace 806 route. A new Pace bus shelter facility was the lowest priority for improvement according to the question results.

## Question #15

Once again, the public was given an opportunity to identify their priorities for transportation improvements, this time for pedestrian mobility.

While improving pedestrian and bicycle connections between the Chain O'Lakes Bike Trail and the station came out ahead, the attractiveness of the sidewalk environment along Grand Avenue ranked last.

### Question #16

As a means of gaging parking usage in the study area, Question #16 asked respondents about their perception of parking capacity at four locations.

About 40% rated conditions at the Fox Lake Metra station as overcrowded. Crowded conditions are also present for Nippersink Boulevard and the west side of the tracks; however, Nippersink is equally characterized by “somewhat full” conditions, with half of respondents claiming the west side of the tracks somewhat full.

Respondents indicated there is “always a space” more often than at any other locations at the municipal lot on the hill. However, this location had a slightly higher number of responses where “somewhat full” was selected.

### Question #17

The final question in the set of the three relating to infrastructure priorities asked survey respondents to rank streetscape improvements for Grand Avenue and Nippersink Boulevard near the Fox Lake Metra station.

Four of the five options, all of which focus more on cosmetic, aesthetic, and safety upgrades, ranked similarly between 3.1 and 3.3 with planting additional trees and concrete planters coming out on top. Installing better wayfinding signage had the lowest overall rank compared with the other options.

Table B-14 | Question #16 Results

#### 16. Rate parking capacity at each of the following locations:

Location	Over-crowded	Somewhat Full	Always a Space
A Grand Avenue (downtown Fox Lake)	38	33	22
B Nippersink Boulevard (near Metra station)	31	35	20
C West side of the tracks (near Metra station)	32	46	12
D The municipal lot on the hill (near Metra station)	13	42	31

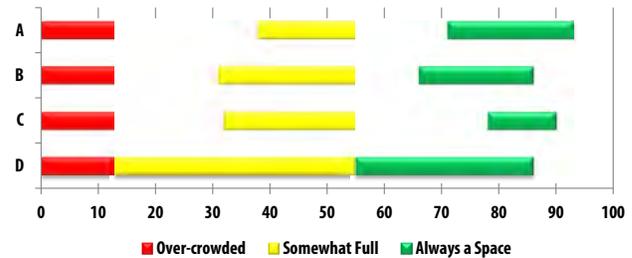


Table B-15 | Question #17 Results

#### 17. In regards to Grand Avenue and Nippersink Boulevard (within walking distance of the station), RANK the following streetscape and public infrastructure improvements from 1-5, where “1” equals “lowest priority” and “5” equals “highest priority”:

Answer	Rank
A Plant additional trees and concrete planters	3.3
B Repave sidewalks and restripe crosswalks at intersections	3.2
C Install new street lighting	3.1
D Install new benches, bus shelters, and other street furniture	3.1
E Install better wayfinding signage	2.3

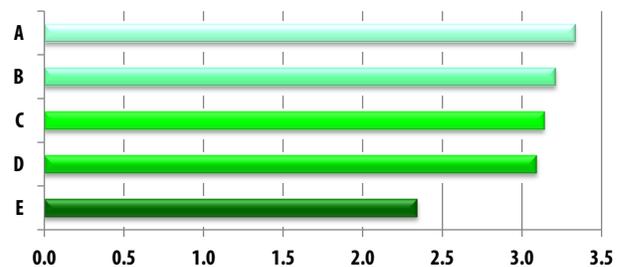
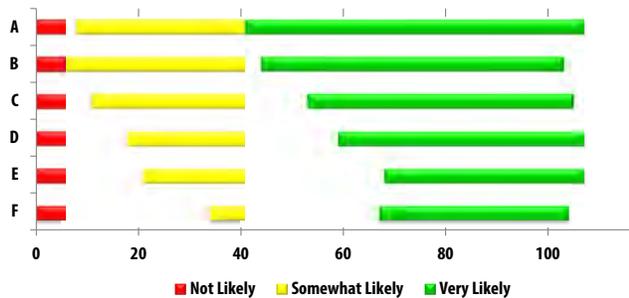


Table B-16 | Question #18 Results

18. Rate how likely you are to attend the following types of outdoor activities:

Event Type	Not Likely	Somewhat Likely	Very Likely
A Farmer's market	8	33	66
B Cultural events (ethnic fests, food-tasting, etc.)	6	38	59
C Music festivals	11	42	52
D Village-wide flea market	18	41	48
E Outdoor art shows	21	47	39
F Open-air movies	34	33	37



### Question #18

This was the last question dealing with study area-specific characteristics or qualities. It concerns the types of open space activities that most interest the public. Understanding public preferences towards these activities can be helpful in determining physical improvements to parks and open spaces.

Although respondents showed a slight overall preference towards a farmer's market, all activities were generally rated as either very likely or somewhat likely to attend. The only activities that showed any significant indications of non-attendance were flea markets, art shows, and open-air movies; once again though, each of these activities was popular overall.

### Question #19

The demographic questions begin with Question #19. Interestingly, a larger number of females than males completed the survey, three out of five on average.

### Question #20

Not surprisingly, respondents' ages followed somewhat of a standard bell curve distribution with the largest number of people between the ages of 25 and older.

The only departure from a standard curve is that there were far fewer people younger than 25 than there were people 65 or older.

### Question #21

Household size also followed a distribution that is typical of national trends, with more than half of respondents identifying themselves with two or three person households.

Table B-17 | Question #19 Results

19. Are you male or female?

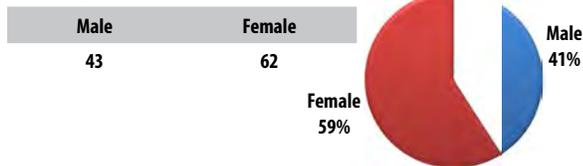
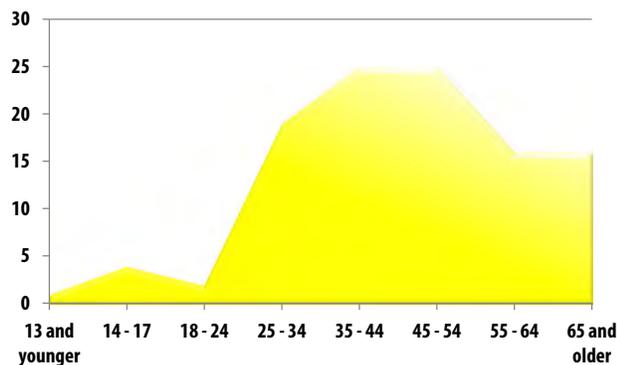


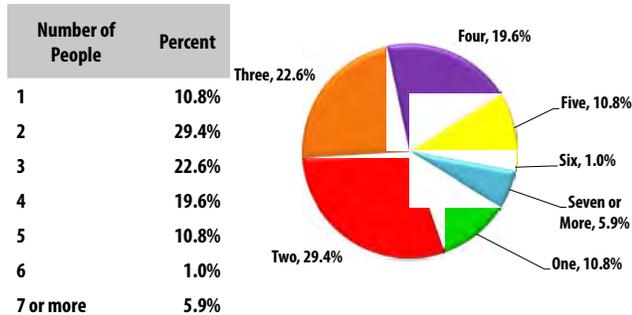
Table B-18 | Question #20 Results

20. What is your age bracket?



## Table B-19 | Question #21 Results

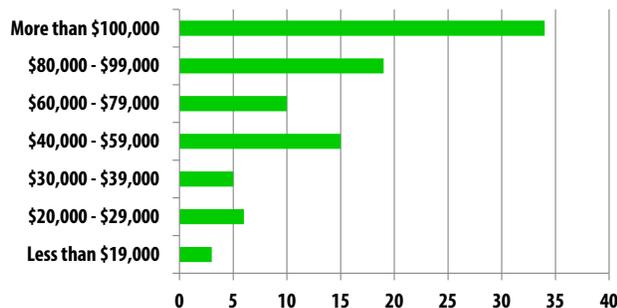
### 21. How many people are in your household?



## Table B-20 | Question #22 Results

### 22. What is your annual household income (before taxes)?

Household Income Bracket	Percent
Less than \$19,000	3.3%
\$20,000 - \$29,000	6.5%
\$30,000 - \$39,000	5.4%
\$40,000 - \$59,000	16.3%
\$60,000 - \$79,000	10.9%
\$80,000 - \$99,000	20.7%
More than \$100,000	37.0%



## Question #22

Perhaps most surprising about the demographic characteristics of the survey respondents was household income. The results indicate an unusually high proportion of those making more than \$100,000 per year, which is well above the national average for both one-person and two-person households.

These results are also very different from the household incomes identified in this study's Existing Conditions Report, which suggests much lower median incomes for those living in the study area.

This difference is may be attributable to the nature of the survey delivery system, which is electronically based and can be taken by anyone with internet access, regardless of whether they live in downtown Fox Lake or not.

Most likely, a much higher number of people taking the survey live outside of the study area. However, this information may be an indication that the survey was successful in not only representing those who live in the study area, but also those who work and / or spend a significant amount of their time in or passing through the Fox Lake station area.

This data also suggests that there are many people who are more likely to have disposable income that also have an interest in the study area. Land use recommendations should take this into consideration when determining what types of commercial development to attract.

## B.3 Image Preference Survey

Image Preference Survey slides were organized into seven categories including; Mixed-Use/Multi-use, Commercial/Retail, Multi-Family Residential, Wayfinding Signage, Business Signage, Parking, and Recreation.

Respondents were given five options to rate each image based on their initial perception of the image in regards to whether or not they would like to see something of similar character in Fox Lake. Rating options for each image included; (1) Strongly Negative, (2) Negative, (3) Neutral, (4) Positive, and (5) Strongly Positive. Images with average scores of greater than 3.5 are considered to be overall positive, while images possessing scores lower than 2.5 are to be considered overall negative.



# Mixed-Use/Multi-Use



Images with the highest ratings typically show attractive structures fronting public green spaces or along streetscapes. These images represent good planning principles in which buildings are located on streets rather than within parking lots as in traditional suburban models. Parking areas can be accommodated within the structure or located at the rear of buildings in order to create a positive and inviting pedestrian environment.



Also prominently shown in these images are the potential to locate a mix of uses at the first level, along the sidewalk. These uses may consist of an office, retail shop, or entertainment use or some combination thereof. Another interesting possibility may be to incorporate “Live-Work” opportunities which a resident may utilize the ground floor commercial space for a small business while living above. The Live-Work concept provides young entrepreneurs with a flexible space to start their businesses.



It should be noted that while these top rated images illustrate masonry buildings, there was a discussion following the survey in which residents expressed a desire for more traditional horizontal siding and wood construction consistent with smaller lakefront towns. It is recommended that both masonry and siding be blended within structures or within districts to offer variety in building design.



Additionally, as is the case of the image above, buildings should be integrated among intimate and well designed urban greens in order to create gathering spaces for residents and visitors and development focal points in the community.

