



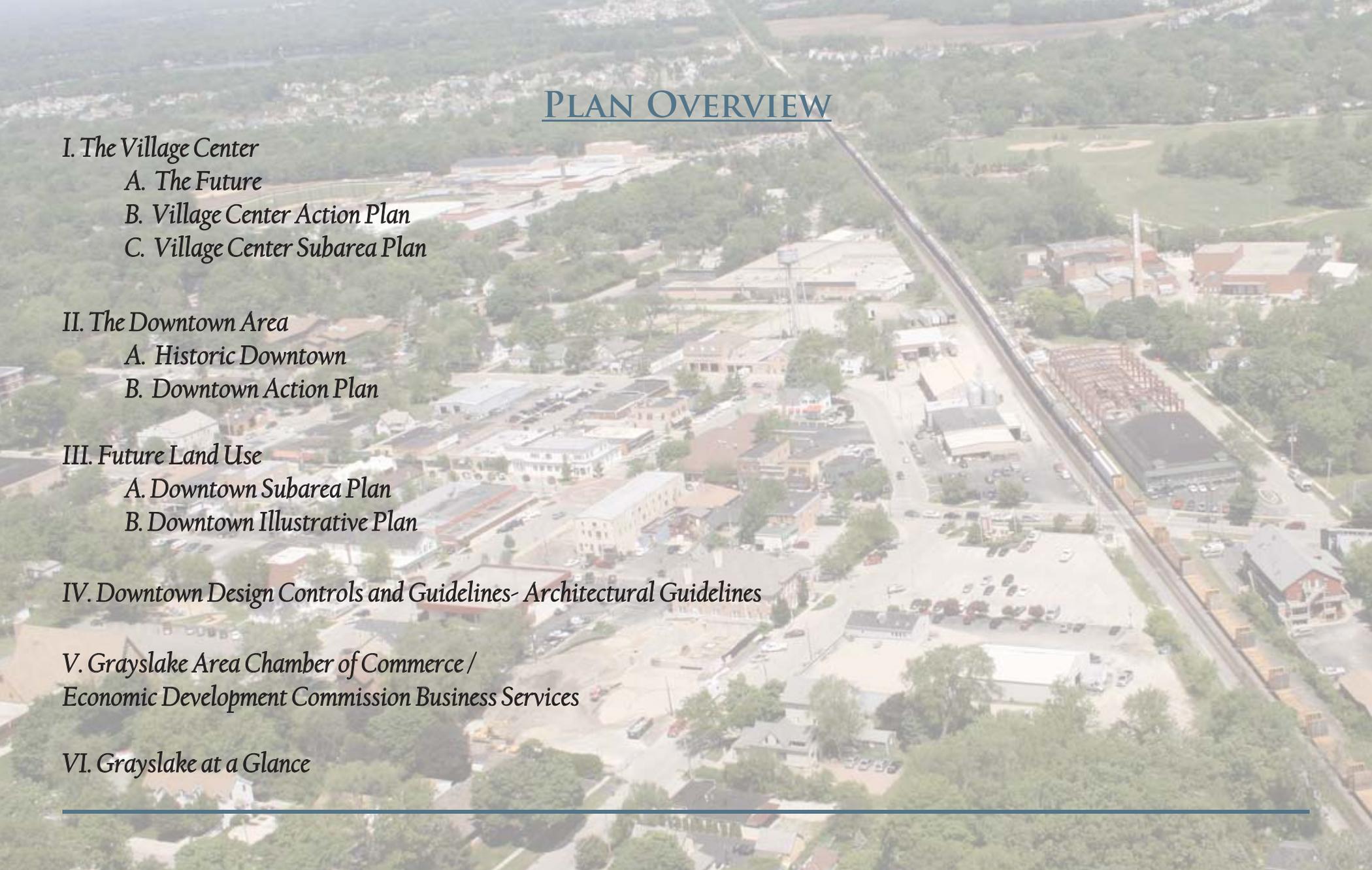
VILLAGE CENTER
&
DOWNTOWN
PLAN



VILLAGE OF

grayslake

est. 1895

An aerial photograph of a town, likely Grayslake, Illinois, showing a mix of residential, commercial, and industrial buildings. A prominent railroad line runs diagonally from the top right towards the bottom right. The town is surrounded by greenery and trees. The text is overlaid on the left side of the image.

