

LAKE LZ ZÜRICH

TOGETHER

COMPREHENSIVE PLAN





Building on our Success, Shaping a Brighter Future

Let the cover of this plan inspire you! It isn't just a picture; it's a vision.

Beyond the familiar water tower and lake, you'll see visual representations of key strategies that continue to build on strengths. Elements like enhanced outdoor spaces, ambient lighting and engaging storefronts, improved mobility and dynamic streetscape, inviting green space and attractive building articulation. Though a cover can't capture everything, it embodies the creative spirit of the plan and feedback received from the community. Dive in and discover how we can collaborate to make these possibilities a reality!

WAVES OF *Heartfelt Thanks*

Diving into the Future: A Vision for Lake Zurich

Welcome to the Lake Zurich Together Comprehensive Plan -- a guidebook aimed at building on strengths and shaping a more vibrant, connected community. From housing and sustainability to economic development, mobility and street life, this plan covers all the bases. Fundamental, creative, and strategic action items are outlined to arrive at near, mid and long term goals.

Crafted by and for the Lake Zurich community, plan recommendations herein reflect a robust community visioning effort, thorough data analysis and steady involvement from local leaders, Village staff, community partners, and residents. A dynamic team of planners, placemakers, and transportation specialists were engaged to support and guide the planning process and lend best practice and engagement expertise.

We invite you to join us in championing these initiatives and working together to create a more beautiful, bustling and prosperous future for Lake Zurich. Special thanks to all who participated and contributed their insights, time, and perspectives.

~ Lake Zurich Together



This Plan celebrates the spirit of coming together to rally around community collaboration, a strong sense of place, and a commitment to a bright future.

ACKNOWLEDGMENTS

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Executive Summary

How to Use this Guidebook: The What & Why of Comprehensive Plans

The Lake Zurich Together Comprehensive Plan outlines a vision for Lake Zurich's future, shaping how it can continue to thrive in the years to come. The plan serves as a policy framework and tool to support priority-setting, budgeting, and decision-making across a range of topics and matters from growth and development, to land use and transportation, community well-being and quality of life. The plan sets forth a vision for physical enhancements and placemaking strategies, focusing on the following core drivers:

- *Increase diversity and density of destinations, shops, dining, and activities*
- *Highlight arts, culture, and seasonal events to encourage exploration and leisure*
- *Create safe, walkable sidewalks, bikeways and trails connecting various destinations*
- *Offer a variety of high-quality housing options tailored to different life stages and needs*

As the name "Lake Zurich Together" suggests, successful implementation rests on the shoulders of many. To achieve the vision and goals will require ongoing collaboration, resources, funding, and careful consideration of forces and market factors beyond the Village's control. The Village shall use and implement the Plan by evaluating development proposals, planning for infrastructure and other capital improvements, and seeking grants and other funding opportunities. Other organizations and community partners should also use the Plan to understand future goals of Lake Zurich and how to be a champion and partner with implementing such. Residents and businesses should also reference the Plan to understand ways they can be involved in building an even stronger community and the targeted objectives ahead.

Ready, Set, Action! Overview on Key Terms & Plan Organization

Plan recommendations are summarized at the end of each chapter, following the important context and key findings that informed their development. These Goals and Objectives are intended to guide Lake Zurich's future, are informed by past planning efforts, community input, and the insights of local officials and staff.

Goals are aspirational statements of Lake Zurich's ambitions for the future. They describe what the Village seeks to preserve, change, and/or become over the coming years.

Objectives identify specific actions, steps or policies to achieve the goals. Some are more specific than others, and many require community partnerships and additional deliberation / refinement to bring to fruition.

Comprehensive Plan recommendations are organized into Goals and Objectives and listed at the end of each chapter. These aspirations and statements outline policies, programs, and actions the Village looks to achieve and/or address in implementing this comprehensive plan.

Vision Statement

Lake Zurich is a thriving community that offers small-town charm, big-city amenities, and something for everybody. Top-tier schools, community institutions and services, paired with safe, tight-knit neighborhoods, parks and abundant recreational activities provide the perfect setting to live, play and raise a family. The vibrant Main Street canvas includes year-round events, social connection, gatherings, and foot traffic. An active mix of local shops, independent businesses, and quality restaurants create a character-rich lakeside setting filled with seasonal activities and alfresco dining. As an economic hub for southwest Lake County, the Village's access and connectivity supports a broad range of industrial and commercial users, providing a depth of job opportunities and a solid employment base. Lake Zurich provides high quality of life, sustained wellbeing, and a fun, active social scene for all who live, visit and experience the Village.

Planning Pillars & Key Recommendations

Shaped by community input and the Village's identification of focus areas, the following chapters (which follow Chapter 1 Introduction) provide the organizational framework for Lake Zurich's Comprehensive Plan:

Chapter 2 · Community Design & Development

By considering how people experience Lake Zurich's built and natural environment, we are able to arrive at a more inspired blueprint for future development. This chapter applies a human lens, alongside insights gathered through data analysis and visioning, to outline recommendations around design guidelines, future land use and zoning considerations, economic development, and housing opportunities.

See recommendations on pages 8–45.

Chapter 3 · Placemaking & Programming

Lake Zurich is a thriving community that fosters a strong sense of place and provides a variety of activities to engage in. This chapter focuses on actions, concepts and framework plans aimed at enhancing public spaces, supporting local businesses, and promoting a diverse range of cultural and recreational opportunities.

See recommendations on pages 46–65.

Chapter 4 · Mobility & Accessibility

The transportation network is a critical part of any community's form and function. Improvements to connectivity (linking places to destinations), mobility (ability and ease of moving goods and people), and accessibility (the quality and comfort of travel) directly impact livability, economic development, and sustainability. This chapter outlines opportunities for expanding transportation options, allowing Lake Zurich residents to walk, bicycle, and roll safely and comfortably, and have more choices for getting around, recreating, exercising, and safely aging in place.

See recommendations on pages 66–95.

Chapter 5 · Corridors & Special Area Plans

While this comprehensive plan takes a Village-wide approach to future land use planning, it also addresses key corridors and areas in Lake Zurich that warrant special attention. These areas include the major east-west (Route 22) and north-south (Route 12/Rand Road) corridors, areas outside the Village boundary to consider for potential annexation, and other vacant or underutilized sites that have potential for infill development. Recommendations for these special areas are explored via concept plans.

See recommendations on pages 96–109.

Chapter 6 · Sustainability, Resilience & Wellbeing

To pursue sustainability is to create and maintain an environment where humans and nature can coexist in productive harmony to support present and future generations. The Lake Zurich community has emphasized the importance of taking action locally to protect natural resources, enhance community resilience and foster healthy lifestyles and wellbeing. “Community sustainability” looks beyond aspects of the natural environment to develop policies and plans that facilitate greener choices, development, and decision-making.

See recommendations on pages 110–121.

Chapter 7 · Implementation

The Lake Zurich Together Comprehensive Plan is designed to help guide community leaders and decision-makers on development and quality of life matters. It is meant to assist with coordinated, long-range improvements and social, economic, and infrastructure enhancements in and around the community. The Implementation Chapter outlines the Village’s vision through core strategies and actionable steps categorized by topic area. Each strategy identifies: (1) Key implementation partners essential for success; (2) Critical concepts and connections that support effective execution; and (3) Timeframes and priority projects to initiate progress. **See the action plan starting on page 122**



**Main Street District Framework Plan
highlighted in Chapter 3.**

Plan Chapters & Contents

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LakeZurichgram

LAKE
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TOGETHER
COMPREHENSIVE PLAN

Lake Zurich Community Workshop
Ela Area Public Library, Lake Zurich, Illinois

Introduction & Visioning



LakeZurichTogether is the best way to predict the future is to create it. #LakeZurichTogether #CommunityVisioning
October 25

CHAPTER 1

Building on Our Success, A Vision for Lake Zurich

Lake Zurich, a picturesque lakeside village incorporated in 1896, has evolved from its humble beginnings as a farmstead and summer resort town into a vibrant, family-friendly community of nearly 20,000 residents.

"Lake Zurich offers something for everyone," was a sentiment echoed by community members of all ages throughout the "Lake Zurich Together" planning process. The village's exceptional schools, state-of-the-art community facilities, and abundant parks and green spaces make it a highly desirable location to live and raise a family. Lake Zurich also boasts a diverse range of housing options, from single-family homes to condos and apartments, catering to various lifestyles and budgets.

Looking ahead, the Village is poised to continue its growth and development. The community is actively working to enhance its Main Street District, improve infrastructure, and promote economic development while preserving its character. With its strong sense of community, beautiful natural surroundings, and commitment to quality of life, Lake Zurich is well-positioned to remain a thriving and desirable place to live for generations to come.

Lake Zurich is a vibrant community and dynamic hometown that truly offers "something for everyone." With abundant parks, year-round events, and a strong sense of community, 94% of residents view it as an excellent place to live.

Community Poll Spotlight

Lake Zurich community members share their vision for the future:

- "Continue to be cozy but have more businesses and walkability thru the downtown."
- "Cool/trendy downtown by the beach with family friendly restaurants, outdoor spaces/live music."
- "Would love to see a thriving downtown with walking/biking lanes connecting to community."
- "Continued great community with continued improvements to the downtown area."
- "Artistic community with bustling local businesses."
- "Entertainment and night life comes to life in LZ!"
- "Controlled growth, no hassle traffic, more entertainment options."
- "Diverse in racial and ethnic backgrounds, welcoming of all race/religions, celebrates all cultures."
- "Keep the population steady, retain green spaces, better/more free public lake access."
- "Strive for more inclusion paired with continued transparency in our local government."

Mission & Principles

“The **mission** of the Village of Lake Zurich is to provide our residents and businesses with exceptional quality municipal services. We will achieve this through strategic planning, fiscal responsibility, and transparent, accessible, and responsive municipal leadership and staff. This will result in continually improving quality-of-life and return on investment for all stakeholders in the community.”

Guiding Principles

Trust & Integrity

Our organization is honest in our actions, open with our communications, and provides fair and dependable public services.

Teamwork

Our organizational team achieves success through a collaborative approach utilizing our dedicated, innovative, and forward-thinking team of professionals to deliver high-quality public services.

High Performance, Quality Services

Our organization delivers cost-effective, efficient, and responsive public services evaluated through clearly defined performance-measures.

Caring & Respectful Leadership

Our organization provides guidance to our personnel and the community by establishing the people's goals and objectives derived from listening to needs.

Transparency & Accountability

Our organization is open, accessible, and promotes understanding throughout the community by educating the public about Village operations and services including communicating, on a regular basis, the progress of the strategic plan.

Dedicated Professionals

In order to sustain itself, our organization must attract, develop, and retain qualified individuals with high ethical standards and a desire to serve the public.



Throughout the planning process, the Mayor, Village leaders, Staff, Commissioners, and Trustees actively participated in community events, engaged in meaningful conversations with community members, and demonstrated a commitment to open, responsive government. Their approach was guided by listening with a focus on community wellbeing.

Strong Foundation

Smart budgeting, leadership, planning, tools, and incentives have been creatively harnessed and implemented over the years to arrive at the community Lake Zurich is today.

Steady assessment, thoughtful budgeting, and attention to **community needs** have ensured that Lake Zurich's essential municipal services are taken care of. Regular tune-ups and, at times, full system revamps are needed in any community to ensure municipalities remain resilient and sustainable.

The Village's biggest infrastructure investment in Lake Zurich's history to date is a \$154 million multi-year project that focuses on **switching to Lake Michigan water**. Residents have overwhelmingly championed this effort despite the cost given its broad-reaching benefits for public health and resilient infrastructure.

"In March 2024 Lake Zurich approved measures to transition the town's water source to Lake Michigan."

TIF districts have spurred new business openings, development interest, and industrial tenants. Several Village owned properties have been sold, returned to the property tax roles, and are now adding TIF increment. Block A and B are two opportunity sites still owned by the Village and this plan advocates for retaining until the time is right to ensure that future development advances the community vision and potential of the Main Street District.

Lake Zurich maintains an ongoing focus on sustainability and resilience. Recent projects include the **stabilization of Buffalo Creek**, which incurred severe erosion and flooding. Native species will be introduced as part of the project aiding in ongoing resilience. Estimated at \$520K, the project is being paid for primarily by a grant secured from local and state agencies, which should cover approximately 90% of the costs.

Project Spotlight: Recent Infrastructure Improvements

A list of recent Village infrastructure projects are spotlighted below, including a 2024 refresh to **The Promenade**. Enhancements here will parlay into future streetscape improvements and recommendations highlighted as part of the Main Street District Framework Plan in Chapter 3.

- Road Resurfacing Program
- Sanitary Sewer Lining
- Curb and Sidewalk Replacement Program
- Infrastructure Replacement Program
- Crack Seal Replacement Program
- Paulus Park Bandshell
- Jonquil Playground Replacement
- Buffalo Creek Streambed and Facility Roof
- Bird Observatory Resurfacing
- Police Department Roof Replacement



Community Visioning

Everybody in! Local Listening & Engagement

The development of a shared community vision was the first step in the plan-making process for Lake Zurich and occurred in tandem with data collection and assessment of existing conditions. Community visioning spanned a total of 10 months, kicking off in July 2023 and commencing in April 2024. Engagement metrics showcase participation from a representative and diverse range of community members, including new and longstanding residents, employees, visitors, and students.

A variety of online tools and in-person activities were provided for the community to share ideas. The Timeline that follows highlights this sequence of outreach mediums, which included a dedicated website, community poll, interactive tools, community workshops, pop-ups, interviews, and focus groups.

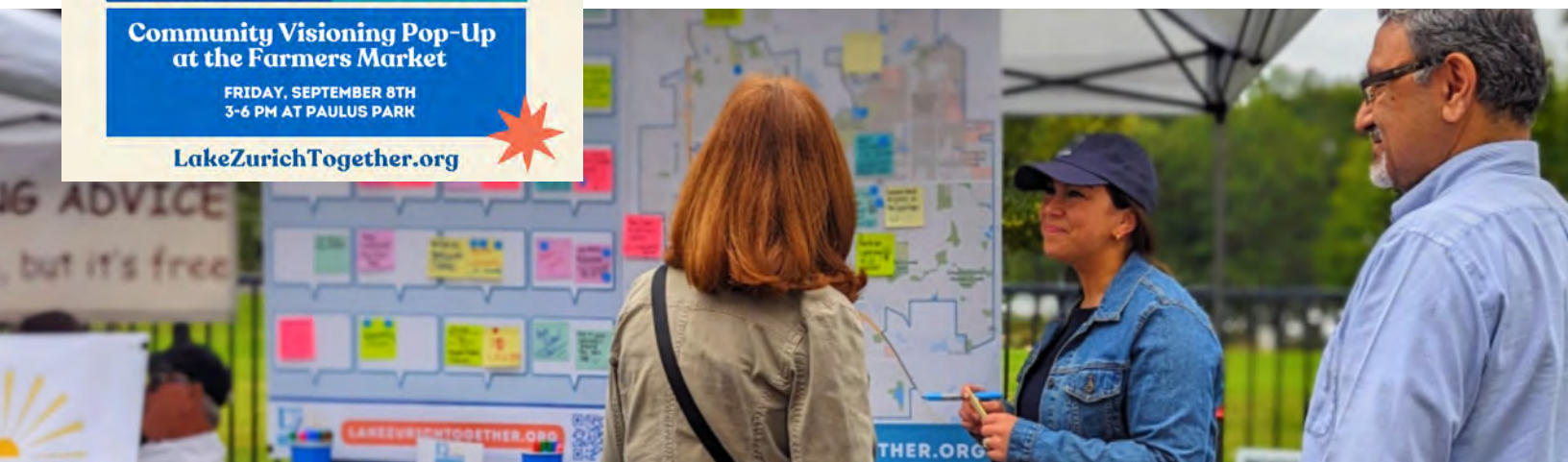
and regular updates to the Planning and Zoning Commission (PZC) helped ensure the planning team was in sync with the needs and goals of the community. The PZC, alongside the Mayor and Village Board, served as extensions of the team, helping to collectively inform and spread the word about the project and events with their peers and neighbors.

The visioning process revealed the diverse perspectives of the Lake Zurich community. Notably, the community poll highlighted the Village's growing cultural diversity, with over 10% of respondents speaking a language other than English at home. This underscores the importance of creating an inclusive and welcoming environment for all residents. Throughout the process, it became clear that Lake Zurich residents deeply value their community, recognizing its unique qualities and potential for future growth. Their insights and feedback were invaluable in shaping this plan.



Lake Zurich Farmers Market Pop-Up at Paulus Park Yields Locally Sourced Ideas & Fresh Perspective

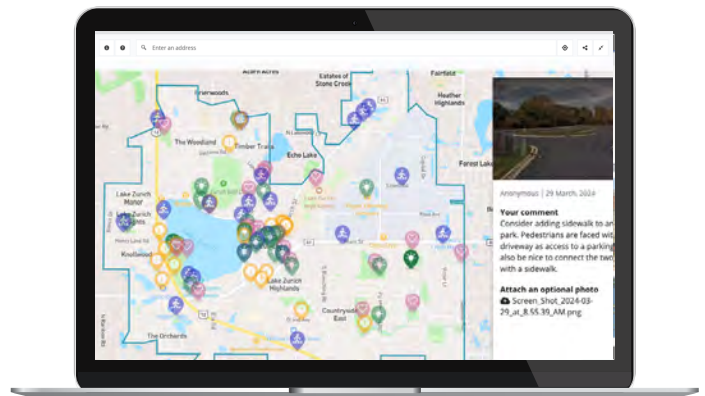
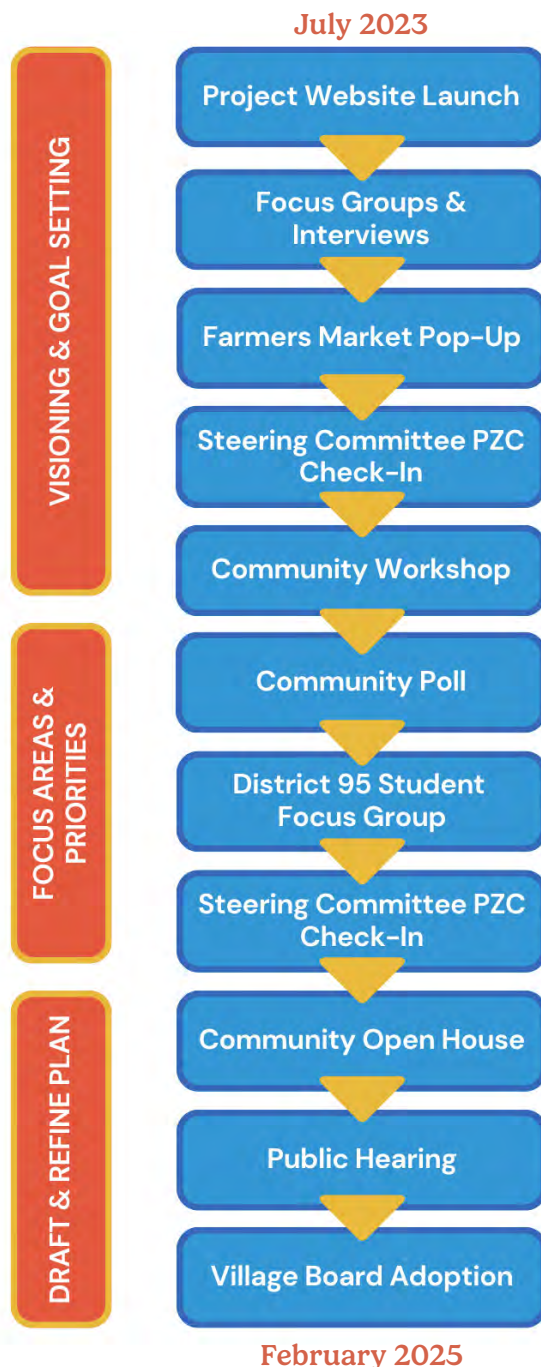
Community engagement kicked-off with a pop-up booth at the Lake Zurich Farmers Market. The planning team had dozens of conversations with community members and residents from all over Lake Zurich who were excited to learn about the plan and share input. A handful of themes emerged, including: mobility and connectivity, activities and social infrastructure, development and design, and preserving and activating the Village's open spaces and natural areas.



Project Timeline

Engagement Guides Plan-Making

A comprehensive plan is developed with and for the community. To effectively serve as a roadmap for the future that guides Village policy—and decision-making, the plan must reflect the values and priorities of Lake Zurich. To that end, engagement activities were integrated throughout the planning process, using a multi-pronged approach that provided many avenues for two-way communication and idea-sharing.



A project website, LakeZurichTogether.org, was the virtual hub of the planning process, hosting documents, resources and online input tools including a community-wide poll, interactive comment map and ideas wall that collectively yielded thousands of insights.



Printed project postcards were distributed around town and at in-person events to raise awareness about the project and direct traffic to the website.

Engagement Spotlight

Lake Zurich Together Fall Visioning Workshop

The first **Community Workshop** yielded great turnout filled with lively conversation from a broad range of residents, new and long-standing. Multiple activity stations invited freeform visioning, prioritization of future placemaking concepts, and mobility related goals and discussion. A “LakeZurichgram” photo booth and kids games added to the fun, welcoming experience.

SPOTLIGHT: FALL VISIONING WORKSHOP

Hundreds of Insights Shared as Residents Come Together to Envision the Future

Workshop activity stations catered to a range of interests and sharing preferences:

***Pick & Stick** prompted participants to prioritize their favorite visual concepts*

***Idea Ribbons** collected open-ended ideas across various planning topics*

***Map-It** generated discussion, experiences and goals related to transportation mobility and connectivity*

Key themes that emerged:

- Main Street as a destination and hub for activities/events
- Community spaces and things to do for kids and teens
- Seasonal, all-weather activities
- Public art, culture, and community identity
- Beautification and streetscape improvements
- Celebrating and utilizing the Lake
- Trees and green spaces
- Local sustainability efforts
- Walkability, bikeability, connectivity and safety



This Must Be The Place

Welcome to the Community Workshop for Lake Zurich Together! We are so glad you're here, and look forward to your input across a variety of topics. Visit the stations below in any order you like! Have questions? The planning team is here to connect and help.

Visit the Activity Stations in any order you like!



Idea Ribbons

Share thoughts and ideas for the future on topic-area ribbons! Jot down your comments on post-its and add where relevant.



Pick & Stick

Put your colorful stickers to use! Visit the photo boards to identify the concepts that resonate most for Lake Zurich.



Map It

Talk transportation to us! Share place-based input on mobility, access and safety directly on a map of Lake Zurich.



LZ Poll

Take a seat, grab a snack and scan the QR code to complete the Lake Zurich Community Poll; time to complete ~ 10 minutes.



Kids Zone

Are you 12 or under? You are the future! Visit the Kid Zone to draw your favorite place in LZ and tell us why you love it.



Strike a Pose

Let folks know you took part in the future of LZ! Snap a photo and share using the project hashtag **#LakeZurichTogether!**

Subscribe Today LakeZurichTogether.org 



Engagement Spotlight

District 95 High School Focus Group

Recognizing the importance of youth engagement and Lake Zurich as a family-oriented community, a special **focus group with students at Lake Zurich High School** was hosted to connect and gain important insights from the next generation.

SPOTLIGHT: DISTRICT 95 FOCUS GROUP Students, We Salute You!

The 'Lake Zurich Together' team enjoyed an inspiring evening of ideation with Lake Zurich High Schoolers! Students ranging from freshman to seniors gathered in the school's Innovation Hub to learn and share their perspectives. They were first provided with an overview of what a Comprehensive Plan is and how public outreach is essential to preserving and improving the community residents want. Next, the students opined on the many qualities and assets they love about Lake Zurich and wishes for making their community even better.

The students of LZHS were so knowledgeable and observant about their community. They understood the complex nature of local governance, need for partnerships between private property owners and the Village, and the importance of community-led efforts and volunteerism to support community improvements and initiatives. These innovative ideas are highlighted throughout this plan! Shout-out to District 95 and Dr. Walsh, Principal of Lake Zurich High School, for facilitating the future-focused event.



Key themes of student input included:

- cultural celebrations and representation through events
- more restaurants, public art, and shops
- walkable activities / more things for teens
- activate the Main Street Area and enhance vibrancy
- further sustainability / green initiatives
- strengthen the community brand and connection to the "Lake."





2

Community Design & Development



CHAPTER 2

Community Design & Development

By considering how people experience Lake Zurich's built and natural environment, we are able to arrive at a more inspired blueprint for future development. This chapter applies a human lens, alongside insights gathered through data analysis and visioning, to guide future land use, establish design ideals, and strengthen character.

As we look to the future, it is important to acknowledge the many distinguishing factors that contribute to Lake Zurich's success and the caliber of community it represents. Per the National Citizen Survey, residents overwhelmingly (94%) view the Village an excellent place to live and raise a family. To achieve this rating goes well beyond factors as simple as the home one lives in or school their children attend. Surely it includes those, but Lake Zurich's success is rooted in a multifaceted, healthy abundance of social and economic forces coming together within the context of the built and natural environment. It is reliant on geography and natural assets, facilities and activities, built form and site design, roadways and infrastructure, mobility and safety, businesses and people. Yes, community success is shaped and earned in partnership with an ongoing eye towards progress.

A predominately built-out community, Lake Zurich must focus on ensuring quality development and redevelopment going forward. A starter set of design guidelines have been crafted to build upon existing tools and better guide future development and redevelopment as it occurs. Application of the guidelines should be consistent and predictable to ensure future development upholds the community's vision, ideals and values.



Input shared as part of community visioning noted the desire for quality architecture, site design and cohesive and connected development and redevelopment. From building design, materials, and articulation to the integration of rooftop patios, terraces, and balconies. Opportunities to establish and reinforce character while celebrating lake views and amenities was a resounding theme and presents a unique positioning strength for the Village.



Character Districts

Character districts are essential to the identity and vitality of a community. Lake Zurich's Comprehensive Plan recognizes the importance of character districts, identifies such, and outlines strategies to enhance and protect these special areas. By understanding the characteristics and challenges of each district, we can develop targeted initiatives to support their continued growth and development.

The Main Street District is the heart of the community and serves as Lake Zurich's mixed use core and central place for events and activities. Small shops, independent businesses, restaurants, townhomes, and civic uses intermingle in 1-3 story structures near the lake. The district is key to local identity.

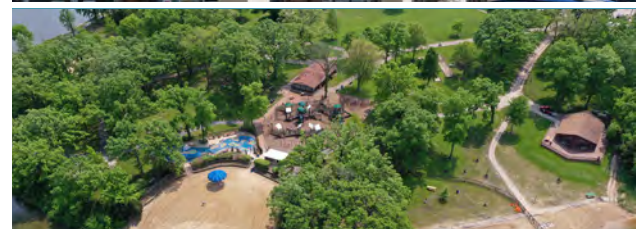
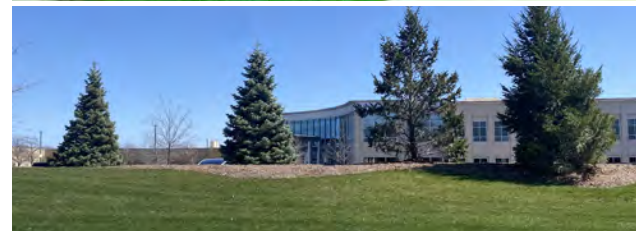
Transitional Zones emerge on the outskirts of the Main Street District (particularly towards the east and south ends) and include a mix of in-home commercial uses that provide unique spaces for low-traffic retail, office, and service uses.

Residential Neighborhoods comprise the majority of Lake Zurich, primarily single-family residences and each with unique characteristics, varying densities, amenities, architecture and building forms. Opportunities to expand the residential base are focused in areas outside of established neighborhoods, as infill, retrofits, and annexations.

Mixed Industrial located on the northeast side of the Village serves as a centralized district for production, services, and employment. As a major contributor to the tax base, this area is a stable economic generator for Lake Zurich with opportunities to improve ped/bike connectivity, safety and mobility.

Commercial Corridors (1) U.S. Route 12 serves as the primary commercial corridor, drawing in high traffic counts and offering land that appeals to retailers. (2) IL Route 22 intersects various character districts and showcases how corridor character and land use mix can evolve from east to west.

Natural Areas enhance other character districts and serve as destinations and attractions for passive and active recreation, social interaction, and Village identity. They include the lake, Breezewald Park, Paulus Park, Oak Ridge Marsh Nature Park, Kuechmann Arboretum, smaller open spaces, neighborhood parks, and trails.



Design Guidelines

The Design Guidelines lay the foundation for actions that will help preserve or enhance each Character District as development and redevelopment occurs. They provide specific examples and concepts appropriate for Lake Zurich's neighborhoods, corridors, and special areas and are applicable across all parts of the Village. The guidelines are only applicable to future development and/or redevelopment as recommended by the Village.

Intent

The purpose of the design guidelines is to assist property owners, developers, architects, contractors, and designers in the renovation or construction of buildings and infrastructure in a manner compatible with the Character Districts and community ideals. They are intended to enhance Lake Zurich in a manner that:

- Reinforces the distinct character for each area within the framework of quality, sustainable, human-scaled development.
- Reflects and respects surrounding context, identity and unique assets.
- Provides amenities and a scale appropriate for pedestrians, bicyclists, and motorists.
- Boosts the vitality of businesses, property values, and tax revenue.
- Encourages safer access and mobility for people of all ages and abilities.
- Creates welcoming spaces for civic engagement and community activities.
- Protects the natural environment and considers sustainable approaches.

“As a predominately built-out community, Lake Zurich must focus on ensuring quality development and redevelopment going forward into the future. By considering how people experience the Village’s built and natural environment, we are able to arrive at a more inspired blueprint for this future development.”

Tip: Review & Refine Guidelines Over Time

Guidelines should be periodically reviewed and adapted to reflect changing conditions and trends in the development realm and to ensure a thriving, resilient community. A prime example are the changes seen in the built realm in response to the pandemic -- open air dining, retractable windows, walk-up retail windows, takeout areas, pop-up commercial, etc.. Another example is the uptick in delivery vehicles, circulation, and drop-off zones related to the growth in ecommerce and need to plan for such.





The Art & Zen of Design Guidelines

Creating and refining design guidelines to reflect community standards and desired aesthetics can significantly enhance the quality of life, aesthetic appeal, and functionality of a neighborhood or town. Key advantages include:

1. Consistency and Cohesion

Unified Aesthetic: Design guidelines help ensure that new developments and renovations align with the community's overall vision and architectural character. This creates a cohesive and visually appealing environment.

Harmonious Integration: Guidelines promote harmonious integration of new structures with existing ones, preventing jarring contrasts and maintaining neighborhood identity.

2. Enhanced Property Values

Increased Appeal: Well-designed and visually appealing areas tend to attract buyers and investors, which can lead to higher property values.

Quality Control: Consistent design standards can lead to higher-quality construction and maintenance, contributing to long-term value appreciation.

3. Community Identity and Branding

Unique Character: Design guidelines help reinforce and highlight the unique characteristics and heritage of a community, strengthening its identity and brand.

Attractive Destination: A well-defined aesthetic can make the community more attractive to visitors and businesses, boosting local tourism and economic activity.

4. Improved Functionality and Safety

Efficient Use of Space: Guidelines can address practical aspects such as building setbacks, street layouts, and public space design to ensure functionality and accessibility.

Safety Considerations: Design standards can incorporate safety features, such as well-lit public spaces, pedestrian-friendly pathways, and appropriate traffic management.

5. Preservation of Environmental and Cultural Resources

Environmental Stewardship: Guidelines can promote sustainable practices, such as energy-efficient building materials and green infrastructure, protecting natural resources.

Cultural Heritage: By emphasizing the preservation of historic and cultural elements, design guidelines help maintain the community's heritage and legacy.

6. Streamlined Development Process

Clear Expectations: Design guidelines provide developers, architects, and property owners with clear expectations, which can streamline the approval process and reduce conflicts.

Predictable Outcomes: Consistent standards lead to more predictable outcomes, minimizing disputes and facilitating smoother project approvals.

7. Enhanced Community Engagement

Inclusive Planning: The process of creating design guidelines reflects community input, fostering a sense of ownership and involvement in shaping the future of the area.

Shared Vision: Guidelines reflect the collective vision of the community, aligning development efforts with residents' values and goals.

8. Long-Term Sustainability

Future-Proofing: Well-considered design guidelines account for future growth and change, ensuring that new developments are adaptable and sustainable over time.

Resilience: Guidelines can incorporate principles of resilience to environmental challenges, such as climate change and natural disasters.

Applying the Design Guidelines

How to Use these Guidelines

These guidelines provide general recommendations on the type, character, and quality of the built environment in Lake Zurich. They serve as a tool to communicate the design intent for future redevelopment and site improvements across the following areas:

- Building Form & Architecture
- Site Design & Circulation
- Streetscape
- Lighting
- Signage
- Landscaping
- Infrastructure
- Sustainability

Existing building and zoning codes regulate the use of property and set standards for how land can be developed. Design guidelines work to ensure new construction, changes to existing buildings, and other improvements are compatible with desired architecture, aesthetics, and site design that respect community context.

The Village may consider creating more detailed design guidelines for one or more of the Character Districts. For example, detailed design guidelines could be considered for the Main Street District, IL Route 22/Main Street, or IL Route 12/Rand Road. Detailed design guidelines may be topical in nature, such as roadway, pedestrian, and bicycle design elements as part of a Village-wide Complete Streets Policy.

All concepts illustrated in the graphics are for illustrative purposes only. Any further planning or implementation will be subject to appropriate review and approvals by the Village, IDOT, LCDOT, and other jurisdictions with review authority.

A Few Considerations

Proposed Developments and Improvements

These design guidelines are only applicable to future development and/or redevelopment and may be recommended by the Village, where appropriate. For existing properties, the Village may utilize the design guidelines to evaluate a façade, building, or site improvement, particularly with respect to adjacent properties or rights-of-way.

Coordination with Other Jurisdictions

In the case of State-controlled routes like IL Route 22/Main Street and IL Route 12/Rand Road, design enhancements may require coordination with the Illinois Department of Transportation (IDOT). Similarly, County-controlled roads like Ela Road and Cuba Road would require coordination with the Lake County Department of Transportation (LCDOT).

Public and Private Properties

For the purpose of the design guidelines, public properties generally encompass areas within the street right-of-way and properties owned by the Village or other public entity. Regarding private properties, the design guidelines shown are suggested for property owners in the respective Character Districts and are meant to complement the development and design standards established in the Village's Zoning Code.

Taking the Design Guidelines Further

As the Village updates the Zoning Code and considers including these design guidelines and other design items, they should be considered to ensure appropriateness for modern practices and not create internal conflicts with other parts of the Zoning Code or other municipal ordinances, including signage and landscaping standards. Future action will be necessary to integrate the Character Districts and Design Guidelines. These include potential amendments to zoning, revision of design and development procedures, and creation of informational materials and checklists to assist staff, developers, architects, commissions, and boards.

Design Guidelines

Architecture

- Building context** is a priority when reviewing new construction, alterations and additions. Drawings and renderings should show neighboring properties. Impact to existing adjacent structures shall be reviewed through renderings and material boards when projects are being proposed.
- Height of first stories** should generally align with adjacent structures and be defined through elements such as cornice lines, horizontal delineation, and awnings.
- Rear and/or side entrances** should look inviting and be articulated much like sidewalk facing entrances when visible from streets, adjacent parking areas, or other buildings.
- Buildings should express clear definitions** between elevations via architectural articulation and may include masonry details such as corbels, accents, bonding patterns, kneewalls, and cornices.
- Corner buildings** should integrate design features that create focal points such as upper floor turrets, bays, and corner-oriented entries.
- Modest, sloping rooflines with added articulation** in the form of dormers, bays, gables and open porches are highly recommended.
- Roof form** should extend to hide mechanical equipment from the street and screen from neighboring views. Equipment screens should be treated as part of the architectural design with similar detailing and materials as building.
- Storefronts** are encouraged to include prominent doors, kneewalls, recessed entrances, large display windows, transoms, and awnings.
- Projecting elements**, including canopies and awnings, should have a pedestrian scale, be proportional with and complementary to nearby buildings, and located so they do not create a significant visual barrier.
- Design upper stories that step back** from lower stories to soften the impact of tall buildings (3 or more stories) and provide space for upper story outdoor decks or terraces.
- Massing** of additions should align and contribute to the character of the existing structure and complement neighboring structures.
- Additions** should appear of the same architectural style / materials as existing structure.
- Maintain visual appeal** of building construction, materials, and massing on all sides to encourage consistency through **360° architecture**. Long, flat, uninterrupted façades are not recommended.
- Features that enhance seasonal use** and enjoyment of spaces, such as sliding windows and retractable roofs for open air dining, should be explored and not detract from architecture.
- Encourage primary use of masonry, stone and wood construction** for new buildings, accessory buildings, and signage while allowing integration of complementary materials.



*New two-story construction in the **Main Street District** features architectural style and materials that complement surroundings, large windows, and a facade that engages the street and sidewalk.*



***Transitional Zones** can be a perfect home for small, local businesses and provide a smooth transition and buffer between busier shopping areas and residential neighborhoods.*



Main Street District buildings should incorporate, whenever possible, facade and design features that enhance seasonal use and enjoyment of outdoor spaces.



Industrial buildings should also adhere to architectural guidelines. This building uses windows, doorways, and landscaping to break up a blank facade.



Building features masonry, large windows, and parapet roof to provide visual appeal. L-shaped layout creates an inviting pedestrian space tucked away from the main sidewalk and buffered with landscaping.



Commercial uses in the **Main Street District** and Transitional Zones should incorporate pedestrian-scaled building features like porches, awnings, facade lighting, refined (not overly commercial) signage, and landscaping.



Image Credit: Studio 222 Architects

Example of a multi-family building with design features that enhance the architecture (roof lines, projecting elements, etc.) and connect well with a surrounding Residential Neighborhood.



Building articulation at the corner adds visual interest and interacts with the non-primary entrance, fostering 360° architecture.

Design Guidelines

Site Design

- 1. Building orientation** should ensure the primary elevation, entrances, windows, and porch face the street, with sidewalks and clear routes to entries.
- 2. Utilize similar setbacks** for buildings along a street to establish a consistent “street wall.”
- 3. Buildings in the Main Street District** and Transitional Areas should sit along the property line, except to provide for recessed storefront entrances, mid-block pedestrian passages, special corner features, or to provide for outdoor dining/public amenities.
- 4. Where the public-right-of-way is narrow**, consider a more generous building setback to create space for outdoor patios, planters, temporary outdoor displays, benches, etc. while maintaining clear sight lines and safe mobility.
- 5. Maximize views of the lake** where feasible to enhance the attraction of sites and the experience of residents, business patrons, and visitors.
- 6. Provide parking at the side or rear** of commercial sites to minimize the view of cars and enhance the pedestrian experience.
- 7. Allow opportunities for shared parking** with open cross access between adjacent uses, particularly for uses that may have differing open hours or fluctuating busy times.
- 8. In settings outside of the Main Street District**, one or two rows of “teaser” parking at the front of the building can may be provided.
- 9. Reduce curbcuts and consolidate parking** access points. Site designs that increase curb cuts and detract from walkable pedestrian environment are highly discouraged.
- 10. Minimize the dominance of garages** on the front façades, preferably arranging the garage door away from the street or placing the garage at the rear or side of a lot with proper access.
- 11. Integrate common outdoor space** like plazas, patios, and community greens into site design to provide open areas for civic engagement, interactive activities, and community events.
- 12. Enhance and maintain a strong definition** of the public street with mature street trees, lighting, and connectivity.
- 13. An unobstructed pedestrian pathway** should be provided between building entrances (front and rear), parking areas, and sidewalks. Crossings and sidewalks should all be ADA accessible.
- 14. Bicycle mobility and pedestrian connections** should be strengthened by extending streetscape enhancements, safer pedestrian crossings and improved wayfinding and placemaking.