# Commercial/Retail/Hospitality



The top rated images in this category reflect a strong preference for a high quality waterfront resort. Two of the top images illustrate commercial settings taking advantage of impressive waterfront views. In both cases these are resorts along the water constructed of traditional white sided exteriors, columns, and outdoor spaces built to appreciate the surrounding landscapes.



The bottom image shows a commercial streetscape integrated using quality urban design principles including buildings placed along public streets and generous public sidewalks for social interaction and dining opportunities. While most of the image focuses on the ground level, this structure incorporates other uses above. Depending on the location, and market needs, second and third floors may be utilized for office or residences.



Pedestrian oriented environments such as this will be key to the redevelopment of the Fox Lake Station Area in order to make the entire planning area become an inviting and walkable place.



# Multi-Family Residential



Similar to the highest rated images in the Mixed-Use and Commercial categories, the highest rated images for Multi-Family Residential are reflecting a consistent preference for a simple urban planning principle of placing buildings along streets, creating pedestrian friendly and attractive streetscapes and allowing for a variety of materials. In the case in 3 of the 4 images, the buildings are placed very close to the sidewalk with little to no front yard setback. This building placement yields a very positive pedestrian realm by defining the streetscape and allowing for natural interaction among neighbors between the sidewalk and front porch or stoop. Often in multi-family settings there is a mistake made by creating an oversized and unnecessary front setback which prohibits neighborly interaction. The third image from the top shows a multi-family structure backing up to an open space area with a trail. This image does reflect the discussion following the Image Preference Survey in which residents expanded on their preference for siding and white trim, again consistent with resort and waterfront communities.

# Wayfinding Signage

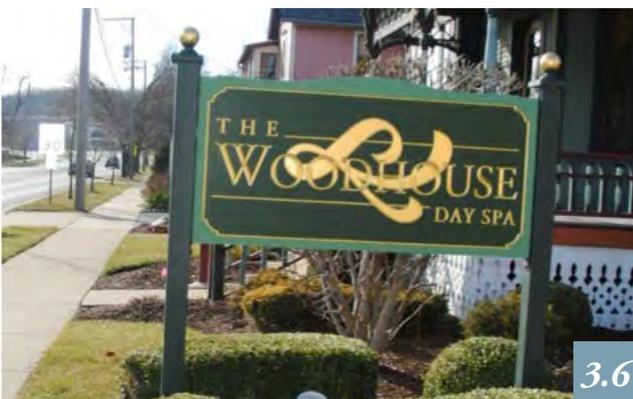


The images in this category are meant to test preferences for various types of signage in relationship to working to create an attractive and unified theme for the study area. The highest rated images illustrate gateway signs that are bold and constructed of quality materials with a strong sense of place and design. The two top images which include arches over roadways are excellent ways to identify a special district within the overall planning area, and to call attention to destinations while creating a gateway entry. With Fox Lake being a tourist destination, it is very important to direct visitors to attractions and destinations. While we can see preferences for certain types of wayfinding signage, it should be noted that a wayfinding signage design and program should be developed specifically for Fox Lake that reflects the communities history, culture and location.

# Business Signage



The highest rated images for business signage show preferences towards attractive and thoughtful designs constructed with quality materials. The top two images show projecting signs which are very expressive in their design. Note that these signs are externally illuminated and small in scale. The window signage on the third image is combined with a small projecting sign which is all designed in a consistent manner with attractive use of fonts and overall sign style. The bottom image is an excellent example of an externally illuminated sign in the front yard of a home converted to a business on the edge of a commercial district. This sign also reflects a tasteful design, although somewhat oversized in this setting.



# Parking



The Image Preference Survey tested both surface parking examples and structured parking examples. The top two images scored fairly high ratings supporting the idea that structured parking could be integrated into the Fox Lake commercial core if it is designed to be attractive and consistent with the Fox Lake atmosphere. It should be noted that the second image from the top shows a parking structure with shallow depth retail spaces along the first floor to create an improved streetscape. This design allows for the placement of a parking structure within a small downtown setting that can maintain the retail streetscape across the frontage. This structure also show a contemporary design which also has a relatively high rating.



The third image from the top shows a an older downtown setting with angular parking along the street. This image could also be from Nippersink Boulevard in Fox Lake where the same design standards are in place. The bottom image shows a surface lot that includes an attractive landscaped island. This island also includes best management practices to allow for drainage to infiltrate rather than to run-off.



# Recreation



The recreation images included multiple examples of waterfront sites. The top rated images all exhibit very high quality design and construction of public or semi-public spaces along waterfronts. The top rated image is from Charleston, South Carolina where an excellent example of a public pier was constructed to extend passive recreation out onto the water. The pier also doubles as a pavilion offering shade and creating an attractive architectural form. With night lighting, this pier becomes a beacon to the waterfront. The second image is recognizable as the Riviera Ballroom Docks building. This historic building remains a signature and memorable landmark for the Lake Geneva waterfront and downtown. The bottom two images illustrate very attractive public boardwalks in different styles along waterfront locations.



# APPENDIX



## Other Funding Sources

Municipal Funding Opportunities for Transit-Oriented Development

### Municipal Funding Opportunities for Transit-Oriented Development



The Regional Transportation Authority (RTA) in conjunction with the Regional Transit-Oriented Development Working Group created this document to assist communities with the development of TOD. The document is intended to be used primarily by economic and community development practitioners throughout the northern Illinois region.

Included is a comprehensive directory of funding programs that serve Transit-Oriented Development initiatives in northern Illinois. It includes programs for municipalities, government agencies, businesses, non-profit organizations, and other organizations that work to promote Transit-Oriented development. It should be used by agencies to inform themselves of the various funding opportunities available. Programs are from government agencies as well as philanthropic agencies and financial institutions are included. This guide has been organized by Sources, Agencies, Program Description, and Eligibility.

The majority of information in this guide was compiled from various website sources. Special acknowledgement is given to CMAP's Community and Economic Development Funding Resource Guide. For more information on the contents in this directory or on how RTA is involved in Transit-Oriented Development please call 312-913-3244 or visit our website at [www.rta.dchicago.com/programs](http://www.rta.dchicago.com/programs).



Prepared and Maintained by the RTA and the Regional TOD Working Group

Last Updated: 2/15/2013

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Municipal Funding Opportunities for Transit-Oriented Development

# Local

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Local Municipalities	Community Development Tax Increment Financing & Enterprise Zone	Community Development Financing	The established TIF district and enterprise zone can assist with business development through tax credits, exemptions and deductions.	Municipalities / Varies	<a href="http://www.illinois-tif.com/about_TIF.asp">http://www.illinois-tif.com/about_TIF.asp</a>
Local Municipalities	Special Service Areas	Community Development Financing	A Special Service Area (SSA) is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements in a defined geographic area within a municipality or jurisdiction. This type of district allows local governments to establish such areas without incurring debt or levying a tax on the entire municipality. In short, an SSA allows local governments to tax for and deliver services to limited geographic areas within their jurisdictions. SSAs are a unique financing tool that can be used to support and implement a wide-array of physical improvements such as roads, water, sewer, storm water, cults and gutters. Under Special Service Area Bonds, only the property owners that benefit from the improvements are assessed an additional tax that is used to pay debt service and administrative expenses on the bonds. The SSA tax is collected through the property tax system, and is calculated on the basis of benefit, but is NOT a part of the Illinois real property tax system.	Municipalities / Varies	<a href="http://www.yorkville.il.us/depts/fin_ssa.asp">http://www.yorkville.il.us/depts/fin_ssa.asp</a>
Local Municipalities	Business Improvement Districts	Business Financing	A business improvement district (BID) is a public-private partnership in which businesses in a defined area pay an additional tax or fee in order to fund improvements within the district's boundaries. BIDs may go by other names, such as business improvement area, business revitalization zone, community improvement district, special services area, or special improvement district. BIDs provide services, such as cleaning streets, providing security, making capital improvements, and marketing the area. The services provided by BIDs are supplemental to those already provided by the municipality.	Municipalities / Varies	<a href="http://en.wikipedia.org/wiki/Business_Improvement_district">http://en.wikipedia.org/wiki/Business_Improvement_district</a>
Local Municipalities	Enterprise Zone Programs	Business Tax Incentive	Contribution Deduction, Dividend Income Deduction, Interest Deduction, Investment Tax Credit, Jobs Tax Credit, Participation Loan Program, Sales Tax Exemption, Utility Tax Exemption	Varies / Varies	<a href="http://www.illinois.gov/Bureaus/Business_Development/Tax+Assistance/EnterpriseZone.htm">http://www.illinois.gov/Bureaus/Business_Development/Tax+Assistance/EnterpriseZone.htm</a>
City of Chicago	Small Business Improvement Fund	Business Improvement/ Energy Efficiency - Capital	Somercor 504 Inc. administers the Small Business Improvement Fund for the City of Chicago. The fund utilizes revenue from Tax Increment Financing (TIF) and supports commercial and industrial properties, as well as tenants, within specific TIF districts to upgrade their facilities. Certain energy efficient upgrades, such as energy efficient windows, HVAC systems, and roofs may qualify for funding under this program and are encouraged.	The grants can cover up to 75% of the costs of the upgrades and are paid after the work is completed and expenses paid-up to a maximum of \$150,000. In order to qualify, industrial tenants must have a maximum of 100 full-time employees, commercial tenants must have maximum sales of \$1.5 million/year for the previous three years, and property owners/landlords must have a maximum personal net worth of \$4.0 million and a maximum total liquidity of	<a href="http://www.somercor.com/504/">http://www.somercor.com/504/</a>
Counties, Municipalities, SSMA, CMAP and community based housing agencies (pass through funds from HUD)	Neighborhood Stabilization Program (NSP)	Housing - Capital	The Program is designed to revitalize communities through the rehabilitation and redevelopment of vacant and foreclosed properties.	Varies depending on cycle. Contact HUD or CMAP housing staff for more information. / Varies	<a href="http://www.hud.gov/offices/cpd/communitydevelopment/programs/neighborhoodsp/">http://www.hud.gov/offices/cpd/communitydevelopment/programs/neighborhoodsp/</a> <a href="http://www.dhcaragonsp.org/index.html">http://www.dhcaragonsp.org/index.html</a>
Counties	Community Development Block Grant (CDBG)		Funding program with dollars allocated locally or at county level. The CDBG program encourages applicants to use funds help develop viable communities by providing decent housing, a suitable living environment, and opportunities to expand economic opportunities, principally for low- and moderate-income persons. Contact your local county's planning department for specific information.	Municipalities and Counties / Varies	<a href="http://www.hud.gov/offices/cpd/commdev/programs/">http://www.hud.gov/offices/cpd/commdev/programs/</a>
Cook County Planning and Development	American Dream Down Payment Initiative Program	Housing - Financing	Program provides financial assistance to income-qualified families, who are first-time home buyers, to purchase single family housing that will serve as the family's principal residence in suburban Cook County. Qualified buyers are eligible to receive assistance to help them meet down payment and closing costs, through a five-year forgivable second mortgage (second lien) held by Cook County.	The applicant must be a first time homebuyer. Home owner qualify if your income is 80% or less of the median income for the area, adjusted for family size. Housing assisted with HOME funds must meet the property standards the maximum appraised value of a HOME assisted property can not exceed \$275,200. / Varies	<a href="http://www.hud.gov/local/il/homeownership/adpdi.cfm">http://www.hud.gov/local/il/homeownership/adpdi.cfm</a>