PLAN OVERVIEW

I. The Village Center

A. The Future

B. Village Center Action Plan

C. Village Center Subarea Plan

II. The Downtown Area

A. Historic Downtown

B. Downtown Action Plan

III. Future Land Use

A. Downtown Subarea Plan

B. Downtown Illustrative Plan

IV. Downtown Design Controls and Guidelines- Architectural Guidelines

V. Grayslake Area Chamber of Commerce / Economic Development Commission Business Services

VI. Grayslake at a Glance



THE VILLAGE CENTER

The Comprehensive Plan of 1989 envisioned development of a Village Center in the downtown business district. Pursuant to this concept, the Village took steps toward revitalization of this business district, including infrastructure investments, public facility expansions in the area, and economic development programs designed to encourage business investment and restore the area's historic character. An EDC/Chamber contract resulted in community events and activities in the downtown that encourage business while reinforcing the area's role as a Village Center. The result is a revitalized downtown business district with low vacancy rates.

As the Village has grown, a broader concept of a Village Center, as included in the Comprehensive Plan of 2005, has evolved covering a larger geographic area and includes a mix of residential, non-residential, open space, and institutional uses. Strong cooperation among various organizations has resulted in the creation of amenities that are increasingly a focus of community activity, including Central Park with its various recreation and open space areas, public library, skate park, Esper A. Petersen Foundation Family Aquatic Center, Grayslake High and Middle Schools, Village Hall, Municipal Historical Museum, Millennium Veteran's Memorial, historic downtown district, senior housing opportunities, and the Heritage neighborhood.

The Future . . .

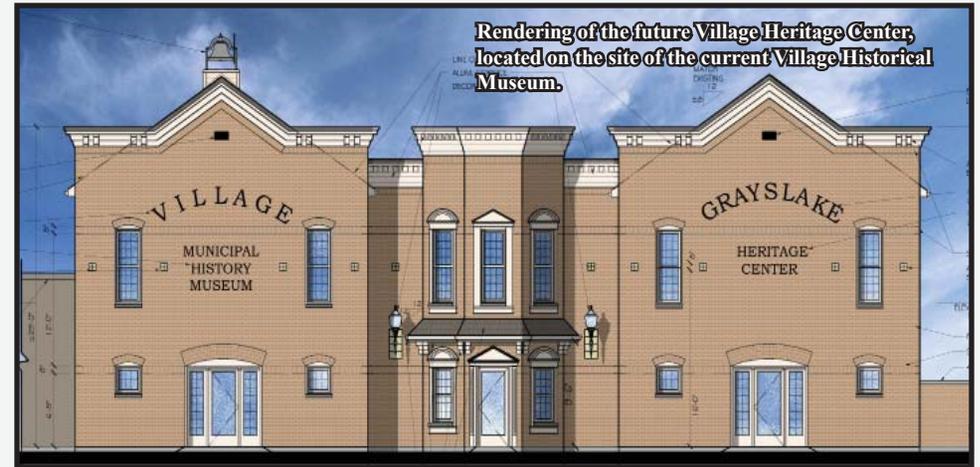
Various community organizations plan to continue to work on enhancing the offerings in the Village Center. Toward this end, the following goal has been established with respect to the Village Center:

Build a multi-faceted Village Center as a community focal point and as a unique amenity that enhances property values and raises community spirit.

Village Center Action Plan . . .

Continue the development of the Grayslake Village Center in the area bounded by Route 83 (east), Grayslake Middle School/Central Park (north), Lake Street (west), and Belvidere Road (south) by . . .

- Adding community amenities in the Village Center.
- Encouraging residential development of higher density and high quality within the Center.
- Creating programs to encourage the restoration and/or preservation of historic architecture in the “Heritage Area.” The “Heritage Area” being located roughly south of Center Street to Route 120 and Lake Street east to the railroad tracks.
- Encouraging the organizing of events and activities designed to attract residents and customers to the Village Center.
- Creating a continuous program to market on an ongoing basis the Village Center, its activities, and its amenities as a community focal point and a destination for tourists and customers.
- Completing any needed pedestrian linkages between the Village Center and the community’s neighborhoods.
- Completing appropriate rezoning in the “Heritage Area” to eliminate multi-family zones.



Rendering of the future Village Heritage Center, located on the site of the current Village Historical Museum.

- Implementing a redevelopment plan for the Gelatin Company property on Railroad Avenue, including, in part, residential uses.
- Adopting appropriate “tear down” regulations for the “Heritage Area” to preserve the area’s historical character while allowing reinvestment.