Image Credit: Studio 222 Architects



This proposed development features a mix of apartments, townhomes, and retail, designed in a way that is friendly to pedestrians and bicyclists. Parking is located inside the development with buildings wrapped around, so that residences and businesses can relate to the street and surrounding context.



Residential buildings should be set back slightly from the lot line to allow for landscaping to be provided between residences and the public right of way.



A new commercial building in the Main Street District (left) matches the setback of its existing neighboring building (right).



Commercial developments should incorporate landscaping and common areas, as well as private outdoor seating for customers.



A blank wall facing a park area can be transformed into attractive public art



This mixed-use building has rear parking with direct entrances into the stores from the back, in addition to primary entrances off the front sidewalk.



This two-story brick building exemplifies desired design in the Main Street District with cornices, parapets, and window articulation.

Design Guidelines

Public Realm & Streetscape

- 1. Projecting blade signs** are recommended to encourage pedestrian environment and visibility of shops. They should identify the business and are encouraged to do so in a fun, creative, and attractive way that establishes a sense of place and reinforces the character of the district.
- 2. Allow for transparency for ground floor uses**, particularly utilizing large windows and transparent doors.
- 3. Provide opportunities for pedestrian walk-up windows** for businesses that offer food and beverages, customer order pickups, and interactive customer service.
- 4. Activate and convert alleys**, as feasible, to be used for outdoor dining, seating, seasonal activities and programming. Spaces should be visually and functionally accessible from the public street, while also providing connectivity between parking areas and building entrances.
- 5. Public art is encouraged** to celebrate and reinforce district identity to visitors, pedestrians, cyclists, and passersby; will require review and approval during development review phase.
- 6. Provide shade relief** along sidewalks and road right-of-way using street trees, awnings, sun shade sails, umbrellas, etc.
- 7. For umbrellas, a consistent style** of market umbrella is preferred that is secured/anchored and wind-safe; advertising on umbrellas is not recommended.
- 8. Bicycle use is encouraged** and should be supported via strategically located bike racks and repair stations; racks can be a form of public art by adding interesting shapes and color to the district.
- 9. Incorporate outdoor seating** in pedways, plazas, parklets, and bump-outs; seating should maintain ADA accessibility and not obstruct pedestrian movement. Tables, chairs, and benches should resemble metal, wood or other natural materials (not plastic).
- 10. Utilize unique elements** like street paint, public art, murals, roadway stamping, intersection identity decals, decorative pavers, spotlighting, etc. to enhance a sense of place and increase the vibrancy of the streetscape.
- 11. Provide community identifying elements** like banners, gateways, and wayfinding signage that share a common design and materials palette to define the area as a distinct place.
- 12. Murals are encouraged** on the sides of blank facades (where architecturally appropriate) and in pedways to enhance district identity, celebrate history, and add vibrancy to the area. Business marketing via murals in pedways is discouraged and would be treated as signage.



Pedestrian walk-up windows, colorful pavement art and ambient lighting at night foster an inviting and vibrant street environment.



Pedways:

Mid-block pedways (or pedestrian alleyways) have the potential to elevate the character, sense of place, and seasonal appeal of the **Main Street District** while also providing desired outdoor seating areas. The design concept at right envisions one idea for transforming a Main Street alleyway into an inviting and fun destination for shoppers, diners, residents, and visitors. The concept features movable tables and chairs, overhead festoon lighting, landscaped planters, and decorative pavement and murals.



Upper stories are stepped back to lessen the impact of a taller building



Sidewalk extension and public plaza with patio seating, festoon lighting, landscape buffers, and an outdoor fireplace that features community branding



A **Main Street District** pedestrian-friendly streetscape should feature large display windows, blade signage, awnings, and landscaping

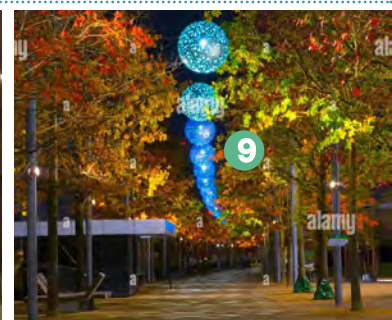
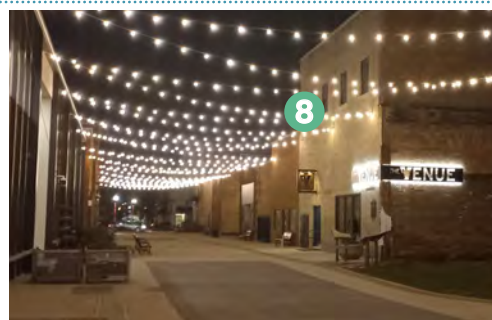


Street furnishings in the **Transitional Zone** should blend with the surrounding homes and not detract from the residential character.

Design Guidelines

Lighting

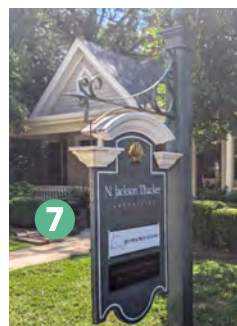
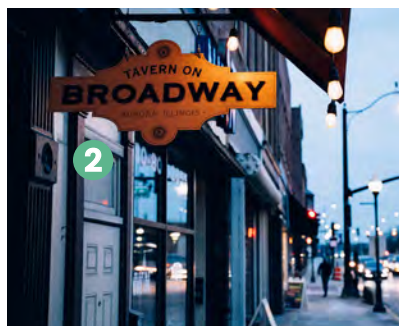
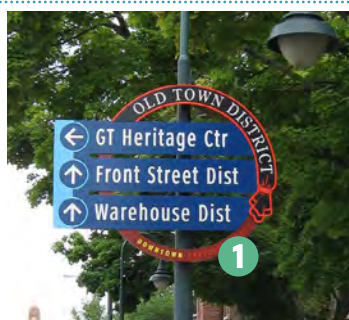
1. **Employ “DarkSky” principles for responsible outdoor lighting:** use light only when and where needed, light should be no brighter than necessary, and use warmer-color lights where possible.
2. **Ensure wall mounted lights** are directed downward to minimize glare.
3. **Use LED lights**, where feasible, to take advantage of their energy efficiency, durability, minimal UV/radiated heat emissions, temperature adaptability, flexible light dispersal, and environmental friendliness.
4. **Encourage buildings to utilize a lighting scheme** that combines exterior lighting with ambient lighting from the interior through permeable building fronts to help illuminate the sidewalk and outdoor spaces at night or on overcast days. This type of lighting scheme also helps to accentuate exterior building features.
5. **Use tall light poles for parking lots** to provide greater light coverage, as long as light spillover is minimized at the property line and pole height that complies with Zoning Code standards.
6. **Use pedestrian-oriented light poles** (~18 feet tall) and **landscape lighting** to help create a more intimate, friendly environment along a street or within outdoor spaces.
7. **Utilize ornamental or historic style light fixtures** to add to the distinct quality of the area, provided such lighting is context appropriate.
8. **Allow use of unique lighting elements** like festoon lighting, decorative pathway lighting, and spotlighting to add vibrancy to the streetscape during dark hours.
9. **Ornamental lighting** should be used to add attractiveness, safety, and security. Such lighting should be in the same character as the primary structure, shielded to avoid creating glare.
10. **Decorative downlights** should provide a soft glow and low level of illumination. Number and placement of lighting fixtures should be chosen to provide a wash of illumination, without providing “hot spots.”
11. **Exterior lighting** should be integrated with the architectural character of the building.



Design Guidelines

Signage

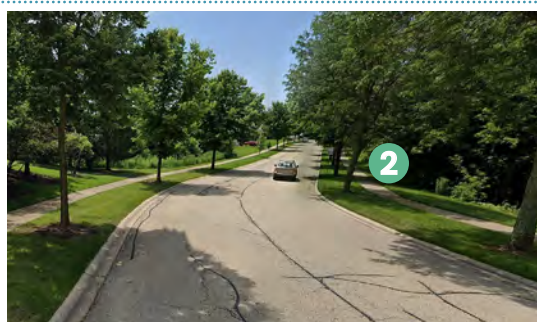
1. **Encourage vertical wayfinding signage** to provide greater visibility from the viewpoint of pedestrians, bicyclists, and motorists, particularly signs that have distinct features that catch the eye and emphasize the identity of Lake Zurich.
2. **Provide businesses** with a certain level of flexibility to install creative signs that highlight their logos and colors using different construction materials and designs.
3. **Encourage interior directional signage** within large parking lots, including lots shared by multiple uses, to help navigate drivers to the entrance and exit points of the lot.
4. **Integrate wayfinding signage** that connects pedestrians to businesses and other points of interest in the area.
5. **Allow signage for rear and side façades** that face the public right-of-way or lakefront to maintain the visual appeal of 360° architecture and enable businesses to use signage with visibility on these secondary or tertiary frontages at the rear or side.
6. **Ensure signage is compatible** with the building and site design relative to color, material, and placement.
7. **Maintain appropriate scale of signs** consistent with their use, i.e., larger signs for vehicular traffic areas and smaller signs for pedestrian use areas.
8. **Use projecting blade signs** to foster an inviting pedestrian environment and highlight the visibility of shops.
9. **Projecting elements, including canopies and awnings**, should have a pedestrian scale, be proportional with and complementary to nearby buildings and awnings, and located so that they do not create a significant visual barrier to adjacent uses.



Design Guidelines

Landscaping

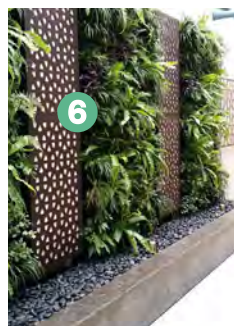
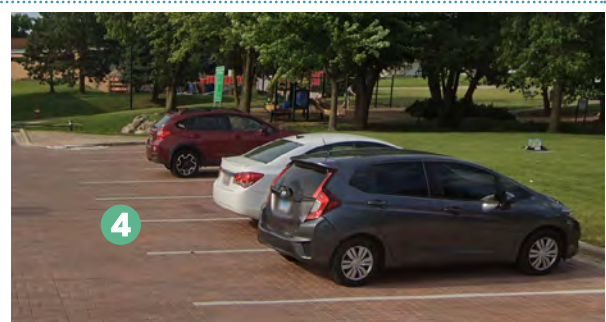
1. **Utilize native plantings**, particularly in detention ponds, rain gardens, and bioswales, to promote natural filtration and irrigation to conserve water, reduce maintenance costs, eliminate the need for pesticides and other chemicals, and support biodiversity.
2. **Install salt tolerant parkway trees, shrubs, and landscaping** along the street to provide a buffer between pedestrian walkways and the roadway, which will provide a sense of safety, screen the sights and sounds of traffic, offer shade relief, and improve a sense of place.
3. **Provide landscaping in parking areas** to reduce impervious surfaces, facilitate on-site stormwater management, soften the hardscapes of paved areas, offer shade relief, and screen parking from view from the public right-of-way.
4. **Add landscaping at building foundations** to screen utility features and break up the hardscapes of the building, particularly blank façades.
5. **Add landscaping at the base of monument signs** to integrate more greenery and screen ancillary features like light fixtures and utility boxes relating to or located around the monument sign.
6. **Install hedgerows and/or kneewalls** along rows of parking that face the street to help shield car headlights shining onto the street.
7. **Provide landscape buffers and privacy fencing** for non-residential uses adjacent to existing homes.
8. **Screen and locate mechanical equipment, trash receptacles, dumpsters, service areas** and outdoor storage facilities in such a manner that they are not visible from nearby streets, residences, sidewalks, and customer parking areas, in accordance with zoning regulations.



Design Guidelines

Green Infrastructure & Sustainability

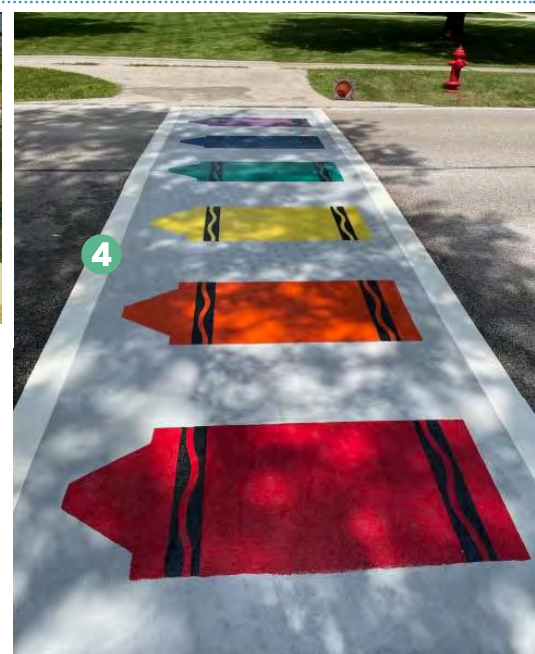
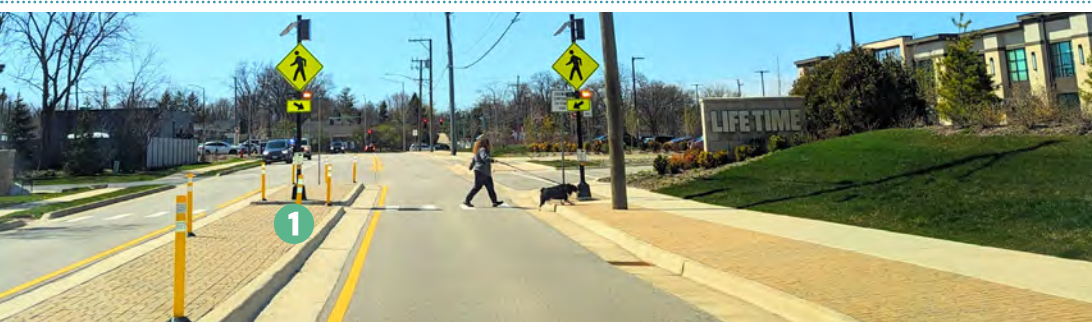
- 1. Integrate planting beds** and other landscaped areas to break up large impervious areas, increase permeability, and soften the hardscapes of paved areas.
- 2. Integrate rain gardens and bioswales** into road parkways, medians, or other open spaces to facilitate stormwater management using natural plantings and filtration into the ground.
- 3. Collaborate with schools, churches, and other local organizations** to adopt and care for a rain garden or bioswale, which promotes community stewardship, offers educational opportunities, and distributes the responsibility of upkeep.
- 4. Use permeable materials** for parking areas, sidewalks, trails, and common outdoor spaces, where feasible, to reduce impervious surfaces, aid in stormwater management, and add different textures to the streetscape.
- 5. Enable property owners to construct green roofs** to their properties to capture rainwater, provide a natural approach to building temperature control, and create opportunities for pollinator gardens.
- 6. Add vertical landscaping**, such as ivy on walls or trellises, to help cover or break up the monotony of blank façades, particularly on the sides or rear of a building, and provide a natural approach to building temperature control.
- 7. Require new developments to either maintain or increase the number of trees** on their respective sites to ensure the Village's tree canopy continues to sustain and flourish.
- 8. Ensure development or improvements along the lakefront provide for shoreline and streambank stabilization** to minimize impacts on the lake.
- 9. Encourage new developments that provide parking to integrate space for electric vehicle charging stations**, including opportunities to retrofit parking spaces in the future.
- 10. Explore opportunities to provide solar energy** on private properties, working with the Village and their partnership with the SolSmart program.



Design Guidelines

Pedestrian Infrastructure

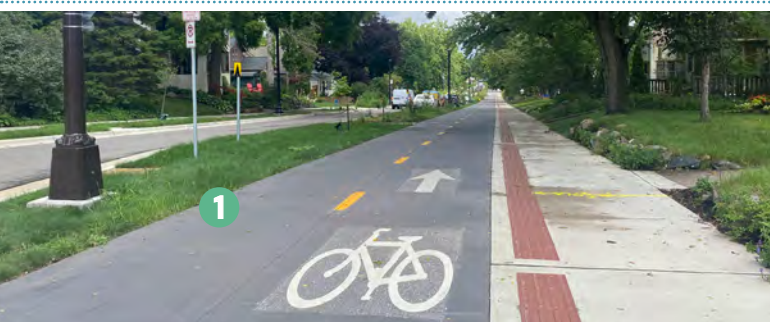
1. **Ensure pedestrian crossings** provide safe and visible access, including the use of raised **crosswalks or refuge islands** for pedestrians at the midpoint of the roadway. [NOTE: Raised crosswalks are not permitted by IDOT along State Routes like IL Route 22/Main Street]
2. **Utilize low-level landscaping, curbs, and/or decorative pavers** to help accentuate pedestrian crossings to motorists, pedestrians, and bicyclists.
3. **Require roadway crossings to comply with ADA standards** and integrate **universal mobility** concepts to ensure safe access for people of all abilities and ages.
4. **Consider using decorative pavers, road stamping, and painted stripes** as effective ways to accentuate a crosswalk, providing visual cues to pedestrians, bicyclists, and motorists.
5. **Link sidewalks** along the street to nearby businesses, civic uses, or other key points of interest, particularly if such uses integrate sidewalks and crosswalks within their sites.
6. **Create a more inviting pedestrian experience** in parking lots by integrating landscaping that soften the hardscapes of paved areas, form green buffers along sidewalks, and provide shade relief.
7. **Provide pedestrian walkways** for uses that provide parking at the sides or rear of the building so that patrons can safely walk from the parking area to the building's main entrance.
8. **Straighten pedestrian crossings** to shorten walking distances, including the use of curb bumpouts or extensions to further shorten distances provide a sense of stewardship and commitment to biking in Lake Zurich.



Design Guidelines

Bike Infrastructure

1. **Utilize different paving materials or colors** for on-street bike paths to differentiate them from the auto travel lanes, which helps to increase safety for bicyclists and motorists.
2. **Utilize sharrows** to signify an on-street space for bike travel that is shared with auto travel.
3. **Provide on-street markers or vertical signage** visible at eye level, where feasible, to help distinguish the appropriate lanes for bikes and pedestrians on shared used paths.
4. **Evaluate the potential to coordinate with private enterprises or institutions** to set up a bike share program, similar to the Divvy program in the City of Chicago. [Example: A real estate company pays for installation of bike share stations outside its apartment buildings for use by residents]
5. **Install bike racks** in highly visible, well-lit areas close to building entrances to provide visual cues that the area is accessible for bicyclists.
6. **Consider on-street curbside bike racks**, where feasible, in areas that may be able to utilize one or more on-street parking spaces to accommodate the racks.
7. **Consider adding vertical bike racks** on a blank wall, which may be an appropriate alternative to a bike rack on the ground that requires a certain amount of space that may be limited.
8. **Consider bike storage cages or bins** to provide added protection and coverage from inclement weather.
9. **Encourage the use of pervious materials** in bike rack areas to promote sustainable practices.
10. **Boost identity, local pride, and public art** by designing and installing creative bike racks. Coordinate with businesses and community organizations to brand different types and provide a sense of stewardship and commitment to biking in Lake Zurich.



Land Use

Lake Zurich's future land use strategy aims to build upon its existing strengths, including established residential neighborhoods, a thriving commercial district, and a strong industrial base. The plan will explore opportunities for infill development and new uses that address community needs and support the tax base. With a diverse housing stock, a range of dining and shopping options, and a variety of recreational activities, Lake Zurich offers a high quality of life for its residents.

Land use is the framework that describes the physical elements of a community and their relationship to one another, and is reinforced by underlying zoning. It informs where neighborhoods are located and how residents get to other destinations from home. Land use aids in defining the character, look and feel of community, and helps shape the local economy due to the allocation of space for commercial, residential, and industrial uses. The natural environment, transportation and mobility network is also inextricably linked to land use, determining what areas are preserved for open space and the movement of people and vehicles.

Lake Zurich's land use pattern reflects a primarily residential community, with a commercial focus along U.S. Route 12, industrial focus between the rail line and IL Route 22, and the community's historic Main Street District. The current land use pattern is depicted in Figure 2.1.

“Lake Zurich functions more like a city than a small town – it’s self-sustaining, not just a bedroom community.”

-Public comment

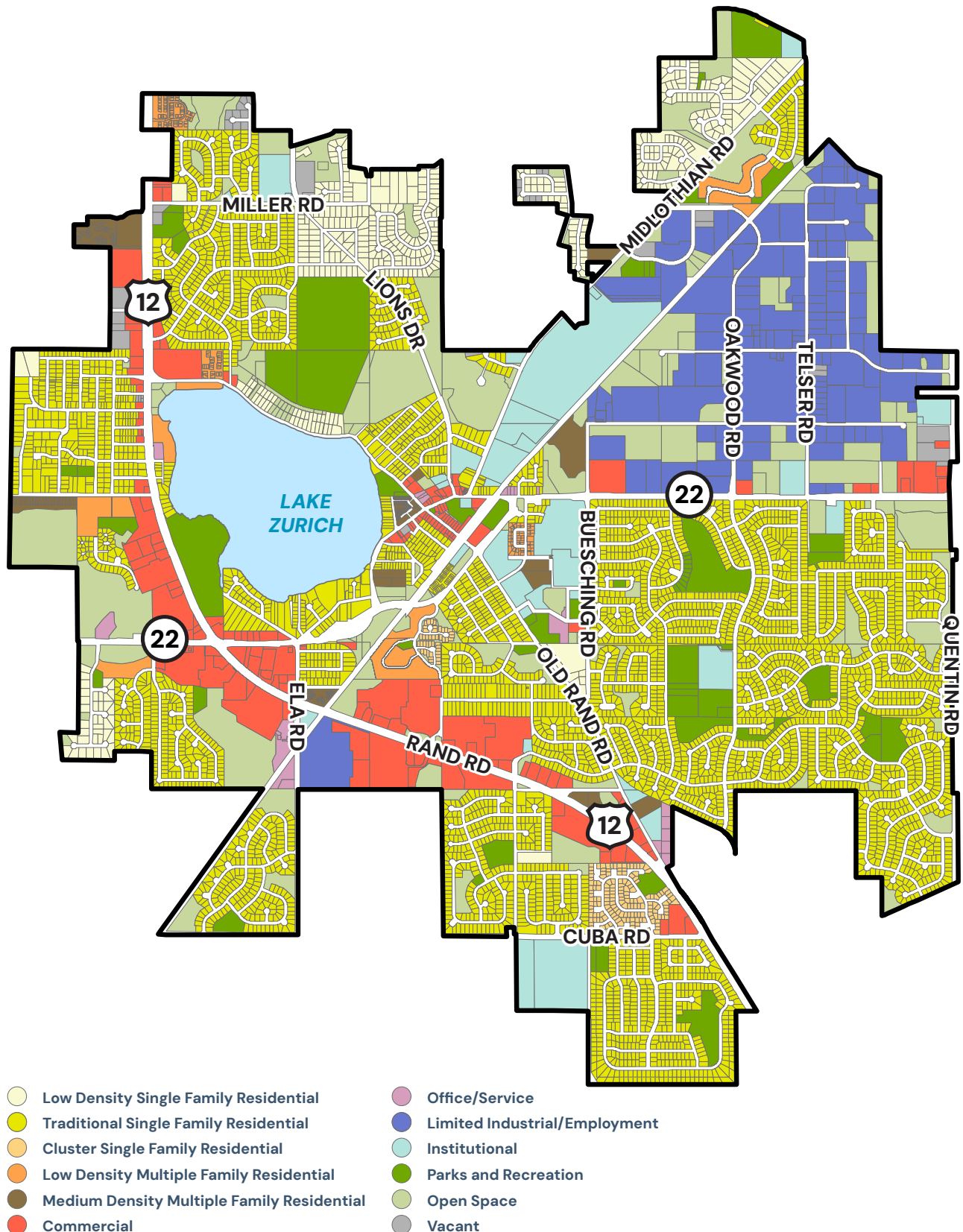
Community Poll Spotlight

Lake Zurich community members share their vision for the future:



Figure 2.1

Existing Land Use Map



Future Land Use

Future land use planning in a largely built-out community like Lake Zurich is often about preserving existing land uses and identifying strategic opportunities for change. This plan's future land use map serves as an overall land use strategy which provides a structure and parameters for any future growth and development. It provides residents, Village officials, property owners, and developers a level of predictability as to the format and type of development and redevelopment. In plan implementation, land use planning will also involve ongoing code and policy changes to maximize flexibility for zoning districts while providing regulatory safeguards to maintain the character and integrity of specific areas across the Village.

The Village will use the Future Land Use Plan to evaluate development proposals. The Future Land Use Map is a means of communicating the vision of the Comprehensive Plan, but in some cases may be updated independently of the rest of the document. It illustrates where existing uses are appropriate to remain or change. Recommended land use or zoning changes in this chapter are based on their benefits to the Village, are responsive to market trends, and support the goals and objectives of this plan.

The Future Land Use Map is a means of communicating the vision of the Comprehensive Plan. It depicts an overall land use strategy which provides a structure and parameters for any future growth and development.

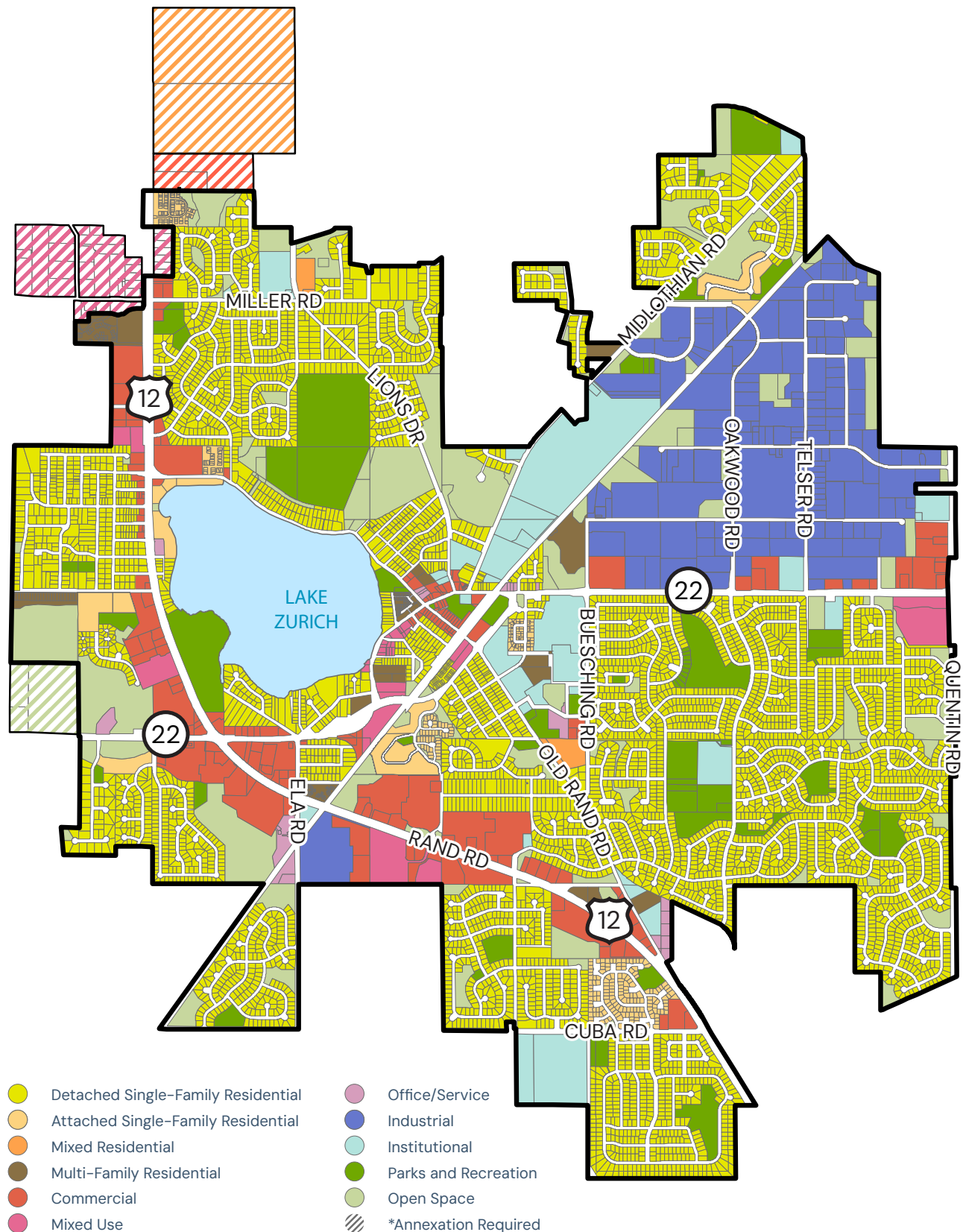
Avery Ridge Residential Development

Avery Ridge is a single-family residential development off Midlothian Road, at the northeast corner of the Village, on a 19-acre tract. The parcel was annexed to Lake Zurich in late 2018 and now has 34 new homes.



Figure 2.2

Future Land Use Map

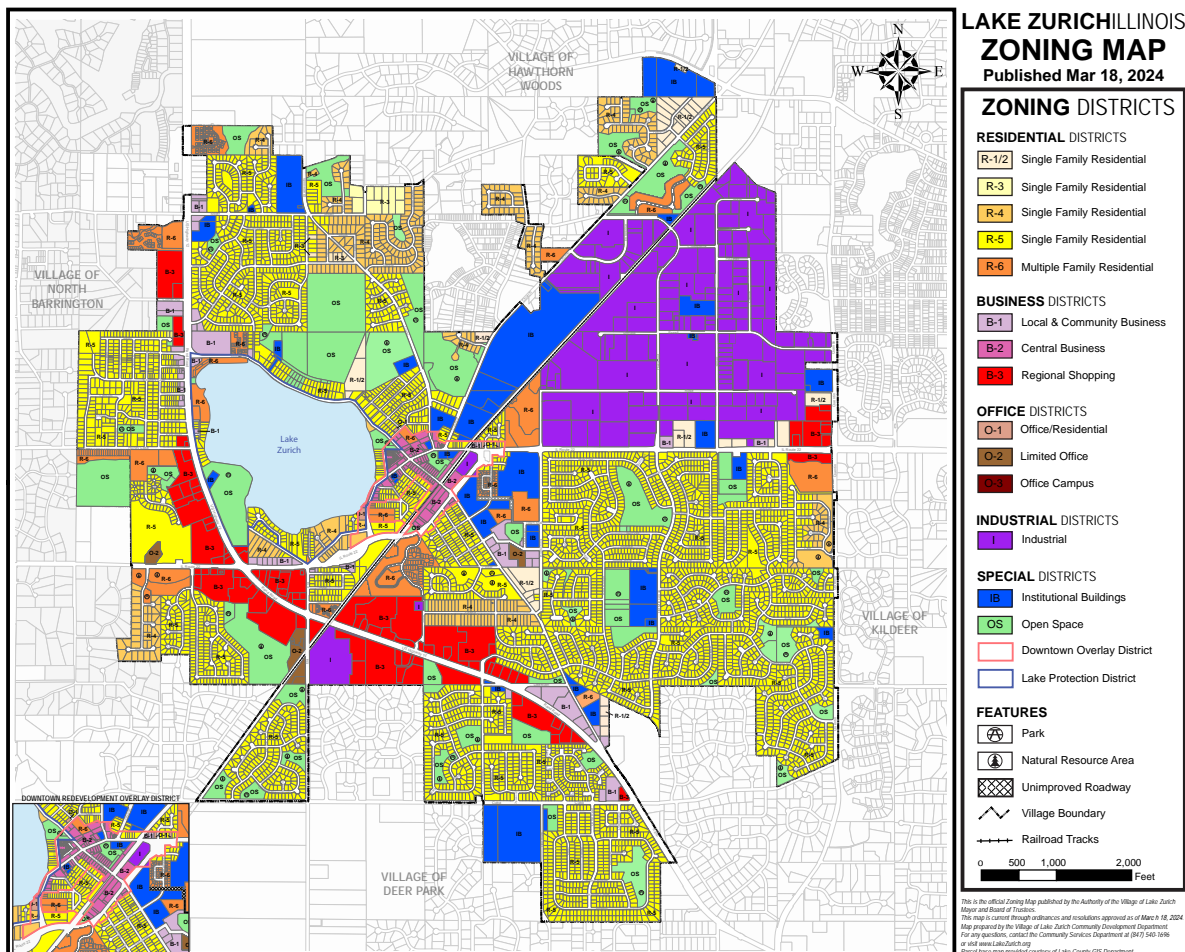


Zoning & Land Use

Zoning, which relates to and often reflects existing land use, is what controls the use and development of land to promote the community welfare and protect the health and safety of residents.

Lake Zurich's zoning ordinance is one of the key tools used to implement this comprehensive plan. The Zoning Ordinance divides the Village into various zoning districts that permit specific uses of land and set standards for buildings. Each zoning district has different regulations for development such as permitted uses, setbacks, building heights, lot coverage, minimum lot size, etc. These requirements protect open space and ensure that development is orderly and consistent with surrounding uses and structures.

Goals and objectives related to land use are included at the end of this chapter; many of which have underlying zoning implications. Updates herein will be the next step to ensure successful implementation and consistent application of the community's broader strategy around land use and development.



Economic Development

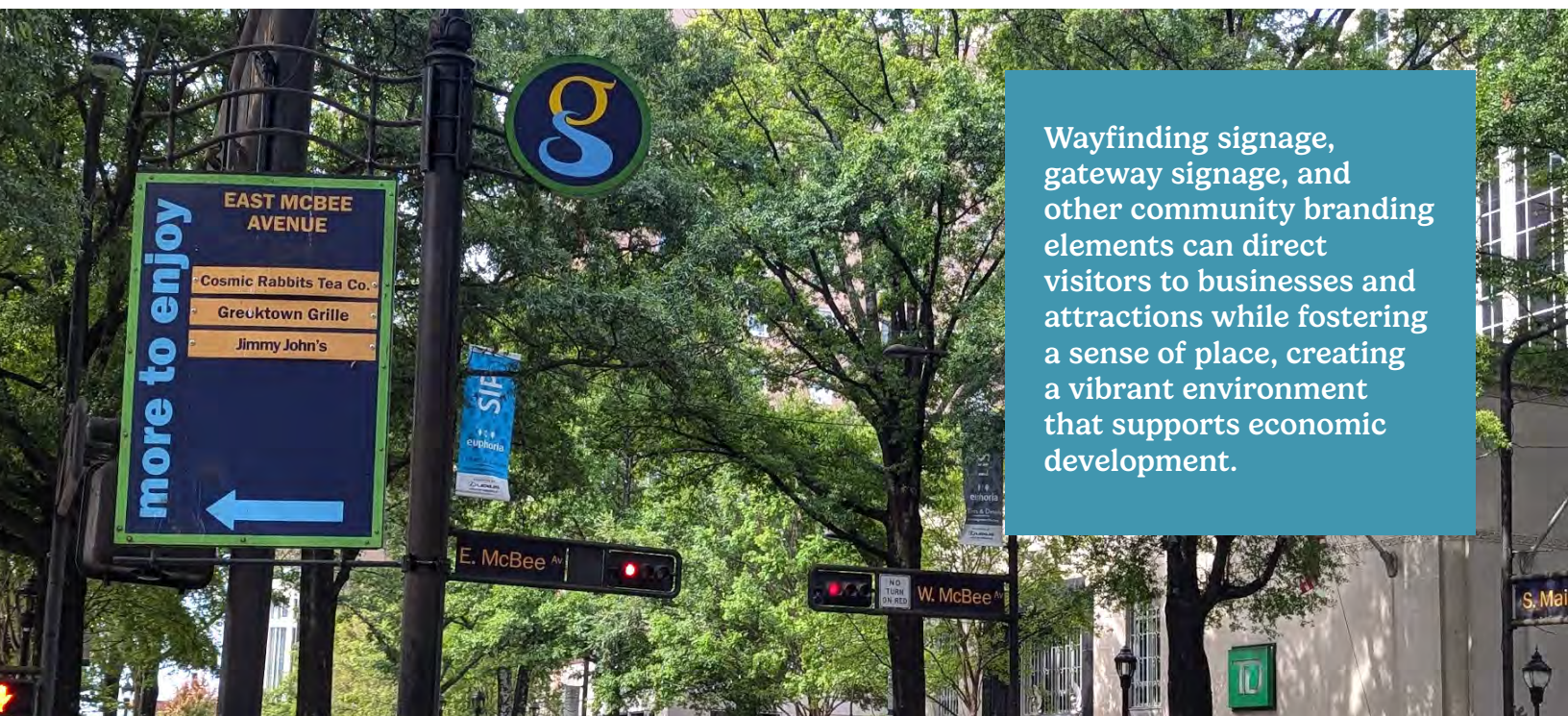
Lake Zurich supports and maintains existing businesses while also working to diversify the local economy and bring in new activities and destinations for residents and visitors alike. Employment opportunities are offered across a range of economic sectors. The Village partners with private businesses and the nonprofit community on efforts to enhance Lake Zurich.

Economic development is the deliberate process of targeted activities and programs that work to improve the economic well being and quality of life of a community. Economic development builds local wealth, diversifies business activity, retains and creates jobs and builds the local tax base.

Lake Zurich is an economic hub in southwest Lake County with a booming Rand Road (Route 12) corridor, excellent access across the region via Route 22, a thriving industrial park, and an expanding and evolving Main Street District.

As a mature, built-out community, there are limited opportunities to add to the Village's geographic footprint. Therefore, the Village's efforts towards spurring sustainable economic growth are focused on:

- Strategic partnerships with organizations that promote Lake Zurich
- Marketing of existing land and buildings available for sale
- Infill property development and redevelopment of buildings and land for new uses
- Retaining and expanding existing businesses by cutting red tape



Wayfinding signage, gateway signage, and other community branding elements can direct visitors to businesses and attractions while fostering a sense of place, creating a vibrant environment that supports economic development.

Key Findings

The following top-level findings emerged from an overview of the latest available retail, office, and industrial market data in Lake Zurich. More detailed data can be found in the Appendix.