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## Local (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Cook County Planning and Development	County Property Tax Incentives	Business Tax Incentive	Property Tax Incentives may be offered to entice development.	Contact the Department of Planning and Development for more information / Varies	<a href="http://www.co.cook.il.us">www.co.cook.il.us</a>
Cook County Planning and Development and Department of Environmental Control	Energy Efficiency and Conservation Block Grant	Infrastructure and Housing	The Cook County Energy Efficiency and Conservation Block Grant Program (EECBG) assists businesses, families, and individuals by making grants and loans available to support the following activities: Energy Efficiency Retrofit Program, Single Family Rehabilitation Program, Energy Efficiency Local Government Initiative, Energy Efficiency Audits, Energy Efficiency and Material Conservation, Energy Efficiency and Transportation Incentive Program, Revolving Loan Fund for Energy Efficiency Retrofitting, Electronic Collection Program, Composting Program, and Highway Traffic Signal Retrofit Program.	Municipalities, Homeowners, and Business Owners / Varies	<a href="http://www.cookcountygov.com/details/server.pl/community/development/development%2C_bureau_of/256">http://www.cookcountygov.com/details/server.pl/community/development/development%2C_bureau_of/256</a>
Cook County Bureau of Community Development	Various	Housing and Economic Development - Capital, Planning and Operating	Various programs including Energy Efficiency and Conservation Block Grant, Community Development Block Grant and Emergency Shelter Grant Programs, Recovery Zone Facility Bonds Round 3, Homelessness Prevention Rapid Re-Housing Program (HPRP), CDBG American Recovery and Reinvestment Act of 2009, and more	Various / Varies	<a href="http://www.cookcountygov.com/details/server.pl/community/economic_development%2C_bureau_of/256">http://www.cookcountygov.com/details/server.pl/community/economic_development%2C_bureau_of/256</a>
DuPage County Community Development Commission Grant Programs	Various	Housing and Economic Development	Information regarding county initiatives and Community Development Block Grant (CDBG) available through the county.	Various / Varies	<a href="http://www.co.dupage.il.us/cdc/">http://www.co.dupage.il.us/cdc/</a>
Kane County	Various	Housing and Economic Development	Various grant programs including Community Development Block Grant (CDBG), Emergency Shelter Grant (ESG), HOME Investment Partnerships Program (HOME), Human Services Grant Fund (HSGF).	Various / Varies	<a href="http://www.co.kane.il.us/development/">http://www.co.kane.il.us/development/</a>
Lake County Community Development Division	Various	Housing and Economic Development	Lake County has grant funds available from the US Department of Housing and Urban Development to assist low-income persons. Funds can be used for the following activities: Public Infrastructure (sewers, roads, etc.) improvements, Affordable Housing development and rehabilitation, Public Service activities, assisting human service organizations, and Homeless Assistance	Various / Varies	<a href="http://www.lakecountyl.gov/PlansandPages/Default.aspx">http://www.lakecountyl.gov/PlansandPages/Default.aspx</a>
McHenry County Planning/ Community Development Department and Programs	Various	Housing and Economic Development	Various grant programs including Community Development Block Grant, Neighborhood Stabilization Program, HOME Investment Partnerships (HOME) and Homelessness Prevention Rapid Re-housing Program (HPRP).	Various / Varies	<a href="http://www.co.mchenry.il.us/departments/CommDev/Pages/HUDProgramsandApplications.aspx">http://www.co.mchenry.il.us/departments/CommDev/Pages/HUDProgamsandApplications.aspx</a>
Will County Community Development Division	Various	Housing and Economic Development	Various grant programs including Community Development Block Grant, HOME Investment Partnership Project, and Lead Hazard Grant.	Various / Varies	<a href="http://www.willcountylanduse.com">http://www.willcountylanduse.com</a>

# Northeastern Illinois

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Chicago Metropolitan Agency for Planning (CMAP)	Congestion Mitigation and Air Quality Improvement Program (CMAQ)	Transportation - Capital and Operating	This grant program provides funding for projects that improve air quality, such as pedestrian and bicycle facilities or projects promoting greater transit ridership. Including new additional commuter parking. These are federal funds administered locally by the Chicago Metropolitan Agency for Planning (CMAP), and applications are submitted to CMAP yearly, with competition for funds only within the 6-county region.	Transportation agencies, counties, municipalities, townships, park districts, forest preserve districts, local unit of government, and library districts. Project proposals from the public and private sector are welcome; however, private sector applicants must have a sponsor approved by CMAP. / Varies	<a href="http://www.cmap.illinois.gov/cmaq/default.aspx">http://www.cmap.illinois.gov/cmaq/default.aspx</a>
Chicago Metropolitan Agency for Planning (CMAP)	Local Technical Assistance Program	Planning	In late 2010 CMAP was awarded a \$4.25 M Sustainable Communities Regional Planning Grant from HUD to implement their GOTO 2040 Plan. CMAP will use some of these funds for their Local Technical Assistance Program. The program will include both staff assistance and grants, and will cover a wide range of planning-related services. It will include components that provide assistance directly to individual communities, as well as broader training and coordination components.	Project must be located in the CMAP planning region. Eligible project types and related services will be available in early 2011. Visit CMAP's website for detailed information. / Varies	<a href="http://www.cmap.illinois.gov/">http://www.cmap.illinois.gov/</a>
CMAP / IDOT	Surface Transportation Program (STP)	Transportation - Capital	This grant program provides funding for road projects that improve public transportation or bicycle and pedestrian facilities. It is administered locally by CMAP, the Illinois Department of Transportation (IDOT), and the Council of Mayors. Applications are submitted to the local Council of Mayors, with competition for funds only among the other members of that council. These are federal funds administered locally by CMAP.	Contact your CMAP Planning Liaison for more information. / Varies	<a href="http://www.cmap.illinois.gov/commplanning_liaisons.aspx">http://www.cmap.illinois.gov/commplanning_liaisons.aspx</a>
Regional Transportation Authority (RTA) and Chicago Metropolitan Agency for Planning (CMAP)	Community Planning Program	Planning	The Community Planning program provides funding and planning assistance to communities at the local level for planning projects that benefit both the local communities and the transportation network. CMAP and RTA have combined their call for projects for the 2012 Community Planning Program. Applicants will fill out an application and if selected will have a study funded by the RTA or CMAP. RTA will fund Transit Oriented Development or Transit Improvement Projects. CMAP will fund Integrated Transportation and Land Use Projects. Following the completion of Community Planning Studies, RTA and CMAP staff will follow up with community staff to help implement recommendations.	Municipalities located within the RTA six-county service region are eligible to apply. / Varies requires 20% match	<a href="http://www.trachicago.com/cp">www.trachicago.com/cp</a>
Regional Transportation Authority	Subregional Planning	Planning	The Subregional Planning program provides funding and planning assistance to communities at a sub-regional/county level for planning projects that benefit both the local communities and the RTA Transit system. Following the completion of Subregional Planning Studies, RTA staff will follow up with community staff to help implement recommendations.	Counties, townships, Councils of Government/Municipal Associations and groups of two or more municipalities located in the RTA six-county service area, the City of Chicago and the RTA Service Boards (Chicago Transit Authority, Metra and Pace) / Varies requires 20% match	<a href="http://www.trachicago.com/srp">www.trachicago.com/srp</a>
Regional Transportation Authority	Job Access Reverse Commute (JARC)	Transportation - Capital and Operational	This program provides financial assistance for transportation services planned, designed, and carried out to meet the transportation needs of eligible low-income individuals and of reverse commuters regardless of income. These are federal funds administered locally by RTA.	Private Non-profit Organizations, or Public and Private Operators of Public Transportation Services. Varies requires match	<a href="http://www.trachicago.com/jarcnf">www.trachicago.com/jarcnf</a>
Regional Transportation Authority	New Freedom	Transportation - Capital and Operational	This program seeks to reduce barriers to transportation services and expand the transportation mobility options available to persons with disabilities beyond the requirements of the Americans with Disabilities Act. These are federal funds administered locally by the RTA.	Private Non-profit Organizations, or Public and Private Operators of Public Transportation Services. Varies requires match	<a href="http://www.trachicago.com/narfncf">www.trachicago.com/narfncf</a>
Regional Transportation Authority	Innovation, Coordination and Enhancement (ICE)	Transportation - Capital and Operating	Operating or capital grants that advance the goals and objectives of the RTAs strategic plan. Projects must be cost-effective and promote innovation, coordination and enhancement of the regional public transportation system in northeastern Illinois.	Service Boards of the Regional Transportation Authority (CTA, Metra, and Pace), Transportation Agencies that provide public transportation services, or Units of Local Government. / Varies requires match	<a href="http://www.trachicago.com/ice">www.trachicago.com/ice</a>

Municipal Funding Opportunities for Transit-Oriented Development  
**State of Illinois**