A restored home in the Village Center’s historic “Heritage Area.”



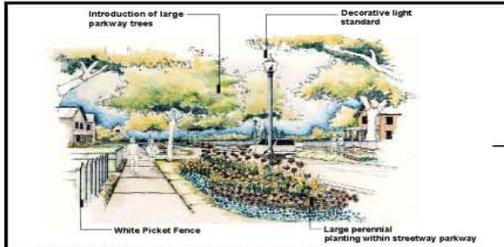
One of the many hot summer days at the Esper A. Petersen Foundation Family Aquatic Center, located in the heart of the Village Center.

NEW DOWNTOWN RESIDENTIAL NEIGHBORHOOD



THE REDEVELOPMENT SITES NORTH OF THE DOWNTOWN CORE OFFER THE OPPORTUNITY TO CREATE A NEW RESIDENTIAL NEIGHBORHOOD WITHIN THE VILLAGE CENTER. ALTHOUGH COMPRISED OF A SERIES OF INDIVIDUAL DEVELOPMENTS, THESE SHOULD BE LINKED TOGETHER TO FORM ONE COHESIVE NEIGHBORHOOD. THIS NEIGHBORHOOD SHOULD TAKE ON A MORE URBAN CHARACTER, WITH SMALLER YARDS, GARAGES OFF ALLEYS AND HIGHER DENSITY. DEVELOPMENT TYPES WOULD INCLUDE SMALL LOT SINGLE FAMILY, TOWNHOUSES, CONDOMINIUMS AND MIXED RESIDENTIAL/COMMERCIAL USES.

PERIMETER STREETSCAPE TREATMENT



AREAS WITHIN THE VILLAGE CENTER THAT ARE NOT PART OF THE DOWNTOWN CORE SHOULD HAVE A SEPARATE AND DISTINCT STREETSCAPE CHARACTER. THIS STREETSCAPE DESIGN WOULD EMPHASIZE A MORE RESIDENTIAL CHARACTER. DESIGN ELEMENTS WOULD INCLUDE HISTORIC STREETLIGHTS, FLOWER BEDS WITHIN STREET PARKWAYS AND PICKET FENCES.

DOWNTOWN STREETSCAPE TREATMENTS



A CONTINUATION OF THE EXISTING DOWNTOWN STREETSCAPE IMPROVEMENT IS PROPOSED THROUGHOUT THE DOWNTOWN CORE AREA AND ALONG THE CENTER STREET EXPANSION AREA.



VILLAGE CENTER VISION STATEMENT

THE VILLAGE CENTER IS ENVISIONED AS A DYNAMIC, INTERESTING AND VITAL PLACE WHERE PEOPLE WORK, LIVE, SHOP AND PARTICIPATE IN CULTURAL AND CIVIC ACTIVITIES. COMPRISED OF THE DOWNTOWN AREA, ADJACENT NEIGHBORHOODS AND PUBLIC FACILITIES THAT FORM THE HEART OF THE COMMUNITY, THE VILLAGE CENTER FOSTERS A RANGE OF ACTIVITIES FOUND NOWHERE ELSE IN THE VILLAGE. WHILE THE DEMAND FOR COMMERCIAL AND RESIDENTIAL SPACE FOSTERS SIGNIFICANT REDEVELOPMENT, THE VILLAGE CENTER RETAINS ITS TRADITIONAL SMALL TOWN/DOWNTOWN CHARACTER. THUS, WHILE THE VILLAGE CENTER OF THE FUTURE IS A PLACE OF GROWTH AND DEVELOPMENT, THIS ACTIVITY IS CHANNLED TO MAKE THE VILLAGE CENTER A FULLER EXPRESSION OF ITSELF, AND GRAYSLAKE.

COMMERCIAL REDEVELOPMENT



SIGNIFICANT OPPORTUNITIES FOR COMMERCIAL REDEVELOPMENT EXIST WITHIN THE DOWNTOWN CORE AREA AND THE EASTERN DEVELOPMENT TO BE DESIGNED IN A MANNER CONSISTENT WITH THE VISION FOR THE VILLAGE CENTER. THESE EXAMPLES ILLUSTRATE THE KIND OF DEVELOPMENT PROPOSED, CHARACTERIZED BY ATTRACTIVE FACADES, STRONG ORIENTATION TO THE STREET/SIDEWALK AND UPPER LEVEL RESIDENTIAL UNITS.