- **Lake Zurich has the highest density of retailers** compared to surrounding communities, serving both residents and visitors. Most retail is located along the Route 12 commercial corridor.
- **The Main Street District has strong potential to grow** into more of a destination, with the addition of active uses such as restaurants and entertainment.
- **Industrial uses perform well**, as vacancies have been decreasing and are lower than the regional level. **Market for office remains weak** and vacancies, high.
- **Housing market is strong in the area** with low inventory and high sale prices. Most homes in the Village were built before 1999.
- **Half of all renters in Lake Zurich are paying more than 30% of their income** towards housing. (Households are considered cost-burdened when they spend more than 30% of income on housing costs).
- **Likely demand for continuing to increase the variety of housing types** (smaller footprints, duplexes, townhomes, multi-family, etc.), particularly as the population ages and seniors want to remain in Lake Zurich.
- **The Village utilizes TIF Districts as a financial tool to assist with redevelopment** of specific eligible areas. TIF Districts are currently in place in the Main Street District, Industrial Area, and along Rand Road between Route 22 and Honey Lake Road. A Façade Improvement Program also provides assistance for Main Street businesses.

“Lake Zurich is improvement-oriented. There is constant, good change happening; we love seeing that growth.”

- D95 High School Focus Group

“Village staff and leadership is open-minded and willing to listen; it feels like it’s a team effort.”

- Public Comment

“Lake Zurich functions more like a city than a small town – it’s self-sustaining, and not just a bedroom community”

- Public Comment

“We should focus on experiential and service-based businesses - the things you can’t get online.”

- Public Comment

Economic Development Considerations

Lake Zurich's retail market is largely "consumer retail" which is less affected by economic ups and downs, compared with more discretionary or specialized retail in other communities. While the local retail market is doing well, the future of commercial retail is precarious and will be linked to population, households, and employment growth.

The Village's industrial market is strong and seeing continued demand. Strategies that encourage growth of industrial space (manufacturing, warehouse, distribution, and flex/office/service) can help to broaden the local property tax base. It is simultaneously important to consider that industrial users often have a broader set of needs, related to workforce development, utilities and energy efficiency, truck access, etc.

Based on an analysis of current conditions, discussions with area stakeholders, and community engagement, the following economic development strategies emerge:

- 1 *Seek to attract restaurant, cafe, and entertainment uses to bring new vibrancy and activities.*
- 2 *Conduct outreach with developers, tenants, and retail brokers to understand the sample of larger anchor retail tenants in the region with leases that are expiring or that may be looking for retail sites.*
- 3 *Support the development of a regional attraction / destination to help draw residents, visitors and businesses to Lake Zurich.*

Q: *What elements of "place" are most important to you?*



Above were the top two answer options in the Community Poll conducted as part of plan engagement. Results reflect the total percentage of participants who selected that answer as one of five options.

Ultimately, economic development is a dynamic exercise. Local economies change constantly and successful communities are proactive in assessing how they could be impacted. Communities cannot control much of what impacts their local economies – the closing of national chains, internet sales, national recessions, inflation, new technologies, etc. The focus, then, must be on what a municipality can control related to land use, zoning, housing, and business support. Those ideas are listed in the goals and objectives on the following pages.

Housing

Lake Zurich is a generational community that offers a variety of housing options, from single-family homes to multi-family units, to accommodate residents at different life stages. By adding diverse housing types and price points, the Village can attract new residents, activate the Main Street District, support local businesses, and enhance community amenities.

Lake Zurich is home to a variety of housing types that are reflective of the Village's family-oriented, welcoming character. With a long history of strong, stable, single-family residential housing, The Village has begun to see more multifamily housing added to the community over the last several decades. Ensuring that Lake Zurich maintains and continues to see a variety of housing types and price points can help to:

- Accommodate current residents to age-in-place and remain in Lake Zurich throughout different life stages.
- Create opportunities for new families and individuals to join the Lake Zurich community.
- Keep Lake Zurich economically competitive by adding new residents and shoppers, retain long-standing residents, and accommodate the Village's workforce.
- Advance community design and placemaking goals by applying guidelines, integrating greenspace, public amenities, and advancing character, connectivity, arts and culture in future residential development.

Senior housing is already well represented within the Village, however, housing for active, independent seniors or those nearing retirement and looking to downsize or minimize maintenance costs is scarce.



An analysis of existing conditions and community demographics paints a picture of Lake Zurich's existing housing stock to understand future housing opportunities. This data is reviewed alongside community input, market trends, and planning expertise to arrive at a set of goals and recommendations related to housing.

Demographics

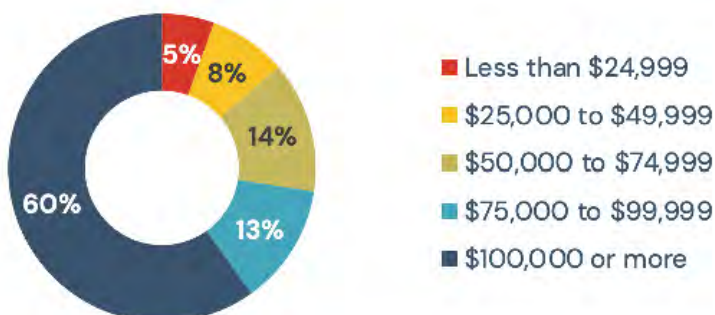
Community demographics provide valuable insights into housing needs because they help identify specific housing demands within a population. Lake Zurich should continue to keep tabs on demographic factors to make informed decisions about housing development, zoning regulations, and infrastructure investments to meet the evolving needs of their residents.

Age Distribution

Lake Zurich's median age (40.8 years) increased by 5 years between 2000 and 2020 and is higher than Lake County and Illinois. The '19 and Under' and '35 to 54' age groups have declined but are still the two largest groups in Lake Zurich. The '55- 74' age group is the fastest growing. ***All of these data insights point to the need for housing that serves younger residents as well as housing that supports aging in place.***

Income

Understanding households incomes helps identify the need for housing that is attainable across different income levels. The majority of Lake Zurich households (60%) earn over \$100,000 annually, 13% earn between \$75,000 and \$99,000, 13% earn between \$50,000 and \$99,000, and 27% earn less than \$75,000. ***This varied income distribution speaks to a need for housing offerings at different price points.***



Lake Zurich Household Income Distribution

Census Data 2021

Lake Zurich Housing Snapshot

Occupancy:

- High owner-occupancy rate (77%)
- Low vacancy rate (4.2%) compared to the county (5.9%)

Type:

- Predominantly single-family homes (84.9%)
- Significant portion of multi-family housing with 10 or more units (11.6%)

Age:

- Over 70% of housing units were built between 1970 and 1999
- Significant portion of homes built before 1940 (18.5%)

Value:

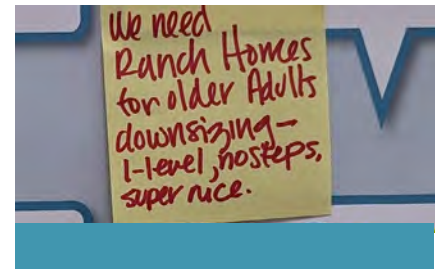
- Median home value (\$351,000) higher than the county (\$279,500)
- Concentration of homes priced between \$300,000 and \$499,999 (over 50%)



New single-family home under construction in Lake Zurich

Key Findings

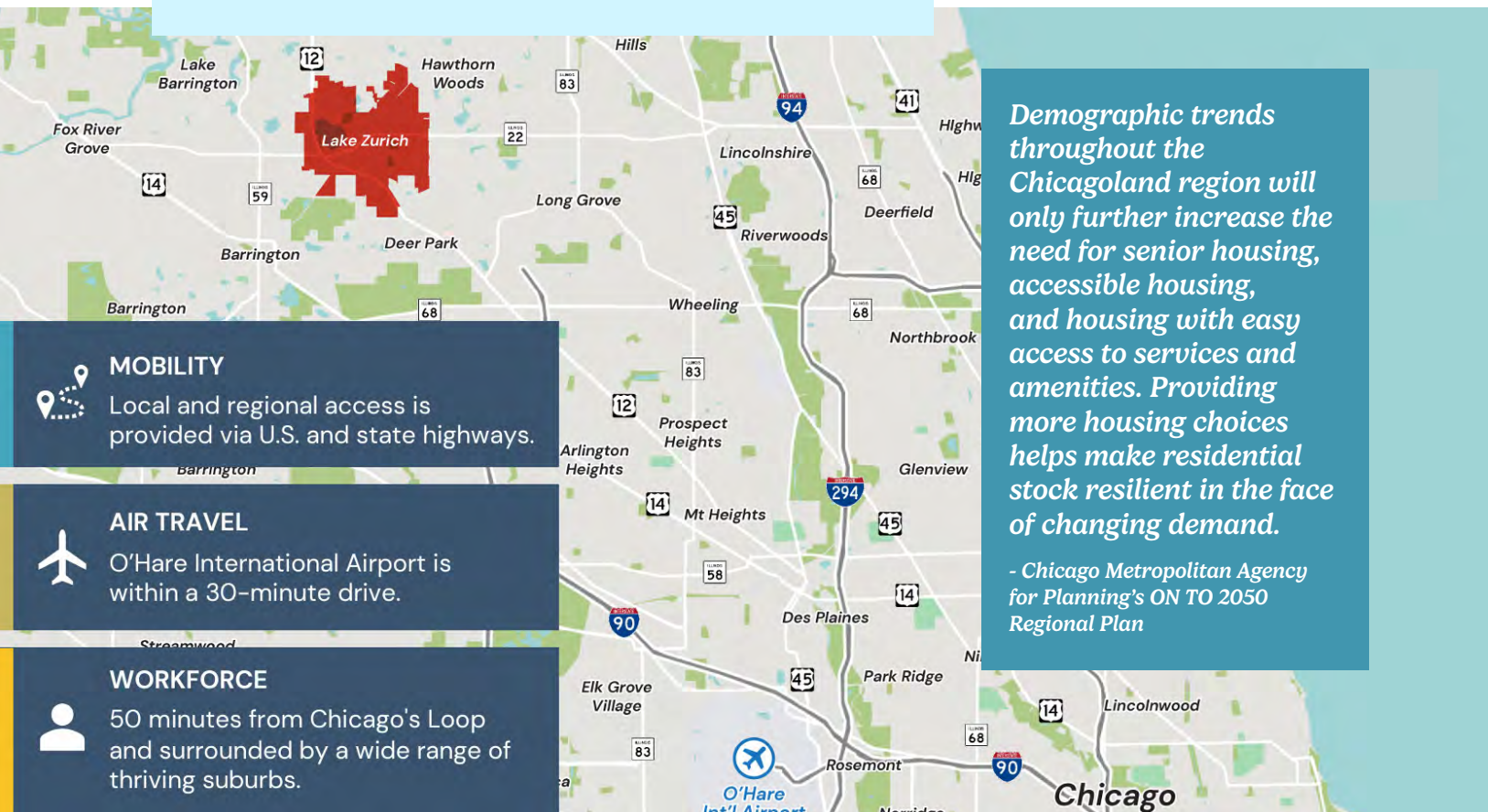
- **Attainable Housing:** Given increasing housing costs, future housing opportunities should provide a range of options at different price points to serve residents at varying life stages. Townhomes, condominiums, and rental apartments typically cost less than a single-family detached home due to the ability to locate more dwellings on any given development parcel. Zoning changes can facilitate these types of dwellings, helping to create more attainable housing options in Lake Zurich.
- **Aging in Place:** All Boomers will be over 65 by 2030. By 2034, those 65 and older will outnumber children (those under 18) in the U.S. for the first time. There is an inevitable need to support aging in place on multiple fronts, from housing to mobility. Lake Zurich can cater to independent living through development of single-story ranch housing and multi-family housing with elevators to expanding accessible housing through home retrofits.
- **Future Growth:** The demand for attainable and accessible housing options is a regional trend that is not going away anytime soon. Though much of Lake Zurich is built-out, potential annexation areas on North Rand Road present opportunities for future growth and new housing development that can meet this demand and support Lake Zurich's tax base.



Residents providing input at the Farmers Market Pop-Up shared that they love living in Lake Zurich and want to ensure they can age in place.

“Seniors in the Village may be looking to downsize or ‘declutter’ by finding smaller dwellings.”

- Commissioner Comment



Addressing Demographic Shifts & the Future of Housing in Lake Zurich

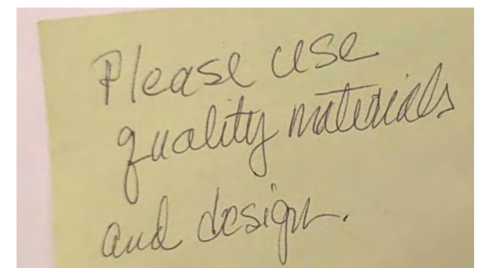
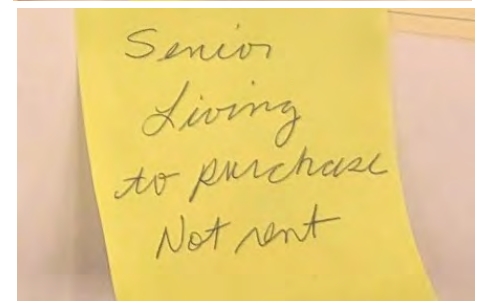
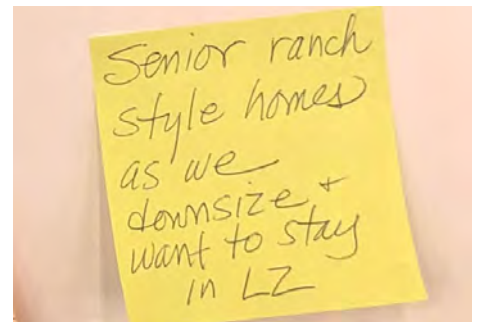
The U.S. is experiencing a significant demographic shift. By 2030 all “Boomers” will be over 65 years of age. By 2034, the population of those aged 65 and older is projected to surpass the population of children (those 18 years and younger) for the first time in history. - P.U.M.A Global Trends Report

Current trends underscore the critical need for Lake Zurich and communities nationwide to support residents aging in place. Further, attracting and retaining younger families is crucial for a thriving community, especially given Lake Zurich’s median age being higher in comparison to that of Lake County.

Prioritizing access to a variety of housing options is essential to supporting older residents and those of all ages. By offering a range of supportive housing types, amenities and services, including convenient access to restaurants, childcare facilities, grocery stores, quality healthcare, and outdoor space communities help future-proof themselves and become self-sustaining. Continuing to foster active recreation opportunities and safe connectivity will significantly improve quality of life for residents of all ages. Lake Zurich must also focus on enhancing safe, multimodal accessibility, walkability and linking destinations to create a resilient Village and active Main Street District.

It is essential to recognize the role of housing in attracting and retaining a skilled workforce. Lengthy commutes are a major factor driving remote work trends. By providing a variety of housing options, including affordable ownership and rental opportunities, Lake Zurich can attract and retain a diverse workforce and contribute to a thriving local economy.

Development opportunities exist on vacant land, developed sites, and as part of potential annexation. Some new development opportunities in Lake Zurich involve vacant land that is waiting for the right owner, development proposal, or annexation. In most cases, redevelopment opportunities involve properties that are currently put to use, but where redevelopment would be welcomed under the appropriate circumstances, such as changes in ownership or users. Should the owners of these sites seek change, the Village’s intent is that new development should align with the vision, goals, and strategies established in this plan and land uses identified in the Future Land Use Map and Chapter 5, Corridors & Special Area Plans.



Beyond data, trends and planning best practices, input shared by residents at the Lake Zurich Community Open House highlighted housing options for aging in place options as a strong priority.

Housing Diversity & Gentle Density

Gentle density focuses on slightly increasing the number and variety of homes within established communities. Changes to accommodate such development may include: identifying appropriate locations for more density; preparing site specific development guides that facilitate predictability as part of the planned unit development process; permitting accessory dwelling units where appropriate; providing reasonable incentives for inclusion of “missing middle” units in market-rate developments; and reviewing minimum lot sizes, setbacks, parking, and height in different zoning districts. Below are some housing types and approaches that diversify stock, introduce gentle density, and address the demographic needs and shifts previously noted.

Single-family detached and attached homes with accessibility features make it easier to age in place. New construction and retrofits can increase housing stock that includes single-story homes, ramps or zero-step entrances, wider doorways and hallways, grab bars in bathrooms, lever door handles, ADA showers vs. bathtubs, lowered countertops, and easy-to-maintain yards.

Condominiums, townhomes and duplexes can be good options young couples and families looking to for less expensive starter homes and older residents looking to downsize and reduce property maintenance. These styles of units offer a lower-maintenance lifestyle and can include shared amenities like pools, fitness centers, and social spaces. Infill development in and near the Main Street is ideal for these types of units as a way to locate more residents near amenities and strategically channel foot traffic, spending and economic stability.

Residential retrofits and mixed use conversion of underutilized and/or vacant space can add a variety of housing types, from studios to family-sized apartments, catering to different needs and income levels. As remote work trends continue, many communities are experiencing a decline in office occupancy. Converting spaces can revitalize areas, bringing residents and economic stimulus. Conversions often incorporate ground-floor retail or community spaces with housing above, fostering a vibrant, mixed-use environment. Repurposing existing buildings is also inherently more sustainable than constructing new ones. Adapting non-residential spaces for residential use can be costly and requires navigating building codes and regulations. The Village can help facilitate this process with proactive planning and direction to support creative design solutions and/or redevelopment alternatives.

Accessory dwelling units (ADUs) are an avenue communities are exploring to cater to residents aging in place while providing additional housing units and gentle density where appropriate. ADUs are small, independent living spaces that can be added to an existing home, such as a garage apartment, basement unit, addition or a backyard cottage. ADUs can be a good option for people who want to live near family or friends but still have their own space. It's important to note that ADUs are not a one-size-fits-all solution. Factors such as local zoning regulations, property size, and individual needs must be carefully considered.



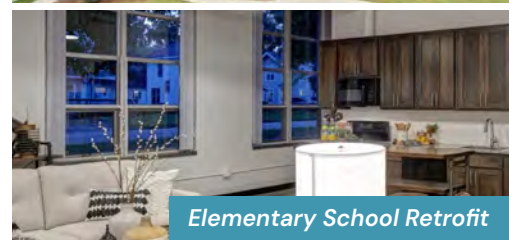
Single Family Detached



Townhomes



Duplex



Elementary School Retrofit

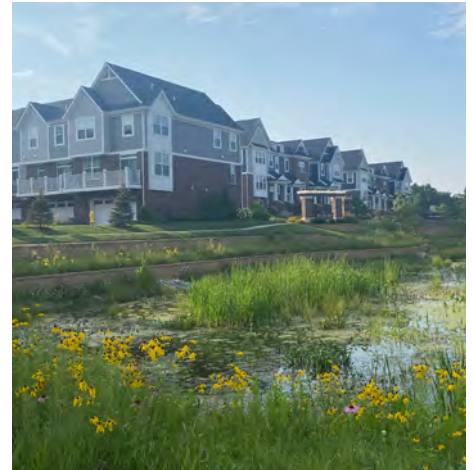


Garage ADU

Housing Considerations Inspiration Imagery



Ranch-style homes offer attractive features for various lifestyles, from empty nesters and independent senior living to young couples and families. One-story living, open floor plans, and easy accessibility make them appealing to those seeking a low-maintenance lifestyle, such as older adults or those with limited mobility. Additionally, ranch homes often have a strong connection to outdoor spaces, with features like patios and large windows, making them ideal for those who enjoy indoor-outdoor living. Ranch-style concepts should be explored by the Village as part of possible annexation opportunities.



Well-designed multi-family housing, townhomes and condominiums offer convenient, lower-maintenance living for those seeking smaller spaces, additional amenities, and/or a more affordable options in comparison to single-family homes. Thoughtful design, landscaping and open space features can help ensure they complement existing character and integrate seamlessly into the community.



Smaller-scale multi-family buildings can include elevators that are attractive to younger and older residents, alongside those with mobility issues.



Mixed-use developments support sales tax revenue while fostering a sense of community by integrating housing, businesses, and public spaces

Housing Considerations Annexation

Strategic Annexation for Housing Diversity & Community Well-being in Lake Zurich

Lake Zurich residents have consistently emphasized the need for diverse housing options that allow seniors to age in place while maintaining independence. To meet these needs, a master planning and rezoning strategy can guide future annexation efforts, ensuring new development integrates seamlessly with the Village's character and long-term vision.

Annexation Potential & Development Vision

The North Rand Road corridor presents a significant opportunity for residential and mixed-use development, with sizable sites that, if annexed, could introduce a variety of housing types—townhomes, senior-friendly cottages, and multifamily residences—within a thoughtfully planned, amenity-rich community. A Planned Unit Development (PUD) approach would allow for:

- A cohesive design framework that aligns with Lake Zurich's aesthetic and functional goals.
- Nature-integrated living, incorporating walking trails, greenways, and pocket parks to promote active lifestyles.
- A mix of independent living, downsizing-friendly homes, and community spaces that enhance social connectivity.
- Walkability and accessibility to key amenities, ensuring new neighborhoods complement existing infrastructure.

A Model for Thoughtful Growth: Parkside of Glenview

The Parkside of Glenview (pictured right) serves as an aspirational model for Lake Zurich's annexation strategy, demonstrating how a formerly underutilized site can be transformed into a vibrant, high-quality residential community. The project's attention to detail—including its landscape integration, community park spaces, and seamless pedestrian connections—aligns with Lake Zurich's vision for future expansion. By leveraging annexation to facilitate smart growth, diversified housing, and enhanced livability, Lake Zurich can proactively shape its future, ensuring that new development serves both current and future generations.

See Chapter 5 for additional context on annexation opportunities, corridor sites, and special area plans.



Source: Teska Associates, Inc, Lexington Homes

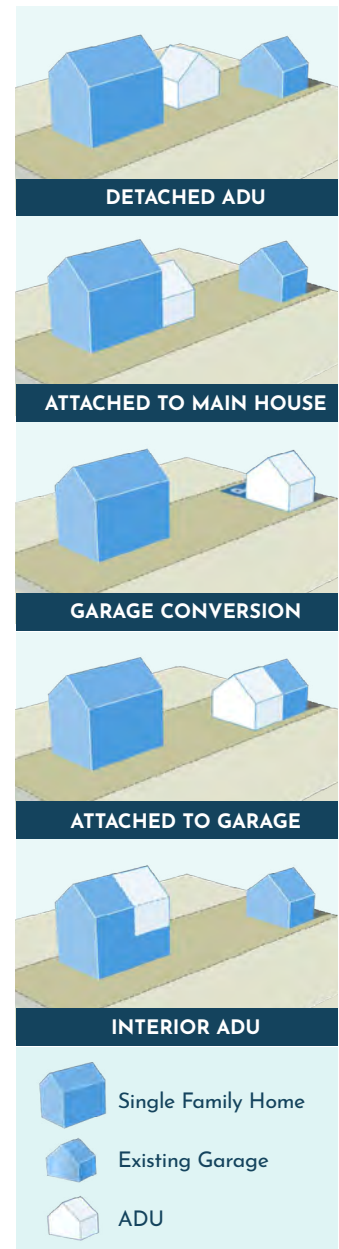
Housing Considerations Accessory Dwelling Units

Accessory Dwelling Units (ADUs) are small independent housing units on the same lot as a standard sized residence with a kitchen, bathroom, and areas for living and sleeping. ADUs can be attached or detached from a primary residence, and can be either converted within an existing structure or new construction.

Commonly referred to as coach or carriage houses, ADUs are versatile and able to serve individuals, families and communities in different ways over time. With the current housing shortage anticipated to last through 2020 at the minimum, many communities are exploring and amending their zoning codes to support ADUs alongside resident needs, and introduce gentle density and in-roads to economic stability.



Source: Evanston ADU Guidebook, Designed by Teska Associates, Inc.



Goals & Objectives

Land Use & Economic Development

GOAL: The broad mix and balance of local and national uses meets the needs of residents while also attracting spending from outside of Lake Zurich.

- Identify opportunities for infill development on vacant or underutilized properties. (See Chapter 5).
- Continue coordination with private landowners and business interests in the Village and pursue public-private partnerships when opportunities arise.
- Consider targeted incentives to attract desired uses in specific locations.
- Increase awareness of available resources and assistance that the Chamber of Commerce can provide to businesses.
- Support, encourage, and welcome a mix of retail, restaurant, entertainment, and service uses, including both locally based and national brands.
- Seek opportunities to attract businesses that cater to and align with the range of demographics in Lake Zurich (i.e. different price points, variety of cuisines, etc.).
- Encourage experiential uses and entertainment/destination businesses, such as bowling alleys, mini golf, arcades, etc.
- *Revise permitted and special uses in the B-3 zoning district to replace the SIC use codes with a broader use category (such as "Indoor Commercial Uses") to facilitate such uses.*
- Encourage and channel specialty retail and uses that rely on foot traffic to locate in the Main Street District to build on that area's existing character and pedestrian environment.
- *Revise zoning to apply land use categories (replacing the overly specific SIC categories) that allow creative and more modern format businesses. Land use categories allow a wider range of businesses without need for complex use interpretations or zoning text amendments. Uses that may have adverse impacts can be considered as special uses.*
- *Maintain the existing DR Downtown Redevelopment overlay district's focus on retail and dining uses by continuing to require such businesses on the first floor in the core Main Street area. Review overlay boundaries to ensure that the first-floor commercial requirement is not overly broad, as the edges of the Main Street District may be less able to support commercial uses and may be better suited for first floor residential.*
- Work with local, county, and regional chambers of commerce to market Lake Zurich as a destination for shopping, dining, parks, open space, and the lakefront.

Goals & Objectives

Land Use & Economic Development

GOAL: The supply of office and industrial space in the Village is well-utilized and adapts as needed to fit ever-evolving market demands and trends.

- Continue to utilize economic development incentives, such as TIF Districts and other redevelopment incentive programs, to retain existing industrial uses and attract new users.
- Maintain communication with office properties to adapt to changes (occupancy, space needs, parking, worker amenities, etc.) and respond to hybrid work-from-home models.
- Identify non-traditional commercial and recreational uses that can expand the potential tenant list for industrial spaces (e.g., indoor youth gymnastics and swimming facilities, sports academies, etc.).
 - *These activities can serve the community and help to keep industrial space leased, especially if industrial demand changes.*
- Expand the list of industrial uses in the I-1 zoning district to allow a broader range of businesses.
 - *Industrial districts now see activities such as microbreweries or distilleries, data centers, and other potential new businesses that are not included in the current SIC list. Additional potential businesses and broader use “categories” should be applied to allow more types of tenants in the industrial district, some of which can be sales tax generating.*

Goals & Objectives

Land Use & Economic Development

GOAL: Lake Zurich is recognized as a “great place” to do business.

- Continue collaboration with existing and potential businesses to identify opportunities to improve the efficiency and predictability of the development review process.
- Consider updates to make the zoning ordinance more user-friendly.
 - *When zoning ordinances are challenging for business owners, developers, and potential investors to use, this can limit economic development. The Village’s zoning entitlement processes and standards for approvals are generally in keeping with best practices, but the overall ordinance could be more “user-friendly.” Updates to the code may include making the language more concise and easier to understand and adding graphics that illustrate and clarify intent.*
 - *The Village may also consider consolidating zoning with other development and building related sections in a Unified Development Code (UDO) that puts zoning, subdivision, development, and sign regulations in one section.*
- Continue to ensure transparency and communication of Village policies, plans, and processes via easily shareable and accessible information.

Goals & Objectives

Housing

GOAL: The Village has a stable, quality housing stock that provides a range of options for people at each stage of life.

-
- Preserve the Village’s existing housing stock through programs and incentives that encourage continued home maintenance.
 - Establish design guidelines to ensure new construction does not detract from existing neighborhood character.
 - Encourage opportunities to expand the variety of housing options to cater to different life stages, from raising a family to downsizing and aging in place.
 - Support infill development of two stories or more within and near business districts to strengthen the customer base and business district vitality.
 - Contact housing developers with a positive track record of building desirable and high-quality non-single family building types about potential development opportunities.
 - Maintain communication with District 95 to understand its needs related to supporting school quality and district services as the Village implements the Comprehensive Plan.
 - Assess annexation opportunities along Rand Road for future development of “missing middle” housing options. “Missing middle housing,” a term coined by Opticos Design, refers to house-scale buildings that provide multiple units to provide more housing choices, such as duplexes, fourplexes, cottage courts, and multiplexes. The design of such housing options are intended to fit seamlessly into existing residential neighborhoods and support walkability and locally-serving retail.
 - Identify vacant and underutilized commercial, office, institutional and other properties/sites for potential conversion to residential and/or mixed uses.
 - Implement public funding mechanism(s) (such as property tax abatements, SSA, or TIF) to assist in the development of housing and/or the construction and maintenance of public infrastructure related to new development.

3

Placemaking & Programming



CHAPTER 3

Placemaking & Programming

Lake Zurich is a thriving community that fosters a strong sense of place and provides a variety of activities to engage in. This chapter focuses on actions, concepts and framework plans aimed at enhancing public spaces, supporting local businesses, and promoting a diverse range of cultural and recreational opportunities.

Placemaking is about strengthening connections between people and the places we share. It can refer to community design, streetscapes, activities, land uses, and other ingredients that promote community health, happiness and well-being. This first series of questions focused on placemaking and community vibrancy.

As part of the planning and visioning process for Lake Zurich's Comprehensive Plan, the Main Street District quickly rose to the top as a priority for future enhancement and activation. Top themes, wishes and wants of feedback received via the poll are summarized below.

Community Visioning Poll Summary • Wants, Wishes & Future Priorities

	Greater diversity and density of destinations, shops, dining & things to do	Increase variety of shopping, dining, and entertainment destinations with a special focus near the Lake to create a bustling Main Street vibe. More open spaces and parks are welcome, as are specific activities for teens, a night out, alfresco dining, and businesses that attract day-to-evening foot traffic.
	Visible arts, culture and seasonal activities that invite you to explore & linger	Infusing more visible and accessible public art, streetside performances and busking, cultural celebrations, and seasonal activities; events in the Main Street Area to activate and attract more businesses; special focus on outdoor performances, concerts, and creative temporary art / fairs.
	Safe, walkable, and inviting sidewalk and trail network that connects to destinations	Accessible network of walking and biking infrastructure; improvements to the streetscape that are inviting, safe, and active; consider how streetscape improvements can enhance activity in Main Street and to other destinations; consider public information/wayfinding.
	Maintain existing housing & explore new options for varying life stages, styles and needs	Prioritize maintenance of existing housing stock and explore a greater variety to ensure full circle living; one should be able to move to Lake Zurich, raise a family, downsize and age in place. Quality architecture and site design matter, as do single and multi story structures, access and affordability.

Progress, Priorities & Potential

Future streetscape and pedestrian-bike mobility improvements are absolutely critical to successfully implementing this comprehensive plan and arriving at the community's vision. Recommendations herein serve as both canvas and catalyst to facilitate the broader reaching goals of economic development and attracting a vibrant mix of uses.

Moving the needle on placemaking priorities requires understanding the balance of public-private property ownership, the built environment, underground utilities, and right-of-way dimensions, local and regional jurisdictions, what the Village can control, influence, or guide – and building partnerships to facilitate progress.

Over the past decade, a broad range of development types have been introduced and considered by the Village. While some projects came to fruition, others did not. These initiatives, regardless of success, have helped to illuminate the priorities and values of Lake Zurich; what the community desires for future site design, building aesthetics, and overall sense of place. The special area plans and design guidelines that follow apply these core lessons.

“By investing in community infrastructure and creating a welcoming, active streetscape, the Village will continue to build a vibrant and accessible environment for all.”

Lake Zurich is not accessible via Metra. This lack of transit is one component and contributing factor that makes attracting quality mixed use development more difficult. Ensuring parking minimums are met and the scale and massing of the development is contextually appropriate are other factors.

A 2019 Redevelopment Study conducted by C.C. Aiston Consulting Ltd. highlighted data and findings on the viability of commercial redevelopment in the Main Street District. Although pre-pandemic in timing, many findings remain poignant:

- Future initiatives to support safe, multi-modal ease of travel and sense of place can offset the difficulties of not having a train station. This plan places a strategic emphasis on improving bike and pedestrian access, sidewalk width and connectivity, local and regional trails, wayfinding signage, and infrastructure.
- Future streetscape planning and its relationship with parking is critical to making development concepts work as part of the Main Street District, and sites familiarly known as Block A and Block B.

The Prime Opportunity: Development of Block A & Block B

The Main Street District Framework Plan that follows sub-divides the area into three sections to highlight distinct focal points and opportunities. Concept plans are based on what the sites can realistically support in terms of land use, density, and parking needs.

ACTION ITEM: The Village should harness this plan to facilitate and channel renewed interest in the Block A & Block B development sites. Staff can work with existing valued businesses and restaurant tenants to support relocation opportunities if development occurs. To achieve the overarching community vision of this plan, it is recommended that the Village continue outreach with developers, utilizing the Main Street District Framework Plan, design guidelines, and recommendations on ped-bike mobility included in Chapter 4. The Village may also solicit responses from specific developers and contractors based on their portfolio of work, design style and quality.

All Seasons Fun, Access & Comfort

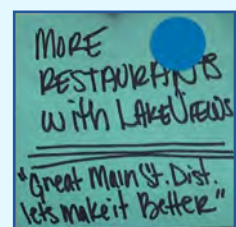
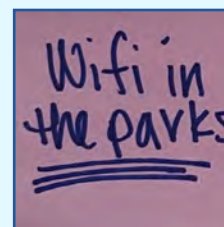
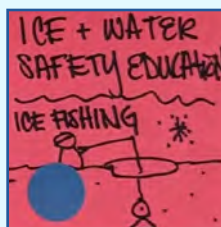
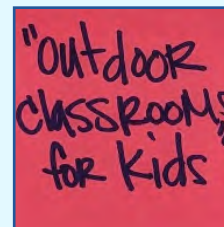
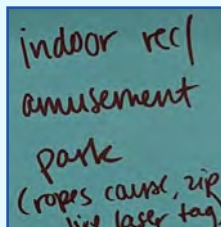
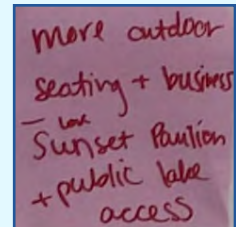
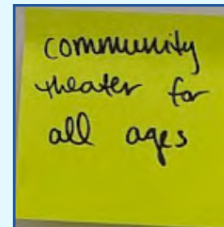
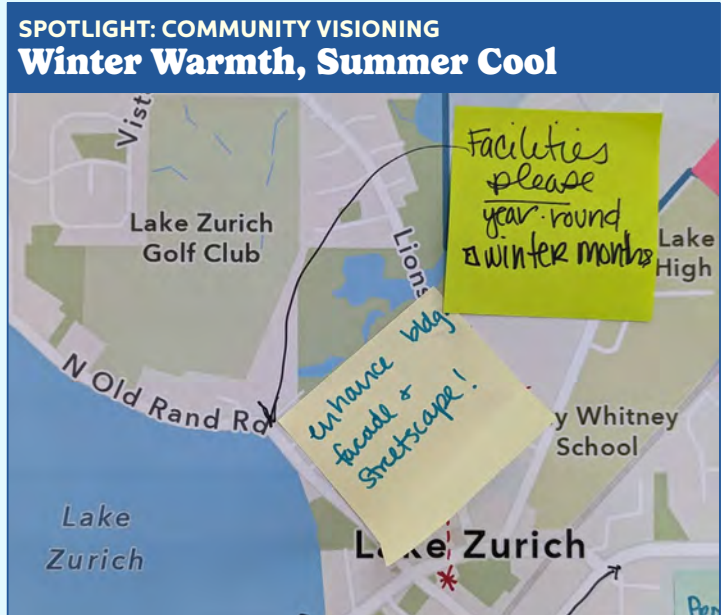
Exploring Strategic and Creative Efforts to Foster Lake Zurich as a Year-Round Destination

Lake Zurich's unique location and natural amenities provide potential that can give it a leg up on other communities. As part of future Main Street District enhancements and budgeting (park planning, streetscape endeavors, etc.), the Village should explore the feasibility of additional amenities that would make the area more comfortable and attractive year round.

Local feedback indicates that Breezewald Park's winter appeal is hindered by a lack of facilities, especially for families with young children. While Sunset Pavilion provides restroom access during the summer months, a dedicated year-round public facility should be prioritized to support the vitality of the Main Street District. Below are considerations for further activating the area and attracting more visits during colder months.

Planning Considerations:

- **Public Facilities:** Partner to keep existing bathroom facilities open year-round for public use at or near Breezewald Park or the Promenade. Consider requiring facilities as part of Block A / Block B development.
- **Warming Huts or Cabins:** Heated shelters with fireplaces or other warmth sources.
- **Hot Chocolate and Food Vendors:** Offering warm beverages and snacks.
- **Bonfire Pits:** Designated areas for outdoor fires.
- **Indoor Facilities:** Nearby restaurants, cafes, or lodges for warming up.
- **Clear Signage:** Indicating safe ice conditions, trail routes, and parking areas.
- **Snow Removal:** Maintaining paths and parking lots.
- **Lighting:** Pedestrian-oriented lighting that is inviting and safe for evening activities.
- **Lifeguard Supervision:** At specific times, if on-lake ice skating areas are explored.



Programming Concepts: Hygge, Happenings & Happy Residents

From family-friendly lawn games and water-based recreation to lakeside amenities and facilities, seasonal planning and programming in Lake Zurich fosters community engagement, wellbeing, and connection across all ages. Below are ideas inspired by community input gathered as part of this planning initiative:



COLD MONTHS



FIRE PITS



CURLING



WINTER ACTIVATIONS



SEASONAL ICE RINK



SKATING ON THE LAKE



FIRE & ICE · WINTERWORKS

WARM MONTHS



PING PONG



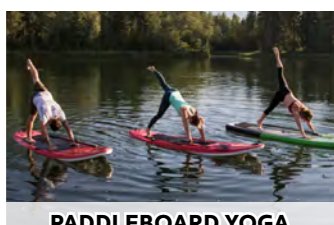
LAWN CHESS



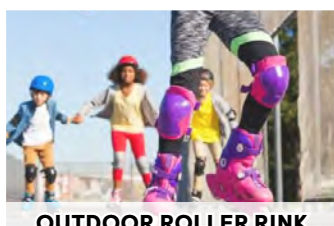
CORNHOLE · BAGS



BOCCE BALL



PADDLEBOARD YOGA



OUTDOOR ROLLER RINK

CAPITAL SPENDING



PUBLIC BATHROOMS



OUTDOOR CLASSROOM



CONCERT / EVENT SHELL



COMMUNITY CREATED ART



STREETSCAPE PILOT PROJECTS



COMMUNITY GARDENS

What is Hygge?

Hygge (pronounced hoo-gah) is a Danish word that describes a mood of coziness and comfort. It's a feeling often associated with simple pleasures like spending time with loved ones, enjoying a warm drink, or gathering by a crackling fire. Hygge emphasizes creating a warm and inviting atmosphere, practicing mindfulness, and appreciating the little things in life.