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Governor's Office	Illinois Rain Garden Initiative	Infrastructure, Environment - Capital	Award 20 grants of \$500 each to plant rain gardens and/or rain barrels at a reduced price	Communities and Schools (up to 500, \$25 per rain barrel)	<a href="http://www.standupforillinois.org/cleanwater/rr_index.php">http://www.standupforillinois.org/cleanwater/rr_index.php</a>
Illinois Environmental Protection Agency	Illinois Brownfields Redevelopment Grants & Loans	Brownfield	The Municipal Brownfields Redevelopment Grant Program provides funding to local municipalities to investigate and clean up brownfields properties. The Illinois Brownfields Redevelopment Loan Program is a revolving low-interest loan program that provides funds to municipalities and the private sector for the environmental cleanup of Brownfields sites.	Various / Varies	<a href="http://www.epa.state.il.us/land/brgmfields/index.html">http://www.epa.state.il.us/land/brgmfields/index.html</a>
Illinois EPA & Illinois Office of the State Fire Marshal	Underground Storage Tank Fund	Brownfield	This fund assists with the cleanup of contamination from underground storage tanks.	Various / Varies	<a href="http://www.epa.state.il.us/land/us/tankfund.html">http://www.epa.state.il.us/land/us/tankfund.html</a>
Illinois Department of Commerce & Economic Opportunity	Business Development Public Infrastructure Program (BDPIP)	Infrastructure Capital & Operational	Provides grants to units of local government for public improvements on behalf of businesses undertaking a major expansion or relocation project. Infrastructure improvements must be made for public benefit on public property and must directly result in the creation or retention of private sector jobs.	General purpose local governments / Varies	<a href="http://www.illinoisbiz.biz/dceo/Bureau/Business_Development/Grant%20bdpip.htm">http://www.illinoisbiz.biz/dceo/Bureau/Business_Development/Grant%20bdpip.htm</a>
Illinois Department of Commerce & Economic Opportunity	Workforce Development Initiatives, grants, etc.	Workforce Development	Program provides various funding and training opportunities to retain and improve Illinois workforce.	Various / Varies	<a href="http://www.commerce.state.il.us/dceo/Bureaus/Workforce_Development/Resources/">http://www.commerce.state.il.us/dceo/Bureaus/Workforce_Development/Resources/</a>
Illinois Department of Commerce & Economic Opportunity	Energy Efficient Affordable Housing	Housing - Capital	Grants are provided to include energy efficient building practices in the rehab or new construction of affordable housing units. Average energy savings range from 50% to 75%	Illinois based non-profit and for-profit housing developers / \$4000 to \$11000 per structure	<a href="http://www.illinoisbiz.biz/dceo/Bureau/Energy_Recycling/Energy/Efficiency/Housing_energy_program.htm">http://www.illinoisbiz.biz/dceo/Bureau/Energy_Recycling/Energy/Efficiency/Housing_energy_program.htm</a>
Illinois Department of Commerce & Economic Opportunity	Community Development Assistance Program (CDAP)	Public Buildings and Housing - Capital	Providing grants to local governments to help them in financing economic development projects, public facilities and housing rehabilitation. The program is targeted to assist low-to-moderate income persons by creating job opportunities and improving the quality of their living environment.	Units of general local government may apply for funding. Must have populations of 50,000 or less and must not be located in an urban county or the 38 cities that receive federal "entitlement" funds. The Counties of Cook, DuPage, Kane, Lake, Madison, McHenry, St. Clair and Will are entitlement counties and not eligible for CDAP funds. / Varies	<a href="http://www.commerce.state.il.us/dceo/Bureaus/Community_Development/Grants/CDAP.htm">http://www.commerce.state.il.us/dceo/Bureaus/Community_Development/Grants/CDAP.htm</a>
Illinois Department of Commerce & Economic Opportunity	Economic Development For a Growing Economy Tax Credit Program (EDGE)	Business Tax Incentive	The EDGE program is designed to offer a special tax incentive to encourage companies to locate or expand operations in Illinois when there is active consideration of a competing location in another State. The program can provide tax credits to qualifying companies, equal to the amount of state income taxes withheld from the salaries of employees in the newly created jobs. The non-refundable credits can be used against corporate income taxes to be paid over a period not to exceed 10 years.	To qualify a company must provide documentation that attests to the fact of competition among a competing state, and agree to make an investment of at least \$5 million in capital improvements and create a minimum of 25 new full time jobs in Illinois. For a company with 100 or fewer employees, the company must agree to make a capital investment of \$1million and create at least 5 new full time jobs in Illinois. / Varies	<a href="http://www.commerce.state.il.us/dceo/Bureaus/Business_Development/Tax+Assistance/EDGE.htm">http://www.commerce.state.il.us/dceo/Bureaus/Business_Development/Tax+Assistance/EDGE.htm</a>
Illinois Department of Commerce & Economic Opportunity	Minority, Women, and Disabled Participation Loan	Business Financing	This loan program provides financing for businesses owned and managed by persons who are minorities, women, or disabled.	Illinois small businesses that are 51 percent owned and managed by persons who are minorities, women, or disabled / loans up to \$100,000 or 50 % of the total project.	<a href="http://www.worldbusinesschicago.com/site/spotlight/minority-women-and-disabled-participation-loan-program-ivwvtdio">http://www.worldbusinesschicago.com/site/spotlight/minority-women-and-disabled-participation-loan-program-ivwvtdio</a>
Illinois Department of Commerce & Economic Opportunity	High Impact Business	Business Tax Incentive	The HiB program is designed to encourage large-scale economic Development activities, by providing tax incentives (similar to those offered within an enterprise zone) to companies that propose to make a substantial capital investment in operations.	\$12 million investment; 500 retained or \$30 million and 1200 jobs retained / investment tax credit, state sales tax, utility tax exempt businesses	<a href="http://www.ideo.net/dceo/Bureau/Business_Development/Tax+Assistance/HiB.htm">http://www.ideo.net/dceo/Bureau/Business_Development/Tax+Assistance/HiB.htm</a>
Illinois Department of Commerce & Economic Opportunity	Solar Thermal Grant Program	Environmental - Capital and Operating	Support the development and implementation of solar thermal and solar photovoltaic technologies in Illinois	Various / maximum incentive amount of \$250,000	<a href="http://www.commerce.state.il.us/dceo/Bureaus/Energy_Recycling/Energy/CleanEnergy/D2-solar+Energy+Incentive+Program.htm">http://www.commerce.state.il.us/dceo/Bureaus/Energy_Recycling/Energy/CleanEnergy/D2-solar+Energy+Incentive+Program.htm</a>

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## State of Illinois (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Illinois Department of Commerce & Economic Opportunity	Enterprise Zone Programs	Business Tax Incentive	Contribution Deduction, Dividend Income Deduction, Interest Deduction, Investment Tax Credit, Jobs Tax Credit, Participation Loan Program, Sales Tax Exemption, Utility Tax Exemption	Various/Varies	<a href="http://www.ildeco.net/dceo/Print/default.htm?uid=637EAF8BA-CEB2-433A-A2AB-5FA1D0F204D3">http://www.ildeco.net/dceo/Print/default.htm?uid=637EAF8BA-CEB2-433A-A2AB-5FA1D0F204D3</a>
Illinois Department of Commerce & Economic Opportunity	Illinois Energy Efficient Affordable Housing	Housing/Environment al - Capital	Grants are provided to Illinois based non-profit housing developers to include energy efficient building practices in the rehab or new construction of affordable housing units.	Not-for-profit housing developers / Varies by building size and type.	<a href="http://www.ildeco.net/dceo/Bureau/Energy/Recycling/Energy/Efficient/Housing/energy_program.htm">http://www.ildeco.net/dceo/Bureau/Energy/Recycling/Energy/Efficient/Housing/energy_program.htm</a>
Illinois Department of Commerce & Economic Opportunity	Community Service Block Grant Loan Program	Business - Financing	This loan program provides financing for new or expanding small businesses.	Small businesses in Illinois /CSBG funds usually make up between 20-49% of the entire loan project and have a low interest rate of 5% to 7.5%.	<a href="http://www.ildeco.net/dceo/Bureau/Community_Development/Local_Income_Support/">http://www.ildeco.net/dceo/Bureau/Community_Development/Local_Income_Support/</a>
Illinois Department of Commerce and Economic Opportunity	Illinois Incentives for Renewable Energy Systems	Building/ Construction - Tax Incentive	A tax exemption program that benefits property owners who employ solar-energy and other renewable energy systems.	Commercial, Industrial, Residential / Varies	<a href="http://www.dstrensusa.org/incentive/s/incentive.cfm?incentive_Code=ILO1.F&amp;state=IL&amp;currentPageID=1&amp;R=E=1&amp;E=1">http://www.dstrensusa.org/incentive/s/incentive.cfm?incentive_Code=ILO1.F&amp;state=IL&amp;currentPageID=1&amp;R=E=1&amp;E=1</a>
Illinois Department of Transportation	Economic Development Program	Transportation - Capital	The Economic Development Program (EDP) provides assistance in creating or expanding highways that will result in support of an economic development activity. Funding is available for highways that will provide direct access to industrial, distribution, or tourism developments and to projects that would not otherwise be feasible financially.	Local Governments / Up to 50% matching Grant	<a href="http://www.dot.state.il.us/edp/edp.html">http://www.dot.state.il.us/edp/edp.html</a>
Illinois Department of Transportation	Safe Routes to School Program	Transportation - Capital and Educational	This grant program provides funding for projects that improve the ability of school aged children to walk and bike to school. These are federal funds administered through IDOT.	Municipalities, Schools, Non-Profits, Counties / Varies	<a href="http://www.dot.il.gov/saferroutes/SafeRoutesSRPContent.aspx">http://www.dot.il.gov/saferroutes/SafeRoutesSRPContent.aspx</a>
Illinois Department of Transportation	Truck Access Route Program	Transportation - Capital	The purpose of the TARP is to help local government agencies upgrade roads to accommodate 80,000 pound trucks. The routes are to provide access to points of loading and unloading and to facilities for food, fuel, and truck repair and driver rest. Projects must connect to a truck route and end at another truck route or truck generator.	Local Government Agencies 7 / \$30,000/line mile \$15,000/intersection 50% or \$600,000 whichever is less	<a href="http://www.dot.state.il.us/tarp.htm">http://www.dot.state.il.us/tarp.htm</a>
Illinois Department of Transportation	Corridor Planning Grant Program	Planning	This grant program provides funding for planning projects that reduce traffic congestion, preserve open space, and encourage reinvestment.	Municipalities, Counties, MPO, RPC / Varies	<a href="http://www.dot.state.il.us/corridorplanning/corridor_grant.html">http://www.dot.state.il.us/corridorplanning/corridor_grant.html</a>
Illinois Department of Transportation	Transportation Enhancement Program	Infrastructure - Capital	ITEP funding in the following twelve categories: <ol style="list-style-type: none"> <li>1. Provision of facilities for pedestrians and bicycles</li> <li>2. Scenic or historic highway programs</li> <li>3. Landscaping and other scenic beautification</li> <li>4. Historic preservation</li> <li>5. Rehabilitation of historic transportation buildings, structures, or facilities</li> <li>6. Provision of safety and educational activities for pedestrians and bicyclists</li> <li>7. Acquisition of scenic easements and scenic or historic sites</li> <li>8. Preservation of abandoned railway corridors for the conversion and use thereof for pedestrian and bicycle trails</li> <li>9. Control and removal of outdoor advertising</li> <li>10. Establishment of transportation museums</li> <li>11. Environmental mitigation to address water pollution due to highway runoff or reduce vehicle-caused wildlife mortality while maintaining habitat connectivity</li> <li>12. Archaeological planning and research</li> </ol>	Local government or state agency/ Varies - Funds are allocated on a discretionary basis. Average \$720,000	<a href="http://www.dot.il.gov/oepp/itep.html">http://www.dot.il.gov/oepp/itep.html</a>