VILLAGE CENTER ENTRY FEATURE



A FORMAL ARCHED ENTRY FEATURE IS PROPOSED TO MARK THE APPROACHES TO THE VILLAGE CENTER. THE PROPOSED DESIGN CALLS FOR BRICK COLUMNS WITH STONE ACCENTS SUPPORTING A CAST IRON ARCH. THE ENTRY FEATURE WILL INCLUDE A SPECIAL DOUBLE LUMINAIRE VERSION OF GRAYSLAKE'S HISTORIC CHARACTER STREETLIGHT.

LEGEND

- VILLAGE CENTER ENTRY FEATURES
- PERIMETER STREETSCAPE TREATMENT
- DOWNTOWN STREETSCAPE TREATMENT
- BIKE TRAILS ON STREETS
- BIKE TRAILS THROUGH OPEN SPACE
- DOWNTOWN CORE AREA
- DOWNTOWN BUSINESS EXPANSION
- FESTIVAL SPACE
- PUBLIC USE CAMPUS
- NEW DOWNTOWN RESIDENTIAL NEIGHBORHOOD
- HERITAGE NEIGHBORHOOD
- WETLAND AREA
- PUBLIC FACILITIES
- REDEVELOPMENT SITES
- EXISTING TREES
- VILLAGE CENTER BOUNDARIES

Figure 31: **VILLAGE CENTER SUBAREA PLAN (2005)**



THE DOWNTOWN AREA

The downtown area is a part of the larger Village Center; however, the downtown area has particular issues that merit individual discussion. The key issues associated with the downtown are the preservation of the downtown's unique character, fostering compatible infill redevelopment, and renovation of existing buildings. By adopting a regulatory structure and incentive program the Village hopes to encourage restoration of building facades along Center Street to their original design as depicted in the records of the Grayslake Historical Society.

Historic Downtown . . .

The Village has also experienced revitalization in its historic downtown business district. This included a substantial amount of private investment in building renovations and greatly reduced building vacancies in the downtown area. The municipality encouraged this revitalization through investment in public improvements that consist of streetscaping, road improvements, and retention of municipal facilities within the downtown area, including the construction of the expanded village hall and police facilities. The Village also entered into a long-term arrangement providing for the opening of a Municipal Historical Museum within the downtown. In order to encourage facade improvements designed to reflect the downtown's history, the Economic Development Commission (EDC) implemented numerous facade grants and low-interest loan programs, which were utilized by many downtown businesses for facade renovations. Currently, the Economic Development Commission is working toward implementation of the Downtown Action Plan and the Downtown Subarea Plan, which were adopted by the Village Board as a guide for further downtown progress.



Downtown Action Plan . . .

Continue the development of the Downtown Business District in the area bounded by Route 83 (east), Hawley Avenue (north), Lake Street (west), and Park Avenue (south) by . . .

- Extending Downtown Streetscape Concepts throughout the area and developing a multi-year financial plan to construct the improvements.
- Continuing revitalization of the downtown business district as an integral part of the Village Center.
- Adopt a regulatory structure and incentive program to encourage restoration of building facades along Center Street to their original designs as depicted in the records of the Grayslake Historical Society.



A building facade along Center Street, restored to its original design.

FUTURE LAND USE

The intent of plans for the downtown area is to preserve the heritage and unique character of the downtown while allowing it to evolve to meet the current needs of the community and reach its full development potential. Accordingly, some of the historical uses in the downtown, such as small manufacturing and agricultural support services, are no longer viable and appropriate. The Future Land Use Plan: Downtown Subarea Plan illustrates the potential land use policy for the downtown area.

The overall direction of land use policy in the downtown is to preserve the traditional commercial core and public/semi-public service uses while encouraging mixed commercial/residential infill development as well as residential development on the downtown's periphery. This policy is expected to result in the expansion of primary commercial use from the traditional core area eastward along Center Street to the

Route 83 intersection. This land use policy is also expected to foster the creation of new residential neighborhoods on the northern fringes of the downtown, replacing obsolete industrial uses. A proposal to extend Pine Street eastward via an at-grade railroad crossing would help connect emerging residential areas together and provide improved access to key public services such as Central Park and the library.



(Right) As adopted in the Grayslake Comprehensive Plan, the "Future Land Use: Downtown Subarea Plan" describes the planned uses for each specific area in the downtown district. These planned uses consist of: primary commercial, residence/business, secondary commercial, public/semi-public, mixed use, single family residential, multi-family/mixed residential, and park/open space.