Main Street District Framework Plan

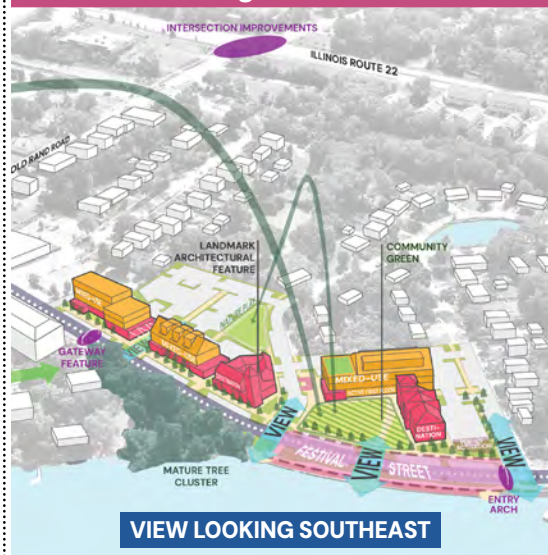
Centered around Main Street and Old Rand Road, Lake Zurich's Main Street District is the historic heart of the community. The evolving mixed-use district has developed over time into a vibrant hub for civic engagement, shopping, dining, and year round activities. The framework plan that follows is divided into three segments to highlight the varying centers of gravity, unique focal points, destinations, placemaking opportunities, and development concepts aimed at further boosting the district's vitality.

Figure 3.1



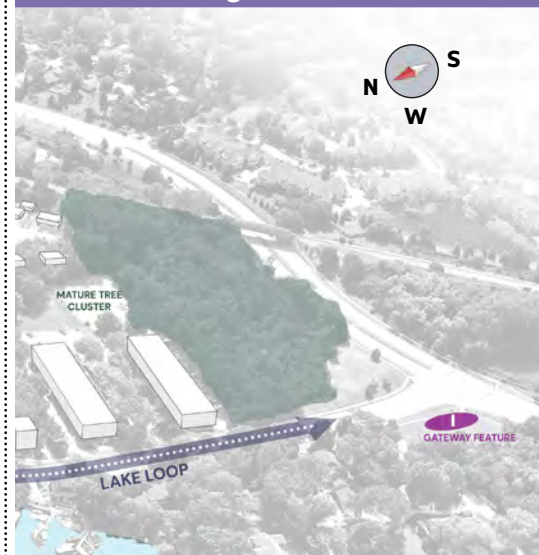
This section is the historic heart of Lake Zurich, featuring civic spaces, quaint shops, restaurants, and a variety of parks and plazas. The proposed "Lake Loop" bike and pedestrian pathway aims to ensure safe mobility through and to Main Street, promoting healthier lifestyles and supporting vibrant businesses. Incremental enhancements to better activate Rotary Park and Breezewald Park will strengthen their foundation for year-round events and seasonal programming. Continuous improvements to facades, site design, shared parking, signage, and connectivity along Old Rand Road, Main Street, and Lakeview Place will link residents and visitors to key destinations, such as Sunset Pavilion, and businesses and parking in the Main Street Core.

Figure 3.2



This section possesses the most potential to enhance local vibrancy. A reinvented festival-style streetscape is proposed to attract and support a healthy density of restaurant, commercial, and residential uses. Developments should embrace the guidelines included as part of this plan such that they are designed thoughtfully and creatively to maximize architecture, sense of place, lakeside context, wind and sun patterns, interconnectivity and circulation. This future hub of economic and social activity can expand the foundation for seasonal experiences. Greenspace and plazas should be interspersed with a focus on design and infrastructure that support flexible, public programming with removable bollards for temporary street closures. Festoon lighting, gateway features, and enhanced placemaking should serve as visual invitations to attract and reinforce identity.

Figure 3.3



This section features a transitional stretch of residential properties that extends along from Lake Street past Robertson Road, to the intersection of IL Route 22. Current uses include single and multifamily residential, as well as two development sites at the corner of Main Street and IL Route 22. Streetscape improvements should continue along this stretch to include a gateway feature and wayfinding signage at the intersection of Route 22 to market the Main Street Business District to north and southbound motorists. Future land uses near Lake Street present opportunities to add 1-2 story mixed use structures or civic uses to compliment the history and character of the Main Street District and historic Robertson home.

Figure 3.1

Main Street District Framework



MAIN STREET & OLD RAND ROAD

Streetscape & Ped-Bike Enhancements

Conduct phased streetscape improvements that coordinate with ped-bike enhancements outlined in Chapter 4. Features may include sidewalk widening to include expanded “amenity zone” for street furniture, seasonal patios, landscaping and art; corner and mid-block bumpouts, decorative intersections / crossings, reduction in curbcuts via shared parking, pedestrian lighting, bike parking, gateway features, and signage.



ROTARY PARK

Redesign & Activate

Redesign Rotary Park to better activate the space for daily use/enjoyment and provide flexible programming for live music and events. Plan as part of phased streetscape and signage improvements.

ADD PUBLIC ART
AT TERMINATING
VISTA

ELA HISTORICAL SOCIETY



BREEZEWALD PARK

Activation & Enhancement Concepts

Coordinate with partners to ensure bathroom facilities remain open year-round. Design comfortable spaces for multi-generational activities, seasonal programming, and opportunities to experience arts and culture. Create dedicated space for activations and test varying types of programming to see what the community likes; i.e. lawn games (cornhole, ping pong), yoga in the park, roller/ ice skating, curling, etc.



VILLAGE
HALL



ROTARY PARK



CREATIVE
CROSSWALK

SUNSET PAVILION

BREEZEWALD
PARK ENHANCEMENTS

SEASONAL
ACTIVATION

LAKEVIEW PLACE

LAKEVIEW PLACE

Connectivity & Signage

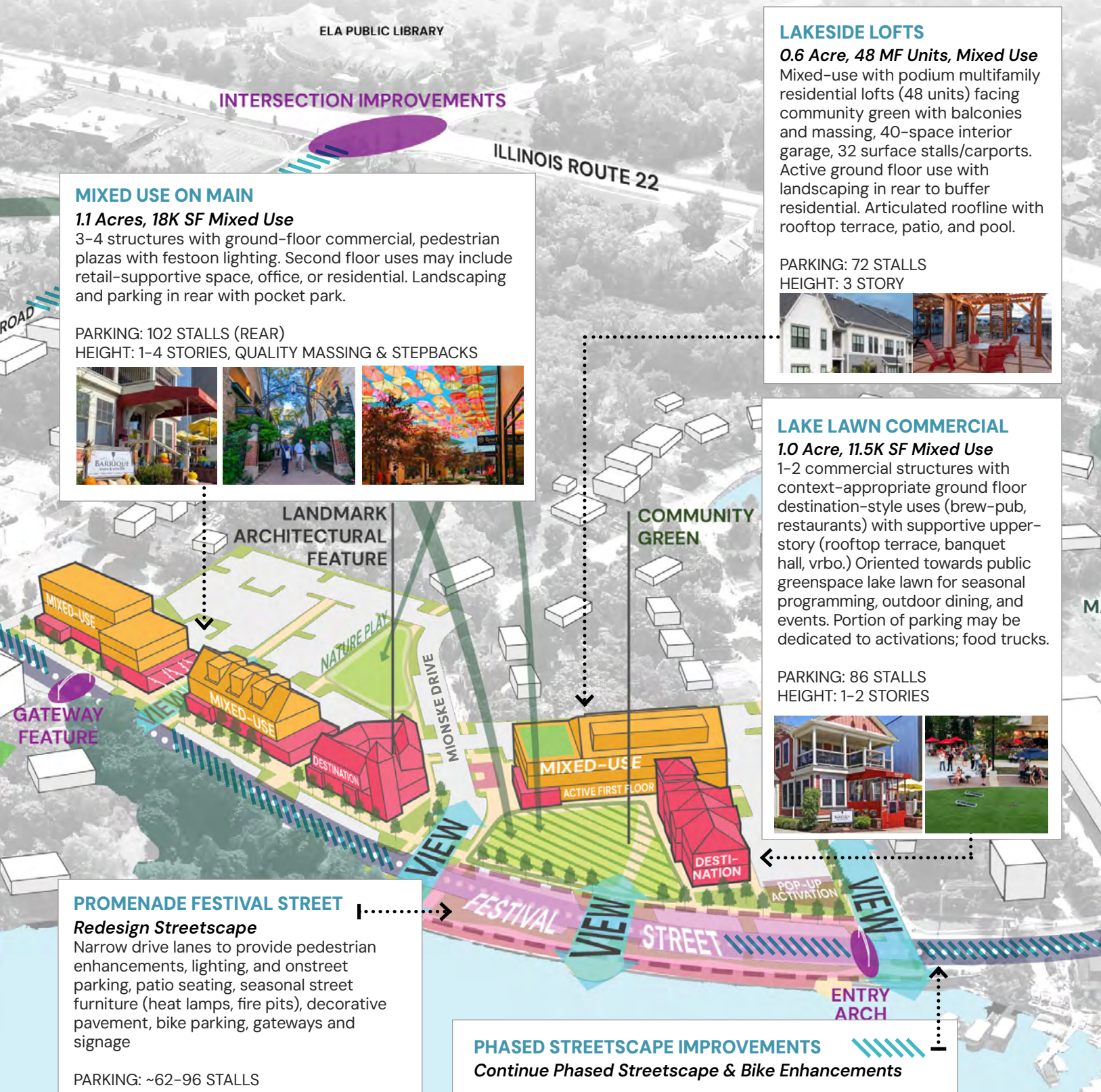
Sunset Pavilion is a sought after destination with limited parking. Explore circulation and signage improvements along Lakeview Place to enhance ped-bike connectivity between Sunset Pavilion, Breezewald, the Promenade, business district, and parking areas along Main Street.



* Concepts and example imagery above highlight the general vision and intent of the recommendation.

Figure 3.2

Main Street District Framework



* Concepts and example imagery above highlight the general vision and intent of the recommendation.

Figure 3.3

Main Street District Framework



MAIN STREET & RT 22

Streetscape Enhancements

Continue phased streetscape improvements along Main Street to Route 22 intersection, and coordinate with ped-bike recommendations in Chapter 4. Considerations include but are not limited to sidewalk widening, bumpouts, wayfinding signage at intersection of Route 22 to shorten crossing distance and improve pedestrian visibility, gateway enhancements, decorative crossing, reduction in curbcuts, pedestrian lighting, bike parking, landscaping, and art.



CORRIDOR BEAUTIFICATION & SIGNAGE

Enhance Landscaping & Sense of Arrival

Add mixed density of organic groupings of landscaping/berming along corridor and as part of future site design/ review. Design and implement wayfinding signage program as part of phased streetscape improvements to better market the Main Street Business District to north and southbound motorists.

GATEWAY FEATURES

Connectivity & Signage

Pursue gateway features, streetscape and signage improvements at intersection of Main Street and Route 22. Coordinate with regional partners, county, IDOT, and property owner(s) to facilitate beautification along the streets and corridor via landscaping and boulevard trees, public art, and branded wayfinding signage at intersection, corners, and Main Street's terminating vista.

LAKE LOOP

Amenities & Markers

Continue mobility improvements as part of the Lake Loop ped-bike recommendations. Seek opportunities to integrate amenities such as bike parking, service/air/repair stations, mile markers, directional signs, water fountains with canine drinking stations.



RT 22

ADD PUBLIC ART
AT TERMINATING
VISTA

INTERSECTION
ENHANCEMENTS

GATEWAY FEATURE

ROBERTSON HOUSE
LAKE ZURICH'S OLDEST HOME
BUILT IN 1855

DEVELOPMENT GUIDANCE & PUBLIC ENHANCEMENTS

Sense of Arrival & Orientation

Future development at this intersection should reflect the design guidelines and recommendations included as part of the Route 22 Special Area Plan. Work with developers to ensure quality site design at these high visibility gateways. Corner articulation, landscaping, signage, and public art should highlight a sense of arrival and entry to the Main Street District.



* Concepts and example imagery above highlight the general vision and intent of the recommendation.

Main Street District Framework Plan

Development Precedents

STREETSCAPE



AMENITY ZONE



PAVEMENT TREATMENTS



GATEWAY ARCHES



BLADE SIGNAGE



WIDE SIDEWALKS & LIGHTING



CORNER LIGHTING

MIXED USE



CHARMING ARCHITECTURE



ROOFLINE ARTICULATION



OUTDOOR PLAZAS



BALCONIES



FLEX SPACE



LAKE VIBES

RESIDENTIAL



BUILDING ARTICULATION



OUTDOOR/ROOFTOP SPACE



BUILDING ARTICULATION



PEDESTRIAN ENVIRONMENT



SEASONAL AMENITIES



CONNECTIVITY, BOLLARDS

PUBLIC SPACE



PEDESTRIAN PASSWAYS



ACTIVATE ALLEYS



LAWN GAMES



COLORFUL LANDSCAPING



COMMUNITY GREENSPACE



STREET MURALS, POP-UPS

Development Precedents · Main Street District Framework Plan



Lake Geneva, Wisconsin is likely one of the best known local examples of a smaller, thriving lakeside, midwest community. Wrigley Drive (pictured above) includes a range of mixed-use, restaurant and retail uses that look out over the Lake. Buildings are designed to maximize the lake views, with second story terraces, ground floor patios, retractable roofs, and complementary streetscape elements. While the wide walkable sidewalks shown here could benefit from some additional shade trees and landscaping, this is a noteworthy precedent for Lake Zurich's MSD.



Wilmette, Illinois underwent an extensive glow-up in the form of streetscape TLC. The drone photo of a downtown intersection showcases bump-outs at corners with overhead festoon lighting. Bump-outs provide space for plazas, outdoor dining, curvilinear landscape beds, and shorter crossing distances for pedestrians. The restaurant scene in Wilmette is now thriving and has become a signature of the district. The area — only a couple square blocks — features almost 20 eateries, many with their own unique dining experience. The streetscape modifications paired with additional housing in the district and a stable regional commercial base has fostered continued vitality.

Development Precedents · Main Street District Framework Plan



Rapid City, South Dakota hosts an array of events and pop-ups in their downtown community green during summer and fall months and converts the space into a skating rink during the winter months. Colorful umbrellas and patio tables are replaced by vibrant tree lights, decorations, and bonfire stations.

Photo Credit: www.visitrapidcity.com



River Place Plaza in Cedar Falls, Iowa (pictured above) showcases a flexible community green, similar to the vision for Lake Zurich's Main Street District. An element of the concept plan for Block A is factoring in space that caters to community gathering and seasonal enjoyment. Cedar Falls was recently named a Best City to Live and Retire by AARP, calling the community "Midwest nice in a high-tech town." AARP attributes the honor to many aspects including access to bike trails, a Main Street filled with restaurants and shops, the farmers market, and a community-owned fiber broadband network that serves every home and business.

Photo Credit: www.cfu.net

Fostering Existing Small Business Alongside New Development

A great local case study that has enhanced Lake Zurich's character, adding gentle density and quality architecture is that of Lake Zurich Florist. The Florist business had been located on E Main Street for several years before moving to their new home at 17 S Old Rand Rd in the middle of the Main Street District. The ground floor commercial space includes room for additional businesses with apartments on the 2nd floor.



Lake Zurich Florist

Takeaways on Placemaking & Design

The Lake Zurich Florist building at 17 S. Old Rand Road represents the culmination of a 5-year dream by its owners. While not a new business, the new development created as part of this dream was a welcome addition and well received by the community. The architectural style, building form, and natural materials are notably in contrast to the Village's former Alpine aesthetic, which aligns with preferences expressed from the community throughout the planning process.

Building architecture has a sleek and modern aesthetic, with a focus on clean lines and natural light. The combination of materials adds visual interest and contributes to an overall contemporary appeal.

At 2-stories, it blends well with the mix of 1-3 story buildings nearby. The building is set back from the property line to include a more spacious amenity zone and covered portico, with parking hidden from view in a lot behind the building.

The primary entrance is recessed away from the sidewalk, which provides ease of movement for shoppers and pedestrians, while allowing merchants to position their doors open during warmer months without blocking the sidewalk or impeding foot traffic.

Streetscape furnishings include chairs and benches, landscape planters and a friendly panda sculpture. Amenity zones allow businesses to distinguish and express themselves, inviting customers into their shops while adding a unique sense of place and character that is distinctly Lake Zurich.



Activities, Parks & Programming

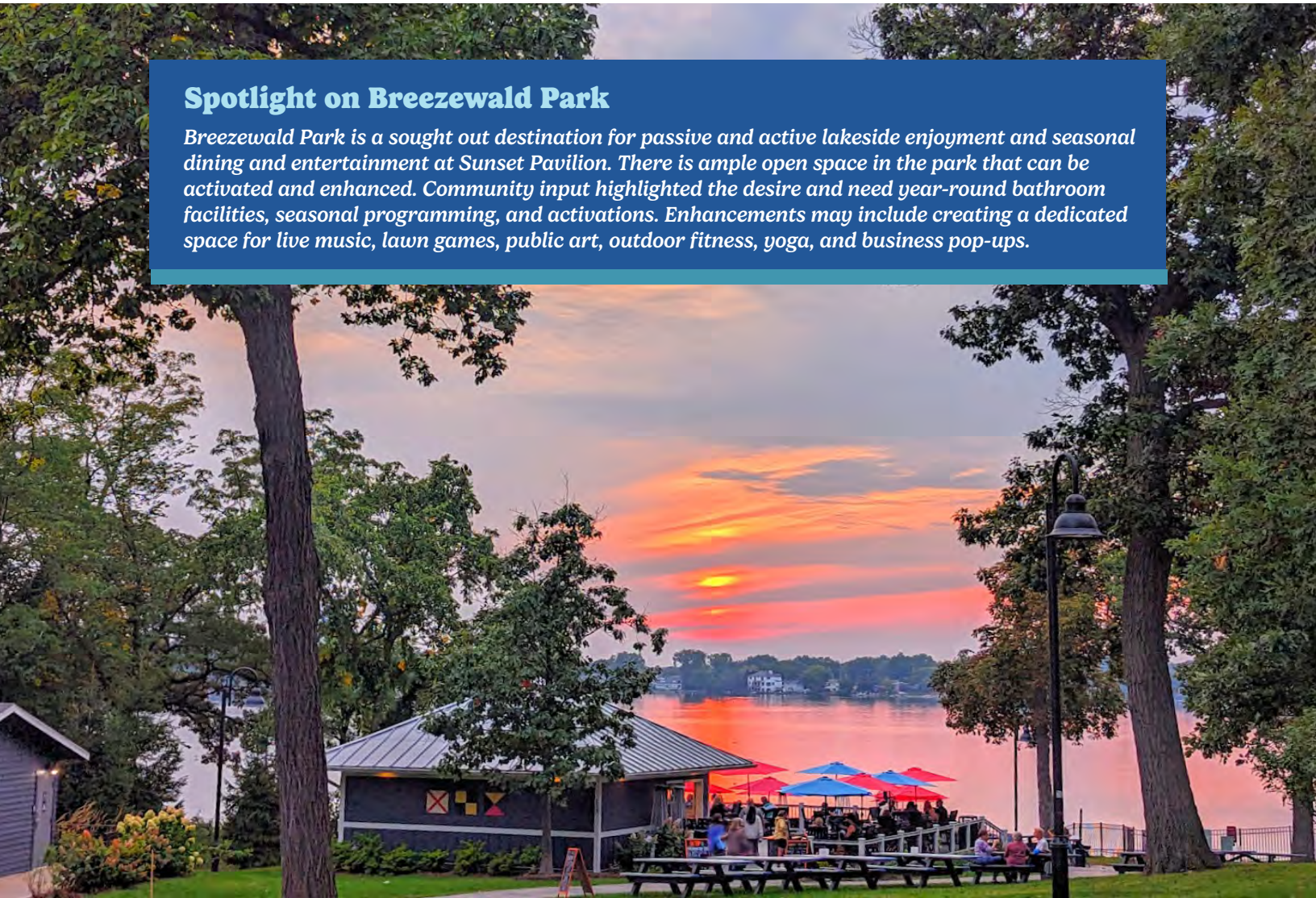
Lake Zurich already provides and is well known for its depth of community programming and natural amenities. Continued investment to enhance and diversify current offerings, activities, spaces, and amenities is an ongoing priority that will require partnerships, evaluation, coordination, and volunteer efforts.

Rock the Block, Miracle on Main, the Purple Plunge, Scavenger Hunts... the list goes on. Lake Zurich is no slouch when it comes to curating a creative array of things to do year-round. Family-friendly activities and festivals serve-up a vibrant social scene for residents and visitors to enjoy, while local parks, trails, and lakeside vistas provide the ideal canvas in which to kick-back, relax and explore. This healthy balance of active fun and passive retreats is not lost on those who call it home. Residents treasure the social, recreational, and environmental assets the Village provides.

Lake Zurich is also unique in that the Parks and Recreation Department operates as a municipal jurisdiction of the Village. In that role, they oversee 32 parks, 247 acres of park property, and offer a variety of activities. As part of local engagement, we heard rave reviews and praise from the community for the local events and programs, alongside new ideas for the future. Relative to staff capacity, we heard about the work involved to plan and manage such, and ongoing importance of local support and sponsors.

Spotlight on Breezewald Park

Breezewald Park is a sought out destination for passive and active lakeside enjoyment and seasonal dining and entertainment at Sunset Pavilion. There is ample open space in the park that can be activated and enhanced. Community input highlighted the desire and need year-round bathroom facilities, seasonal programming, and activations. Enhancements may include creating a dedicated space for live music, lawn games, public art, outdoor fitness, yoga, and business pop-ups.



Activities & Programming

Expanding the Village's current portfolio of family-friendly activities and continuing existing programming can be both rewarding and cost-effective. Further, by creating dedicated spaces for seasonal pop-ups and collaborations, the Village better positions itself to attract local entrepreneurs and small independent businesses to fill available space. **Implementation of initiatives related to activities, parks and programming will rely on partnerships, volunteers, and funding.**

60%

of survey participants rated Lake Zurich as a “good” or “excellent” place to visit.*

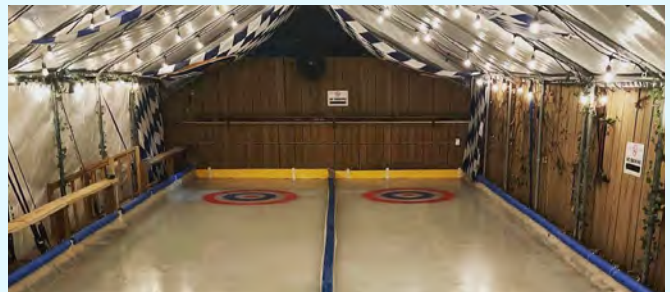
** Based on 2023 National Community Survey*

Seasonal Programming

- Family Game Days: Organize regular game days with classic lawn games like cornhole, chess, tug-of-war, and frisbee.
- Nature Walks and Workshops: Collaborate with local naturalists or volunteers to lead guided nature walks and educational workshops about local flora and fauna.
- Craft Fairs: Host seasonal craft days where families can create seasonal decorations using natural materials found in the park.
- Fall Festivities: Organize a pumpkin patch, hayrides, and nature scavenger hunts in the fall.
- Winter Wonderland: Curling, igloo and snowman-building contests, ice fishing, snowshoeing, sledding areas, and hot chocolate stands.
- Spring Bloom Events: Host an outdoor flower arrangement workshop, planting days or garden classes in spring to celebrate.

Partnerships & Volunteer Engagement

- Park Clean-Up Days: Organize clean-up events where families can volunteer to keep parks tidy.
- Adopt-a-Park Program: Create a program for local families or groups to adopt specific areas of the park for maintenance.
- Volunteer Art Projects: Host workshops where families can create art installations or murals.
- Local Businesses: Collaborate with nearby businesses for sponsorship or to provide materials and snacks for events.
- Schools and Community Groups: Partner with local schools and organizations to co-host events that involve students and families. (Example: partner or promote the Ancient Oaks Foundations' programs like Owl Walk, Buckthorn Busters, Raingarden Basics, and Winter Tree Identification.)



Kaiser Tiger Bar and Restaurant in Chicago offers seasonal curling opportunities in a temporary structure, allowing patrons to rent the courts for periods of time throughout the day (Image; Kaiser Tiger).



Peddle-powered swan boats and miniature sailboat races are an opportunity to bring the community and region together at the Lake in wholesome fun for special events. The swan boats pictured can hold ~ 4 people and be rented at an hourly rate.



Paving the Way to Sense of Place

Fostering Identity via Streetscape

By improving walkability and bikeability, the Village can encourage increased activity and attract a wider range of businesses and amenities. Preserving natural spaces and enhancing lake access will further contribute to Lake Zurich's appeal. To foster a thriving Main Street District, the Village should focus on attracting more businesses, especially those offering family-friendly dining, entertainment, and nightlife options. Additionally, supporting arts and culture initiatives can create a more vibrant and cohesive community.

Power of Gateways & Wayfinding

Wayfinding signage helps orient residents and visitors to businesses, parks, civic and cultural destinations. Meanwhile, gateways are a visitor's first impression of a community. A signage, gateway and wayfinding system should be coupled with roadway and streetscape redesigns to enhance sense of place, identity, and guide residents and businesses.

“Moving beyond facade enhancements to support engaging site design, functionality, aesthetics, signage, and connectivity. The future is about working together with property owners, neighbors, businesses, and the village.”

COMMUNITY POLL

Please rate your level of support for the following ideas:

As part of the community poll, participants noted their overwhelming support for prioritizing projects that would improve the streetscape design, safety and walkability and temporary street closures for events and festivals.



Goals & Objectives

Infrastructure & Sense of Place

GOAL: Lake Zurich has a distinct sense of place and sense of arrival; its character and charm make it attractive and welcoming, and its infrastructure supports current and future Village functions, events, and potential new and enhanced development.

- Enhance corridors and gateways with signage, placemaking, and streetscapes that signal identity and arrival. Support outdoor dining for restaurants to add to street life vibrancy.
- Apply and promote Design Guidelines to facilitate quality development that strengthens social and economic vibrancy.
- When new development or redevelopment is proposed, encourage high-quality design that aligns with design guidelines and complements the surrounding location and context.
- Review and amend façade improvement program to enhance streetscape vibrancy and help implement and strengthen plan recommendations. Look at other programs to model language and focus areas after.
- Schedule one-on-one sitdowns with businesses and property owners to market facade program gauge interest.
- Create a beautification strategy that identifies areas for incremental enhancements and public-private partnerships for common gathering space, public art, landscaping, buffers, berms, lighting, etc. Consider establishing a volunteer-led beautification committee.
- Pair beautification efforts with increased code enforcement for properties that are not well-maintained.
- Seek opportunities to honor and embrace Lake Zurich's history in partnership with the Ela Historical Society.
- Continue to prioritize the proactive maintenance of Village infrastructure to prevent potential costly improvements.
- Seek opportunities for public space enhancement/placemaking as part of infrastructure projects (such as installing decorative crosswalks when making pedestrian safety improvements, adding bicycle facilities, or burying utilities as part of roadway resurfacing).
- Consider utility extension and infrastructure projects that can help facilitate project-ready development sites.
- Continue to fill sidewalk gaps, expand multi-modal connectivity, and enhance access and safety as part of public and private development.

Goals & Objectives

Main Street District Framework Plan

GOAL: The Main Street District retains a small-town charm while also serving as a vibrant and walkable destination for locals and visitors alike, with an active mix of uses and wide variety of restaurants, businesses, and things to do.

-
- Continue to allocate resources and study projects that improve the pedestrian environment (via curb extensions, bumpouts, landscaping, crosswalks, activated alleyways, street furniture, lighting, gathering spaces, art and signage).
 - Improve the Main Street & Old Rand Road intersection to serve as a gateway and signal a distinct sense of arrival. Ideas include a gateway arch, sidewalk bulb-outs, brick pavers, art and decorative crosswalks.
 - Engage partners and work together to enhance plaza at Main Street and Old Rand Road to better activate and invite people to linger, play, and stay.
 - Encourage quality infill and work with private property owners to develop or redevelop underutilized land.
 - Apply Design Guidelines to ensure new development and redevelopment reinforces community ideals, quality site design, architecture, and an active ground floor shopping and dining environment.
 - Seek to attract dining, entertainment, and nightlife options for all ages and at various price points to curate a diverse mix of restaurants and businesses.
 - Activate the Main Street District through targeted development. Establish a coordinated strategy with the Chamber, property owners, and real estate brokers to seek and recruit desired business types. Conduct developer outreach to highlight and leverage key features of this plan.
 - Support upper-story residential above ground floor commercial in Main Street.
 - Support and encourage activities and business types that foster an active, bustling street life including outdoor dining, seasonal pop-ups, public art, live music, and temporary street closures for festivals and events.
 - Where feasible, encourage adaptive reuse of existing buildings and explore incentives to promote and advocate for sustainable development and redevelopment practices.
 - Encourage developments and site designs that leverage the Lake as an asset via sightlines, integration of art, open space, plazas, rooftop views, balconies, terraces, and other features to draw residents and visitors.
 - Maximize the utilization of existing parking through shared parking strategies, wayfinding signage, enhanced pedestrian connections, and integrating a mix of land uses with varied peak parking times / ratios.
 - Encourage innovative approaches to minimize surface parking lots and impervious hardscape like underground or interior parking as part of new development.
 - Explore feasibility of shuttle service connecting Main Street to nearby Metra stations. Pursue as a pilot program during community events like Rock the Block. Market along with a feedback survey to secure input on ways to enhance.

Goals & Objectives

Community Programming, Parks & Open Space

GOAL: Lake Zurich collaborates with community partners and businesses to provide year-round arts, culture, entertainment, and recreational activities that promote inclusive play, diverse seasonal experiences, and community engagement.

- Establish, refine, and market Village policies to support visible public art, street performances (i.e. busking), creative placemaking, and pop-up experiences.
- Continue to support outdoor performances, concerts, temporary street closures for events and seasonal activations (i.e. beach/lawn games).
- Look to expand the variety of accessible indoor activities for kids and teens and explore the feasibility of bringing an indoor pool/aquatic center or indoor sports facility to Lake Zurich.
- Community-shared ideas include: bowling, mini golf, laser tag, arcade, simulator, and escape room.
- Expand local arts and cultural opportunities, drawing inspiration from the community fabric (reference Census demographic data, different languages spoken at home in Lake Zurich, etc.).
- Celebrate the Lake and year-round activities with summer and winter use of the Lake, such as fishing/ice-fishing and boating/ice skating, etc.
- Seek partnerships with local businesses that may want to host events to attract activity in cold weather months.
- Continue to support programming, activities, and facilities that cater to residents of all ages (i.e. passive and active recreation, playgrounds, lawn games, walking paths, benches, and classes). Parks and open spaces are accessible to every resident and offer options for all ages.
- Continue to program parks and open spaces year-round with enhanced winter infrastructure and all-season programming.

Goals & Objectives

Communications & Partnerships

GOAL: Lake Zurich is known for transparency and having an involved community. Strong and collaborative partnerships contribute to Lake Zurich's high quality of life.

- Seek to expand partnerships that can host or co-host community events to assist and alleviate the burden on the Lake Zurich Parks Department.
- Examples could include Lake Zurich Restaurant Week, Shop Small events/campaigns, etc.
- Work with private service providers to upgrade internet infrastructure and bring fiber optic internet to Lake Zurich.
- Build on local pride and develop a network of community volunteers that can be deployed to assist with events and other community initiatives.
- Continue the Village's use of online and social media marketing of events, news, and opportunities for public input to get residents more engaged with each other and with local decision-making.
- Seek opportunities to educate the public about local government, where tax dollars go, zoning, and what the Village can and cannot control.
- Expand public-private partnerships to meet mutually beneficial goals.
- Maintain and expand upon intergovernmental coordination and shared service agreements between the Village and other jurisdictions (such as existing intergovernmental agreement with Lake County, equipment and labor sharing with Ela Township, etc.).



4

Connectivity & Mobility



CHAPTER 4

Connectivity, Mobility & Accessibility

The transportation network is a critical part of any community's form and function. Improvements to connectivity (linking places to destinations), mobility (ability and ease of moving goods and people), and accessibility (the quality and comfort of travel) directly impact livability, economic development, and sustainability. This chapter outlines opportunities for expanding transportation options, allowing Lake Zurich residents to walk, bicycle, and roll safely and comfortably, and have more choices for getting around, recreating, exercising, and safely aging in place.

How people and goods get around the Village is an essential community function. Lake Zurich relies heavily on its roadway network. Its transportation landscape is largely defined by key thoroughfares like Rand Road, US 12 and IL Route 22. These thoroughfares play a crucial role in connecting the community and provide average daily traffic counts that attract a broad range of commercial uses, benefiting residents and the local economy.

The Village boasts a modest two-mile bicycle network and 88 miles of sidewalk. It currently lacks fixed-route public transportation, but Metra rail and Pace bus services are available nearby, in addition to Ride Lake County's dial-a-ride paratransit for seniors and individuals with disabilities.

Lake Zurich benefits from its proximity to a robust transportation framework provided by Lake County. Major highways include I-94 and US Route 45, facilitating access for residents and visitors alike. Additionally, the county supports an expanding network of bike lanes and trails, including the North Shore Bike Path and the Des Plaines River Trail, promoting alternative transportation methods and enhancing the overall mobility for the community.



Looking ahead, Lake Zurich's transportation landscape is at a pivotal point, with emerging trends highlighting the need for safer, more connected, and sustainable mobility options. The COVID-19 pandemic accelerated shifts in commuting patterns, with more people working from home and increased interest in walking and biking as viable transportation alternatives. As the Village looks to the future, there is a growing desire among residents to enhance mobility and accessibility, reduce reliance on cars, and ensure safe routes for all ages and abilities.

Current conditions show a strong foundation with a well-established road network. Still, gaps in pedestrian and bicycle infrastructure hinder the community's ability to embrace active transportation fully. A focus on mobility improvements will help Lake Zurich become a more resilient, inclusive, and vibrant community, supporting both economic growth and quality of life for all.



Community workshop participants voted for their preferred concepts on photo boards displaying different transportation ideas (above). In open-ended comments, residents emphasized a desire to enhance connectivity, walkability, and bikeability, improve safety for pedestrians and bicyclists, add sustainability integrations, and incentivize biking/walking.

Mobility

Enhancing mobility and overcoming active transportation barriers in Lake Zurich offer numerous benefits that extend across the entire community. Improved connectivity through expanded bicycle and pedestrian facilities not only makes it safer and more convenient for residents to walk or bike but also promotes healthier lifestyles and reduces traffic congestion. By addressing critical infrastructure gaps, the Village can create a more bikeable and walkable environment that serves people of all ages and abilities, including older adults, children, and those with mobility challenges.

Active Transportation

Lake Zurich faces several transportation challenges that impact the safety, connectivity, and mobility of its residents. Like in many communities, there are opportunities to improve the transportation network and overcome barriers such as limited public transit, vehicle crash rates, and infrastructure gaps that limit active transportation and the ability to safely walk and bike.

Public Transit

In terms of public transit availability, the Village is served primarily by Ride Lake County, a paratransit service catering to seniors and individuals with disabilities. The absence of a comprehensive public transit system forces most residents to rely on single-occupancy vehicles, contributing to traffic congestion, increased transportation costs, and limited access to regional employment centers and amenities.

This lack of transit options not only affects daily commuting but also restricts mobility for those without access to a car, such as students, older adults, and low-income individuals. Expanding transit services and improving connections to existing regional hubs, such as Metra stations, are critical steps toward reducing car dependency and enhancing transportation equity in the community.



ADA accessible infrastructure and pedestrian signals in Lake Zurich

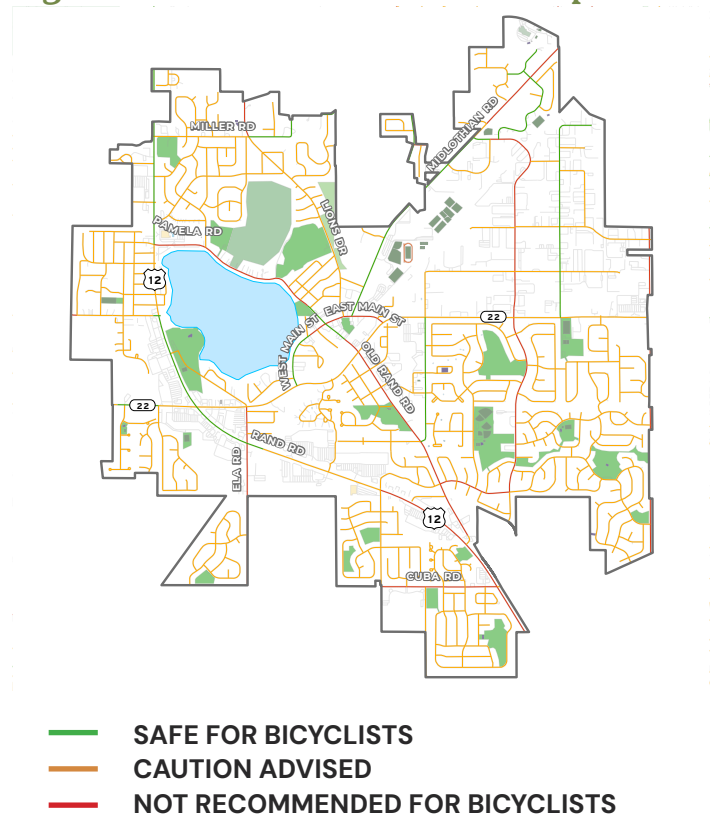


Pedestrian centered design reduces car speed and encourages walking/biking

Bicycle Level of Service (BLOS) is a quantitative analysis from IDOT used to evaluate the suitability of roads for cycling in the state. It considers various factors such as traffic volumes and speed of traffic, percentage of truck traffic, pavement condition, lane and shoulder widths, and on-street parking. According to IDOT's BLOS rating, the majority of Lake Zurich is rated as 'Caution Advised', indicating a potentially unsafe and overall uncomfortable bicycling environment.

Note that this rating is offered as a data-based evaluation, and may not be reflective of cyclists' perceived comfort on Lake Zurich's roadways. Still, the BLOS rating lends support for the opportunity to expand the network of safe and comfortable bike infrastructure. For example, North Old Rand Road around the Lake is "Not Recommend for Bicyclists" despite being a well-travelled corridor. The "Lake Loop" project presented in this plan seeks to improve safety for cyclists.

Figure 4.1. Bike Level of Service Map



Project Spotlight

Fort Collins, Colorado – Improving Bicycle and Pedestrian Safety Through Comprehensive Infrastructure Upgrades

Fort Collins, Colorado, faced significant safety issues for pedestrians and cyclists, with high crash rates at intersections and along busy corridors. To address these challenges, the city implemented a comprehensive plan that included expanding protected bike lanes, installing pedestrian refuge islands, and upgrading crosswalks with high-visibility markings and pedestrian signals. Fort Collins also adopted a Complete Streets policy, ensuring that all road designs accommodate pedestrians, cyclists, and drivers, with an emphasis on safety and accessibility for vulnerable users.

These improvements led to a 43% reduction in bicycle-related crashes and a 37% drop in pedestrian crashes within just a few years of implementation. The city's commitment to creating a safer environment for non-motorized users also included extensive community engagement, with educational programs and safety campaigns to promote the new infrastructure and encourage safe behaviors. Fort Collins' approach demonstrates how targeted infrastructure upgrades, combined with policy changes and public education, can significantly enhance safety and connectivity for cyclists and pedestrians.