## State of Illinois (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Illinois Department of Natural Resources	Illinois Bicycle Path Grant Program	Bike Trail - Capital	This grant program provides funding for bike trail construction and renovation.	Unit of local government with statutory authority to provide lands for public bicycle path purposes (i.e. counties, townships, municipalities, park districts, conservation districts and forest preserve districts. / Varies	<a href="https://dnr.state.il.us/ocd/newbike2.htm">https://dnr.state.il.us/ocd/newbike2.htm</a>
Illinois Department of Natural Resources	Recreational Trails Program	Trail - Capital	This grant program provides funding for recreational trail construction and renovation.	Local government or state agency / Varies - Funds are allocated on a discretionary basis.	<a href="https://dnr.state.il.us/ocd/newtrp2.htm">https://dnr.state.il.us/ocd/newtrp2.htm</a>
Illinois Housing Development Authority	Reach Illinois: Employer Assisted Housing	Housing - Financing	An employer can leverage a dollar-for-dollar match from the Illinois Housing Development Authority (IHDA).  Projects eligible for consideration include, but are not limited to: <ul style="list-style-type: none"> <li>• Acquisition and rehabilitation of existing housing</li> <li>• New construction (single family and multifamily)</li> <li>• Adaptive reuse of non-residential buildings</li> <li>• Special housing needs for: mentally ill, developmentally disabled, elderly, physically disabled, single-parent families</li> <li>• Technical Assistance (for non-profit organizations only)</li> </ul>	Not-for-profits and for-profit corporations as well as units of local government may seek Trust Fund dollars. Individual citizens are not eligible for Trust Fund financing / The maximum award from the Trust Fund for a project is typically \$750,000. Sponsors are generally limited to applying for up to \$1.5 million in any 12-month period.	<a href="https://ihda.org/developer/trustfund.htm">https://ihda.org/developer/trustfund.htm</a>
Illinois State Treasury	Business Invest: Job Creation	Employment - Financing and Grant	Stimulates job creation and supports Illinois businesses of all shapes and sizes by enabling financial institutions to offer below-market interest rates on loans to new and existing businesses that will generate new jobs. Through the Business Invest: Job Creation interest rate reduction program, the Treasurer's Office provides businesses with the affordable access to capital needed to grow, expand and ultimately create new jobs.	Business must be a for-profit entity located in the state of Illinois. Business must generate new permanent jobs as a result of the loan. / The Treasurer's participation in a loan is equal to the projected payroll and benefits costs of the new jobs over the 5 years of the Treasurer's participation, up to a maximum of \$10 million per loan.	<a href="https://www.treasurer.il.gov/programpms/business-invest/business-invest.asp">https://www.treasurer.il.gov/programpms/business-invest/business-invest.asp</a>
Illinois State Treasury	Business Invest: Small Business	Employment - Financing and Grant	The Business Invest: Small Business program supports Illinois small businesses by enabling financial institutions to offer interest rate reductions on loans to new and existing small businesses. For each approved Business Invest: Small Business project, the Treasurer's Office deposits funds at a below-market rate with the financial institution providing the loan to the business. This below-market cost of funds in turn enables the financial institution to offer a reduced interest rate on the business's loan.	Business must be a for-profit entity located in the state of Illinois. Business must have maximum gross annual revenues of \$3 million, or up to \$5 million if the business is located in a low-to-moderate income area. / The Treasurer's Office may lower the interest rate on up to \$1 million per loan.	<a href="https://www.treasurer.il.gov/programpms/business-invest/business-invest.asp">https://www.treasurer.il.gov/programpms/business-invest/business-invest.asp</a>

Municipal Funding Opportunities for Transit-Oriented Development

# Federal

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Economic Development Administration	Economic Adjustment Assistance Program	Technical planning and infrastructure assistance	Economic Adjustment Assistance investments are intended to enhance a distressed community's ability to compete economically by stimulating private investment in targeted areas.	State, city, county, institution of higher education, for and non profits, Indian tribes / Matching Grant of up to 50%	<a href="https://www.eda.gov/25-urtoe/ran/keywords-for-matching-1644-bk2884-16997746407458-23d12d971">https://www.eda.gov/25-urtoe/ran/keywords-for-matching-1644-bk2884-16997746407458-23d12d971</a>
Economic Development Administration	Economic Development Support for Planning	Planning	Intended to strengthen economic development planning capacity and establish comprehensive economic development strategies designed to reduce unemployment and increase incomes.	State, Cities, (and other municipal units), Indian Tribes, Higher Education, Not-for-profit / \$8000-\$750,000 Average reward \$62,000	<a href="http://www.federalregister.gov/economic-development/support-for-economic-developments.html">http://www.federalregister.gov/economic-development/support-for-economic-developments.html</a>
Economic Development Administration	Economic Development Technical Assistance	Business and Development - Technical Assistance	EDA oversees three technical assistance programs (National, Local and University Center) that provide economic development and alleviate unemployment, underemployment, and outmigration in distressed regions.	State, Cities, (other municipalities), Higher Education, Not-for Profits / Matching up 50%	<a href="http://www.federalregister.gov/economic-development/technical-assistance.html">http://www.federalregister.gov/economic-development/technical-assistance.html</a>
Economic Development Administration	Global Climate Change Mitigation Incentive Fund	Environmental Capital	Finance projects that foster economic development by advancing the green economy in distressed communities. Supports projects that create jobs through, and increase private capital investment in, efforts to limit the nation's dependence on fossil fuels, enhance energy efficiency, curb greenhouse gas emissions and protect natural systems.	State, Cities, Counties / Varies	<a href="http://www.eda.gov/PDF/GCCMIF-2009Paper_External%20_081409.pdf">http://www.eda.gov/PDF/GCCMIF-2009Paper_External%20_081409.pdf</a>
Economic Development Administration	Planning Program	Planning	The Planning Program helps support planning organizations, including District Organizations and Indian Tribes, in the development, implementation, revision or replacement of comprehensive economic development strategies (CEDs), and for related short-term planning investments and State plans designed to create and retain higher-skill, higher-wage jobs, particularly for the unemployed and underemployed in the nation's most economically distressed regions. (CRDA No. 11-302)	Planning Organizations / Varies	<a href="http://www.eda.gov/ImageCache/E/DApublic/documents/fodfocs2006/13dtrchapter_20ii_2d2006andtr_2eodf/1113dtrchapter_20iii_2d2006andtr.pdf">http://www.eda.gov/ImageCache/E/DApublic/documents/fodfocs2006/13dtrchapter_20ii_2d2006andtr_2eodf/1113dtrchapter_20iii_2d2006andtr.pdf</a>
Economic Development Administration	Public Works and Economic Development Program	Infrastructure - Capital	Public Works and Economic Development investments help support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments.	State, Cities, (other municipalities), Higher Education, Not-for Profits / Matching up 50%	<a href="http://www.eda.gov/brownfields/assessments_grants.htm">http://www.eda.gov/brownfields/assessments_grants.htm</a>
Environmental Protection Agency	Brownfields Assessment Grants	Brownfield - Planning	Assessment grants provide funding for a grant recipient to inventory, characterize, assess, and conduct planning and community involvement related to Brownfield sites.	State, Local, Tribal governments / Up to \$200,000 or exceptions to grant \$350,000	<a href="http://www.epa.gov/swerosps/bfr/first.htm">http://www.epa.gov/swerosps/bfr/first.htm</a>
Environmental Protection Agency	Brownfields Cleanup Grants	Brownfield - Capital and Operational	Cleanup grants provide funding for a grant recipient to carry out cleanup activities at brownfield sites.	State, Local, Tribal, non-profit / up to \$200,000	<a href="http://www.epa.gov/swerosps/bfr/first.htm">http://www.epa.gov/swerosps/bfr/first.htm</a>
Environmental Protection Agency	Brownfields Cleanup Revolving Loan Program	Brownfield - Financing	Revolving low-interest loan program that provides funds to municipalities and the private sector for the environmental cleanup of Brownfields sites. Limited to brownfields determined to have hazardous materials or pose threat to public health.	State, local, tribal governments, land clearance authorities, quasi-governmental entities / Up to \$1,000,000	<a href="http://www.epa.gov/swerosps/bfr/first.htm">http://www.epa.gov/swerosps/bfr/first.htm</a>
Fannie Mae	American Communities Fund	Housing and Community - Capital and operating	This fund provides financing assistance for housing developments and community revitalization efforts.	Municipalities and Community based financial institutions and intermediaries that directly support affordable housing development. / Varies	<a href="http://www.fanniemae.com/housingcommandev/commdev/acf.html?#Affordable-Housing%26+Community-Development&amp;#x2D;Community+Development&amp;#x2D;Community+Lending">http://www.fanniemae.com/housingcommandev/commdev/acf.html?#Affordable-Housing%26+Community-Development&amp;#x2D;Community+Lending</a>