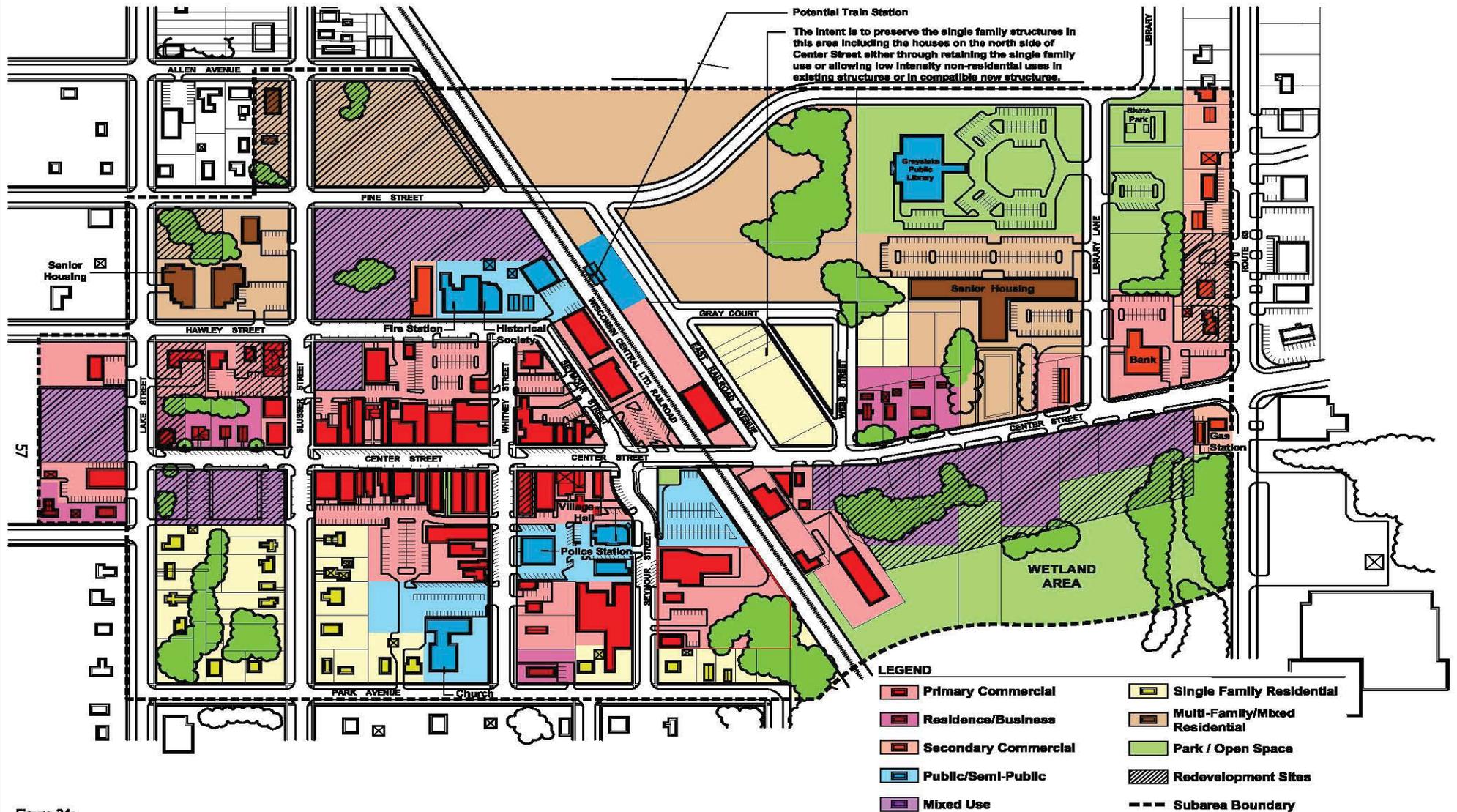


Figure 34:
**FUTURE LAND USE
 DOWNTOWN SUBAREA PLAN (2005)**

GRAYSLAKE COMPREHENSIVE PLAN

Grayslake, Illinois



(Left) The future project at 33 South Whitney is one example of the mixed-use developments the Downtown area is hoping to attract. This five story complex will consist of approximately 50 residential units and over 4,000 square feet of store front on the ground level.