Connectivity

Lake Zurich's transportation network is hindered by physical and infrastructural barriers that impede safe and efficient movement. Key barriers include:

■ High-Volume Roadways Under IDOT

Jurisdiction: State-managed roads, such as Routes 12 and 22, serve as major thoroughfares but also create significant barriers within the Village. These high-speed, high-traffic corridors lack sufficient pedestrian crossings and bicycle facilities, making them dangerous for non-motorized users. Coordination with the Illinois Department of Transportation (IDOT) is necessary to address these safety and connectivity challenges.

■ Gaps in the Active Transportation Network:

Incomplete sidewalks, missing crosswalks, and disconnected bike lanes hinder active transportation in Lake Zurich. These gaps force pedestrians and cyclists onto roadways or create longer, indirect routes that discourage walking and biking. Addressing these gaps through strategic infrastructure investments is essential to build a cohesive network that supports all users.

- **At-Grade Railway Crossings:** Lake Zurich has several at-grade railway crossings that present safety hazards and can disrupt traffic flow. These crossings pose particular risks for pedestrians and cyclists, who may find navigating around them challenging, especially in areas without adequate crossing infrastructure. Improving these crossings with enhanced signals, signage, and protective barriers can significantly reduce risks and improve overall safety.

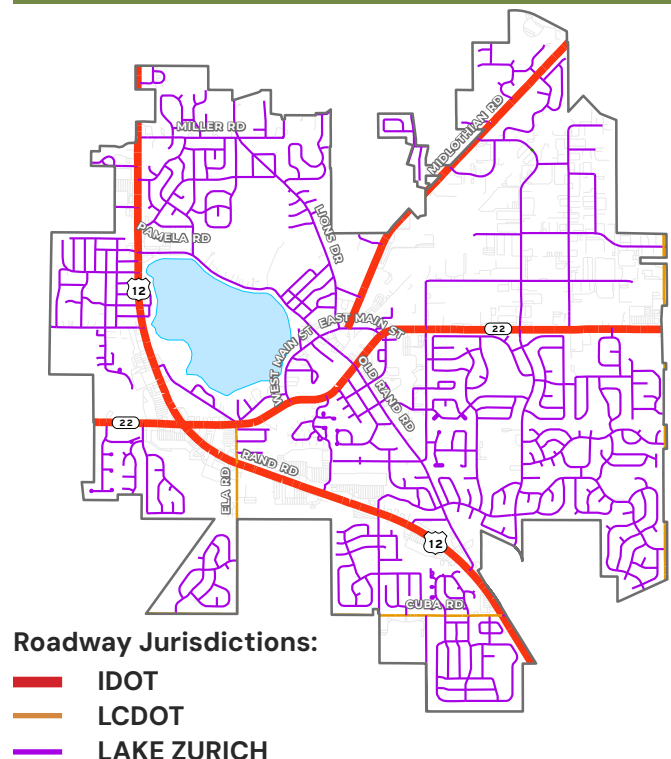
Did You Know?

Jurisdiction over roadways is an important consideration of roadway and traffic management. Alterations to the design, streetscape, and speed limit of roadways under other jurisdictions require concurrence from those respective agencies.

Lake Zurich's roadway network spans 85 miles and is managed by four entities: the Village of Lake Zurich, IDOT, Lake County, and township/road districts.

- The Village oversees approximately 88% (74.6 miles) of the roadway network.
- IDOT manages 8.4 miles of major state highways or thoroughfares. Lake County oversees just under 2 miles of roadways.
- Remaining roadway mileage falls under the jurisdiction of local townships or road districts, serving unincorporated areas.

SOURCES: "OSM North America Highways." ArcGIS Online, n.d. "IDOT Roads 2017". ArcGIS Online.



Addressing Challenges

To overcome these transportation challenges, Lake Zurich must implement a comprehensive approach that includes infrastructure improvements, expanded transit options, and enhanced safety measures. By focusing on creating a connected, multi-modal transportation network that addresses current gaps and barriers, Lake Zurich can enhance mobility, reduce crashes, and provide safer, more accessible travel options for all residents. Collaboration with state and regional partners, as well as continuous community engagement, will be crucial in achieving these goals.

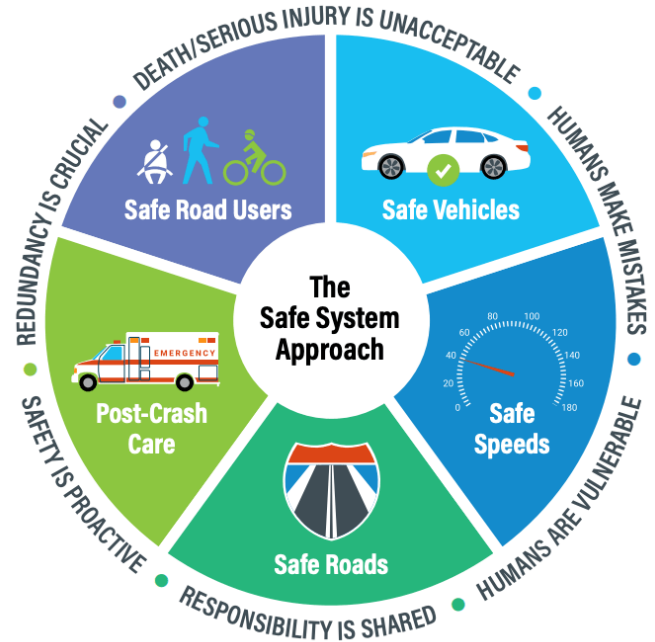


Image Credit: FHWA

Undergoing a Change in Design Philosophy

The shift from traditional roadway design to the Safe System Approach marks a significant change in how communities think about transportation safety. Traditionally, road design focused primarily on maximizing traffic flow and vehicle speed, often at the expense of pedestrian and cyclist safety. This approach placed the responsibility for safety largely on individual road users, assuming that they would follow all rules perfectly. As a result, roads were often built with wide lanes, minimal pedestrian crossings, and high-speed limits, creating environments that prioritized vehicles over people. These designs, while efficient for moving cars, contributed to high rates of crashes, particularly for vulnerable road users like pedestrians, cyclists, and motorcyclists, who were often overlooked in the planning process.

Safe System Approach

The Safe System Approach reimagines road design with human safety as the top priority, recognizing that people make mistakes and that the transportation system should be forgiving of those errors. It aims to create a more holistic and proactive safety strategy by designing roadways that reduce the likelihood of severe crashes, such as by lowering speeds in high-pedestrian areas, incorporating protected bike lanes, and improving intersection safety with features like roundabouts and refuge islands. This approach emphasizes shared responsibility among road users, planners, and policymakers, advocating for road designs that account for human error and reduce the potential for severe outcomes.

Recommended Transit Enhancements

The primary transit recommendation for Lake Zurich is to collaborate with Pace to establish a new bus route connecting the Village to the Fox River Grove or Barrington Metra Station. This new connection would greatly enhance transit access for thousands of residents, linking them directly to vital transportation hubs, job centers, open spaces, schools, and shopping areas. Creating a convenient link to a Metra Station can not only improve local mobility but also provide a reliable alternative to driving, helping to reduce traffic congestion and promote sustainable travel options in the region.

To accompany a potential new transit connection, establishing a Park-n-Ride facility in Lake Zurich is recommended to support those who need to travel to nearby Metra stations. Similar facilities in Buffalo Grove and other suburban communities have successfully eased commutes by providing a safe and convenient location for residents to park their cars and board buses or trains. Identifying a logical location for a Park-n-Ride, ideally near major roadways and accessible to transit routes, would make it easier for residents to access Metra services without the need to drive long distances or navigate busy station parking lots.

Community comments from the farmers market pop-up speak to a desire for Metra access. But future initiatives to support safe, multi-modal ease of travel and sense of place can also offset the difficulties of not having a train station. A study conducted for the Village in 2019 places a strategic emphasis on improving bike and pedestrian access, sidewalk width, connectivity, local and regional trails, wayfinding signage, and infrastructure enhancements.

town center /
mix of uses
for vacant
K-Mart site

TRAIN
ACCESS NEAR
MAIN STREET
FOOT TRAFFIC
for stores/shops

MAIN Street
parking area
to shuttle to
from Metra
→ evening activity

Generate:
Foot traffic
commuter
facility

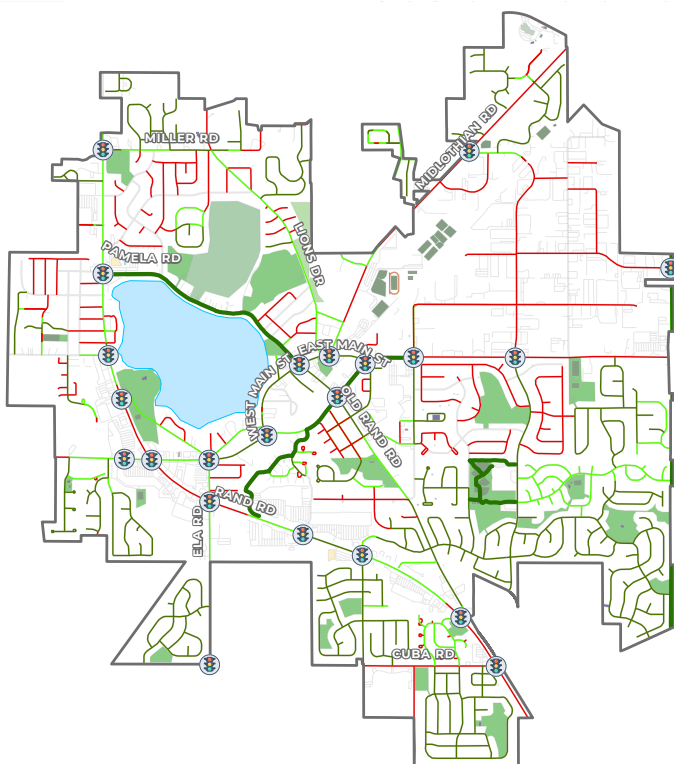
Bicyclists & Pedestrians

Building a Connected Pedestrian and Bicycle Network

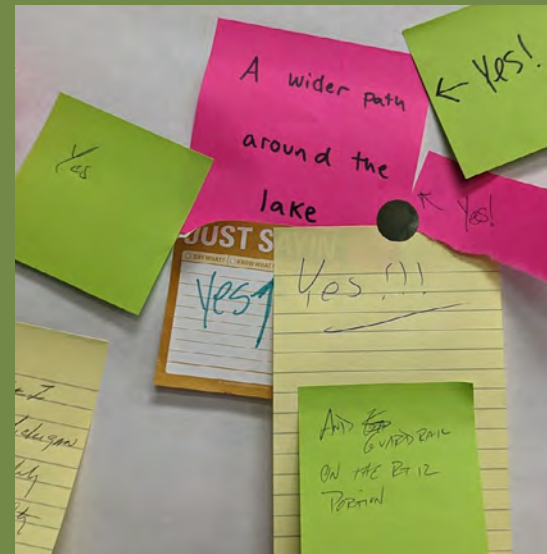
Walkability refers to how friendly and safe an area is for walking, considering factors like the availability of sidewalks, pedestrian crossings, lighting, and the proximity of destinations such as shops, schools, and parks.

- In Lake Zurich, walkability is highest in the central, Main Street Area where a dense network of sidewalks, crosswalks, and pedestrian-friendly infrastructure supports easy and safe walking.
- As one moves further away from the community core, walkability decreases due to the more dispersed layout, fewer pedestrian amenities, and prevalence of higher-speed roads without adequate sidewalks. This highlights the desire to support a wider walking path along the lake, shared as part of the Community Workshop.

Figure 4.2. Existing Mobility Map



Lake Zurich community members cherish the lake and enjoy walking around it for leisure and organized powerwalks. Throughout outreach and visioning, it was noted that the current sidewalk is quite narrow, making it difficult to walk with others, pass people, or push a stroller along. This feedback highlights the desire to support a wider walking path along the lake, shared as part of the Community Workshop.



- No complete sidewalks
- Complete sidewalk on one side
- Complete sidewalks on both sides
- Existing bike path

Design Toolbox

A design toolbox in this document's Appendix details a range of design solutions, implementation strategies, and best practices tailored to diverse urban and suburban contexts. Drawing from established design guides like those from NACTO and AASHTO, the toolbox offers vetted, adaptable solutions that address specific local challenges and opportunities. Examples of such tools are featured below.

Figure 4.3 Buffered Bike Lane

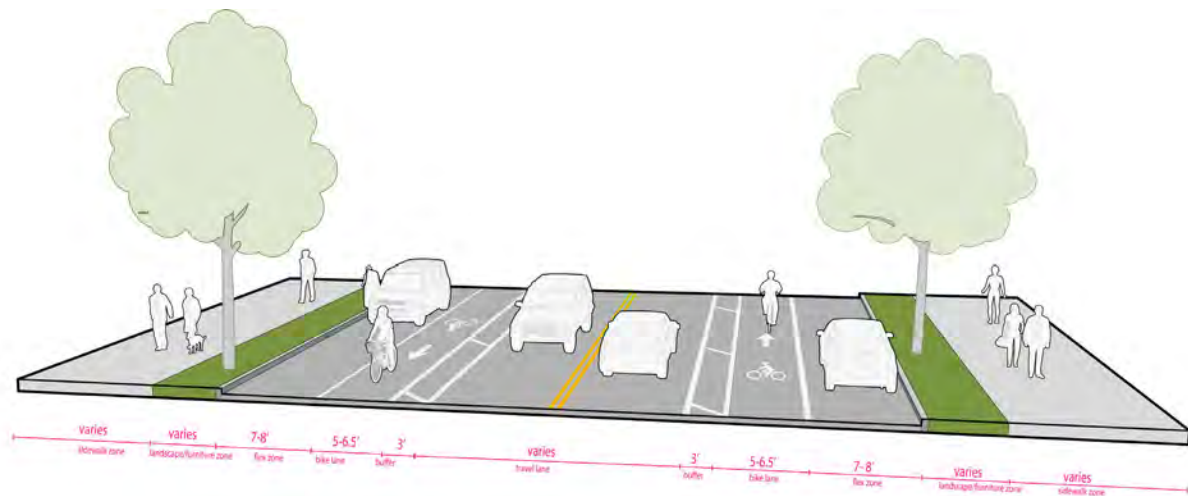


Figure 4.4. Protected Bike Lane with Driveway

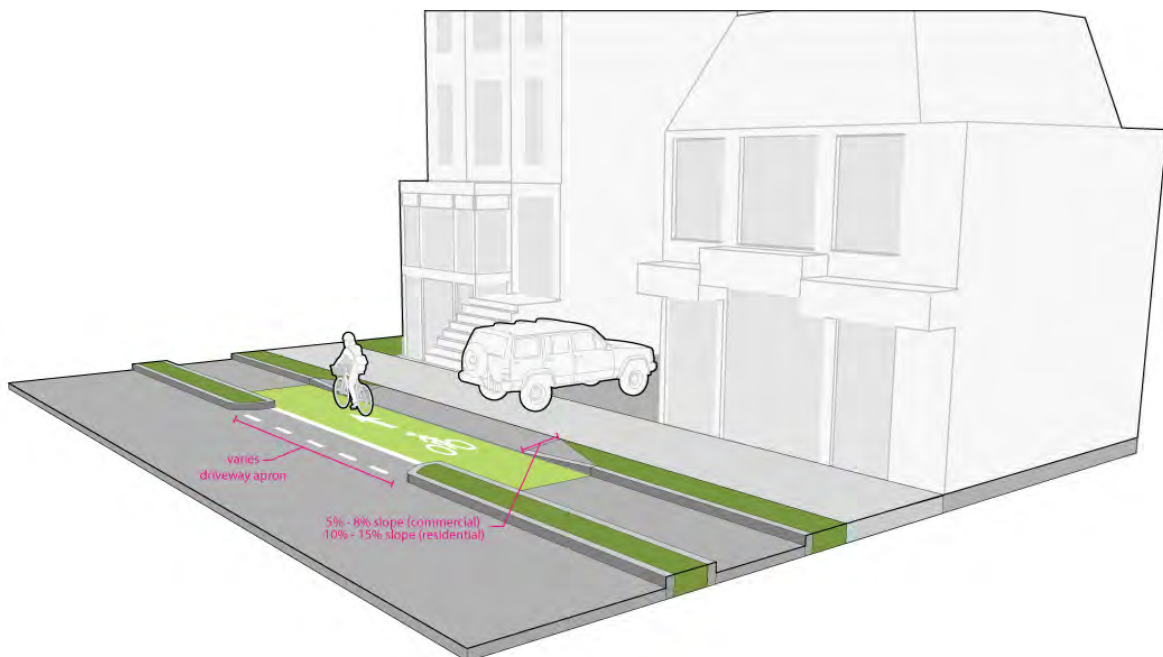


Image Credits: Seattle Department of Transportation

Figure 4.5. Shared Use Path

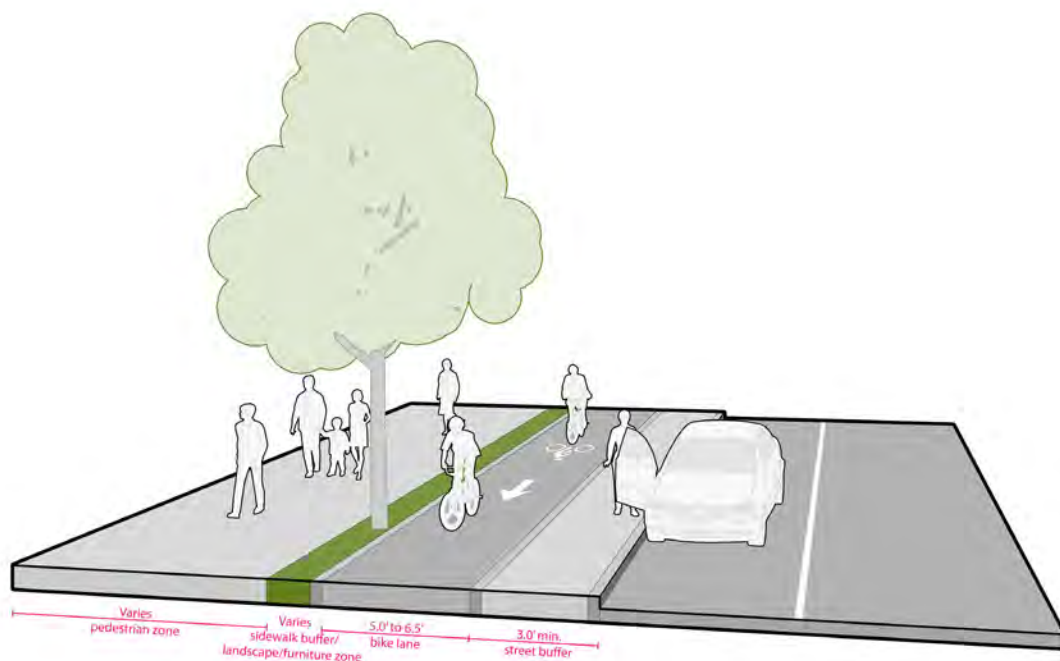


Figure 4.6. Protected Bike Lane at Intersection

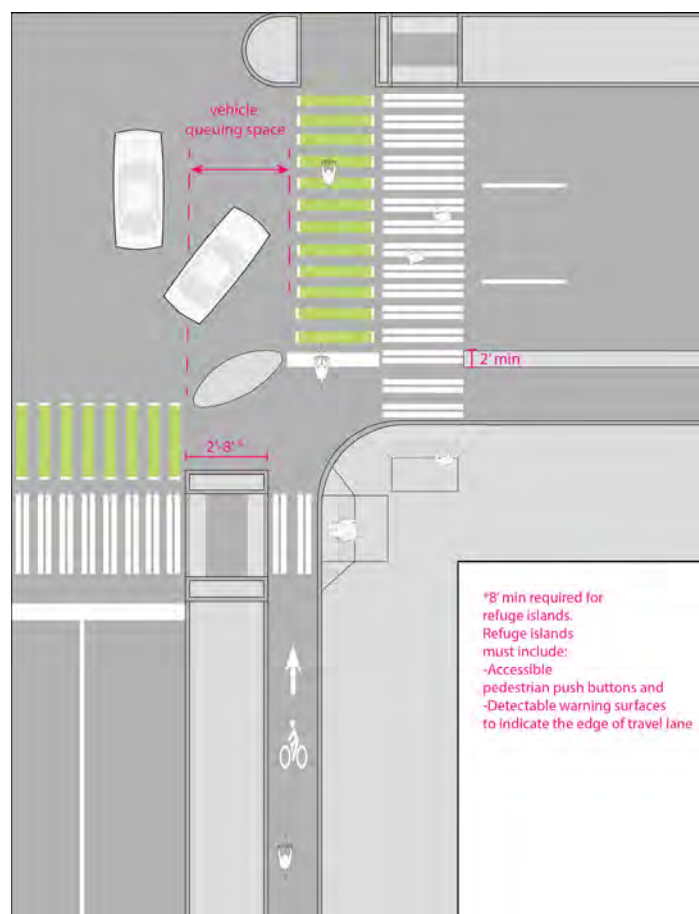


Image Credits: Seattle Department of Transportation

Infrastructure Recommendations

Proposed Bicycle Recommendations

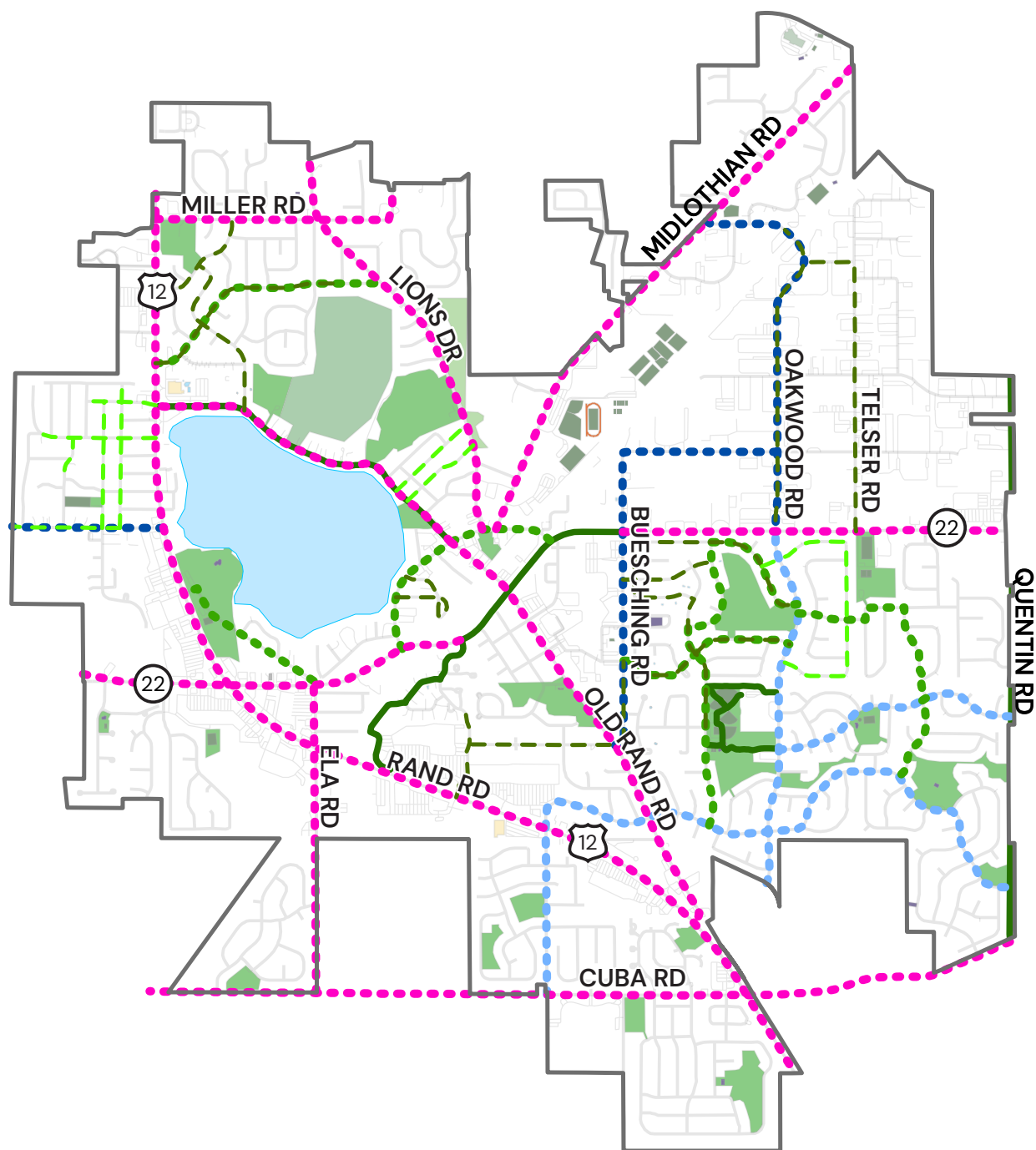
Recommended bicycle improvements for Lake Zurich focus on expanding the network of shared use paths, protected bike lanes, bike lanes, and neighborhood greenways to create a safer, more connected environment for cyclists and pedestrians. The proposed bicycle network also prioritizes the separation of automobiles and bicyclists to reduce conflicts and potential danger.

Did You Know?

“Neighborhood greenways” are streets with low-speeds and traffic volumes (often through residential neighborhoods), that are designated and designed to prioritize bicycle movement. Sometimes also called “bicycle boulevards,” they use signs, pavement markings, and speed and volume management measures to discourage through trips by motor vehicles and create safe, convenient bicycle crossings of busy arterial streets. (Source: NACTO)

- Key shared use paths include the proposed 2.6-mile Old Rand Road Path, which would provide a scenic and functional route along the lake, and the proposed 3.2-mile Route 22 Path, which enhances east-west connectivity through the Village. Additional proposed paths on Ela Road, Lions Drive, and Midlothian Road will improve access between residential areas, parks, and commercial zones, while the proposed Rand Road Path aims to link key destinations along a major corridor.
- Protected bike lanes are proposed on critical routes such as Oakwood Drive, Rose-Buesching, and Honey Lake Road, providing cyclists with safe, separated spaces in high-traffic areas. The addition of neighborhood greenways on Main Street, Golfview, and Surryse Road will create low-traffic, bike-friendly routes that connect local streets and encourage cycling within neighborhoods.
- On-street facilities—via neighborhood greenways are bike lanes—are recommended for the residential areas in southeast Lake Zurich, where traffic volumes are lower and roadways can accommodate dedicated bike lanes without significant modifications.
- Off-street facilities are suggested for higher-speed and higher-volume roadways to ensure cyclists have a protected space away from fast-moving traffic.

Figure 4.7 Proposed Pedestrian & Bicycle Network



Proposed Bicycle Facilities

- Neighborhood Greenway
- Bike Lane
- Protected Bike Lane
- Shared Use Path

Proposed Pedestrian Facilities

- Sidewalk on One Side
- Sidewalk on Two Sides

Existing Facilities

- Shared Use Path

Figure 4.8 Infrastructure Recommendations

Facility Name	Facility Type	Start	End	Side	Distance
Old Rand Road Path	Shared Use Path	US 12	US 12	North	2.6
Ela Road Path	Shared Use Path	Rt 22	Village Limits	West	1.0
Lions Drive Path	Shared Use Path	Village Limits	Main Street	West	1.4
Midlothian Road Path	Shared Use Path	Village Limits	E. Main Street	West	1.9
Route 22 Path	Shared Use Path	Village Limits	Village Limits	North	3.2
Miller Road Path	Shared Use Path	Village Limits	Village Limits	North	0.8
Rand Road Path	Shared Use Path	Village Limits	Village Limits	East	3.9
Cuba Road Path	Shared Use Path	Village Limits	Quentin Road	North	2.8
Oakwood Drive Bikeway	Protected Bike Lane	Midlothian Rd	Rt 22	N/A	1.3
Rose-Buesching Bikeway	Protected Bike Lane	Oakwood Dr	Rt 22	N/A	0.8
Old Mill Grove Bikeway	Bike Lane	Rt 22	Village Limits	N/A	1.2
Pheasant Ridge Bikeway	Bike Lane	Rt 22	Quentin Road	N/A	2.5
Buesching Road Bikeway	Protected Bike Lane	Rt 22	S. Old Rand Road	N/A	0.7
Bristol Trail Bikeway	Bike Lane	Old Mill Grove Rd	Quentin Road	N/A	0.8
Honey Lake Road Bikeway	Protected Bike Lane	Village Limits	Rand Road	N/A	0.5
Main Street Greenway	Neighborhood Greenway	Rt 22	Rt 22	N/A	0.8
Golfview Greenway	Neighborhood Greenway	US 12	Lions Dr	N/A	0.8
Surryse Road Greenway	Neighborhood Greenway	Buesching Road	Old Mill Grove Road	N/A	0.6
Millbrook-Riley Greenway	Neighborhood Greenway	Old Mill Grove Rd	Pheasant Ridge Rd	N/A	1.0
Red Bridge-Burr Oak Greenway	Neighborhood Greenway	Old Mill Grove Rd	Pheasant Ridge Rd	N/A	1.4
Whitney Road	Neighborhood Greenway	US 12	Route 22	N/A	0.5

Project Spotlight

Schaumburg, Illinois – Creating a Connected Bike Network Through Protected Bike Lanes

Schaumburg, another suburban community near Chicago, faced issues with disconnected bike lanes that discouraged cycling and posed safety risks for cyclists sharing the road with high-speed traffic. The Village responded by installing protected bike lanes along major roadways, separated from motor traffic by physical barriers like curbs, planters, and bollards, providing a safer space for cyclists. These lanes were strategically placed to connect residential neighborhoods with key destinations such as schools, parks, and commercial areas, making cycling a more practical option for daily commuting and recreation.

Following the installation of protected bike lanes, Schaumburg reported a 40% increase in cycling and a 60% reduction in bike-related crashes, demonstrating the effectiveness of safe, dedicated bike infrastructure. This success highlights the potential impact of Lake Zurich's proposed bike lanes, such as the Oakwood Drive protected bike lane, to improve safety and promote active transportation. Implementing similar bike lane designs could help Lake Zurich create a connected, bike-friendly environment that supports cycling for all ages.

Source: Village of Schaumburg



Priority Projects

Two high-priority projects—the Oakwood Road protected bike lane and the Old Rand Road shared use path—are critical components of the Village’s vision to build a more bike-friendly community.

Oakwood Road Protected Bike Lane

The proposed Oakwood Road protected bike lane is a high-priority project aimed at improving bicycle connectivity in Lake Zurich’s northwest industrial area. Extending from Midlothian Drive to Route 22, this protected bike lane will provide a crucial link for commuters, students, and residents on a roadway that currently sees high volumes of truck traffic.

The protected lane’s design, featuring physical barriers such as curbs or bollards, will significantly enhance safety by shielding cyclists from heavy truck and vehicular traffic, making cycling a safer and more viable transportation option for those traveling through the area.

To gain support and buy-in for this project, the Village can begin conversations with industrial area property owners to find solutions for potential concerns and discuss benefits for businesses, property owners, employees, and the community at-large.

Did You Know?

Protected bike lanes can increase cycling by up to 75% while significantly reducing crashes involving cyclists. These lanes provide a dedicated space for cyclists, separated from motor vehicle traffic by barriers like curbs, planters, or parked cars. By enhancing safety and comfort, protected bike lanes encourage more people to choose biking as a practical mode of transportation.

Image Credit: Seattle Department of Transportation

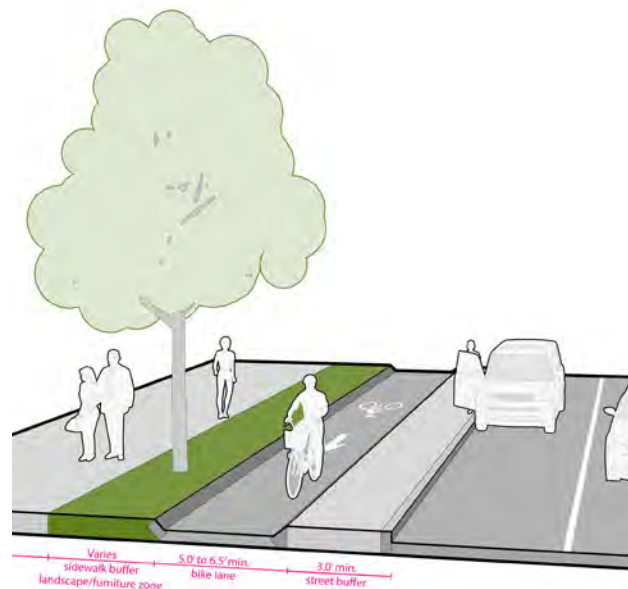


Figure 4.9 Oakwood Road Protected Bike Lanes

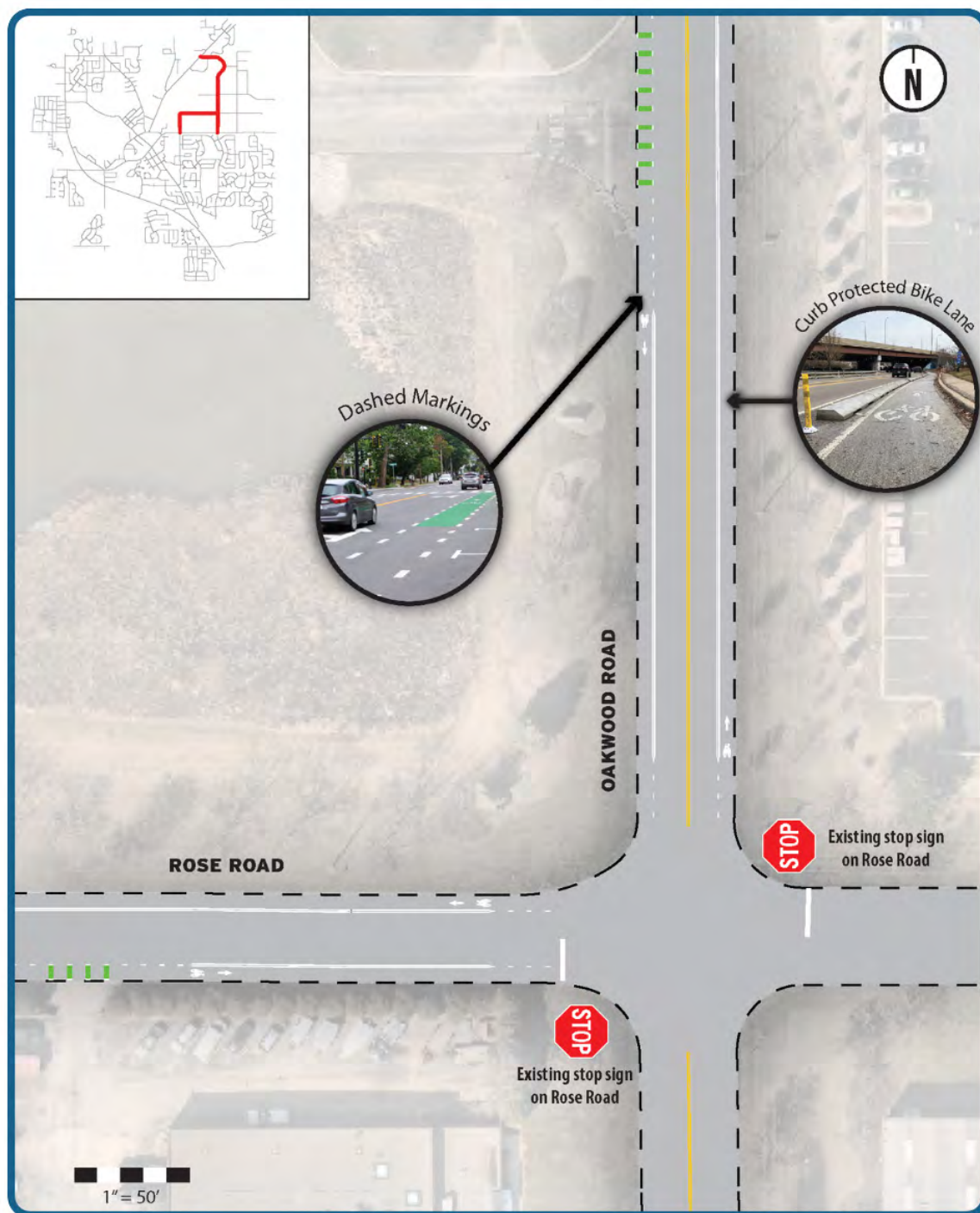


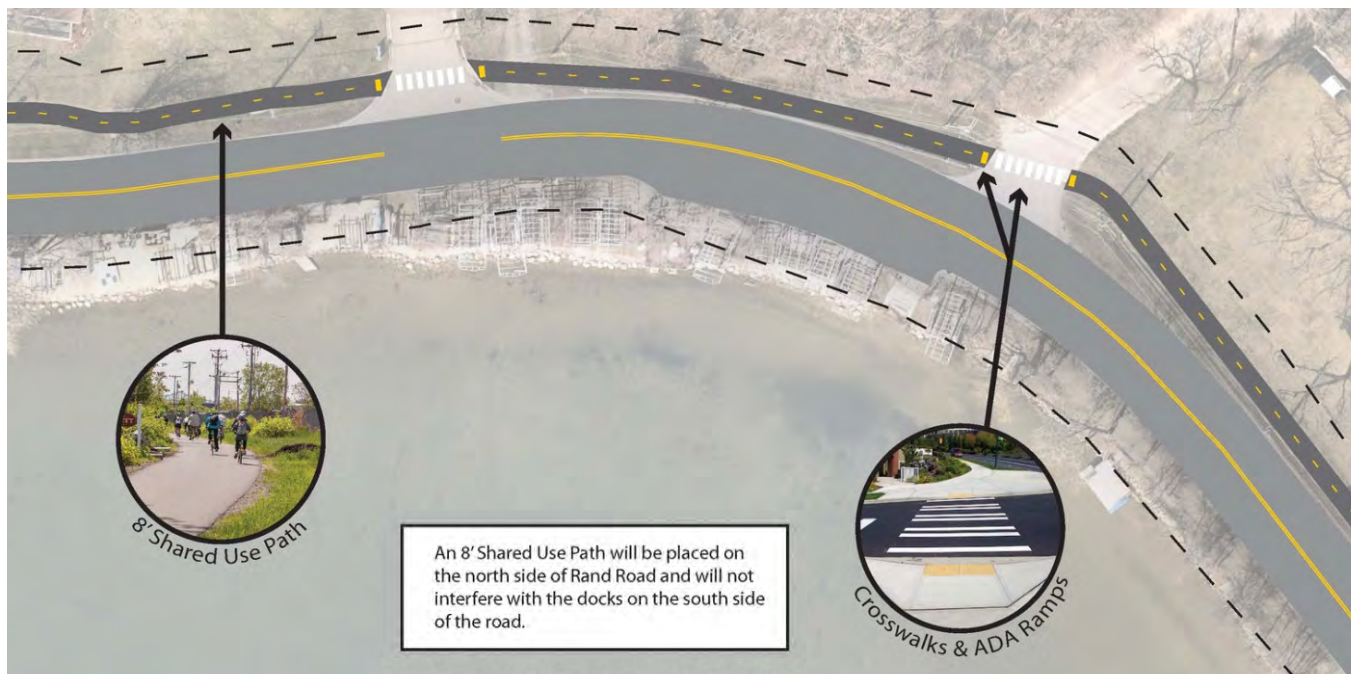
Figure 4.9 highlights recommendation to install on-street bicycle facilities on Oakwood Road, Rose Road, and Telser Road. New north-south connections can link residential areas south of Route 22 with critical destinations in northeast Lake Zurich, and supports north-south connectivity and walking/biking between the northeast industrial area and businesses along Route 22.