## Federal (continued)

Agency	Program	Purpose	Program Description	Eligibility/ Funding Range	Website
Federal Highway Authority	Transportation, Community and System Preservation (TCSP) Program	Planning, implementation and research	The Transportation, Community, and System Preservation (TCSP) Program provides funding for a comprehensive initiative including planning grants, implementation grants, and research to investigate and address the relationships between transportation, community, and system preservation and to identify private sector-based initiatives.	States, metropolitan planning organizations, local governments, and tribal governments are eligible for TCSP Program discretionary grants to plan and implement strategies which improve the efficiency of the transportation system, reduce environmental impacts of transportation, reduce the need for costly future public infrastructure investments, ensure efficient access to jobs, services and centers of trade, and examine development patterns and identify strategies to encourage private sector development patterns which achieve these goals.	<a href="https://www.fhwa.dot.gov/tcsp/program/sectors.html">https://www.fhwa.dot.gov/tcsp/program/sectors.html</a>
Great Lakes Regional Pollution Prevention Roundtable	Database of Funding Opportunities	Environmental, housing, social, and educational	Database of Funding Opportunities to improve environmental quality, particular water quality in and around the Great Lakes. Database also has a wide variety of funding sources for housing, social, and educational grants.	Varies / Varies	<a href="http://www.altpwr.org/funding/">http://www.altpwr.org/funding/</a>
National Park Service	Federal Historic Preservation Tax Incentives Program	Historic - Tax Incentives	Tax incentives are available for the rehabilitation of income-producing certified historic structures.	Property owners of historical properties / 20% Tax Credit	<a href="http://www.nps.gov/history/hms/TPS/tax/incentives/essentials_1.htm">http://www.nps.gov/history/hms/TPS/tax/incentives/essentials_1.htm</a>
U.S. Department of Energy	Business Credit of Energy-Efficient New Homes	Housing / Environmental - Financing	This tax credit benefits contractors who construct new energy-efficient homes that reduce annual energy consumption by 50%.	Businesses, Utilities, and Governments / Varies depending on type of structure and type of improvement	<a href="http://www.energy.gov/taxbreaks.htm">http://www.energy.gov/taxbreaks.htm</a>
U.S. Department of Energy	Energy-Efficient Commercial Building Deduction	Building/ Construction - Tax Credit	This tax credit is given for the construction of new commercial buildings that reduce annual energy and power consumption by 50%.	Businesses, Utilities, and Governments / Varies depending on type of structure and type of improvement	<a href="http://www.energy.gov/taxbreaks.htm">http://www.energy.gov/taxbreaks.htm</a>
U.S. Department of Energy	Database of Incentives/Policies for Renewables & Efficiency	Energy Efficiency, Business and Public Sector Improvements	Extensive database of incentives energy efficiency grants and assistance programs at the state, federal, and local levels.	Varies / Varies	<a href="https://www.dsireusa.org/incentive/index.cfm?c=1&amp;cat=1&amp;sv=0&amp;st=0&amp;src=1&amp;state=IL">https://www.dsireusa.org/incentive/index.cfm?c=1&amp;cat=1&amp;sv=0&amp;st=0&amp;src=1&amp;state=IL</a>
U.S. Department of Housing and Urban Development	Brownfields Economic Development Initiative	Brownfield - Financing	Enhance development of brownfields to productive economic uses through financial assistance to public entities and enhance security or improve viability of project financed with section 108 guaranteed loan.	CBDG and non CBDG recipients / Varies	<a href="http://www.hud.gov/offices/cnd/economicdevelopment/programs/brownfields/finance.cfm">http://www.hud.gov/offices/cnd/economicdevelopment/programs/brownfields/finance.cfm</a>
U.S. Department of Housing and Urban Development	Community Development Block Grant	Community Development - Capital and Financing	Annual Grant provided to municipalities to develop viable urban communities by providing decent housing and suitable living environments. Primarily for low and middle income areas.	Municipalities 50K-20K annual grants / Formula set by HUD determines need. Ultimate range varies	<a href="http://www.hud.gov/offices/cnd/economicdevelopment/programs/cdbg/">http://www.hud.gov/offices/cnd/economicdevelopment/programs/cdbg/</a>
U.S. Department of Housing and Urban Development	Empowerment Zone Employment Credit	Business/ Housing- Tax Credit	Credit against Federal taxes up to \$3,000 for businesses for each year of Empowerment Zone designation for every employee who lives and works in the Empowerment Zone. Business must be located in an Empowerment Zone.	Businesses. Must be in empowerment zone / Credit against taxes up to \$3,000	<a href="http://www.hud.gov/offices/cnd/economicdevelopment/programs/ez/">http://www.hud.gov/offices/cnd/economicdevelopment/programs/ez/</a>
U.S. Department of Housing and Urban Development	Enterprise Zone Facility Bonds	Business - Financing	State and local governments can issue Enterprise Zone Facility Bonds (a type of tax exempt bond) to make loans at lower interest rates to Enterprise Zone businesses to finance Qualified Zone Property. 35 percent of employees must be Enterprise Zone residents.	Businesses with 35% of employees as EZ or EC residents / Does not specify	<a href="http://www.hud.gov/offices/cnd/economicdevelopment/news/taxinc/entives051701.pdf">http://www.hud.gov/offices/cnd/economicdevelopment/news/taxinc/entives051701.pdf</a>
U.S. Department of Housing and Urban Development (in conjunction with EPA and DOT)	Community Challenge Planning Grant Program	Planning & Implementation	Efforts may include amending or replacing local master plans, zoning codes, and building codes, either on a jurisdiction-wide basis or in a specific neighborhood, district, corridor, or sector to promote mixed-use development, affordable housing, the reuse of older buildings and structures for new purposes, and similar activities with the goal of promoting sustainability at the local or neighborhood level. This Program also supports the development of affordable housing through the development and adoption of discretionary zoning ordinances and other activities to support planning implementation.	State and local governments, including US territories, tribal governments, political subdivisions of State or local governments, and multi-State or multi-jurisdictional groups. 20% local match required as cash. In-kind or both.	<a href="http://portal.hud.gov/portal/HUD/strcs/program_offices/sustainable_housing_communities/HUD_DOT_Community_Challenge_Grant.html">http://portal.hud.gov/portal/HUD/strcs/program_offices/sustainable_housing_communities/HUD_DOT_Community_Challenge_Grant.html</a>
U.S. Department of Housing and Urban Development	Low Income Housing Tax Credits	Housing - Financial Assistance	The LIHTC program gives State and local LIHTC-allocating agencies the equivalent of nearly \$5 billion in annual budget authority to issue tax credits for the acquisition, rehabilitation, or new construction of rental housing targeted to lower-income households.	State and local LIHTC-allocating agencies / Varies but projects are traditionally large in scale	<a href="http://www.huduser.org/datasets/ltc.html">http://www.huduser.org/datasets/ltc.html</a>
U.S. Department of Housing and Urban Development	Renewal Community Commercial Revitalization	Business - Tax Credit	Deduction of either one-half or (QRECS) in the first year a building is placed in service or all of (QRECS) on a table basis over 10 years if QRECS have been allocated to revitalization of a commercial building located in an RC.	Qualified Revitalized expenditures buildings / Up to \$12 million in reductions	<a href="http://www.hud.gov/offices/cnd/economicdevelopment/libraries/taxrev/ltc/2003.pdf">http://www.hud.gov/offices/cnd/economicdevelopment/libraries/taxrev/ltc/2003.pdf</a>

## Federal (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website	
US Department of Housing and Urban Development	Renewal Community Employment Credit	Business - Tax Credit	Credit against Federal taxes up to \$1,500 for businesses for each year of Renewal Community designation for every existing employee and new hire who lives and works in the Renewal Community	Businesses in Community Renewal / Up to \$1500	<a href="http://www.hud.gov/offices/cad/economicdevelopment/library/taxxpd/je2003.pdf">http://www.hud.gov/offices/cad/economicdevelopment/library/taxxpd/je2003.pdf</a>	
US Department of Housing and Urban Development	Section 108 Loan Guarantee	Business - Financing	Section 108 is the loan guarantee provision of the Community Development Block Grant (CDBG) program. Section 108 provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects, public facilities, and large-scale physical development projects.	Urban areas and Metropolitan Counties / Varies by size of project	<a href="http://www.hud.gov/offices/god/cmmunitvdevelopment/programs/108/index.cfm">http://www.hud.gov/offices/god/cmmunitvdevelopment/programs/108/index.cfm</a>	
US Department of Housing and Urban Development	Hope VI Main Street Grants	Housing - Capital	This grant program provides financing assistance for affordable housing in conjunction with the revitalization of downtown business districts.	Units of General Local Government / Varies	<a href="http://www.hud.gov/offices/god/cmmunitvdevelopment/programs/mainstreet/">http://www.hud.gov/offices/god/cmmunitvdevelopment/programs/mainstreet/</a>	
US Department of Housing and Urban Development (in conjunction with EPA and DOT)	Sustainable Communities Regional Planning Grant Program	Planning & Implementation	Supports metropolitan and multi-jurisdictional planning efforts that integrate housing, land use, economic and workforce development, transportation, and infrastructure investments	A consortium of units of government, regional planning agencies, and non-profit organizations. Allied public and private sector partners can join the consortium as participants in order to develop a regional plan. If a Metropolitan Planning Organization (MPO) exists within a region, it must be a part of the consortium. Councils of Governments are eligible if they meet the requirements described in the NOFA. / 20% local match through in-kind services, cash, or both.	Public bodies and agencies (transit authorities and other state and local public bodies and agencies thereof) including states, municipalities, other political subdivisions of states, public agencies and instrumentalities of one or more states, and certain public corporations, boards and commissions established under state law. / Varies - Funds are allocated on a discretionary basis.	<a href="http://www.ta-dot.gov/funding/grants/grants_finance_3557.html">http://www.ta-dot.gov/funding/grants/grants_finance_3557.html</a>
US Department of Transportation	Bus and Bus Facilities Program	Transportation	This grant program provides funding for new and replacement buses and facilities. Business start-up and organizational costs are generally capital expenditures. However, you can elect to deduct up to \$5,000 of business start-up and \$5,000 of organizational costs paid or incurred after October 22, 2004.	For-profit organizations / Deductions of up to \$5,000	<a href="http://www.irs.gov/ouablications/5354/d071nmlhd04896">http://www.irs.gov/ouablications/5354/d071nmlhd04896</a>	
US Department of the Treasury	Business Start-Up Cost Amortization	Business - Tax Credit	Provides competitively awarded grants to CDFIs and qualified nonprofit housing organizations to finance affordable housing and related community development projects.	CDFIs and qualified nonprofit housing / Varies	<a href="http://www.cdfifund.gov/what_we_do/overview.asp">http://www.cdfifund.gov/what_we_do/overview.asp</a>	
US Department of the Treasury	Community Development Financial Institutions Fund-Capital Magnet Fund	Housing - Financial Assistance	The New Markets Tax Credit (NMTC) Program permits taxpayers to receive a credit against Federal income taxes for making qualified equity investments in designated Community Development Entities (CDEs).	Must be certified as a CDE by the Fund (information about becoming a CDE are documented on the website) / up to \$5,000,000	<a href="http://www.cdfifund.gov/what_we_do/0r/grants_id.asp?programID=5">http://www.cdfifund.gov/what_we_do/0r/grants_id.asp?programID=5</a>	
US Department of the Treasury	New Market Tax Credits	Housing - Financial Assistance	Businesses can take a tax credit of up to \$2,400 for each 18-39 year-old new employee who hires in an EZ.	Businesses that hire 18-39 year old employees that live in an EZ / Up to \$2,400	<a href="http://www.dolleta.gov/business/incentives/loanpay/">http://www.dolleta.gov/business/incentives/loanpay/</a>	
US Department of the Treasury	Work Opportunity Tax Credits (WOTC)	Business/Housing - Tax Credit	This program helps qualified small business obtain financing when they might be eligible for business loans through normal lending channels.	Manufactures are for profit, standard SBA business size / 1 created/retrained job for \$50,000 loaned.	<a href="http://www.sba.gov/content/cdc504-loan-program">http://www.sba.gov/content/cdc504-loan-program</a>	
US Small Business Administration	Basic 7(a) Loan Guaranty	Business - Financing	Program helps qualified small businesses obtain financing when they might not be eligible for business loans through normal lending channels.	Manufactures are for profit, standard SBA business size / 1 created/retrained job for \$50,000 loaned.	<a href="http://www.sba.gov/content/micro-loan-program">http://www.sba.gov/content/micro-loan-program</a>	
US Small Business Administration	CDC/504 Program	Business - Financing	Provides very small loans to start-up, newly established, or growing small business concerns. Under this program, SBA makes funds available to nonprofit, community based lenders (intermediaries) which, in turn, make loans to eligible borrowers.	Startup, for profit / \$500-\$25,000	<a href="http://www.sba.gov/content/micro-loan-program">http://www.sba.gov/content/micro-loan-program</a>	
US Small Business Administration	Microloan Program	Business - Financing	Assists prospective borrowers in developing viable loan application packages and securing loans. Program targets low income borrowers, disabled business owners, new and emerging businesses, veterans, exports, rural and specialized industries.	Businesses / Up to \$250,000	<a href="http://www.sba.gov/category/nav/region-structure/loans-grants">http://www.sba.gov/category/nav/region-structure/loans-grants</a>	
US Small Business Administration	Prequalification Program	Business - Financing				