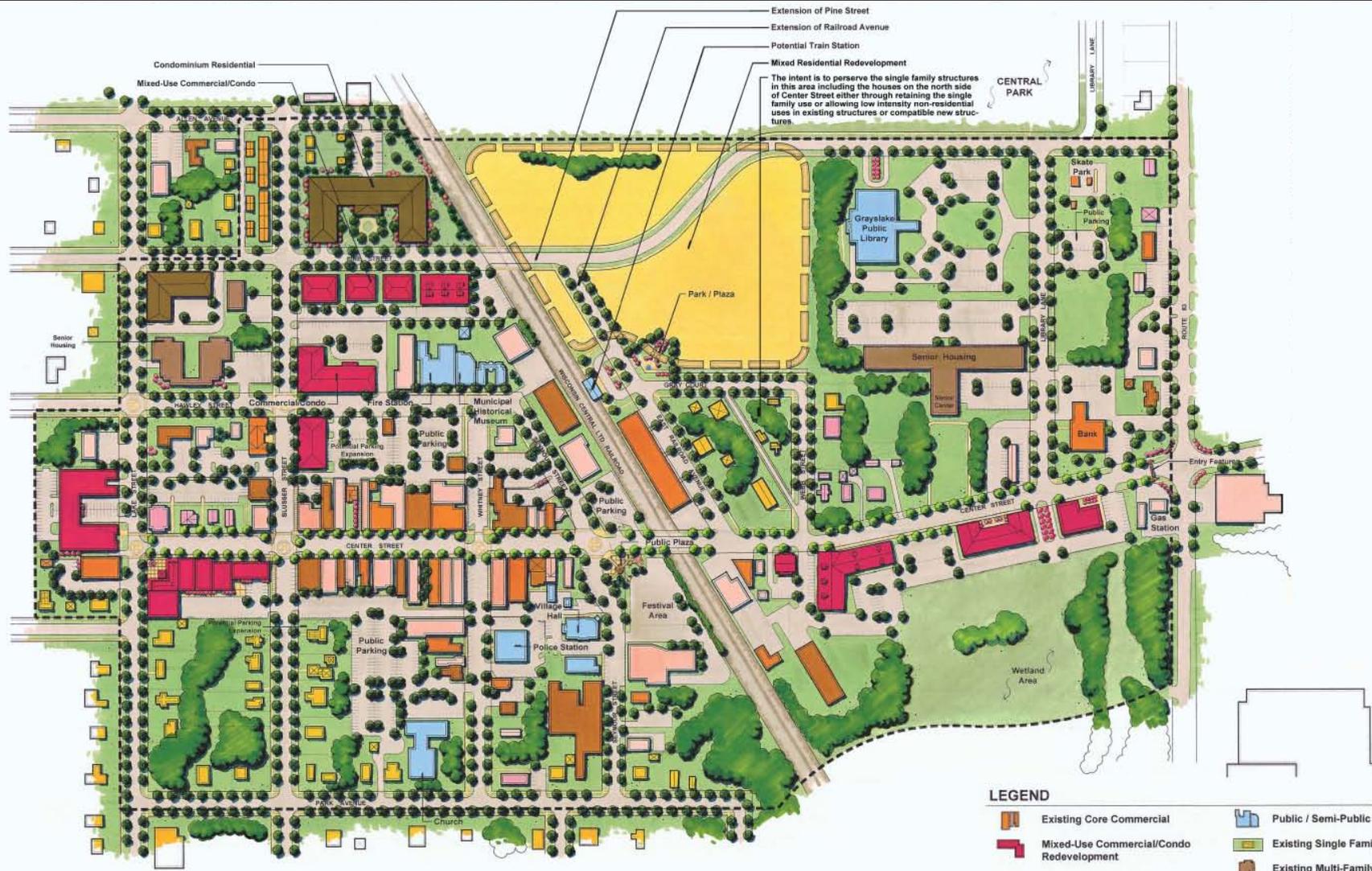
Downtown Illustrative Plan

The Downtown Illustrative Plan depicts the downtown of the future as it would look with proposed improvements and redevelopment concepts. While not designed as an absolute or inflexible layout, the plan emphasizes the preservation of the downtown core area and its traditional character.

This essential character would form the basis of the design for in-fill redevelopment. This redevelopment would follow traditional design themes compatible with the downtown character. The result would be a downtown that maintains its identity and gains interest, variety, and mass through carefully designed redevelopment.