Old Rand Road Shared Use Path

Throughout the community visioning and engagement phase, residents repeatedly voiced the desire for a wider, more accessible walking path around the lake. Comments focused on the current path being too narrow, difficult to navigate with strollers, wheelchairs, or even walking side-by-side with another person. Connectivity is disjointed in areas and overgrown landscaping can interfere with safety.

A proposed 2.6-mile shared use path is recommended along the northern side of the lake, providing a safe and scenic route that connects residential neighborhoods to key destinations, including parks, schools, and the Main Street District. By offering separated facilities, the path would enhance safety for cyclists and pedestrians, serving as both a practical transportation link and a recreational asset that showcases the Village's natural beauty. Terminating at Rand Road US 12, the path would connect to existing bike lanes and trails, bolstering regional connectivity and supporting Lake Zurich's vision of a comprehensive bike network.

Figure 4.10 Old Rand Road Shared Use Path (Part of the Lake Loop)



The “Lake Loop” Initiative

The proposed “Lake Loop, a continuous shared use path around the Lake, is a visionary project that holds the potential to significantly enhance Lake Zurich’s mobility, wellbeing, and quality of life. However, its successful implementation would require a collaborative effort between the Village, property owners, and the community at-large.

Key Challenges and Opportunities include:

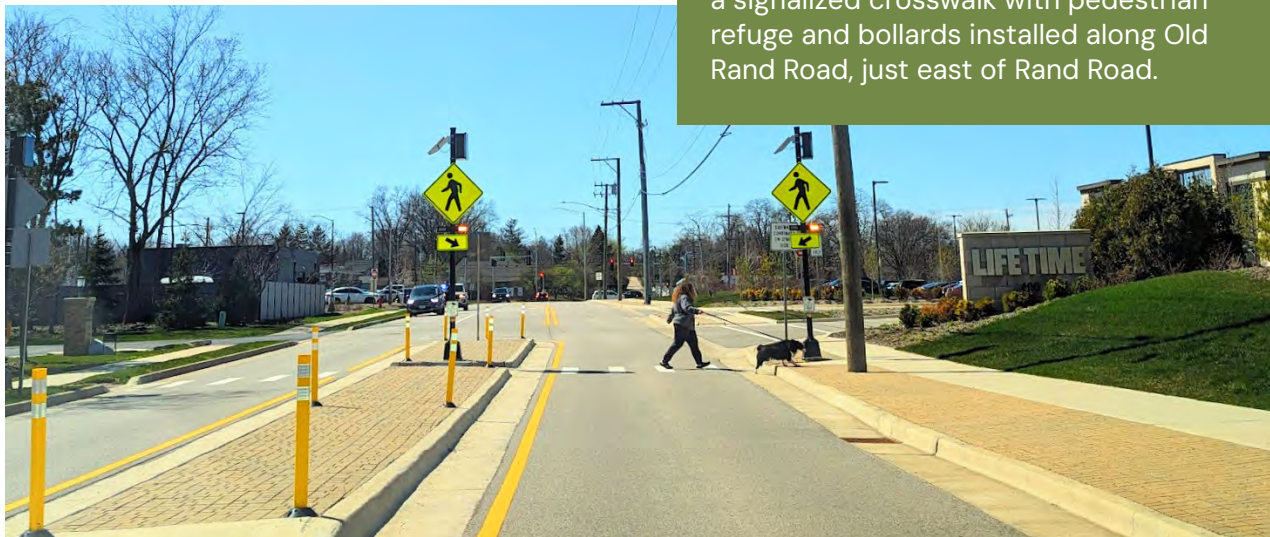
- **Long-Term Benefits:** The Lake Loop could provide an opportunity to create unobstructed lake views by burying overhead powerlines as part of path construction, as well as improve accessibility and connectivity for all residents to enjoy the lakefront and connecting paths.
- **Property Owner Buy-in:** Securing support from property owners along the Old Rand Road stretch is crucial.
- **Public-Private Partnership:** The project would require substantial public and private investment, via easements and right-of-way acquisitions from private property owners.

Pedestrian Network Recommendations

The pedestrian network in Lake Zurich faces significant connectivity challenges, with 39% of the roadways lacking sidewalks, creating barriers to safe and accessible travel for residents. This gap in the pedestrian infrastructure is particularly evident in key areas, including residential neighborhoods in northwest Lake Zurich and the industrial park in the northeast. Without adequate sidewalks, pedestrians are forced to walk on roadways or take longer, less direct routes to reach their destinations. Additionally, major roads such as US 12 and Route 22 pose significant safety hazards due to high traffic volumes and limited pedestrian pathways. Improving connectivity in these critical areas is a priority, as adding sidewalks will enhance access to schools, parks, businesses, and transit stops, creating a safer, more walkable environment for all residents.

To significantly improve pedestrian connectivity and safety, a major recommendation for Lake Zurich is to adopt a universal mobility approach by implementing sidewalks on at least one side of every roadway, except where shared use paths are already present. This approach ensures that all residents, including children, older adults, and those with mobility challenges, have safe, accessible routes for walking within their neighborhoods and to key destinations. Sidewalks on every street would provide consistent, predictable spaces for pedestrians, reducing the need for walking on roadways and minimizing conflicts with vehicles.

The Village of Lake Zurich has advocated for pedestrian safety and connectivity improvements as part of ongoing development and infrastructure improvements. The image above shows a signalized crosswalk with pedestrian refuge and bollards installed along Old Rand Road, just east of Rand Road.



Project Spotlight

Boulder, Colorado – Universal Mobility Through Sidewalk Expansion

Boulder, CO recognized significant connectivity gaps in its pedestrian network, with nearly 40% of roadways lacking sidewalks. To address this, Boulder launched a Universal Mobility initiative, prioritizing sidewalk installation on at least one side of every road, particularly near schools, transit stops, and high pedestrian activity areas. This comprehensive approach aimed to ensure safe, accessible walking routes for all residents, including those with mobility challenges, children, and older adults. The sidewalk expansion significantly improved pedestrian connectivity and safety, resulting in a 50% reduction in pedestrian crashes and increased use of walking and public transit. By enhancing the walkability of neighborhoods, Boulder not only improved safety but also fostered a more vibrant and active community.



Did You Know?

National studies show that adding pedestrian refuge islands at busy crossings can **reduce pedestrian crashes by up to 56%**. These islands provide a safe waiting area for pedestrians, allowing them to cross one direction of traffic at a time. This simple but effective measure significantly improves crossing safety, especially on multi-lane roads with high traffic volumes.



Intersection Improvements

Intersection improvements are a critical component of enhancing pedestrian and cyclist safety in Lake Zurich, especially at locations with high traffic volumes, high speeds, and long crossing distances. Addressing these intersections with targeted safety measures can significantly reduce crash risks and improve the overall pedestrian experience.

Several high-priority intersections identified for improvements include Route 22 at S. Old Rand Road, Quentin Road, and Ela Road/Whitney Road and Route 12 at Pheasant Ridge Road. These intersections face challenges due to high traffic volumes and speeds, as well as long crossing distances that make them hazardous for pedestrians. Recommended improvements include installing high-visibility crosswalks, implementing Leading Pedestrian Intervals (LPIs) to give pedestrians a head start when crossing, and adding pedestrian refuge islands at critical points to provide safer crossing opportunities. Additionally, this plan proposes a potential longer-term project that would install a pedestrian bridge southwest of S. Old Rand Road and Route 22 to address the lack of a crossing at this location.



A couple walking their dog and crossing Whitney/Ela Road along Route 22 showcases the proximity of vehicles to pedestrians along a major arterial proximity. It also highlights the long distances of certain crosswalks. Curb extensions to reduce crosswalk lengths should be pursued where able to minimize the amount of time pedestrians can be in-conflict with cars and enhance overall safety and comfort.

Project Spotlight

Seattle, Washington – Improving Safety at Uncontrolled Crossings with Rectangular Rapid-Flashing Beacons (RRFBs)

Seattle implemented Rectangular Rapid-Flashing Beacons (RRFBs) at uncontrolled pedestrian crossings to enhance safety on high-speed, high-volume roadways. RRFBs are user-activated flashing lights that alert drivers to pedestrian crossings, significantly increasing visibility and driver compliance. After installation, Seattle **observed a 47% reduction in pedestrian-vehicle conflicts at these crossings**, particularly near schools, parks, and busy urban areas. These beacons were especially effective in encouraging drivers to yield, dramatically improving pedestrian safety on streets where traditional crosswalks alone were insufficient.

Figure 4.11 Proposed Intersection Improvements

Intersection	Safety Concerns	Improvement 1	Improvement 2	Improvement 3
S. Old Rand Rd & Route 22	High-volume roadway, High-speed travel, Long Crossing Distances	High-Visibility Crosswalk	Leading Pedestrian Interval	Pedestrian Refuge Island (Northeast Leg)
390 Southwest of S. Old Rand Rd & Route 22	No Crossing	Pedestrian Bridge		
Quentin Road & Route 22	High-volume roadway, High-speed travel, Long Crossing Distances	High-Visibility Crosswalk	Leading Pedestrian Interval	Pedestrian Refuge Island
Ela Road/Whitney Road & Route 22	High-volume roadway, High-speed travel, Long Crossing Distances	High-Visibility Crosswalk	Leading Pedestrian Interval	Pedestrian Refuge Island
N Old Rand Road & W. Main Street	Lacks Pedestrian Amenities	Curb bulbouts	Leading Pedestrian Interval	No Right Turn on Red
Oakwood Road & Rose Road	Industrial Corridor with High Truck Volume	Bike Turn Boxes		
Church Street & Jamie Lane	Crossing near School	RRFB	High-Visibility Crosswalk	
Old Mill Grove Road & Brittany Road	Crossing near School	RRFB	High-Visibility Crosswalk	
Old Mill Grove Road & Millroad Drive	Crossing near School	RRFB	High-Visibility Crosswalk	
US 12 & Pheasant Ridge Road	High-volume roadway, High-speed travel, Long Crossing Distances	High-Visibility Crosswalk	Leading Pedestrian Interval	Pedestrian Refuge Island (West Leg)

Policy & Programming Recommendations

Policy Recommendations

Policy and programming initiatives are critical complements to infrastructure improvements, enhancing the safety, accessibility, and overall effectiveness of active transportation networks. These measures go beyond physical upgrades, fostering a culture of safety, awareness, and inclusivity within the community. Well-designed policies can guide future roadway designs, set safety standards, and prioritize vulnerable users, while targeted programming can educate the public, encourage active transportation, and create a supportive environment for all road users.

- **Complete Streets:** One of the key policy recommendations for Lake Zurich is adopting a Complete Streets policy, which ensures that all new and upgraded roadways are designed to safely accommodate all users, including pedestrians, cyclists, transit riders, and drivers. By prioritizing multi-modal access, Complete Streets encourage safer and more inclusive roadway designs that reduce crashes and support active transportation.



Source: Smart Growth America

- **Vision Zero:** Implementing a Vision Zero policy would further enhance Lake Zurich's commitment to safety by setting a goal to eliminate all traffic-related fatalities and severe injuries. Vision Zero shifts the focus from solely preventing crashes to designing a transportation system that prioritizes human safety and reduces the impacts of human error through safer street designs, targeted enforcement, and public education. Complementing this, establishing a Safe Routes to School program would provide students with safe, accessible routes for walking and biking to school, reducing car congestion around school zones and promoting healthier, more active lifestyles for children. This program could include infrastructure improvements near schools, educational efforts, and partnerships with local schools and parents to encourage safe travel behaviors.
- **Expanding Mobility Options for Older Adults and Individuals with Disabilities:** Lake Zurich could further enhance transportation equity by supplementing existing paratransit services (i.e. Ride Lake County) with vouchers for older adults and individuals with disabilities. These vouchers could provide additional transportation options, allowing eligible residents to use taxis or rideshare services at subsidized rates, offering greater flexibility and convenience than traditional transit services. Such a program would expand access to essential services, reduce social isolation, and enhance the quality of life for residents who face mobility challenges, ensuring that all community members can participate fully in Lake Zurich's civic and social life.

“Public transport is conducive to youth and aging in place. If we want a community people can live in without being car-dependent, we need to provide connections to key destinations — shuttles, Metra access, crosswalks, etc.” -Student Focus Group Comment



Spotlight on Decorative Crosswalks

The Village of Lake Zurich has implemented a variety of creative, decorative crosswalks in recent years, including those highlighted below. Decorative crosswalks are visually enhanced pedestrian crossings that go beyond the standard painted lines. They often feature unique patterns, colors, and designs, which can include artwork, logos, or thematic elements relevant to the surrounding area. Some key benefits of decorative crosswalks include:

1. Increased Visibility: Bright colors and distinctive designs can make crosswalks more noticeable to drivers, which may reduce the likelihood of accidents.

2. Enhanced Aesthetics: Decorative crosswalks can beautify a street, contributing to the overall character and charm of a neighborhood. They can reflect local culture or history, making the area more inviting.

3. Traffic Calming: Unique designs can signal to drivers that they are entering a pedestrian-heavy area, encouraging them to slow down and be more vigilant.

4. Community Engagement: Involving local artists or community members in the design process can foster a sense of ownership and pride, making the space more meaningful to residents.

5. Tourism and Economic Benefits: Attractive crosswalks can draw visitors, boosting local businesses and enhancing the appeal of the area as a destination.



Programming Initiatives

In addition to policy changes, Lake Zurich can implement programming initiatives to encourage active transportation and educate residents about safe travel practices. Hosting bike rodeos, which teach children and families bike safety skills through interactive courses, is an excellent way to promote cycling from a young age. Other best practices include community walk audits, where residents can identify barriers and safety concerns in their neighborhoods, and educational campaigns that raise awareness about new infrastructure and safe travel behaviors. Creating events like “Bike to Work Day” or “Walk to School Day” can further encourage residents to try alternative modes of transportation, building a supportive community culture around active transportation.



Bike rodeos are a great way for kids and their parents to learn about biking safety with practice. Kids bring their bikes and practice and develop skills that will help them to become better bicyclists and avoid typical crashes. Some rodeos are designed as large municipal events with skills activities, exhibits and games, while others are much smaller, requiring less space, fewer resources and a smaller number of volunteers. *Source: SafeKids.org*

A Note on Implementation & Funding

Transportation-related infrastructure projects are an ongoing priority and longterm focus. Further, they require capital spending that will rely on coordination, partnerships, and outside funding. Below is an overview of current local, regional, state, and federal funding sources. The Village should continue to pursue external funding opportunities and grants that relate to the plan, its strategies, or its overall vision. This plan should be utilized as supporting documentation and evidence of the community's vision and involvement in advocating for mobility, safety and connectivity improvements.

Federal Funding

Lake Zurich utilizes federal grants from agencies like FHWA and FTA to support transportation initiatives, including road, transit, pedestrian, and bicycle projects.

State & Regional Funding

The Illinois Department of Transportation (IDOT) plays a crucial role in financing transportation projects within Lake Zurich through programs like ITEP and CMAQ, focusing on alternative transportation, air quality, and network enhancement. Projects that are included in an approved plan are more likely to receive funding and may even be required to be part of such a plan to be eligible for grants or other financial resources.

Local Funding

The Village allocates resources from its municipal budget, using property taxes and fees, to supplement external funding and cover operational costs for transportation services and infrastructure maintenance. The Motor Fuel Tax is a significant funding source for most Illinois municipalities, distributing revenue to local governments



Goals & Objectives

While the transportation goals, objectives, and actions are specific to Lake Zurich, many may not be fully within the Village's control. Recommended transportation improvements will require coordination with state and regional agencies and consideration of available funding. Therefore, these strategies inform local policy and investment actions, as well as indicate to state/regional partners the need for future improvements in the Village.

Mobility

GOAL · Our streets are safe for all transportation modes, ages, and abilities.

- Address transportation barriers and design for conditions in which people feel safest (i.e. bikeways or trails that are separated from traffic or off-street).
- Mitigate concerns related to traffic volume, driver behavior, and bicycle infrastructure to improve safety for pedestrians and cyclists on key corridors.
- Continue to implement the Village's ADA Transition Plan to guide accessibility improvements and pursue funding opportunities.
- Improve roadway and pedestrian-scaled lighting on busy corridors.
- Work with local schools and school districts to create a Safe Routes to School program that can educate parents and students about how to safely walk or bicycle to school safely and can support new infrastructure near schools.
- Consider conducting a Multi-Modal Plan to explore detailed bicyclist, pedestrian, public transit, and safety recommendations.
- Adopt a Vision Zero resolution to commit to a significant reduction in fatalities.

GOAL · Lake Zurich residents utilize a variety of transportation modes, such as walking, biking, public transit, and carpooling, to reduce reliance on single-occupancy vehicles.

- Increase public awareness and use of Ride Lake County, a countywide paratransit service for residents ages 60+ and people with disabilities.
- Investigate the demand for alternative transportation options, such as carpooling, bus service, and connections to existing transit (i.e. Pace bus routes and Metra stations in surrounding communities).
- Explore potential for partnering with Pace to create a circulator route within the region that connects Lake Zurich to the Fox River Grove and/or Barrington Metra station.
- Investigate the feasibility of creating a Park-n-Ride location in Lake Zurich with transit service that can bring commuters to-and-from Metra stations in neighboring communities.

Goals & Objectives

Bicyclists & Pedestrians

GOAL · Lake Zurich has a connected sidewalk and trail network that allows people to safely walk, bicycle, and roll to local and regional destinations.

- Consider allocating a portion of the Village's capital improvements program to pedestrian and bicycle enhancements on an annual basis (i.e. filling gaps in the sidewalk network, installing crosswalks, etc.).
- Consider development of a Complete Streets Policy or Ordinance.
- Enhance pedestrian crossings throughout the Village using solutions such as pedestrian signals, mid-block crossings, pedestrian refuge islands, lighting, bollards, and curb bump-outs.
 - Prioritize safer crossings of wide roadways and around the Lake area to enhance safety in areas with high pedestrian and bicyclist activity (i.e. crossing Route 12 near Paulus Park).
- Enhance safety on Route 22 and Route 12 by coordinating with IDOT to pursue improvements such as installing a shared use path and/or sidewalks.
- Support north-south connectivity and walking/biking between the northeast industrial area and businesses along Route 22 by installing on-street bicycle facilities on Oakwood Drive, Rose Road, and Telser Road. New north-south connections can also link residential areas south of Route 22 with key critical destinations in northwest Lake Zurich.
 - Conduct conversations with industrial property owners to mitigate and find solutions for potential concerns and discuss benefits for employees and the community.
- Begin process of acquiring easements and documenting support for future funding and grant applications.
- Improve connectivity by closing existing gaps in the sidewalk and non-motorized trail network.
- Identify priority improvements that a) connect key locations and destinations (i.e. parks and nature preserves, Main Street, restaurants and shopping, community institutions, etc.) and b) assist vulnerable populations, such as: students getting to/from school or parks, older adults getting to grocery stores/daily errands, and for younger families to enjoy their neighborhoods.
- Ensure the Village's zoning code requires multi-modal connections and pedestrian/bicycle amenities (such as sidewalks through parking areas, bicycle parking, etc.) as part of new development.
- Position the Village for funding opportunities and coordination with other jurisdictions by continuously maintaining a list of high-priority pedestrian and bicycle related projects, documented community support, likely users, and nearby destinations.

Goals & Objectives

Bicyclists & Pedestrians

GOAL · Streetscapes along the main thoroughfares across the Village are active and inviting.

- Improve streets' aesthetic and functional aspects (beautification, activation, wayfinding signage) to encourage pedestrian activity.
- Install clear and informative wayfinding signs to improve accessibility to local destinations and transportation amenities (bicycle network, safe crossings, etc.).

GOAL · Residents and visitors have easy recreational access to the Lake, parks, and open space via walking and bicycle paths and open space.

- Explore the feasibility of the “Lake Loop” concept to install a shared, multi-use path on North Old Rand Road around the Lake, extending southward to the terminus of S. Old Rand Road at US 12.
- Begin conversations and dedicated engagement with lakefront property owners to discuss benefits of the project, such as the potential to bury utility lines and increase home values.



5

Corridors & Special Areas



Corridors & Special Areas



While this comprehensive plan takes a Village-wide approach to future land use planning, it also addresses key corridors and areas in Lake Zurich that warrant special attention. These areas include the major east-west (Route 22) and north-south (Route 12/Rand Road) corridors that span the Village, areas outside the Village boundary to consider for potential annexation, and other vacant or underutilized sites that have potential for infill development.

Planning for Special Areas

Recommended future land use patterns and development formats for Lake Zurich's special areas are considered in the context of community input, insights from the Plan Commission and Village staff, and technical analysis. Each corridor is considered in terms of its 1) existing conditions, 2) market trends, and 3) land use opportunities and recommendations.

There is no single correct answer about the future of these areas. The role of a comprehensive plan is to describe a deliberate and sound approach to land use and transportation planning, but the final form of any development proposed and built will be the result of actions by property owners, market forces, and Village decision-making. Development is always subject to Village zoning regulations and the development review process.

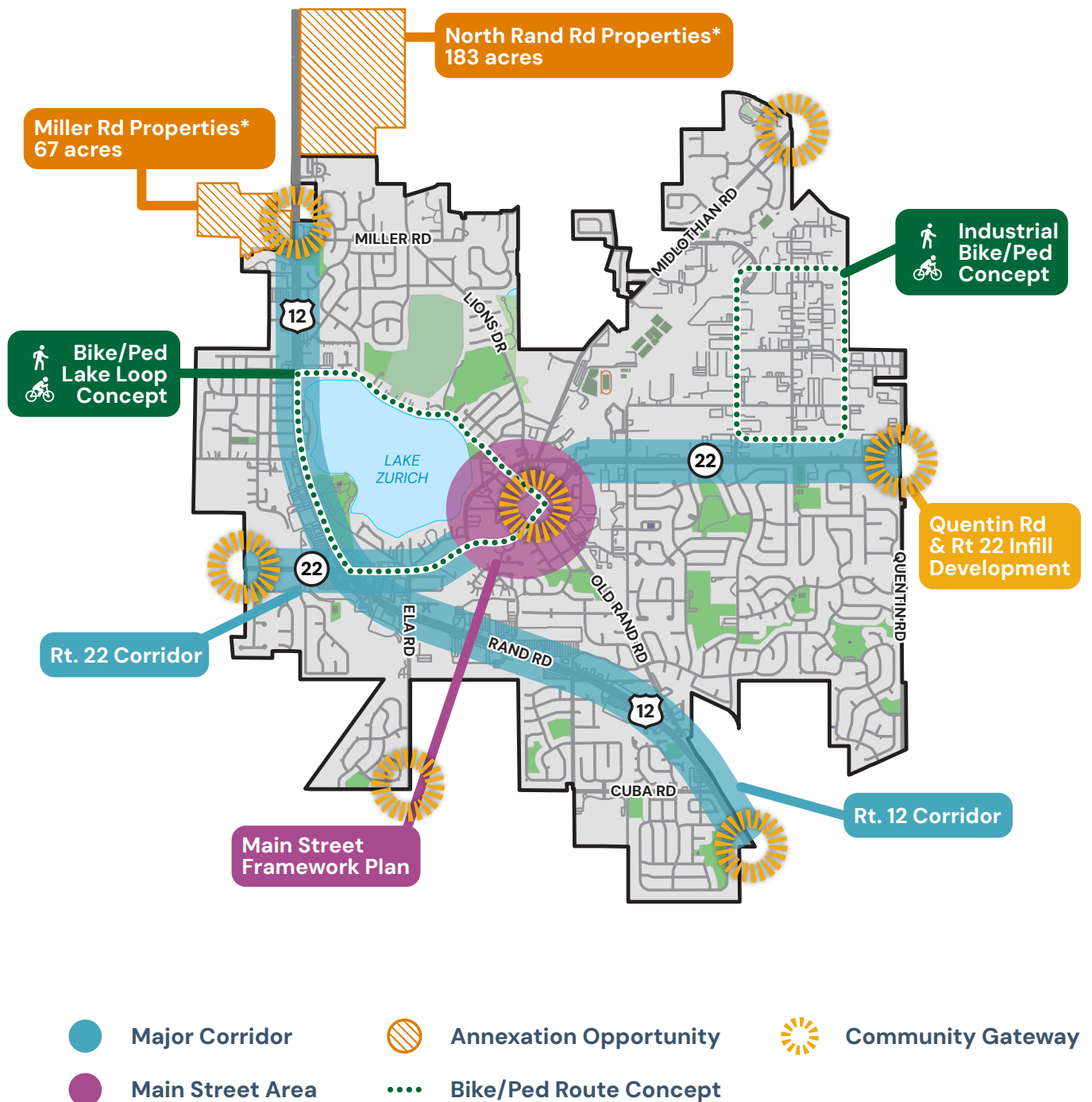
It is reasonable to expect that future land use and development may differ from what is described in this plan. This can happen due to changes to markets, owners, availability of financing, etc. A comprehensive plan defines a vision and goals to guide future decision-making through such external variables. The goals, objectives, and actions in this chapter are recommended based on today's community vision but designed to adapt with changing circumstances and unforeseen opportunities.



“Enhance the scenic quality of corridors and gateways to/through town. More green spaces and trees; especially near big roads. Make our town look even more attractive to people driving through.”

Figure 5.1

Special Areas Map



Special Areas

OVERVIEW

Lake Zurich's special areas are highlighted in Figure 5.1 and described below:

- **Corridors Route 22 and Route 12:** Recommendations for infill development, future land uses, urban design, and other corridor enhancements are detailed on the following pages for the Village's two primary arterials.
- **Main Street District:** An in-depth framework plan for future land use, development, and streetscape concepts for Lake Zurich's central business district is described in Chapter 3.
- **Potential Annexation Properties** (Miller Road, North Rand Road): Considered as potential extensions of the Route 12/Rand Road corridor, these annexation opportunities are within the Village's planning boundary and discussed as part of the Route 12 special area plans.
- **Community Gateway Opportunities:** Six key gateways are called out on Figure 5.1, as these are the major entries into town and, as such, have potential to be enhanced in a way that communicates a sense of arrival and Lake Zurich's identity to visitors and residents.
- **Pedestrian & Bike Opportunities:** Discussed in more detail in Chapter 4, two pedestrian/bike projects stand out as key opportunities for improving walking and biking infrastructure and connectivity in Lake Zurich: a continuous "Lake Loop" multi-use path around the Lake and new on-street bike facilities in the northeast industrial area.

Zoning Tip: Corridors

Zoning is one of the key factors that shapes the look, feel, and function of an area or corridor. To begin implementing the goals and recommendations of this chapter, the following tweaks and updates to the Village's zoning code should be considered:

- **Cross Access Easements** can be encouraged in the zoning code to enhance the connectivity between adjacent properties.
- **Curb cuts** can be limited through the zoning code and via approval of special use permits. When curb cuts are needed, they should also be striped with a pedestrian crosswalk to signal caution for drivers entering and exiting. This may also require coordination with IDOT.
- Requiring a **parking setback and building setback** can provide space for more landscaped areas at the front of a property between the parking area and the corridor, enhancing the appearance for those passing by.
- **Transitions between different land uses** can be enhanced by requiring additional landscaping and/or space between residential and commercial uses, for instance.

Illinois Route 22 Corridor

The approximately 3.25-mile stretch of Illinois Route 22 between the easterly and westerly municipal boundaries of Lake Zurich is an important regional arterial. It is home to a mix of land uses and demographic segments, with a look and feel that varies as you travel along the corridor. Between 12,000 and 16,000 vehicles traverse this roadway every day, providing ample opportunity for retailers and other destinations.



GOAL · Route 22 is the key east-west thoroughfare through Lake Zurich. With an attractive character and identity, Route 22 supports residential neighborhoods, commercial uses that cater to resident and visitors' needs, and industrial uses that provide jobs and generate tax revenue.

Objectives:

- Implement the Vision & Conceptual Framework Plan (Figure 5.2 and 5.3)
- Convey a sense of arrival at Lake Zurich's east and western borders through gateway signage, attractive landscaping, and placemaking enhancements.
- Develop Route 22 Corridor Design Guidelines that provide guidance for new development related to site planning, landscaping/streetscaping, connectivity, etc. (See Chapter 2)
- Refine zoning standards and development review process to support desired uses along Route 22.
- Coordinate with IDOT to improve safety for pedestrians and bicyclists along Route 22. (See Chapter 4)

Route 22 Actions:

The following actions can guide the Village towards implementation of the objectives for the Route 22 corridor. These strategies aim to foster a cohesive and attractive corridor character, steer the development and redevelopment of key areas, improve safety and connectivity, and advance economic development.

1. Promote Connectivity

As properties undergo development or redevelopment, ensure cross-access is provided between parcels. Doing so minimizes curb cuts, reduces traffic congestion, and facilitates easier movement for vehicles and non-motorized travelers.

2. Engage with Developers

Actively seek out developers for vacant or underutilized parcels along the corridor (see following pages) who will use design guidelines (Chapter 1) to create attractive, high-quality developments. Recruit an anchor destination tenant that can occupy one of the larger available infill properties (such as those at W. Main, Old Rand, and/or Quentin Road).

3. Revitalize Commercial Spaces

Encourage the redevelopment of outdated commercial properties, targeting tenants and uses that expand the variety of Lake Zurich's existing shopping, dining, and entertainment options.

4. Improve Safety at Key Intersections

Collaborate with IDOT to improve pedestrian and bicyclist safety at critical intersections along Route 22, prioritizing enhancements at Old Rand Road and Quentin Road. Improvements could include high-visibility crosswalks, leading pedestrian intervals, and medians. Connections between Robertson Road and Whitney Road could be enhanced with signage and sidewalks to indicate that residents can safely and comfortably use these paths to avoid Route 22. In the longer term, enhancing safe crossings at the intersection of Route 12 & Route 22 would require a larger reconstruction project.

5. Expand Pedestrian/Bike Networks

- Complete the pedestrian and bike network along Route 22 by implementing the Village's planned sidewalk improvements from Buesching Road east to Quentin Road.
- Enhance Whitney Road with traffic calming and decorative streetscape elements that emphasize the pedestrian/bike connection to Paulus Park and the Lake.
- See Chapter 4 for more detailed transportation recommendations.

6. Enhance the Public Right-of-Way

Explore opportunities to enhance the public right-of-way along the corridor. Maintain existing trees and green space/buffers. Potential improvements include decorative lighting, streetlight banners, wayfinding signage, landscaped medians, and parkway landscaping featuring low-maintenance native plantings and green infrastructure.

7. Encourage Property Enhancements

Work with existing and future private property owners and tenants to enhance facades, incorporate public artwork/creative signage, and add outdoor seating/gathering spaces. Also encourage pedestrian safety enhancements such as minimizing curb-cuts or, if needed, striping crosswalks where driveways intersect the sidewalk.

8. Strengthen Landscape Requirements

Increasing landscape standards in the zoning code can enhance commercial corridors and include:

- Landscaping in front yard setbacks
- Perimeter landscaping around parking lots to screen them from the right of way
- Landscaping requirements for parking lot interiors to eliminate the look of a "sea of asphalt" from the right of way
- Foundation plantings along commercial buildings to soften and enhance their appearance

9. Focus on Land Use Transitions

On the northern side of Route 22, encourage a transition from industrial uses in the eastern segment of the corridor to new commercial uses that can serve and complement existing and potential future residential neighborhoods off Route 22. Smaller, neighborhood-scaled commercial (i.e. restaurants, coffee shops, small offices, personal services, etc.) is most appropriate for the eastern segment, while larger-format, regional commercial uses are better located along the western segment of Route 22.

Separation between dissimilar land uses can be enhanced and adverse impacts minimized by adding transition standards to the Village's zoning code. These types of standards can require that more intensive uses apply setbacks of less intensive uses when they abut.

Figure 5.2

Route 22 Corridor - West Infill Development & Urban Design Opportunities



1 24840 W. RT 22

26.2 Acre Open Space (Annexation)

Located just west of the western Village boundary, this site is primarily wetlands and should be mostly preserved as open space. Potential future development might include limited residential that would need to occur outside of the wetland areas. A small number of homes be thoughtfully designed with wetlands and stormwater management in mind, using conservation design and best management practices. Consider pursuing grant opportunities for wetland restoration.

2 520 W. RT 22

0.5 Acre Commercial

Within a 5-minute walk from the Lake and Paulus Park, this property would be ideal for a small commercial use like a coffee shop or casual restaurant with to-go options for beach goers and passersby.

3 290 W. MAIN ST

1.9 Acre Residential

This site is located within TIF District #2 at the southern gateway to the Main Street District and within a 5-minute walk from the Lakefront Promenade. It would be a prime location to bring additional housing options to the community and add residents to support Main Street businesses. A prominent gateway feature with wayfinding signage at this intersection is recommended as part of future development proposals to market the Main Street Business District to north and southbound motorists.

4 W MAIN ST. & RT 22

4.8 Acre Residential / Mixed Use

At a signalized three-way intersection and with 500 feet of Route 22 frontage, this is one of the larger redevelopment sites along the corridor. Given its size and location, it would be well suited for a mixed use commercial/residential project or a multi-family development (designed around existing on-site wetlands).

5 305 W. MAIN ST

3 Acre Residential / Mixed Use

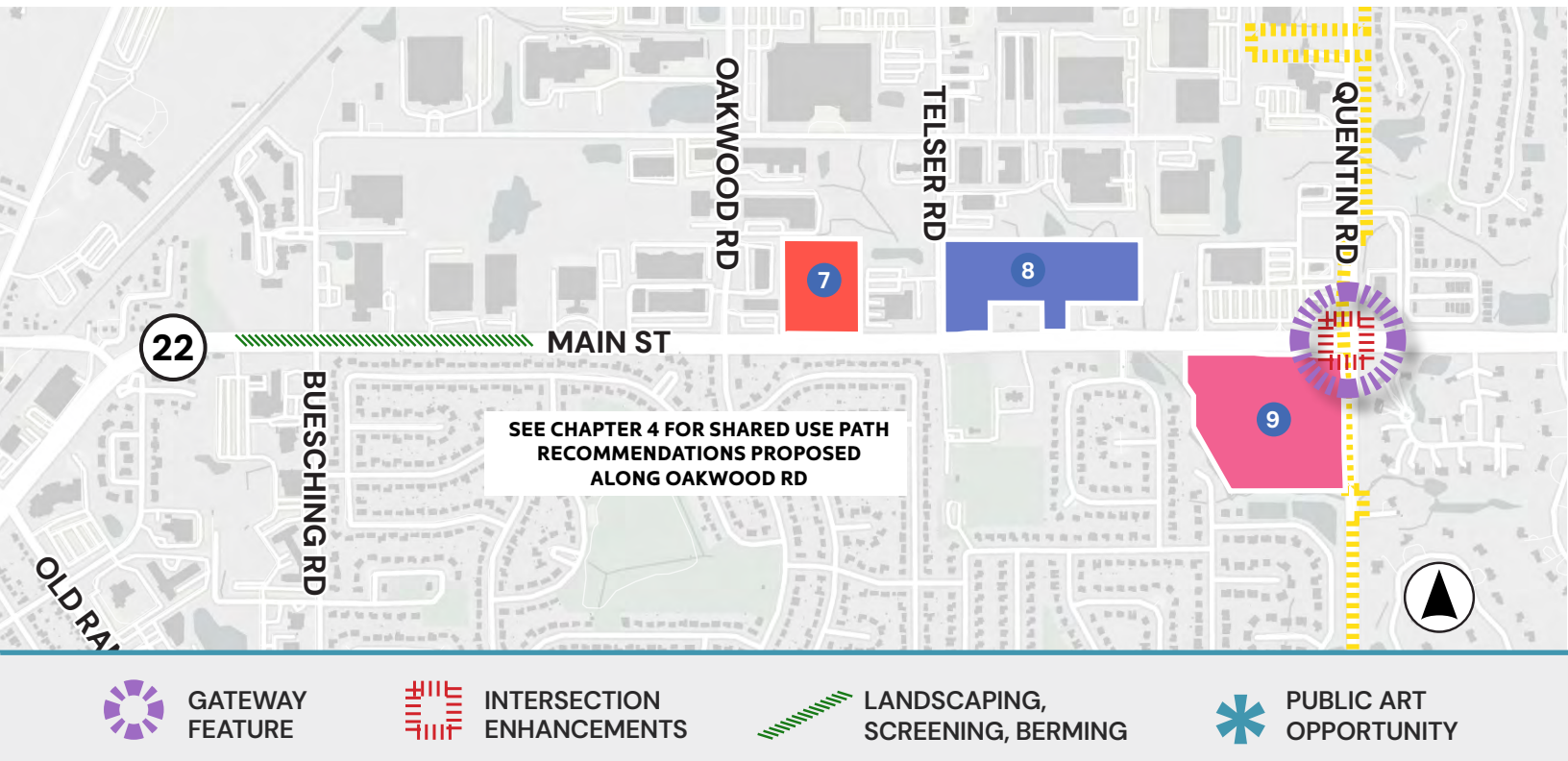
This site presents similar opportunities to sites 3 and 4 and is located within TIF District #2.

6 OLD RAND RD & RT 22

4 Acre Residential

Across from the Ela Library and Ace Hardware and within steps of the Main Street District, this location is ideal for new residential or mixed-use that can add foot traffic to the area; located within TIF District #2.

Figure 5.3 Route 22 Corridor - East Infill Development & Urban Design Opportunities



7 800 E. RT 22

6.9 Acre Commercial or Industrial

Located in TIF District #4, next to the Post Office and a half-mile from Mariano's grocery, this large parcel sees over 20,000 vehicles passing per day. Residential neighborhoods to the south and the employment-rich industrial park to the north provide a large customer base that presents opportunities for commercial, such as a restaurant or entertainment use, or for a building that could serve industrial users (where there is currently highest market demand) and/or other uses desired by the community such as indoor recreation, amusement facilities, a food hall or brewery, micro-manufacturing, or co-working space.

*This site benefits from future proximity to the recommended bike-ped mobility enhancements and shared use path concept outlined in Chapter 4.

8 10 & 120 TELSER RD

12.8 Acre Industrial or Commercial

Located in TIF District #4, this site is one of the few remaining large parcels available in Lake Zurich's industrial park. The site is currently vacant and holds potential to be a new industrial space that meets today's market demands. Given the size of the site, development could occur in phases or accommodate a mix of uses, such as light industrial complemented by a commercial or office use sited at the corner.

9 99 QUENTIN ROAD

17.25 Acre Horizontal Mixed Use

At the eastern gateway to Lake Zurich, and at a signalized 4-way intersection, this 17+ acre parcel provides a prime location for a horizontal mixed use development that sites commercial retail along Route 22 with residential behind. Directly across the street from Mariano's and adjacent to the newly installed Quentin Road bikepath, future residents would have easy access to groceries and a scenic bike ride to nearby forest preserves and the Lake.