## Private Foundation

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Abbot Laboratories	Abbot Laboratories Fund	Various	Provides support through cash grants to recipients who operate in the areas of health and welfare, education, culture, art, civic and public policy	501 (c) (3) U.S. Internal Revenue Service / Varies	<a href="http://www.abbotfund.org/">http://www.abbotfund.org/</a>
Alcoa Foundation	Alcoa Foundation	Various	Majority of their grants fit within one of the following areas: Conservation and Sustainability, Safe and Healthy Children and Families; Global Education in Science, Engineering, Technology, and Business; Business and Community Partnerships, and Workforce Skills Today for Tomorrow.	Alcoa Foundation gives priority consideration to programs and organizations in or near communities where Alcoa has a presence. ~ \$21 million in grants around the world	<a href="http://www.alcoa.com/global/en/Community/foundation/overview.asp">http://www.alcoa.com/global/en/Community/foundation/overview.asp</a>
Altilate	The Altilate Foundation	Various	Personal safety and security, neighborhood revitalization and financial planning and education. Examples of funded projects include: fire safety, child safety advocacy; structured after-school programs with initiatives safeguard against gangs and delinquency; automobile passenger safety; and anti-drinking and driving programs.	The Altilate Foundation makes grants to nonprofit, tax-exempt organizations under Section 501(c)(3) of the Internal Revenue Code. / Varies	<a href="http://www.altilate.com/foundation/">http://www.altilate.com/foundation/</a>
Amenberg Foundation	Civic and Community Grants	Various	Education and youth development, arts, culture and humanities, civic and community life, health and human services, and animal services and the environment.	Communities and Non-Profits / Varies	<a href="http://www.amenberfoundation.org/grants">http://www.amenberfoundation.org/grants</a>
AmeriDream Inc.	Various Programs	Various	Through down payment assistance and community redevelopment programs, AmeriDream, Inc. expands affordable housing opportunities not only to first-time homebuyers but to all low- and moderate-income individuals and families who wish to achieve homeownership. Additionally, as a non-profit organization, AmeriDream works to promote the value of homeownership as a strong foundation that supports lasting communities and individual prosperity.	Various / Varies	<a href="http://www.ameridream.org/WhoWeAre/Accomplishments/">http://www.ameridream.org/WhoWeAre/Accomplishments/</a>
Bank of America Foundation	Bank of America Foundation Grant Program aimed at improving local communities	Various	To be a catalyst by investing in community catalysts to ensure economic vibrancy and growth. In fact, more than 85% of our total philanthropic spend directly impacts local communities. In addition to our general community funding priorities of Arts and Culture, Community Development, Education, and Health and Human Services, our local market presidents and their local community leaders also support Environmental and Youth Development programs.	Non profits - National and Targeted Chicago and Southern Illinois Markets / 1.5 billion 10 year giving goal started in 2004	<a href="http://www.bankofamerica.com/foundation">http://www.bankofamerica.com/foundation</a>
Bank of America Foundation	Community Catalyst Grants	Various	Funds efforts that support issues such as: literacy, school readiness, economic education, teacher preparation, need-based and merit scholarships, work readiness, economic revitalization efforts, environmental awareness and urban planning, disaster relief, diversity and multicultural awareness, and arts education.	Unknown / Varies	<a href="http://www.bankofamerica.com/foundation/">http://www.bankofamerica.com/foundation/</a>
Bike Belong Coalition	Various avenues for funding; must team up with a local bicycling Non-Profit Organization	Infrastructure	Funding important and influential projects that leverage federal funding. Projects include bike paths, lanes, and routes, as well as bike parks, mountain bike trails, BMX facilities, and large-scale bicycle advocacy initiatives.	Municipalities and Non-Profits / Varies	<a href="http://www.bikebelong.org/grants">http://www.bikebelong.org/grants</a>
Bikes Belong	Bikes Belong Grant Program that Promotes Bicycle Usage	Bicycle	Putting more people on bicycles more often. Fundable projects include paved bike paths and rail trails as well as mountain bike trails, bike parks, BMX facilities, and large-scale bicycle advocacy initiatives.	Nonprofit organizations whose missions are bicycle and/or trail specific. Also accept applications from public agencies and departments at the national, state, regional, and local levels; municipalities must partner with a local bicycle advocacy / Applicants can request up to \$10,000 each.	<a href="http://www.bikebelong.org/grants">http://www.bikebelong.org/grants</a>

## Private Foundation (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Calvert Foundation	Calvert Foundation	Various	Calvert Foundation makes loans to community development organizations that focus on affordable housing, small business, microcredit and other community development initiatives.	Community development financial institutions (CDFI) and other organizations, including community development corporations, community loan funds, community banks and credit unions, social enterprises and micro finance institutions. / Varies	<a href="http://www.calvertfunding.org/layer/view/documents.html">http://www.calvertfunding.org/layer/view/documents.html</a>
CIJL Group	CIJL Foundation	Various	CIJL Foundation supports Community Development programs to help physically revitalize neighborhoods and create economically vibrant communities	Unknown / Varies	<a href="http://www.cijlgroup.com/cijlfoundations/index.htm">http://www.cijlgroup.com/cijlfoundations/index.htm</a>
Clinton Foundation	Clinton Economic Opportunity Initiative- Entrepreneurship Programs	Economic Development	Entrepreneurship is a critical pathway to the middle class for individuals and economic growth for communities. CEO's entrepreneurship efforts are promoting economic growth in economically distressed and emerging communities. Learn more about CEO's Entrepreneurship Programs.	Various / Varies	<a href="http://www.clintonfoundation.org/what-we-do/clinton-economic-opportunity-initiative">http://www.clintonfoundation.org/what-we-do/clinton-economic-opportunity-initiative</a>
Enterprise, Enterprise Social Investment Corporation & the Natural Resources Defense Council	Green Communities Grants & Loans	Building/ Construction	These grants and loans provide assistance for the development of affordable housing using green building technologies.	501(c)(3) nonprofits, public housing authorities, tribal designated housing entities, for-profit entities, and for-profit entities participating through joint ventures with qualified organizations. / In general, the grant amount will range from \$20,000 to \$75,000 per project.	<a href="http://www.greencommunitiesonline.org/tools/funding/grants/">http://www.greencommunitiesonline.org/tools/funding/grants/</a>
Enterprise Foundation	Green Communities Initiative - Charitable Grants	Planning	Assist housing developers with integrating green building systems in their developments and engage in a serious discussion of green design possibilities. Enterprise will award planning grants to affordable housing developers to coordinate a green design charrette.	501(c)(3) nonprofits / Grants for up to \$5,000	<a href="http://www.greencommunitiesonline.org/tools/funding/grants/charitable.asp">http://www.greencommunitiesonline.org/tools/funding/grants/charitable.asp</a>
Enterprise Foundation	Green Communities Initiative - Sustainability Training Grants	Post-Planning	Funding is available to cover the design and distribution of an operators and maintenance.	501(c)(3) nonprofits / \$5,000 for affordable housing developers	<a href="http://www.greencommunitiesonline.org/tools/funding/grants/sustainability/index.asp">http://www.greencommunitiesonline.org/tools/funding/grants/sustainability/index.asp</a>
Enterprise Foundation	Green Communities Planning and Construction Grants	Green Housing - Planning and Capital	Green Communities is a five-year, \$550 million initiative developed through a partnership between the Enterprise Foundation/Enterprise Social Investment Corporation and the Natural Resources Defense Council to ensure smarter, healthier homes for Americans with limited incomes. The goal of the initiative is to transform the way communities think about, design, and build affordable homes. The initiative offers grants to help cover the costs of planning and implementing green components of affordable housing projects, as well as tracking their costs and benefits. Capital funding opportunities are also available.	The initiative will provide financing, grants, and technical assistance to developers to build more than 8,500 rental and for-sale homes that promote health, conserve energy, and natural resources, and enhance access to jobs, schools, and services. Applications will be reviewed on a rolling basis. / Varies	<a href="http://www.greencommunitiesonline.org/tools/funding/index.asp">http://www.greencommunitiesonline.org/tools/funding/index.asp</a>
FedEx Social Responsibility Program	FedEx Social Responsibility Program	Bikes and Pets	Pedestrian and Child Safety - Safety is a core value of FedEx, and it is the first consideration in all operations. We currently partner with the National SAFE KIDS Campaign to promote child and pedestrian safety around the world. We also support other organizations that work to enhance the safety of children and transportation systems.	Selected charities must be registered 501(c)(3) organizations in good financial and public standing. / Varies	<a href="http://about.yan.fedex.com/corporate-responsibility">http://about.yan.fedex.com/corporate-responsibility</a>
Ford Foundation	Ford Foundation	Various	Types of support include grants, recoverable grants, loans and loan guarantees. Issue Areas: Democratic and Accountable Government, Peace and Social Justice, Human Rights, Social Justice Philanthropy, Economic Fairness and Opportunity, Asset Building and Community Development, Natural Resources and Sustainable Development, Access to Education, Knowledge, Creativity and Freedom, Freedom of Expression, Sexuality and Reproductive Health and Rights	501 c 3 Government Agencies, Universities and more / Funding amount varies based on project	<a href="http://www.fordfound.org/">http://www.fordfound.org/</a>
Georgia-Pacific	Georgia-Pacific Foundation	Various	The Foundation invests our resources primarily in four key areas (the Four Es) that help create and sustain strong communities: Education, Environment, Entrepreneurship and community enrichment.	Applicants must be located within thirty miles of a Georgia-Pacific community (Manufacturing facility). / Varies	<a href="http://www.gap.com/fndFoundation/index.html">http://www.gap.com/fndFoundation/index.html</a>

## Private Foundation (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Google	Google Grants	Advertising/ Information Sharing	Provides in-kind keyword advertising using Google AdWords so you can connect directly with your target audience.	501(c)(3) / In-Kind Programming/ Advertising	<a href="https://www.google.com/grants/details.html">https://www.google.com/grants/details.html</a>
Grand Victoria Foundation	Core Program	Economic Development and Environment	Highest priority is given to efforts that focus on long-term solutions: are multidisciplinary and collaborative; that effectively address barriers of race and class; promote civic engagement, and attract additional investment. Grand Victoria is interested in programs that strengthen and build the fields of practice the foundation supports: help identify emerging trends, and/or test new ways to solve persistent problems in those fields. Core areas include Economic Development, Education and Environment.	To be considered for funding, an organization must be registered with the IRS as a 501(c)(3) public charity. They support organizations in Illinois whose work is a strong fit with their guidelines and strategies.	<a href="https://www.grandvictoriafn.org/index.php?option=com_content&amp;view=article&amp;id=99">https://www.grandvictoriafn.org/index.php?option=com_content&amp;view=article&amp;id=99</a>
Home Depot	Building Healthy Communities Grant Program	Various	Grants are for community improvement projects that include activities such as construction or refurbishment of affordable or transitional housing, building, rebuilding, painting, refurbishing, increasing energy efficiency or sustainability, landscaping, planting of native trees, community facility improvements, and the development and/or improvement of green spaces. Grants must support work completed by community volunteers in the United States.	Only registered 501(c)(3) nonprofit organizations, tax-exempt public schools, and tax-exempt public agencies in the U.S. are eligible to apply / Awards grants of up to \$2,500. Grants are made in the form of the Home Depot gift cards for the purchase of tools or materials.	<a href="https://www.usbank.com/corporate-responsibility">https://www.usbank.com/corporate-responsibility</a>
HSBC	HSBC in the Community Foundation	Environment	Focusing on education and the environment, HSBC also has a focus on participating in local community initiatives in which they operate.	501(C)(3) public charities. In addition, public schools and school districts or other government agencies are eligible to receive grants under IRS rules. / Varies	<a href="http://www.hsbcusa.com/corporate-responsibility">http://www.hsbcusa.com/corporate-responsibility</a>
IL Clean Energy Foundation	Illinois Clean Energy Community Foundation Grant	Environment, Structure	The Foundation funds projects in three core program areas: improving energy efficiency, developing renewable energy resources, and preserving and enhancing natural areas and wildlife habitat throughout Illinois.	Funding to federally recognized 501(c)(3) nonprofit organizations and state and local government agencies serving Illinois residents. / Varies	<a href="http://www.illinoiscleaneenergy.org">www.illinoiscleaneenergy.org</a>
Kaboom Playground Opportunities	Kaboom Playground Opportunities	Park - Playground Equipment	Work with communities to build new safe playgrounds.	Ideal Community Partners are usually child-serving, non-profit organizations that could be community development organizations, neighborhood coalitions, charter schools, or any organization that can mobilize a volunteer force and is in need of a playground. / Varies but require a substantial amount of public participating and some funding from communities	<a href="http://www.kaboom.org">http://www.kaboom.org</a>
Kresge Foundation	Community Development	Community Development, Infrastructure and Environment	Support the capital needs of community development organizations working in rural, urban and older-suburban neighborhoods to enhance grassroots participation, resident empowerment, physical revitalization, neighborhood cohesion, wealth-building, housing, and, in some cases, youth opportunity.	Government entities, 501(c)(3) organizations that are not classified as private foundations and more / Varies	<a href="https://www.kresge.org/index.php/what/community-development/">https://www.kresge.org/index.php/what/community-development/</a>
Local Government Commission	Customized Technical Assistance	Technical Assistance	The non-profit Local Government Commission provides customized, fee-based technical assistance to communities through contact planning and design services. The LGC staff has expertise in planning, public participation, visioning, renewable energy resources and development of livable communities. Technical assistance is offered in three broad categories: Educational Services, Participatory Planning and Visioning, Policy Development Assistance	Municipalities / Technical Assistance	<a href="https://www.lgc.org/services/index.html">https://www.lgc.org/services/index.html</a>