Key recommendations reflected in the plan include:

- Preservation of the downtown core area as a unique Grayslake feature
- Mixed use redevelopment of designated redevelopment sites
- A potential train station
- A proposed railroad crossing at Pine Street, plus an additional connection to Route 83 through Central Park
- The extension of East Railroad Avenue northward to the proposed railroad crossing at Pine Street
- Townhouse and single family redevelopment in the area
- A parking program that provides adequate public and private parking throughout the downtown
- Expansion of downtown streetscape improvements
- Ties Downtown Illustrative Plan into the broader Village Center Plan



Extension of Pine Street
 Extension of Railroad Avenue
 Potential Train Station
 Mixed Residential Redevelopment
 The intent is to preserve the single family structures in this area including the houses on the north side of Center Street either through retaining the single family use or allowing low intensity non-residential uses in existing structures or compatible new structures

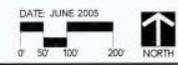
LEGEND

	Existing Core Commercial		Public / Semi-Public
	Mixed-Use Commercial/Condo Redevelopment		Existing Single Family
	Condominium Residential Redevelopment		Existing Multi-Family
	Townhouse Redevelopment		Residence / Business
	Mixed Residential Redevelopment		Park / Open Space
			Subarea Boundary

Appendix: B-1
ILLUSTRATIVE PLAN
DOWNTOWN SUBAREA PLAN (2005)

GRAYSLAKE COMPREHENSIVE PLAN

Grayslake, Illinois



CAMIROS
 Planning, Zoning, Economic Development, Landscape Architecture
 411 West Oak Street, Chicago, Illinois 60607 Phone: 312.547.0211

DOWNTOWN DESIGN CONTROLS AND GUIDELINES

The design quality of new development, renovations of existing buildings, and public improvement is particularly important in the downtown area. The downtown area is the focal point of community heritage and civic activity. The character and quality of the area must be protected through village review and guidance of development proposals and infrastructure improvements.

The quality of design for future redevelopment projects within the downtown area is crucial to the preservation of Grayslake's community character, as well as its vitality and appeal. New construction should draw upon the design elements of existing historic buildings. While not expressly duplicating them, new infill development should respect the historic character of the area.

The overall redevelopment strategy in the downtown is to preserve the four-block core area and support redevelopment on the periphery that is sympathetic and consistent with the core area. The core area consists of the three blocks radiating from the corner of Center Street and Whitney Street. Clearly, the closer a redevelopment project is to the core area, the more critical the compatibility of the design will be.



Downtown Architectural Guidelines

Based on the existing character elements of the downtown, the following guidelines have been formulated to provide quality control for redevelopment projects...

- **Restrict the Size of Infill Buildings in the Downtown:** In order to maintain the small-town character of downtown Grayslake, new infill buildings should be designed to fit in with the scale of the area. Accordingly, new buildings should meet the following guidelines:
 - New buildings along Center Street should have a maximum frontage of 100 feet.
 - New buildings along side streets should have a maximum frontage of 125 feet.
 - New buildings exceeding the above limits must be designed as separate exterior facades such that each façade looks like a separate and distinct building. Interior space may be fully integrated. Larger buildings could be constructed to provide facades that convey a multiple unit appearance.
- **Exterior Building Materials:** Exterior building materials in new buildings should be compatible with the historic/traditional character of the downtown. To achieve this compatibility, exterior building materials shall be restricted to material types in existence at the time of original construction of the downtown, which ended in the 1920's. The following represents exterior materials to be used along any façade facing a public street:
 - Brick, of a size and finish compatible with older brick
 - Natural stone, including a variety of surface textures and stone types
 - Wood, including wood siding and trim
 - Glass, as part of windows and doors only and of sizes, light divisions, and color consistent with older architecture
 - Polystyrene, used only for architectural moldings and only as accents
 - Copper sheathing used on bays, oriels, and similar architectural accents
 - Roofing materials are not restricted, except as prohibited below
- **Exterior Renovation of Existing Buildings:** It is important to preserve the character of existing buildings in the downtown. To ensure this, the renovation/rehabilitation of existing older buildings should be done in a manner consistent with their original design. To fulfill this objective, any exterior renovation/rehabilitation of older buildings shall be carried out based on existing records of downtown buildings on file with the Grayslake Historical Society. Proposed exterior renovations/rehabilitations that seek to follow other design direction will need to obtain a special use permit before the Village will issue a building permit.
- **Building Setbacks:** Buildings should be sited to reinforce the existing building wall and the pedestrian orientation of the downtown. For this reason, front and corner side yard setbacks shall not be greater than two feet.
- **Building Heights and Roof Designs:** Building heights should be in scale with the existing buildings in the downtown. Two- and three-story buildings should be the norm. A small number of four-story buildings may be permitted by special use. The construction of new one-story buildings in the core area should also be discouraged. Variety in roof design is encouraged, with flat, gable, and hip roofs being the most common roof designs. Special design elements within roofs are also encouraged such as gable dormers, towers, and cupolas.
- **Exterior Colors:** The color palette used on buildings, both new infill buildings and renovated/rehabilitated older buildings, have a strong influence on the aesthetic character and harmony of the downtown. However, colors are difficult to regulate without constraining creativity. Common sense principles should be used to guide the selection of exterior colors. Chief among these is to use strong colors only as accents within an otherwise monochromatic color palette.
- **Parking:** The downtown area needs parking in order to maintain its vitality. However, it is essential that parking within the downtown be designed and located in a manner that will promote synergy. Large areas of surface parking must be avoided in order to make the downtown a pedestrian-oriented environment. For this reason, underground parking is strongly encouraged in new redevelopment projects as a means of providing a large component of required parking.
- **Design Review:** The preservation of downtown Grayslake's unique character will not be achieved without the active involvement of the Village. It is recommended that the Village establish a Building Department design review committee comprised of one Village staff member, one Village Trustee, and a Village Architect. This committee would review and act on proposals for new development and renovation of existing buildings as part of the building permit process for the Center Street core area. The design review committee's actions would be binding, with the right of appeal to the Village Board.