Illinois Route 12/ Rand Road Corridor

Route 12/Rand Road runs nearly 4 miles from Lake Zurich's northern to southern municipal boundaries.

Similar to Route 22, Route 12 is a regional arterial that provides important commercial and retail uses for the community interspersed with office uses, residential neighborhoods, and important community assets like Paulus Park. There are several opportunities to consider for the corridor's future, from transportation improvements to infill development.



GOAL · Route 12 / Rand Road is an important north-south thoroughfare that provides opportunities for Lake Zurich's continued growth and development to meet community goals and support the local tax base.

Objectives:

- Implement the Vision & Conceptual Framework Plan (Figure 5.4 and 5.5)
- Consider potential annexation of sites along the Rand Road corridor in order of priority, based on their development potential, feasibility for annexation, and benefit to the Village.
- Prioritize safer pedestrian/bicyclist crossings of Route 12, with a special focus on areas near the Lake and Paulus Park.
- Complete the pedestrian/bike network on Route 12 by installing a shared use path where gaps currently exist.
- Use Design Guidelines in this comprehensive plan and those developed by the Route 12 Corridor Planning Council to implement a cohesive vision of Route 12 as a gateway corridor throughout Lake Zurich and neighboring communities.

Route 12 Actions:

The following actions can guide the Village towards implementation of the objectives for the Route 12 corridor. These strategies aim to foster a cohesive and attractive corridor character, steer the development and redevelopment of key areas, improve safety and connectivity, and advance economic development.

1. Promote Connectivity

As properties undergo development or redevelopment, ensure cross-access is provided between parcels. Doing so minimizes curb cuts, reduces traffic congestion, and facilitates easier movement for vehicles and non-motorized travelers.

2. Engage with Developers

Actively seek out developers for vacant and underutilized parcels along the corridor (see following pages) who will use design guidelines (Chapter 2 of this plan and those outlined by the Route 12 Corridor Planning Council) to create attractive, high-quality developments. Recruit an anchor destination tenant that can occupy one of the larger available infill properties.

3. Revitalize Commercial Spaces

Encourage the redevelopment of outdated commercial properties, targeting tenants and uses that expand the variety of Lake Zurich's existing shopping, dining, and entertainment options.

4. Improve Safety

Collaborate with IDOT to improve pedestrian and bicyclist safety at critical intersections along Route 12, including at North Old Rand Road, Honey Lake Road, Ela Road, Deerpath Road, and South Old Rand Road. The major intersection of Route 12 & Route 22 would require a larger reconstruction to ensure safe crossings, which may be a lower priority than other intersections along the corridor that can be improved without major reconstruction.

5. Expand Pedestrian/Bike Networks

Work with IDOT to install a new shared use path on the east side of Route 12, starting at the northern Village boundary and connecting with the proposed shared use path at North Old Rand Road. Secondary phases could extend the shared use path along US 12, but will likely have to contend with limited right-of-way near Evanston Terrace.

6. Enhance the Public Right-of-Way

Explore opportunities to enhance the public right-of-way along the corridor. Maintain existing trees and green space/buffers. Potential improvements include decorative lighting, streetlight banners, wayfinding signage, landscaped medians, and parkway landscaping featuring low-maintenance native plantings and green infrastructure.

7. Encourage Property Enhancements

Work with existing and future private property owners and tenants to enhance facades, incorporate public artwork/creative signage, and add outdoor seating/gathering spaces. Also encourage pedestrian safety enhancements such as minimizing curb-cuts or, if needed, striping crosswalks where driveways intersect the sidewalk.

8. Improve Visibility of Paulus Park

Identified as one of the community's key assets, explore opportunities to highlight and activate the park's frontage along Route 12 (nearly 2,000 feet) to signal to passersby that Paulus Park is a special place worth visiting.

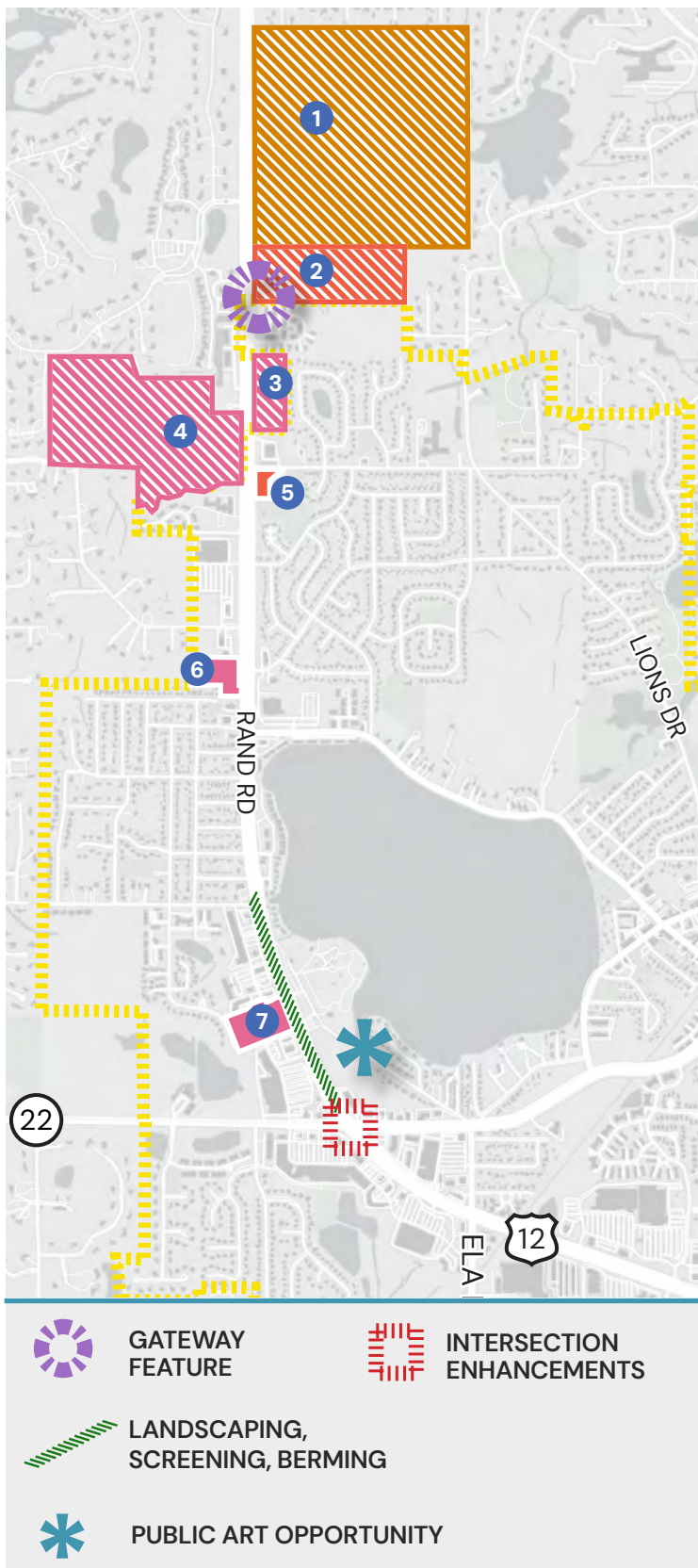
9. Consider Annexation Potential

In determining whether a property should be annexed, the Village should consider the following:

- Prioritization of infill development
- Annexation first, then extension of services
- Cost-effective provision of municipal and utility services – cost should be balanced by anticipated revenues derived from potential annexation over the long-term
- Contiguity with other urbanized/developed areas
- Agreements that outline phasing, timing, and plans for private infrastructure improvements and service extensions
- Character of existing development proposed to be annexed
- Consistency with the vision and policies described in the Comprehensive Plan.

Figure 5.4

Route 12 Corridor - North Infill Development & Urban Design Opportunities



1 MT. ST JOSEPH PROPERTY

155 Acre Mixed Residential (Annexation)

This significant property presents an opportunity for a phased, master planned development that provides the Village with a variety of new and needed housing options (see housing section in Chapter 2). Any new development should integrate open space and natural features, preserve trees and wetlands, and provide other public amenities and benefits.

2 24407 & 24455 RT 12

27.2 Acre Commercial (Annexation)

Abutting the Mt. Saint Joseph property, this site could be developed with commercial uses to complement future new residential.

3 NORTH RAND/MILLER RD (EAST)

7 Acre Commercial or Mixed Use (Annexation)

With substantial Rand Road frontage, this site is well suited for commercial along the road and potential for residential behind or above commercial uses.

4 NORTH RAND/MILLER RD PROPERTIES (WEST)

67 Acre Horizontal Mixed Use (Annexation)

Another potential annexation area, these properties are surrounded by residential homes and wooded areas that would be compatible with new residential.

5 O MILLER RD

1.6 Acre Commercial

On a busy hard corner with a 4-way signalized intersection, this site offers high visibility onto both Route 12 and Miller Road. The use should be of low intensity and feature open space to respect on-site wetlands. Water and sewer are available.

6 525 N. RAND RD

5.25 Acre Mixed Use

This site is pad-ready and ripe for development across the street from luxury condos, fine dining restaurants, LifeTime Fitness, and with easy access to the Lake and Main Street District.

7 225 S. RAND RD

7.4 Acre Mixed Use in Rand Road TIF District

Pad-ready, this site was home to a former K-Mart along the highest traffic segment of the Route 12 corridor. It is directly opposite the beloved Paulus Park with beach and boat access on the Lake, attracting year-round visitors in the daytime and evening. A mixed-use development could cater to those visiting the Park as well as residents who want to live near the Lake, with residential at the rear end of the site behind commercial uses along Rand Road.

Figure 5.5

Route 12 Corridor - South Infill Development & Urban Design Opportunities

8 585 ELA RD

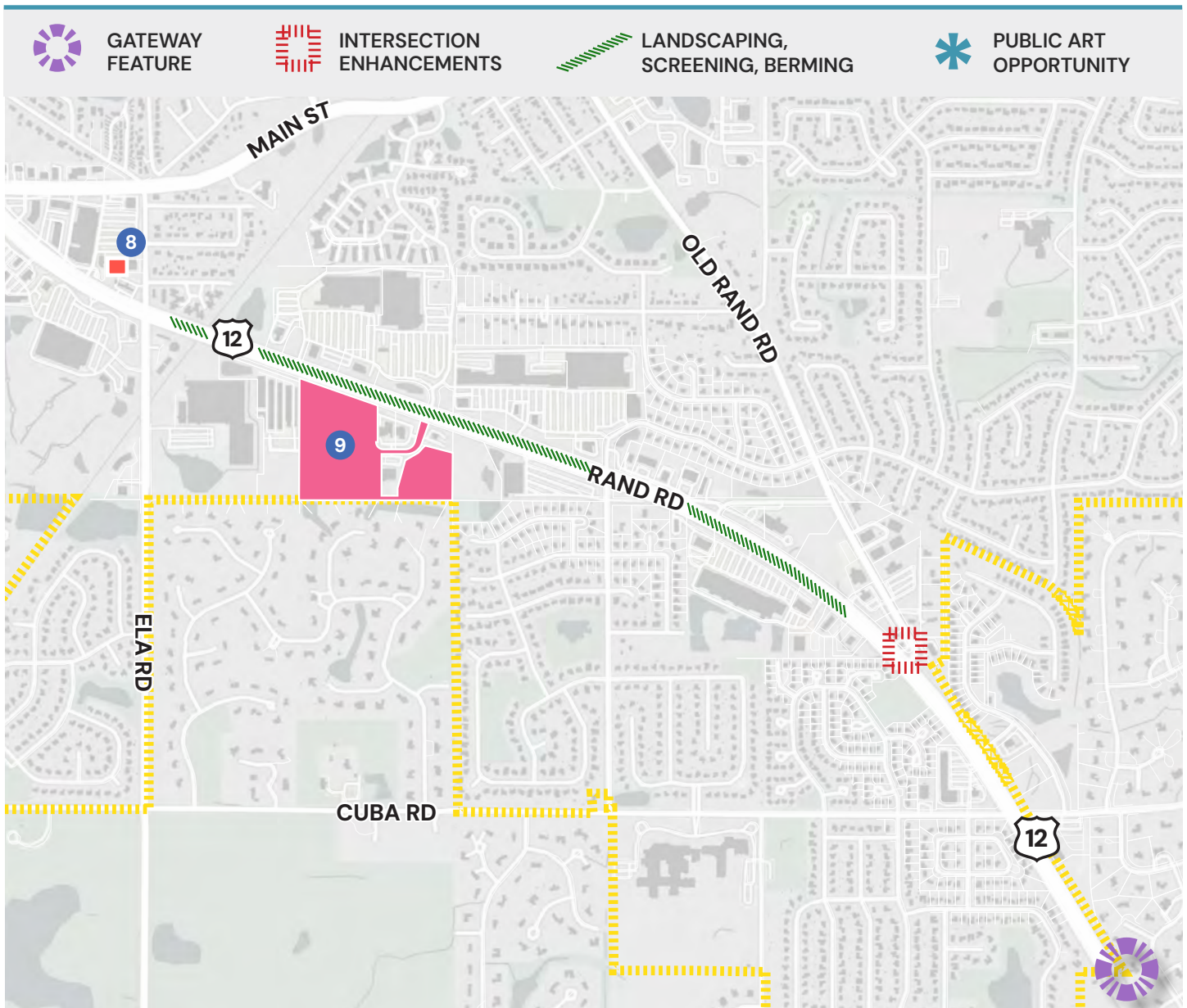
0.6 Acre Commercial

Located just off of Route 12, this site is removed from the busy roadway but still easily accessible. The currently vacant bank building could be redeveloped for a restaurant, cafe, or other entertainment use, with ample parking areas that could be repurposed for an outdoor plaza and seating area.

9 755 S. RAND RD

19.2 Acre Horizontal Mixed Use

A prime mixed-use opportunity could locate commercial redevelopment directly along 700 feet of Route 12 frontage, with residential and other uses on the southern portion of the property.



Corridors Inspiration Imagery

The following images illustrate some of the key recommended actions for both the Route 12 and 22 corridors.



Shopping centers can incorporate open spaces that encourage gathering, games, and outdoor seating.



Public art can be applied in a variety of ways, from murals on blank walls to sculptures incorporated into landscaped areas.



A landscaped median brings color and vibrancy to a roadway

Corridors Inspiration Imagery



Placemaking features can transform a shopping center.



Interior parking lot landscaping doubles as green infrastructure.



Adaptive reuse of a former gas station turned into a coffee shop and public plaza.



Gateway signage can be a prominent visual reminder that you have entered an attractive, special community.



Sustainability, Resilience, & Wellbeing



CHAPTER 6

Sustainability, Resilience, & Wellbeing

Lake Zurich pursues sustainability efforts and initiatives to create and maintain an environment where humans and nature can coexist in productive harmony to support present and future generations.

Protecting the local ecosystem and natural resources contributes to the well-being of Lake Zurich's current and future residents. The area's biodiversity is an important element of the Village's community character and quality of life, with residents and visitors enjoying assets like the Lake, numerous parks and open spaces, the Kuechmann Arboretum, Oak Ridge Marsh Nature Park, and surrounding forest preserves.

In community input throughout this planning process, the Lake Zurich community has emphasized the importance of taking action locally to protect natural resources, enhance community resilience and foster healthy lifestyles and wellbeing. "Community sustainability" both includes and extends beyond aspects of the natural environment to develop policies and plans that facilitate greener choices, development, and decision-making.

This chapter identifies important initiatives, most of which are already in progress, to protect and enhance Lake Zurich's environmental health. Implementing these efforts in collaboration with the community will help foster stewardship for the next generation of residents and leaders. In the Village's 2023 National Community Survey, 86% of respondents

76% of community poll respondents said the Village should be a leader in helping advance sustainability, reduce carbon emissions, and increase initiatives to protect our environment.

Spotlight on Kuechmann Arboretum

Lake Zurich's Kuechmann Arboretum received international recognition in September 2024 when ArbNet accredited the tree preserve for its focus on preservation, invasive species management, and pollinators. There are over 25 different tree species, many of which are over 100 years old. The Ancient Oaks Foundation is a local organization that worked with the Village to restore and care for Kuechmann. They are dedicated to the preservation of oak woodlands and natural areas through education, volunteerism, funding and long-term planning.



Sustainability

rated Lake Zurich's natural environment as excellent or good, underscoring the need to preserve the environmental and local natural resources.

In a community poll as part of comprehensive plan engagement, the community has continued this theme, with 3 in 4 (76%) respondents saying that the Village should be a leader in helping advance sustainability, reduce carbon emissions, and increase initiatives to protect our environment. (16% of participants responded that they were neutral on the topic and 8% noted varying levels of disagreement).

When asked to select the top 5 most important sustainability elements, participants ranked the following:



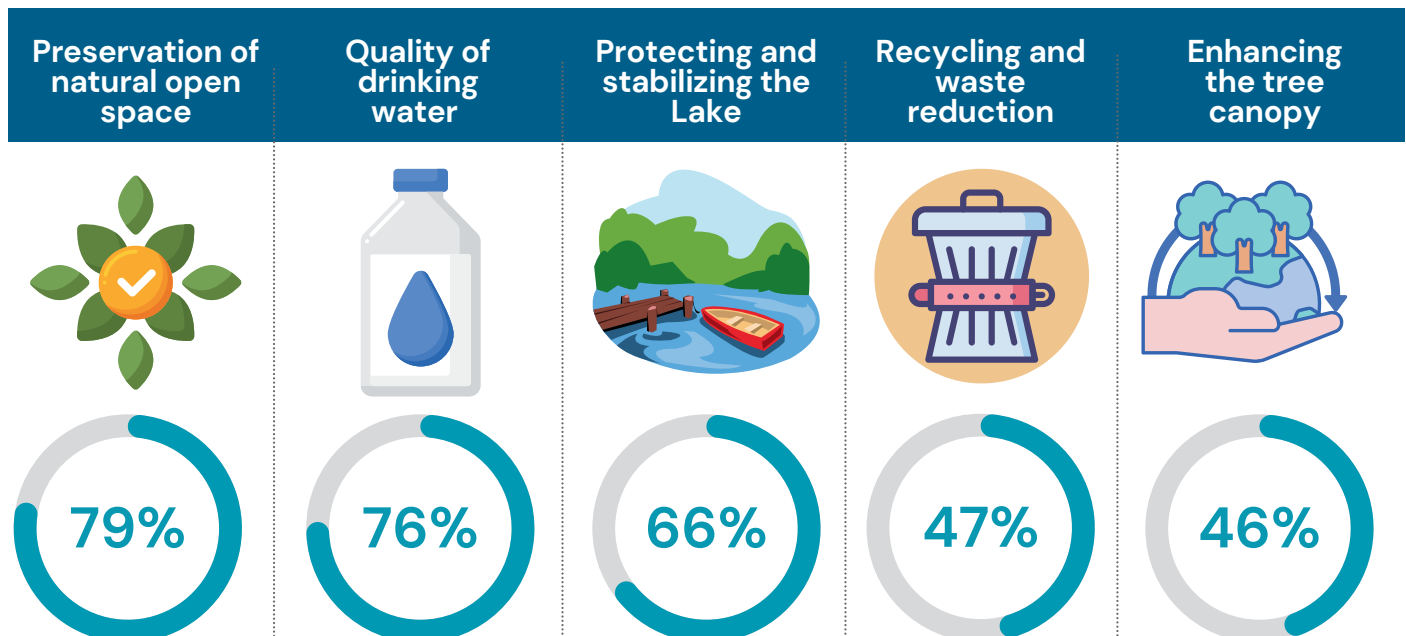
76%

3 in 4 poll participants believe the Village should be a leader in helping to advance sustainability, reduce carbon emissions and increase initiatives to protect our environment.

16% of participants responded that they were neutral on the topic with 8% noting varying levels of disagreement.

Select the top 5 sustainability elements most important to you:

Note: Participants were given the option to select up to five options, below are the top 5 responses and some of the comments shared for those that identified "other".



Lake Zurich Flexes its Green Thumb

The Village is making continuous progress towards a wide range sustainability initiatives. As such, much of the long-term vision for this element involves continuing the good work that is already being done, such as the following:

- **Village-wide recycling program** that aims to divert diverse materials from landfills, promote recycling awareness, and foster a culture of environmental stewardship.
- **Curbside composting** allows residents to dispose of their food and yard waste to make its way to local farmers' field for homegrown compost material.
- **Supporting renewable energy** through the Village's Green Electric Community Choice Program, which brings citizens together to use group buying power for the purchase of competitively priced electricity from "green" sustainable energy produced by Midwest wind farms, solar, and hydroelectric facilities.
- The **first EV charging station installed at Village Hall** showcases the Village's commitment to environmental stewardship.
- Partnership with **SolSmart to promote solar energy initiatives**, aiming to increase energy efficiency by adopting solar resources on private properties.
- **Village Tree Commission, Parks Advisory Board, and the Ancient Oaks Foundation** play crucial roles in sustainability efforts by advocating for tree preservation, woodland and natural areas restoration, green space development, and environmentally conscious practices.
- **Integrated Water Resources Management** program, developed through multi-agency collaboration, addresses water supply, stormwater, and wastewater management.
- **Partnership with Lake County** on various sustainability efforts, including wildlife conservation, air quality monitoring, and sustainable transportation.
- **Regional sustainability efforts**, particularly through the Greenest Region Compact (GRC), collaborating with over 130 municipalities in the Chicagoland area to address environmental challenges.
- The Village's decision to transition to **Lake Michigan Water** will ensure a more sustainable water supply in the long-term.

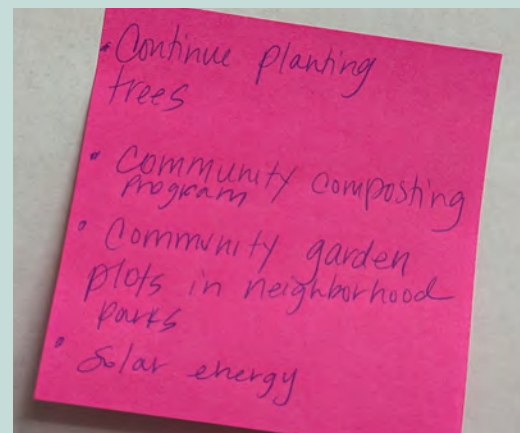
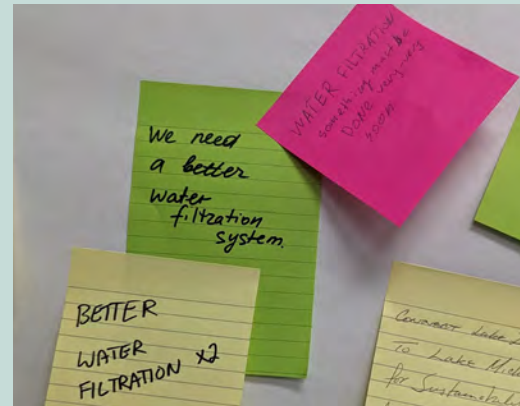
Lake Zurich was named a "Green Power Community" by the U.S. EPA in 2025, ranked 10th highest in the nation among program participants for total green power usage! Through the Village's Green Electric Community Choice Program, local residents, businesses and municipal operations used 50.5 million kilowatt-hours (kWh) of green power (Midwest wind, solar, and hydroelectric) annually between July 2023 and August 2024, equivalent to the energy needed to power almost 5,000 homes! By implementing this program, the Village is helping to lead the transition to a clean energy future.

Community Open House Input

Sustainability was one of the planning themes and questions posed to participants at the first community-wide workshop for Lake Zurich Together. Topic area idea banners wrapped the walls of the meeting room at the Ela Area Public Library, where residents shared the following open-ended ideas:

- **Improve water:** Water filtration, connect to Lake Michigan water and enhance water quality
- **Site design:** More trees, landscaping, and green spaces
- **Neighborhood-based sustainability:** Community composting program, garden plots in parks, solar energy
- **Stormwater management/green infrastructure:** Rain gardens, bioswales, protect the Lake from runoff

Participants also voted for their preferred concepts on photo boards displaying



Which of the Following Sustainability & Infrastructure Concepts Resonate Most for Lake Zurich's Future?



The Lake

Lake Zurich, the Village's namesake, is the community's most prominent environmental asset and at the center of the Flint Creek watershed. While the Lake is privately owned and the Village does not control most of it, it is a key characteristic of the community's identity and provides a range of ecological, recreational, economic, social, and aesthetic benefits as well as playing a significant role in stormwater management.

Preserving the lake as a natural resource is an important sustainability focus for property owners on the Lake and the Village. The Lake Property Owner's Association (LPOA) focuses on preserving the lake's environmental quality and recreational opportunities. They work with government agencies and environmental organizations to monitor water quality, manage local wildlife, and advocate for responsible land use.

The Village and LPOA collaborate to address topics such as:

- **Water Quality and Levels:** Concerns about the maintenance and improvement of lake water levels and quality, including algae blooms and pollution.
- **Erosion Control:** Implementation of erosion control measures to preserve shorelines and protect property.
- **Wildlife Conservation:** Concerns about the wellbeing of local wildlife, including waterfowl and fish.
- **Watercraft Permitting:** In 2010, a Village ordinance was approved that transfers administration of the watercraft permit program from the Village to the Lake Property Owners Association.



Water

The Village's present water source is ground water, provided by six wells. While this treated well water consistently meets all drinking water health standards, the Village has to remove radium and barium from water obtained through the deep aquifer. In the future, the cost and liability burden of storing radium will grow and become untenable.

As a result, the Village studied and considered a transition to Lake Michigan Water (LMW) for several years. In March 2024, the Village Board unanimously approved the formal Admissions Agreement with the Central Lake County Joint Action Water Agency, and began a water source route study that will analyze various corridors to lay the infrastructure that will connect Lake Zurich to CLCJAWA. This represents a major infrastructure investment that will ensure a more sustainable water supply for Lake Zurich residents moving into the future.

This comprehensive plan calls for continuing the Village's progress towards securing Lake Michigan Water, and continuing public outreach and education on reducing water usage.

“Lake Zurich is transitioning to Lake Michigan water after many years of detailed analysis - a project that will benefit the entire community for generations. Projected to cost about \$154 million, it is the most expensive infrastructure project in Lake Zurich history.”

The Transition to Lake Michigan Water

The Lake Michigan water infrastructure project is the largest infrastructure initiative ever undertaken by the Village. About 33% of the \$154 million water project cost would be funded by a 0.5% increase in the local non-home rule sales tax. Sales tax is paid by anyone who buys goods in town, and current data shows that approximately 40% of Village sales tax revenue is produced by out-of-towners who shop and dine in Lake Zurich. That means that non-residents will contribute roughly 17% of the total water infrastructure project cost through their sales tax contributions. The additional sales tax will generate between \$2.5 and \$2.7 million a year, that will enable the Village to reduce future rates for water customers.



Stormwater

Lake Zurich's stormwater management includes drainage infrastructure management, flood control measures, stormwater pollution prevention, regulatory compliance, and emergency response and preparedness.

The Village has a Stormwater Management Program Plan (SMPP), which helps the Village account for multiple watersheds (Des Plaines River and Fox River watersheds), serves as a comprehensive framework for Lake Zurich's stormwater management and includes compliance, pollutant reduction, infrastructure maintenance, and community engagement.

The Village of Lake Zurich is a Certified Community by the Lake County Stormwater Management Commission (SMC), meaning it enforces provisions of the Lake County Watershed Development Ordinance (WDO). The WDO ensures that new development does not increase existing stormwater problems or create new ones, and establishes minimum countywide standards for stormwater management, including floodplains, detention, soil erosion/sediment control, water quality treatment, and wetlands.

Three creeks (Buffalo Creek, Flint Creek, and Kildeer Creek) run through the Village. Oak Ridge Marsh is a nature park/wetland area, and there are other wetlands and smaller ponds across the community that add to local ecology and support stormwater management. There are limited floodway and floodplain areas, but stormwater management remains an issue in some areas of the community. The Village owns and maintains several detention basins, and coordinates with private property owners and homeowners' associations to maintain privately owned detention basins.

Concerns around water quality and flooding were raised during the course of this planning process, highlighting the opportunity for further collaboration between the Village, the Lake County SMC, and private property owners to implement best practices for maintaining detention ponds, wetlands, and natural areas. The SMC's website provides extensive resources on Stormwater Best Management Practices (BMPs) that can be implemented by homeowners, businesses, organizations and municipalities. They also host workshops for homeowners associations and property owners who are responsible for maintaining detention ponds, wetlands, and natural areas.

Zoning Tip: Reducing Impervious Surfaces

Wherever possible, the Village should encourage the reduction of impervious surfaces (i.e. materials through which water cannot pass, like concrete, asphalt, or brick) in new commercial and multi-family developments. These improvements can be incentivized or required through the zoning ordinance as green infrastructure. Allowing green infrastructure as an alternative to other traditional stormwater management techniques (or "gray infrastructure")

requires ongoing maintenance, and may not be appropriate for base level stormwater requirements. However, green infrastructure can be utilized above and beyond gray infrastructure as a tool for site specific drainage needs, or in lieu of other landscape installations. Similarly, native plantings add to traditional stormwater detention/retention basins and can make those areas more effective and more attractive.



Spotlight on Native Landscaping

Lake Native prairie and woodland plants are built to withstand, and even thrive in, northern Illinois' dynamic climate, including the deep winter freezes, the heavy spring rains and the hot summer droughts. Because of their climate resiliency, they can thrive on their own year-round with limited maintenance, which can help save time, money and resources (fossil fuels, fertilizers, pesticides/herbicides and water).

Using low-maintenance native plants in landscaping and in flower beds can also contribute to cleaner air and water. They do not require fertilizer, helping to prevent phosphorus and nitrogen (the main components of fertilizers) runoff into local waterways and require substantially less water than non-native plants. They also do not require frequent mowing, which helps reduce fossil fuel consumption (one gas-powered lawnmower emits 11 times the air pollution of a new car for every hour of operation).

Native plants are natural carbon sinks due to their extensive root systems, which allow them to take in and store carbon in their deep roots. Their deep root systems also help to recharge groundwater by allowing surface water to efficiently infiltrate the soil where the roots can then carry the moisture down deep into the ground, ultimately replenishing the local aquifer.

Native landscaping and native landscaped gardens can attract beneficial wildlife, such as bees, butterflies and songbirds, due to the biodiverse food and habitats they provide compared to traditional lawns and non-native plantings.

Native plants can be used to create rain gardens, which can help absorb and clean rainwater. Rain gardens are uniquely designed to temporarily trap rainwater that runs off rooftops, driveways and other hard surfaces during storm events and then slowly release it back into the ground. The native plants use their deep root systems to filter rainwater, which helps reduce the amount of pollutants and runoff that reach our streams and other groundwater sources. (Source: EPA Great Lakes)

Goals & Objectives

Sustainability

GOAL · Lake Zurich is a leader in sustainability and resilience, employing a combination of strategies and incentives to reduce carbon emissions and ensure future generations inherit a sustainable ecosystem and livable environment.

.....

- Support sustainable building practices that are tied to design guidelines or a Village-supported Green Building Permit Program.
- Continue to educate residents on sustainability programs and enhance local recycling and waste reduction.
- Increase energy efficiency and switch to renewable energy sources where possible.
- Explore locations for community gardens in neighborhood parks.
- Reduce vehicle pollution by increasing opportunities to walk, bicycle, and take public transit in/around Lake Zurich.
- Continue to use the Village's communication platforms to educate residents on sustainability resources and programs they can take advantage of.
- Support the transition to electric vehicles with related infrastructure improvements, including the installation of electric vehicle charging stations around Lake Zurich.

Goals & Objectives

The Lake

GOAL · The Lake and its tributaries are preserved as natural resources while being celebrated as key community assets.

- Continue to strengthen the relationship and collaboration between the Village and property owners on the Lake.
- Balance the access and needs of lakeside property owners with the desire for lake use and enjoyment by the rest of the Village. Potential ideas shared through community engagement include: seasonal events, a shared use path, burying utility lines, water taxi on the Lake, etc.
- Continue to conduct shoreline and streambank stabilization projects, and seek to find a mutual solution to the ongoing conversation on water levels.
- Consider undertaking a comprehensive evaluation and study of the watershed function of the Lake in balance with its recreational aspects and affects on property owners.

Water

GOAL · The Village maintains a long-term sustainable source of drinking water, sourced from Lake Michigan..

- Continue progress towards securing Lake Michigan Water.
- Continue public education on reducing water usage (via conservation, sustainable landscaping, etc.) to reduce the costs of pumping and treating water.

Goals & Objectives

Stormwater

GOAL · Lake Zurich's stormwater infrastructure is resilient in the face of increased flood events.

- Expand the use of green infrastructure across the Village, in public spaces and facilities, rights-of-ways, and parking lots, (i.e. rain gardens, native landscaping, bioswales, pervious pavers, trees, etc.).
- Wherever possible, reduce impervious surfaces (i.e. materials through which water cannot pass, like concrete, asphalt, or brick.)
- Preserve and improve wetlands as essential components of the hydrological system.
- Preserve and enhance the tree canopy throughout Lake Zurich.
- Work with private property owners to encourage stormwater best management practices and reduce flooding. Explore potential enforcement mechanisms on privately-owned detention basins.



7

Implementation



CHAPTER 7

Implementation Action Plan



Successful implementation of Lake Zurich's Comprehensive Plan depends on many factors, but the driving forces are investment and collaboration. Funding opportunities and market conditions will shape what's possible, while a strong network of champions and partners will help turn vision into reality.

The adoption of a comprehensive plan is not the finish line, but rather the starting point. Implementation is where the vision truly comes to life, turning months of analysis, deliberation, and community input into concrete actions. While the plan contains numerous recommendations, it's crucial to recognize that implementation is a long-term process, often spanning a decade or more. The Village will prioritize and implement recommendations strategically, considering available resources, emerging opportunities, and the evolving needs of the community.

>> Implementation Best Practices

1. **Timing & Phasing.** The strategies that follow include actions that are generally organized incrementally, starting with immediate, in-house actions and progressing to longer-term, complex projects. This phased approach allows for budget planning, funding acquisition, and partnership development, ensuring momentum and flexibility in setting priorities and allocating resources.
2. **Lead & Collaborate.** Successful implementation depends on the knowledge and leadership of Village Staff, Trustees, and the Planning & Zoning Commission (PZC), who helped shape this comprehensive plan. Strengthening partnerships and leveraging existing expertise will drive progress. Regularly assess project leads and partners to ensure capacity and refine roles as needed.
3. **Align Projects with the Plan.** To keep implementation strategic and effective, prioritize projects that align with the comprehensive plan's vision. Rank initiatives based on impact, cost-effectiveness, readiness, and stakeholder support to maximize results and maintain accountability.
4. **Leverage Resources, Funding & Partnerships.** Align phased actions with realistic budget allocations and staff capacity. Integrate priority projects into the capital improvement plan and departmental work programs. Focus on projects that align with grant opportunities, public-private partnerships, and regional initiatives to enhance financial feasibility. Seek synergies with ongoing or planned infrastructure investments to maximize impact.
5. **Engage the Community & Report Progress.** Sustained momentum requires ongoing communication and transparency. Incorporate formal progress reporting into the annual State of the Village and provide updates through public meetings, workshops, or online platforms. Regular reporting builds trust and accountability.
6. **Measure Success & Stay Flexible.** Define clear metrics to track progress—whether through completion milestones, funding secured, or community feedback. Adapt strategies as conditions, leadership, or market forces evolve. Maintain a living action plan (e.g., shared tracking document) to monitor roles, updates, and achievements.

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\$\$\$\$	Large-scale, complex projects requiring multiple funding sources and/or consultant support.

2 · Community Design

Strategy 2A Modernize development processes / zoning and enable adaptive land use to attract diverse businesses and drive economic growth.

Lead	<i>Village of Lake Zurich (Community Development)</i>
Partners	<i>Lake Zurich Area Chamber of Commerce, Lake County Partners, Local Businesses, Property Owners, Developers, Real Estate Professionals, Entertainment Business Operators, Local Investors</i>
Connected Concepts	<i>Placemaking & Programming, Corridors & Special Areas, Mobility & Connectivity</i>
Potential Funding	<i>Business Incentive Programs, TIF, Public-Private Partnerships, Sponsorships, Grants</i>

Priority Actions

Enhance Development Efficiency \$\$

- Streamline the development review process by collaborating with businesses and developers to improve efficiency and predictability.
- Update zoning regulations to be more user-friendly, incorporating clearer language, illustrative graphics, and a structured format for easier navigation.
- Explore a Unified Development Code (UDO) to consolidate zoning, subdivision, development, and sign regulations into a single, accessible document.
- Improve transparency by ensuring that Village policies, plans, and processes are easily accessible through digital tools and public-facing materials.
- Revise zoning in the B-3 district by replacing SIC codes with broader, flexible use categories to accommodate evolving business models.
- Modernize land use classifications to encourage innovative, mixed-use, and adaptive business formats while reducing the need for zoning amendments.

Adapt to Changing Workplace & Business Trends \$\$

- Maintain regular communication with property owners to understand their needs, challenges, and opportunities. Monitor occupancy rates, space needs, parking demands, and desired worker amenities to proactively respond to changing market conditions.
- Enable industrial-to-retail conversions through flexible zoning and financial incentives, such as grants, tax breaks, or reduced lease rates for industrial businesses launching downtown retail operations.
- Implement Design Guidelines during development and redevelopment to encourage quality site design, architecture, connectivity, outdoor spaces, seating, seasonal activations, and placemaking.
- Continue to utilize economic development incentives, such as TIF Districts and other redevelopment programs, to retain and attract businesses.

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2 · Community Design

Strategy 2B Diversify the business mix and attract investment through targeted incentives, retail expansion, strategic placemaking, marketing and multimodal connectivity.

Lead	<i>Village of Lake Zurich (Community Development)</i>
Partners	<i>Property Owners, Businesses, Developers, Lake County Partners, Industrial Council, Public Arts Organizations, Local Artists, Retail/Restaurant/Entertainment Groups</i>
Connected Concepts	<i>Placemaking & Programming, Corridors & Special Areas, Mobility & Connectivity</i>
Potential Funding	<i>Public-Private Partnerships, Village Budget/General Fund, TIF, Business Sponsorships, Grants (Federal, State, Streetscape, Infrastructure, Parks, Arts, Tourism)</i>

Priority Actions

Leverage Partnerships & Diversify Business Mix \$

- Continue to engage private landowners and business owners to attract investment and improve coordination.
- Consider targeted incentives (grants, tax abatements, reduced lease rates) to support business growth in key locations. Partner with regional economic development groups to support business attraction efforts.
- Actively recruit local and national businesses to strengthen retail, dining, and service offerings. Identify and fill market gaps to ensure businesses cater to Lake Zurich's diverse demographics and spending preferences.

Prioritize Customer-Facing Experiences & Destinations \$\$

- Attract entertainment and experience-driven businesses (indoor/outdoor climbing walls, escape rooms, bowling alleys, mini-golf, arcades) to boost foot traffic.
- Incentivize businesses that enhance Lake Zurich's identity as a vibrant shopping, dining, and leisure destination.
- Support hybrid manufacturing-retail models, allowing customers to engage with production-based businesses. Explore a "Made in LZ" incubator hub to allow businesses to test retail operations before committing to a storefront.