## Private Foundation (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Metropolitan Life Foundation	Metropolitan Life Foundation	Various	Supporting various educational, health and welfare, and civic and cultural organizations. Their goals are to strengthen communities, promote good health and improve education. The Foundation makes grants nationally in the areas of health, education, culture, civic affairs, and social investment programs.	501(c)3 / In 2000, the Metropolitan Life Foundation awarded 253 grants totaling \$13.1 million	<a href="http://www.metlife-foundation/index.html?SCOPE=MetLife&amp;SHIC=65001.RL=10&amp;W=Foundations%20Life%20Metropolitan%20The%20&amp;Pre=3&amp;ONT%20STYLE%3D%22backcground%3A%23fff00">borate-profile/citizenship/metlife-foundation/index.html?SCOPE=MetLife&amp;SHIC=65001.RL=10&amp;W=Foundations%20Life%20Metropolitan%20The%20&amp;Pre=3&amp;ONT%20STYLE%3D%22backcground%3A%23fff00</a>
National Association of Realtors (NAR)	Smart Growth Action Grants	Planning, Policy, Community Organization	NAR's Smart Growth Action Grant program is available to support your efforts to implement programs and activities that position REALTORS as leaders in improving their communities by advancing smart growth. NAR's Smart Growth Action Grants are intended to help your association and members initiate and sustain an active role in bringing smart growth development principles to your community.	Municipalities and home owner associations / Maximum of \$5,000 per year	<a href="http://www.nar.org/government_affairs/smart_growth/grants">www.nar.org/government_affairs/smart_growth/grants</a>
National Endowment for the Arts (NEA)	Your Town: The Citizens' Institute on Rural Design	Planning	The 'Your Town' program consists of two-and-a-half-day participatory workshops held in different locations around the country. These sessions bring architects, landscape architects, and other design professionals together with community members. Each year, four workshops are funded by the National Endowment.	Municipalities / Technical Assistance	<a href="http://www.yourtowntodesign.org">http://www.yourtowntodesign.org</a>
The Oak Hill Fund	Environmentally Sustainable Affordable Design program	Planning	The Oak Hill Fund provides support to national, regional, and local organizations through several grant making programs. The Environmentally Sustainable Affordable Design program promotes the incorporation of the principles of sustainable development into the design of affordable construction, with a primary focus on residential housing.	Requests are accepted from throughout the U.S. The Application Process begins with a Letter of Inquiry submitted through their online system. / Various	<a href="http://www.oakhillfund.org/">http://www.oakhillfund.org/</a>
The Orton Family Foundation and Placentias.com	Community Viz	Planning and Consensus Building	The Orton Family Foundation is an 'operating' foundation, which means that instead of making grants, they bring resources together in creative entrepreneurial ways to create tools, educational programs and templates that can be replicated in rural communities that are actively grappling with growth community planning issues. The foundation provides one-on-one assistance to communities and regions to improve their capacity for decision-making. They've also created 'CommunityViz' an interactive software tool for professional planners, citizen planners, landowners, and interested citizens. With this software, communities can visualize and evaluate different land use patterns and make informed decisions on issues specific to their own communities.	Communities and Regions / Technical Assistance	<a href="http://www.orton.org">http://www.orton.org</a>
Project for Public Spaces (PPS)	Project for Public Spaces (PPS)	Planning and Research	PPS is a non-profit organization dedicated to creating and sustaining public places that build communities. PPS provides technical assistance, education, and research through programs in parks, plazas and central squares, buildings and civic architecture, transportation and public markets.	Municipalities / Technical Assistance	<a href="http://www.pps.org">http://www.pps.org</a>
Public Welfare Foundation	Public Welfare Foundation	Various	Funding is focused in eight program areas: criminal justice, disadvantaged elderly, disadvantaged youth, environment, health, population and reproductive health, community economic development and participation, and human rights and global security.	501(c)3 / Varies	<a href="http://www.publicwelfare.org/">http://www.publicwelfare.org/</a>
Rails to Trails Conservancy	Lists a myriad of funding sources	Bike Ped	Organization lists a large variety of state, federal, and foundation grants for funding trails.	Varies depending on grant source / Varies depending on source and program.	<a href="http://www.railsbuilding/technicalassistance/coolbox/20080710_funding_fina.ncing.html">http://www.railsbuilding/technicalassistance/coolbox/20080710_funding_fina.ncing.html</a>
Rockefeller Foundation	Various programs, including environment, transportation, urban development	Various	A focus area is: Addressing the risks of accelerating urbanization - shaping efforts in planning, finance, infrastructure, and governance to manage a world in which, for the first time in history, more people live in urban communities than rural ones.	Open - submit ideas / Varies	<a href="http://www.rockfound.org/grants/grants.shtml">http://www.rockfound.org/grants/grants.shtml</a>

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## Private Foundation (continued)

Agency	Program	Purpose	Program Description	Eligibility / Funding Range	Website
Robin and Haas	Robin and Haas	Various	Robin and Haas Company focuses their support in five key philanthropic categories: including Education, Environment, Civic and Community, Health and Human Services and Arts and Culture.	Various / Varies	<a href="http://www.robinhaas.com/history/fourstorv/social_planet.htm">http://www.robinhaas.com/history/fourstorv/social_planet.htm</a>
Surdna Foundation	Surdna Foundation	Community Development	Environment, community revitalization, effective citizenry, the arts, and the nonprofit sector	501(c) (3) or 501(c)(4) / Varies	<a href="http://www.surdna.org/grants/grca-nts-overview.html">http://www.surdna.org/grants/grca-nts-overview.html</a>
Smart Growth America (SGA), Local Initiatives Support Corporation (LISC), the International City and County Management Association (ICMA), and the Metropolitan Institute at Virginia Tech (MI)	National Vacant Properties Campaign	Technical Assistance	National Vacant Properties Campaign is a collaboration of four leading national organizations, Smart Growth America (SGA), Local Initiatives Support Corporation (LISC), the International City and County Management Association (ICMA), and the Metropolitan Institute at Virginia Tech (MI). NVPIC is leveraging the expertise of partners, practitioners, and national experts to offer a range of training and technical assistance services to communities seeking to improve state and local systems for revitalizing vacant and abandoned properties.	Municipalities / Technical Assistance	<a href="http://www.communityprogress.net/">http://www.communityprogress.net/</a>
US Green Building Council	Affordable Green Neighborhoods Grant Program	Housing - Green Buildings	With support from the Bank of America Foundation, the U.S. Green Building Council (USGBC) is offering a grant program that recognizes affordable housing developers who are committed to building sustainable communities. The Affordable Green Neighborhoods Grant Program awards grants and provide educational resources to affordable housing developers and related public agencies who choose to pursue LEED for Neighborhood Development certification. Preference will be given to qualifying projects that meet additional goals, including the redevelopment of fill and previously developed sites, effort to strengthen the surrounding neighborhoods, commitment to engage stakeholders in the development process, and the provision of green housing for a range of income levels.	Affordable housing developers and related public agencies who choose to pursue LEED for Neighborhood Development certification. / A cash award of approximately \$25,000, which may be used to pursue LEED-ND certification and many other extras.	<a href="http://www.usgbc.org/DisplayPage.aspx?CMSPageID=2184">http://www.usgbc.org/DisplayPage.aspx?CMSPageID=2184</a>
Wachovia Foundation	Wachovia Foundation	Community Development	Two primary and two secondary focus areas (Primary Focus Areas: Education and Community Development; Secondary Focus Areas: Health and Human Services and Arts and Culture). Their mission is to build strong and vibrant communities, improve the quality of life, and make a positive difference where they have banking institutions.	501(c)(3) of the Internal Revenue Code, be located or provide service in Wachovia's markets / Varies	<a href="https://www.wachovia.com/foundation/index.jsp?nextextoid=716710a2090ba110vrvnVCM1000004d80d1872RCRD&amp;vnextint=defaull">https://www.wachovia.com/foundation/index.jsp?nextextoid=716710a2090ba110vrvnVCM1000004d80d1872RCRD&amp;vnextint=defaull</a>
Walmart Foundation	Walmart Store and Sam's Club Giving Programs	Various	Supports programs and initiatives in four main areas of focus: Education, Workforce Development / Economic Opportunity, Health & Wellness and Environmental Sustainability.	Municipalities, Schools, Non-Profits, Churches / Varies	<a href="http://walmartstores.com/CommunityGiving/g916.aspx">http://walmartstores.com/CommunityGiving/g916.aspx</a>
Wells Fargo	Wells Fargo Housing Foundation	Housing	Increasing low-income homeownership through the development of affordable housing, and to providing shelter and supportive services for homeless and disabled adult populations. Areas of interest include: homeownership (construction and home improvement opportunities), supportive housing, and transitional housing.	501(c) (3) or tax exempt / \$5,000 - \$10,000	<a href="https://www.wellsfargo.com/about/whfi/about_wfhtf.html?sessionId=ZK30S2AN1DUAYCQ10C3E3N0RBRKTWUUM0">https://www.wellsfargo.com/about/whfi/about_wfhtf.html?sessionId=ZK30S2AN1DUAYCQ10C3E3N0RBRKTWUUM0</a>