(Left) This rendering illustrates a case study of the redevelopment site at the southeast corner of Center Street and Lake Street. This figure illustrates how a larger site can be designed to maintain compatibility with the scale and character of the downtown by dividing the building into three separate facades and incorporating historically sympathetic details.

GRAYSLAKE AREA CHAMBER OF COMMERCE / ECONOMIC DEVELOPMENT COMMISSION BUSINESS SERVICES

The contract between the Grayslake Chamber of Commerce and the Village of Grayslake's Economic Development Commission is designed to provide support services that promote economic development in the Grayslake area. Some of the services provided by the chamber under the contract include administrative/clerical support, a minimum of four business promotional events per year, advertising programs for existing businesses, and marketing efforts for economic development in the community. These economic development services have provided local businesses advertising, cable TV commercials promoting the community and its businesses, downtown business promoting events, an annual business media fair, and seminars on new business practices open to the business community.



Annual Downtown
Business "Trick or Treat"
event.



Annual Downtown Arts
Festival along Center
Street.

Chamber of Commerce / EDC Annual Events:

- *Arts Festival*
- *Taste of Grayslake / Fireworks*
- *5K Family Fun Run*
- *Summer Days*
- *Business "Trick or Treat"*
- *Holiday Tree Lighting*

GRAYSLAKE AT A GLANCE

GRAYSLAKE DEMOGRAPHICS:

- Grayslake Population: 20,330¹
- Number of Households: 7,739¹
- Median Household Income: \$84,149²
- Average Household Size: 2.75¹
- Median Age: 33.5¹

DOWNTOWN STATISTICS:

- Over 120 businesses are located in the downtown business district, including restaurants, specialty shops, offices, government, financial, and grocery
- 3 zoning classifications in the Village Center:
 - 1) *Central Business*
 - 2) *Residential*
 - 3) *General Business*
- Daily Traffic Volume on Center Street: 9,800 *vehicles*
- Total Number of Parking Spaces in Downtown
 - Street Spaces: 281
 - Municipal Lot Spaces: 200
 - 2009 Parking Expansion: 100

1. 2003 Special Census
2. 2002 Grayslake Demographics Report

GRAYSLAKE AREA DEMOGRAPHIC TRENDS:*

(Grayslake area consists of communities within 10 driving minutes)

2000 Census:

Population- 92,678
Households- 31,846
Avg. Household Size- 2.89
Median Household Income- \$73,623
Per Capita Income- \$30,403

2005 Estimate:

Population- 106,572
Households- 36,156
Avg. Household Size- 2.93
Median Household Income- \$84,969
Per Capita Income- \$35,073

2010 Projection:

Population- 120,326
Households- 40,307
Avg. Household Size- 2.97
Median Household Income- \$95,573
Per Capita Income- \$39,676

*Data courtesy of 2006 S.B. Friedman & Company Retail Market Analysis Report

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