Below: (1) Lobster: Ray Murphy's Chainsaw Art, Hancock, ME, Source: Spencer Meens, Flickr (2) "Dill-lightful" pickle sculpture, AI generated; (3) Spoonbridge & Cherry by Claes Oldenburg, Source: jpellen (@1105_jp), Flickr

Strengthen Identity & Foster Creative Activations \$\$-\$\$\$

- Host pop-up retail and food events to test new business concepts and showcase opportunities for permanent locations. Use placemaking strategies, such as outdoor seating, public art, and pedestrian-friendly design, to enhance the commercial environment.
- Explore interest, partnerships and feasibility to host identity-boosting events and recreational activities such as: Floating concerts (bulldock.com/gallery/floating-concert-stage/), evening sunset boat tours or dining cruises, paddleboard yoga and/or pedal boat swans to encourage leisure and recreation. Consider piloting a weekend water taxi during peak summer months to shuttle visitors between the Main Street District, Breezewald Park, Paulus Park, and waterfront restaurants. Consider aligning such with a special event such as a LZ Restaurant Week.

Explore Oakwood Industrial Arts Corridor \$\$\$-\$\$\$\$

- A multi-modal network through the industrial park (see mobility strategies) provides an opportunity to reinforce sense of place and identity. Healthy building setbacks and generous berming provide space for public art in greenways. Sculpture walks and arts districts are common within Industrial areas for these reasons and should be



Local Economy Meets Identity-Boosting Focal Points

From power tools to pickles, breweries to badminton—Lake Zurich's Industrial Park is a powerhouse of diverse businesses fueling the local economy. Public art, whether classic or kitschy, plays a role in shaping a unique sense of place, boosting tourism, and enhancing quality of life. Chainsaw art, like ice sculpting, offers an opportunity. Partnering with Echo, this dynamic craft could be showcased through live carving events, adding an unforgettable artistic edge to the Industrial Park. Installations could be supported through grants and as part of future PUDs and development agreements.

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2 · Community Design

Strategy 2B Continued

Diversify the business mix and attract investment through targeted incentives, retail expansion, strategic placemaking, marketing and multimodal connectivity.

Priority Actions

Strengthen the Main Street District \$\$\$

- Prioritize, attract, and concentrate pedestrian-oriented retail, dining, and experiential businesses in the Main Street District to foster a vibrant, walkable environment.
- Require active first-floor uses in the Downtown Redevelopment Overlay District to prevent vacancies. Require first-floor businesses to maintain consistent hours that align with peak pedestrian activity, minimizing stagnant periods and closures.
- Regularly evaluate overlay district boundaries to ensure first-floor commercial requirements remain strategic and do not create unintended vacancies.

Unlock Economic Potential with Dynamic Storytelling \$\$

- Develop a coordinated communication strategy that fosters synergies between businesses, leveraging partnerships for shared marketing and cross-promotions between traditional and non-traditional business types.
- Launch a “Made in Lake Zurich” Campaign that features success stories, innovative products, and behind-the-scenes looks at businesses that call Lake Zurich home. Highlight commercial as well as industrial tenants and their impact.
- Develop engaging short video spotlights and virtual tours showcasing thriving businesses, workforce advantages, and logistical strengths. Organize experiential marketing and events such as industry open houses, “Meet the Makers” pop-ups, and business networking events.

Partner to Strengthen Industrial-Retail Expansion \$\$\$

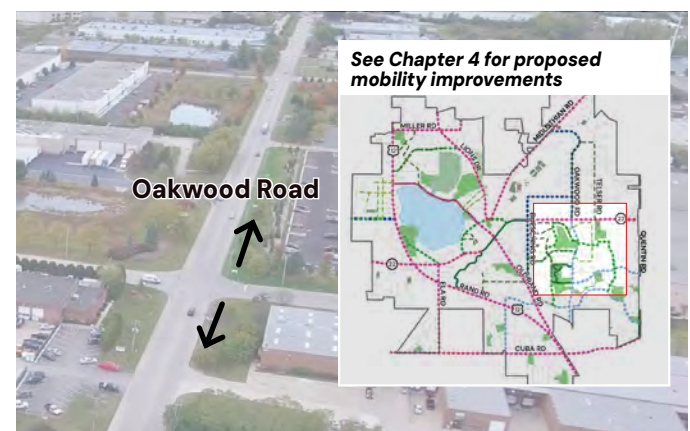
- Opportunity lies in integrating industrial tenants into the retail landscape. Businesses and manufacturers that showcase their products, engage with consumers, and create a dynamic, mixed-use environment enhances both industrial and commercial vibrancy. While this is already naturally occurring, the Village may choose to take a more proactive approach with encouraging such through communications, policies and incentives.



By strategically integrating industrial businesses into the retail ecosystem, Lake Zurich can create unique experiences, diversify its commercial base, and boost economic resilience.

Enhance Infrastructure & Connectivity \$\$\$\$

- Implement mobility improvements and multimodal connections to support business expansion. Address pedestrian/bicycle infrastructure and amenities as part of development review processes.
- Lake Zurich's Industrial Park is a major employment hub. While currently car-centric, enhancing infrastructure to support multi-modal connectivity and safety will benefit the local economy, workforce and businesses. Successful implementation of the **Oakwood Road Protected Bike Lane** will require a collaborative partnership between the Village, Lake Zurich Industrial Council, and employers. Mobility recommendations outlined in Chapter 4 and the corresponding implementation strategies that follow are integral to unlocking the full potential and vision of this plan. Retail expansion, art installations and seasonal activations could complement and be synergistic to the proposed protected bike path along Oakwood Road.
- See mobility recommendations that follow.



Multimodal Access Supports Economic Vitality

Community members are already riding their bike to and through the industrial park to access hidden gems and destinations. Enhanced placemaking, partnerships and communications can unlock greater potential here.

“I was looking for an Indian food place nearby and The Masala Order popped up. It's in the industrial park. I couldn't picture it but it is there! What's even better is I can ride my bike there.” - Yelp

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2 · Community Design

Strategy 2C Preserve and enhance Lake Zurich's housing stock while expanding diverse, high-quality housing options, strengthening infrastructure, and fostering sustainable growth.

Lead	<i>Village of Lake Zurich (Community Development, Public Works)</i>
Partners	<i>Property Owners, Developers, Real Estate Professionals, District 95, Regional Planning Agencies (CMAP, Metropolitan Mayors Caucus)</i>
Connected Concepts	<i>Corridors & Special Areas, Mobility & Connectivity, Sustainability</i>
Potential Funding	<i>Public-Private Partnerships, Village Budget/General Fund, TIF, Grants</i>

Priority Actions

Assess Annexation & Infrastructure Needs \$

- Conduct a cost-benefit analysis of annexation along Rand Road to expand housing diversity and economic growth.
- Evaluate utility and infrastructure readiness to support annexed areas and new development.

Form Strategic Partnerships & Advisory Groups \$

- Establish partnerships with real estate professionals to assess underutilized properties and provide market insights.
- Explore partnerships with Lake County, CMAP's "Homes for a Changing Region" program, and the Metropolitan Mayors Caucus to develop a tailored housing strategy.
- Work with reputable developers to identify opportunities for mixed-use and residential projects.
- Maintain ongoing collaboration with District 95 to align housing growth with school capacity and resources.

Integrate Design & Sustainability Standards, Expand Neighborhood Connectivity \$\$

- Continue using a Planned Unit Development (PUD) approach to guide well-integrated projects.
- Require design guidelines, walkability and sustainability be incorporated into site designs to reflect predictable, cohesive, high-quality redevelopment.
- Require best management practices, native plantings and stormwater management techniques in new developments and retrofits.
- Prioritize greenways, pocket parks, and pedestrian-friendly connections to business districts.
- Ensure safe and accessible pathways between new developments and existing neighborhoods.

Promote Infill & Smart Growth Development \$\$

- Promote mixed-use development and increased building heights in business districts while ensuring alignment with design guidelines and community context.
- Support strategic infill projects near commercial hubs to strengthen local businesses and create a vibrant, walkable environment.
- Encourage higher-density residential near business districts to support retail and services.

Expand & Diversify Housing Choices for All Life Stages \$\$\$

- Implement policy and zoning updates to accommodate different housing needs and types; townhomes, duplexes, cottage courts, and multifamily residences.
- Explore inclusionary zoning amendments requiring a portion of units in multifamily developments be designated as affordable.
- Offer incentives for developers to include key design elements, features, and workforce housing options.
- Explore next steps with curating design guidelines and zoning updates to allow ADUs as a flexible housing solution. Designate pilot areas or zoning districts for ADU implementation.
- Explore incentives and public funding mechanism(s) to assist with development of housing and/or construction and maintenance of public infrastructure.

Monitor Trends & Adapt Strategies \$

- Track housing and economic trends to adjust strategies as needed. Maintain ongoing stakeholder engagement and transparent progress reporting through annual updates.

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\$\$	Requires future budget planning or inclusion in the capital plan.
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3 · Placemaking & Programming

Strategy 3A Strengthen Village identity, streetscapes, and public spaces through holistic branding, placemaking, and infrastructure enhancements.

Lead	<i>Village of Lake Zurich (Community Development, Public Works, Parks & Recreation)</i>
Partners	<i>IDOT, Lake County / Partners / Stormwater Management Commission, Sustainability Groups, Public Arts Organizations, Local Businesses, Property Owners</i>
Connected Concepts	<i>Mobility & Connectivity, Community Design, Sustainability</i>
Potential Funding	<i>Public-Private Partnerships, Village Budget/General Fund, TIF, Business Sponsorships, Grants (Federal, State, Streetscape, Infrastructure, Parks, Arts, Tourism)</i>

Priority Actions

Establish Cohesive Community Identity & Brand Standards \$\$

- Develop a holistic brand strategy for signage, banners, public art, and infrastructure that reinforces Lake Zurich's character. Implement consistent design elements across districts to create a recognizable and welcoming identity.

Prioritize Public-Private Streetscape Enhancements \$\$\$

- Phase in streetscape improvements, prioritizing pedestrian comfort and business visibility.
- Pilot cost-effective enhancements, such as painted pavement, decorative crosswalks, planters, and banners, to define public spaces and key intersections.
- Expand seasonal outdoor dining using shared streets and parklets, leveraging public-private partnerships for converted parking and alleyway activations.
- Enhance public space comfort by adding movable seating, shaded areas, weather-protected zones, and community micro-plazas in underutilized spaces.

Introduce Business-Friendly Zoning & Design Standards \$\$

- Streamline approvals for outdoor dining, retail activations, and seasonal programming to encourage business-led placemaking.
- Improve shared parking strategies by leveraging agreements, flexible use policies, and wayfinding.
- Update façade improvement programs and business resources to reflect plan recommendations.
- Enhance wayfinding signage to help residents and visitors navigate the district, locate parking, and boost awareness of key businesses and landmarks.

Integrate Sustainability & Green Infrastructure \$\$

- Expand native landscaping and tree plantings to improve aesthetics, provide cooling, and support resilience.
- Retrofit stormwater management systems into parks and streetscapes to mitigate runoff and enhance sustainability.

Enhance Public Space for Year-Round Activation & Comfort \$\$\$

- Develop strategies that includes Rotary Park, Breezewald Park & the Promenade with integrated event-ready infrastructure (power access, adaptable seating, vendor kiosks, lighting, and restrooms).
- Designate flexible-use event zones that can accommodate markets, performances, and seasonal pop-up activations.
- Open year-round public restrooms at Breezewald Park to support both daily visitors and event attendees.
- Expand shaded seating areas and weather-protected gathering spaces to improve usability in all seasons.
- Implement QR-codes that link to event schedules, business highlights, and historical information.

Facilitate Large-Scale Infrastructure & Development \$\$\$\$

- Improve pedestrian safety and traffic calming with narrowed lanes, permanent curb extensions, pedestrian islands, and enhanced lighting.
- Implement shared streets and flexible road closures to create public gathering spaces and support business-friendly activations.
- Transform the Promenade into a multi-use plaza with built-in seating, event infrastructure, and community green space.
- Install gateway features at key entry points with signage, landscaping, and public art to enhance identity.
- Encourage new developments to align with design guidelines and sustainability standards.
- Develop a "Market on Main" concept with rotating pop-up retail and food vendors in designated areas.
- Expand greenway / pedestrian connections to strengthen links between parks, trails, and business districts.

Improve Pedestrian & Bike Connectivity \$\$\$\$

- Enhance multi-modal connections throughout Lake Zurich (see Section 4: Mobility & Connectivity for details).

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3 · Placemaking & Programming

Strategy 3B Enhance Lake Zurich's cultural identity, seasonal programming, and business-led activations to shape a more dynamic, engaging, and economically vibrant community.

Lead	<i>Village of Lake Zurich (Community Development, Public Works, Parks & Recreation)</i>
Partners	<i>Local businesses, property owners, Lake County Partners, event organizers, local artists, schools, non-profits, marketing firms, urban designers, technology partners</i>
Connected Concepts	<i>Mobility & Connectivity, Community Design, Sustainability</i>
Potential Funding	<i>Public-Private Partnerships, Village Budget/General Fund, Business Sponsorships, Grants</i>

Priority Actions

Formalize Annual Events Strategy & Activation Plan \$\$

- Work with partners to create a comprehensive calendar to balance major festivals, seasonal activations, and niche community events, both existing and planned.
- Ensure a diverse mix of events catering to families, cultural celebrations, and business-driven initiatives (e.g., Diwali Fest, Fire & Ice Winter Light Festival, see Chapter 3).
- Foster collaborations with businesses, arts organizations, and community groups to diversify event offerings and maximize impact.

Expand Business-Led Activation Programs \$\$

- Introduce a streamlined permitting system to encourage business-led pop-up experiences.
- Launch "Lake Zurich in Bloom"— a storefront decorating contest to enhance seasonal aesthetics and draw foot traffic to the Main Street District.
- Develop themed business promotions, including scavenger hunts, loyalty programs, and cross-promotions tied to community events.
- Enhance digital marketing & social media efforts to engage residents, promote events, and attract volunteers.

Embrace Technology & Innovation \$\$\$

- Introduce interactive street elements, such as digital art displays and projection mapping, to enhance nighttime activations. Explore virtual and augmented reality experiences for recreation and education (e.g., Blink Cincinnati as inspiration).
- Implement smart technology in parks & public spaces (Wi-Fi) to enhance visitor experiences.
- Investigate benefit of developing a mobile app for community information, event registration, business promotions, and real-time updates.
- Pilot a digital passport system to reward participation in local shopping, dining, and events.

Strengthen Creative Identity Through Arts & Culture \$\$\$

- Develop a village-wide public art strategy that reinforces identity, community values, and cultural diversity.
- Establish a public art policy & commission to guide future art projects and programming.
- Collaborate with local musicians and businesses to schedule a "Summer Busking" calendar at select locations.
- Host a mural festival or live painting event to activate underutilized spaces and engage local artists.
- Provide microgrants for artists to create site-specific work in public spaces.
- Partner with schools & arts organizations to integrate public art, live performances, and storytelling into community spaces. Integrate culinary arts, poetry, and storytelling to showcase diverse cultural influences.
- Pilot an "Art Vending Machine" that sells mini artworks in high-traffic areas.

Diversify Seasonal Programming & Partnerships \$\$\$

- Implement a rotating seasonal activation plan, including markets, art walks, and family-friendly outdoor events.
- Expand Lakefront and park-based programming for both summer and winter use to activate underutilized spaces.
- Enhance winter amenities by adding warming huts, fire pits, and pop-up beverage vendors.
- Pilot pop-up ice skating areas or a Fire & Ice Winter Light Festival to create a signature cold-weather event as part of or separate from Miracle on Main.
- Pilot different types of Lawn Games and gather community feedback/preferences (cornhole, ping pong).
- Launch business-focused initiatives, such as "Lake Zurich Restaurant Week" to boost local spending.
- Monitor & adapt programming based on community feedback, attendance, and engagement metrics.

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4 · Mobility & Connectivity

Strategy 4A

Ensure that the Village's plans, policies, community outreach strategy, and funding pursuits provide a framework for expanding the multi-modal transportation network.

Lead	<i>Village of Lake Zurich (Community Development/Public Works)</i>
Partners	<i>IDOT, Lake County, Metra, Pace, Local Schools, Advocacy Organizations</i>
Connected Concepts	<i>Sustainability, Community Design</i>
Potential Funding	<i>General Fund, Grants (State and Federal)</i>

Priority Actions

Develop and Implement Transportation Plans & Policies \$

- Pass a Vision Zero (see page 89) resolution, adopt a Complete Streets policy, and initiate an Active Transportation Plan to guide infrastructure investments, prioritize safety, and integrate transit planning. (Resources: Smart Growth America's [Complete Streets Policy Framework](#), [Vision Zero Network](#), and [Active Transportation Alliance – Policy & Planning Resources](#)).
- Ensure the Village's zoning code requires multi-modal connections and pedestrian/bicycle amenities in new developments (sidewalks, covered bike parking, etc.).
- Continue to implement the Village's ADA Transition Plan, prioritizing accessibility improvements and pursuing funding opportunities.

Establish a Bike-Ped/Active Transportation Committee \$

- Establish an official Bicycle & Pedestrian/Active Transportation Committee composed of residents, local business representatives, and transportation professionals to advise on infrastructure projects, policies, and funding opportunities. The committee can assist in conducting walk audits, identifying priority projects, and coordinating Safe Routes to School and other active transportation initiatives. (Resources: [League of American Bicyclists – How to Form a Bicycle Advisory Committee](#), [National Safe Routes Partnership – Community Engagement Strategies](#), FHWA Bicycle and Pedestrian Program)
- *Case Study: Naperville, IL established a Bicycle and Pedestrian Advisory Committee, which played a key role in expanding the city's bike network, implementing pedestrian safety projects, and securing grant funding for multimodal improvements.*

Conduct Outreach & Engagement \$

- Continue conversations with local schools to gauge interest in establishing Safe Routes to School programs that can educate students and parents about safe walking and biking practices. Use the toolkit from the [Safe Routes Partnership](#) to guide implementation of a new program.
- Work with Lake County to increase public awareness and use of Ride Lake County, the countywide paratransit service for seniors and people with disabilities.
- Reach out early, in advance of any dedicated funding, to individuals and stakeholders who may be impacted by planned transportation improvements. Seek to understand potential concerns and find mutual solutions (e.g. lakefront property owners in regards to the Lake Loop concept, industrial property owners and employees in regards to new bike facilities in the Lake Zurich Industrial Park).

Pursue Funding for Priority Projects \$

- Position the Village for funding opportunities by maintaining a list of high-priority pedestrian and bicycle projects, documented support, and user data. (See Figure 4.7 Proposed Ped/Bike Network and Figure 4.8 Infrastructure Recommendations)
- Consider allocating a portion of the Village's capital improvements program to pedestrian and bicycle enhancements on an annual basis.
- Pursue funding for active transportation projects using Figure 7.2 as a guide to potential funding sources.

\$	May be funded within budget cycle; typically routine, in-house implementation.
\$\$	Requires future budget planning or inclusion in the capital plan.
\$\$\$	Requires external funding, such as grants, private partnerships, and/or consultant support.
\$\$\$\$	Large-scale, complex projects requiring multiple funding sources and/or consultant support.

4 · Mobility & Connectivity

Strategy 4B

Improve and expand Lake Zurich's pedestrian, bike, and transit networks to create a safe and connected system.

Lead	<i>Village of Lake Zurich (Community Development/Public Works)</i>
Partners	<i>IDOT, Lake County, Metra, Pace, Developers</i>
Connected Concepts	<i>Sustainability, Community Design</i>
Potential Funding	<i>General Fund, Grants (State and Federal)</i>

Priority Actions

Secure Funding and Begin Phase 1 Engineering for Priority Bike & Pedestrian Projects \$\$

- Allocate Village funds for Phase 1 engineering for priority projects like protected bike lanes on Oakwood Road, Rose Road, and Telser Road. Self-funding Phase 1 can accelerate timelines by years and improve competitiveness for state and federal construction grants. This phase will also identify potential right-of-way constraints and determine necessary coordination with IDOT and local property owners (See Figure 4.9). (Resources: IDOT's Local Roads and Streets Funding Guide, FHWA Transportation Alternatives Program (TAP), Chicago Metropolitan Agency for Planning (CMAP) Funding Opportunities)

Improve Pedestrian Crossings at Wide Roadways and High-Activity Zones \$\$\$-\$\$\$\$

- Prioritize high-visibility crosswalks, median refuge islands, and pedestrian hybrid beacons at key locations using crash data and pedestrian counts to guide planned improvements. (Resources: FHWA Pedestrian Safety Guide, MUTCD Guidelines for Crosswalk Selection, FHWA Proven Safety Countermeasures)
- Create an interactive map where citizens can report unsafe locations or near misses.

Implement Small-Scale Tactical Urbanism Projects \$\$

- Pilot tactical urbanism projects such as painted bike lanes, temporary curb extensions, and pop-up plazas to test safety improvements, engage the community, and accelerate near-term mobility enhancements. (Resources: Tactical Urbanism Guide – Streets for People, National Association of City Transportation Officials, (NACTO) Urban Street Design Guide, FHWA Quick-Build Guide)



Examples of tactical urbanism projects that bring low-cost, temporary changes to the built environment with the goal of advancing long-term improvements.

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\$\$	Requires future budget planning or inclusion in the capital plan.
\$\$\$	Requires external funding, such as grants, private partnerships, and/or consultant support.
\$\$\$\$	Large-scale, complex projects requiring multiple funding sources and/or consultant support.

4 · Mobility & Connectivity

Strategy 4B Continued

Improve and expand Lake Zurich's pedestrian, bike, and transit networks to create a safe and connected system.

Priority Actions (continued)

Expand Bike Infrastructure \$\$-\$\$\$\$

- Explore the feasibility of the 'Lake Loop' multi-use path, including an alignment analysis, right-of-way requirements, environmental impact review, and cost estimates. This study should explore potential funding sources and public feedback relating to the proposed alternative (See Figure 4.10).
- Prioritize pedestrian and bike facility improvements as identified in Figure 4.7 (Proposed Ped/Bike Network) Figure 4.8 (Infrastructure Recommendations).
- Use the Bicycle Facility Selection Guide (Figure 7.4) to standardize project scoping and facility selection.
- Reference design guides (e.g. [MUTCD](#), [IDOT BDE Manual](#), see Figure for more) to ensure that any pedestrian and bike improvements incorporate best practices, consistency, and safety.

Expand Pedestrian Infrastructure \$\$-\$\$\$\$

- Seek to close gaps in the sidewalk and non-motorized trail network, prioritizing areas near key destinations (e.g. schools, parks, community facilities) that could serve vulnerable populations that may rely on walking and biking (e.g. youth, seniors, mobility impaired). (See Figure 4.7)
- Improve pedestrian crossings of wide roadways by implementing high-visibility crosswalks, median refuge islands, and pedestrian hybrid beacons (where appropriate) near the Lake and other high-activity zones. Use FHWA's Proven Safety Countermeasures Guide and MUTCD crosswalk standards for project scoping and facility selection (See Figure 4.11 Proposed Intersection Improvements and Figure 7.5 Crosswalk Selection Guide).

- Utilize Village staff to conduct a lighting needs assessment along heavily trafficked corridors, identifying gaps in pedestrian-scale lighting and areas with high nighttime pedestrian volumes and documented safety concerns. Based on the findings, develop a phased implementation plan for LED lighting upgrades, prioritizing locations near transit stops, key pedestrian routes, and high-crash areas.
- Meet with IDOT to discuss options for implementing pedestrian network recommendations on IDOT roadways, such as shared-use paths and sidewalks along Routes 22 and 12. (See Figure 4.7)

Expand Access to Public Transit \$\$-\$\$\$\$

- Conduct a survey or study to gauge local demand for alternative transportation options, such as carpooling, new bus service, or other connections to existing transit.
- Connect with representatives at Pace and Metra to discuss the potential for a new circulator route (potentially as a pilot project) that could connect Lake Zurich with nearby Metra stations. Consider locations for a Park-n-Ride lot to accompany any new transit connections.
- Ensure that new development/redevelopment in Lake Zurich is designed in a way that is transit-friendly. (Resources: [Pace's Transit Supportive Guidelines](#) and the [RTA's Transit-Friendly Communities Guide](#)).



4 · Mobility & Connectivity

FIGURE 7.1 DESIGN TOOLBOX

This toolbox provides a range of design solutions and best practices tailored to diverse urban and suburban contexts. Drawing from established design guides like those from NACTO and AASHTO, the toolbox offers vetted, adaptable solutions that address specific local challenges and opportunities.

Facility Type	Description	Where Applicable	Max. Speed (mph)	Key Operational Considerations
BICYCLE FACILITIES				
Neighborhood Greenway	A low-speed street prioritizing bicycle movement.	Best for residential and low-traffic areas.	25	Traffic calming measures and wayfinding signage often required.
Bicycle Lane	A portion of roadway designated by striping and signage for preferential or exclusive use of bicycles.	Useful on arterial and collector roads, schools, shops.	35	Paint, bollards or other separators may be used.
Buffered Bicycle Lane	A bicycle lane with a buffer space separating it from the adjacent motor vehicle lane.	Ideal for higher-speed or higher-traffic roads.	45	Buffer can be enhanced with bollards, planters or curb extensions.
Protected Bicycle Lane	A bicycle lane separated from motor traffic by physical barriers like curbs, planters, or parked cars.	Busy urban areas and commercial districts.	35	Requires regular maintenance and may necessitate changes in street cleaning.
Two-Way Cycle Track	A bike path that allows cyclists to move in both directions and is separated from motor traffic.	Dense urban areas with limited road space.	35	Requires signage and signal phasing for safe intersections.
Contra-Flow Lane	A bicycle lane allowing cyclists to travel against the flow of traffic on a one-way street.	One-way streets in urban areas.	25	Signage and pavement markings required for directionality.
PEDESTRIAN FACILITIES				
Sidewalk	A paved path for pedestrians alongside a road.	Universal applicability, often in residential and commercial areas.	5	Regular maintenance and ADA compliance required.
Pedestrian Lane	A lane within a roadway designated specifically for pedestrian use.	Areas with high foot traffic but limited sidewalk space.	15	Requires clear delineation and proper signage.
BICYCLE & PEDESTRIAN FACILITIES				
Sidepath	A multi-use path located adjacent to a roadway, separated by a buffer or barrier.	Any area where extra separation from motor vehicles is desired.	35	Requires clear delineation and may intersect with driveways.
Pedestrian Bridge	A bridge designed exclusively for pedestrians and, in some cases, cyclists.	Over highways, rivers, or other barriers to pedestrian movement.	N/A	Accessibility, signage, and connection to other paths are key.

4 · Mobility & Connectivity

FIGURE 7.2 ACTIVE TRANSPORTATION FUNDING

The tables that follow break down potential funding sources into categories: Infrastructure Funding Sources, Infrastructure and Non-Infrastructure Funding Sources, and Non-Infrastructure Funding Sources.

Project Type	Bike Parking	Bridges or Tunnels	Educational Programs	Off-Street Bike Facilities	On-street Bike Facilities	Planning Activities & Technical Assistance	Safety	Side-walks	Traffic Calming	Traffic Signals
INFRASTRUCTURE FUNDING SOURCES										
Congestion Mitigation and Air Quality Improvement Program (CMAQ)	X	X	X	X	X		X	X		X
Highway Safety Improvement Program (HSIP)	X	X	X	X	X		X	X	X	X
Illinois Transportation Enhancement Program (ITEP)				X	X		X	X	X	
IDNR Bicycle Path Program				X	X					
Local Rail-highway crossing safety program		X					X		X	
Open Space Lands Acquisition and Development (OSLAD)				X		X				
Railroad Crossing Elimination Program	X						X			
Recreational Trail Program				X						
RTA Access to Transit	X			X	X		X	X	X	X
Surface Transportation Program (STP-L)		X		X	X		X	X	X	X
Transportation Alternatives Program (TAP)				X	X			X		

4 · Mobility & Connectivity

FIGURE 7.2 ACTIVE TRANSPORTATION FUNDING (CONTINUED)

Project Type	Bike Parking	Bridges or Tunnels	Educational Programs	Off-Street Bike Facilities	On-street Bike Facilities	Planning Activities & Technical Assistance	Safety	Side-walks	Traffic Calming	Traffic Signals
INFRASTRUCTURE & NON-INFRASTRUCTURE FUNDING SOURCES										
AARP Livable Community Challenge	X	X		X	X		X	X	X	X
Rebuilding American Infrastructure with Sustainability and Equity (RAISE)	X	X		X	X		X	X	X	X
Reconnecting Communities Program and Neighborhood Access and Equity Grant		X		X	X	X	X	X		X
Safe Routes to School (SRTS)	X	X		X	X		X	X	X	X
Safe Streets and Roads for All		X	X	X	X	X	X	X	X	X
NON-INFRASTRUCTURE FUNDING SOURCES										
RTA Community Planning Grant						X				
Thriving Communities Program						X				
Transit-Oriented Development Pilot Program						X				
Unified Work Program (UWP)						X				

4 · Mobility & Connectivity

FIGURE 7.3 BICYCLE & PEDESTRIAN DESIGN GUIDES

Design guides provide standardized best practices that planners and engineers can follow to ensure consistency and safety across projects. These resources offer detailed, research-backed solutions tailored to various contexts, from low-cost, short-term improvements to comprehensive, long-term projects.

GUIDE	AGENCY	DESCRIPTION	APPLICABILITY
Manual On Uniform Traffic Control Devices (MUTCD)	FHWA	National standard for traffic control devices used on all public roads in the U.S. Provides guidelines for traffic signs, road markings, signals, etc.	Designing or evaluating traffic control devices; Ensuring uniformity and compliance with federal regulations.
FHWA Bikeway Selection Guidance	FHWA	Provides methodologies for selecting appropriate bicycle facilities based on factors such as traffic volume, speed, and roadway configuration.	Planning and designing new or upgraded bicycle facilities; Evaluating existing facilities for potential improvements.
PROWAG (Public Rights-Of-Way Accessibility Guide)-lines	U.S. Access Board	Guidelines and standards to ensure that public rights-of-way are accessible to all, including those with disabilities. Covers accessibility aspects.	Designing or renovating public rights-of-way; Ensuring ADA compliance.
Small Town And Rural Multimodal Networks Guide	FHWA	Design guidance for small towns and rural communities to develop transportation systems. Includes solutions to support walking, bicycling, and transit.	Developing or improving transportation networks in small towns or rural areas; Designing multimodal facilities.
IDOT Bureau Of Local Roads And Streets Manual	IDOT	Guidelines for the planning, design, construction, and maintenance of local roads and streets in Illinois.	Planning, designing, or maintaining local roads and streets; Ensuring compliance with state standards.
IDOT Bureau Of Design And Environment (BDE) Manual	IDOT	Comprehensive guide for the planning, design, and environmental considerations of transportation projects in Illinois.	Designing or evaluating transportation projects in Illinois; Ensuring compliance with state regulations.
AASHTO Guide For The Development Of Bicycle Facilities	AASHTO	Guidelines for the planning, design, operation, and maintenance of bicycle facilities. Addresses various types of facilities, promoting safety and accessibility.	Designing, operating, or maintaining bicycle facilities; Ensuring alignment with national standards.
NACTO Urban Bikeway Design Guide	NACTO	Innovative solutions for the planning and design of urban bicycle infrastructure. Includes best practices and guidelines tailored for urban environments.	Designing urban bicycle infrastructure; Implementing user-friendly facilities.
NACTO Urban Street Design	NACTO	Strategies and design principles for creating functional and aesthetically pleasing urban streets. Includes guidance on layout, intersections, public transit, etc.	Designing or renovating urban streets and public spaces; Creating multimodal and aesthetically pleasing urban areas.
NACTO Designing For All Ages And Abilities Guide	NACTO	Best practices and guidelines to create cycling environments for all ages and skill levels. Includes design solutions and strategies for inclusivity.	Designing inclusive bicycle facilities; Creating an inclusive cycling culture.
NACTO Urban Bikeway Design Guide And Sets An All Ages & Abilities	NACTO	Cohesive approach integrating urban bikeway design principles for all ages and abilities. Includes innovative solutions and guidelines.	Designing urban bicycle infrastructure for all ages and skill levels; Creating inclusive and safe urban environments.
NACTO Bike Share Station Siting Guide	NACTO	Guidelines and best practices for planning and designing bike share stations. Includes insights into location selection, layout, spacing, accessibility, etc.	Planning and designing bike share stations; Implementing or expanding bike share programs.

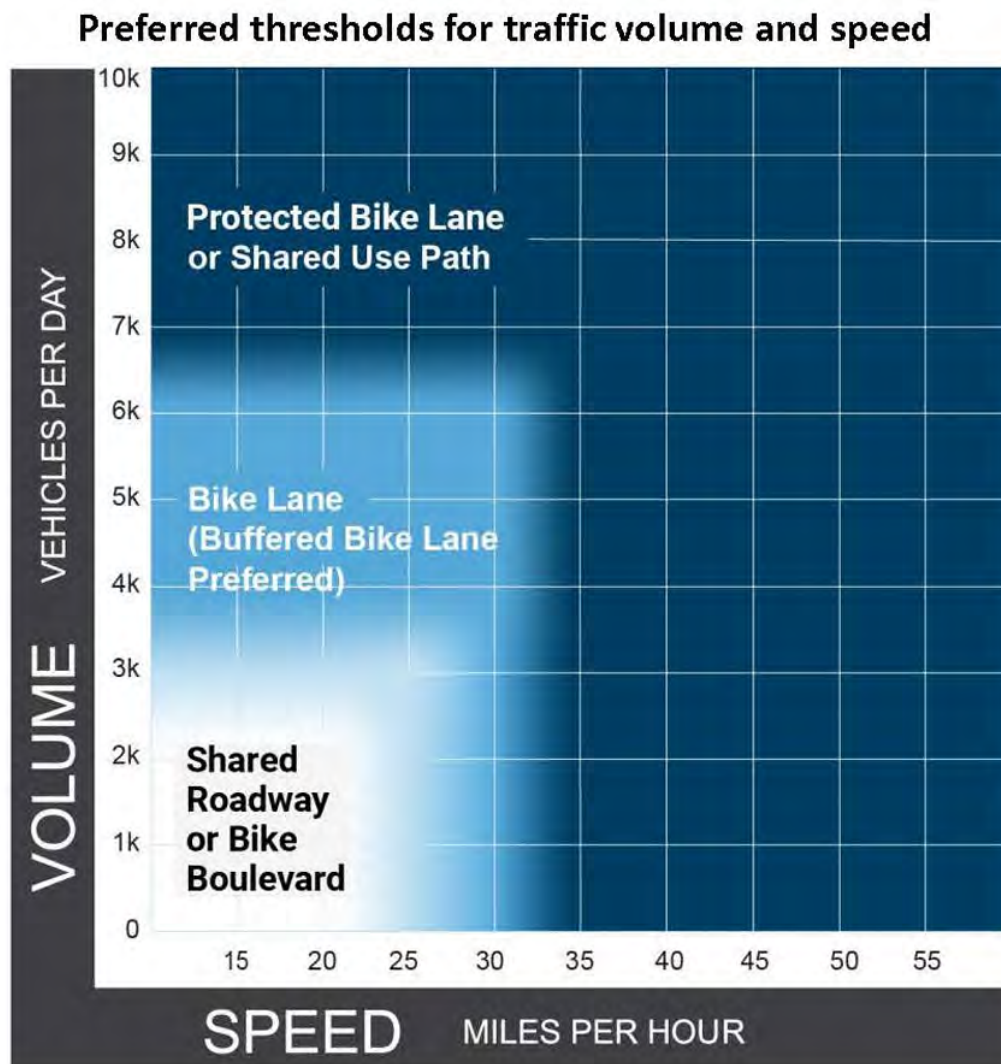
4 · Mobility & Connectivity

BICYCLE FACILITY SELECTION

This custom selection guidance tool, designed to standardize project scoping and facility selection for active transportation, provides a data-driven, objective framework for evaluating factors like traffic volume, speed, pedestrian demand, and roadway characteristics, ensuring facility choices align with each project's unique conditions. By incorporating both bicycle and pedestrian facility selection guidance, the tool promotes a holistic approach to mobility, fostering safe and accessible pathways for all users. This innovative tool empowers staff to make informed decisions, enhancing Lake Zurich's commitment to creating a balanced and equitable transportation network.

How to Use This Tool: Imagine Lake Zurich staff is evaluating a local roadway with a speed limit of 30 mph and an Average Annual Daily Traffic (AADT) of 9,000 vehicles. Using the custom selection guidance tool, staff would identify the intersection of these two parameters on the provided chart. This point on the chart corresponds to the recommended bicycle and pedestrian facility types that are best suited to the specific conditions of the roadway. In this scenario, the tool might recommend implementing a buffered bike lane for on-street facilities and a shared use path for off-street facilities. By using this data-driven approach, Lake Zurich staff can ensure their projects incorporate the most appropriate facility types for safe and efficient

FIGURE 7.4 BICYCLE FACILITY SELECTION GUIDANCE



4 · Mobility & Connectivity

CROSSWALK SELECTION GUIDANCE

The below guidance for Lake Zurich outlines targeted countermeasures to address key safety issues at uncontrolled pedestrian crossings, emphasizing enhanced visibility, reduced vehicle speeds, and improved driver compliance with pedestrian yielding. Countermeasures such as raised crosswalks, curb extensions, and pedestrian refuge islands help mitigate conflicts at crossing locations, manage excessive speeds, and improve visibility while providing better separation from traffic. Tools like Rectangular Rapid-Flashing Beacons and Pedestrian Hybrid Beacons further enhance visibility for pedestrians and encourage drivers to yield, making crossings safer in high-risk areas.

For high-traffic multilane crossings, such as those along Routes 12 and 22, marked crosswalks alone are often insufficient, necessitating more robust treatments like Pedestrian Hybrid Beacons, advance stop markings, and pedestrian refuge islands. The guidance recommends implementing a combination of countermeasures, such as road diets paired with curb extensions and high-visibility crosswalks, to reduce crossing distances and vehicle speeds, significantly enhancing pedestrian safety.

FIGURE 7.5 CROSSWALK SELECTION GUIDANCE

PEDESTRIAN CRASH COUNTERMEASURE FOR UNCONTROLLED CROSSINGS	SAFETY ISSUE ADDRESSED				
	Conflicts at crossing locations	Excessive vehicle speed	Inadequate conspicuity/ visibility	Drivers not yielding to pedestrians in crosswalks	Insufficient separation from traffic
High-visibility crosswalk markings	X		X	X	
Raised crosswalk	X	X	X	X	
Advance Yield Here To (Stop Here For) Pedestrians sign	X		X	X	X
In-Street Pedestrian Crossing sign	X	X	X	X	
Curb extension	X	X	X		X
Pedestrian refuge island	X	X	X		X
Rectangular Rapid-Flashing Beacon	X		X	X	X
Road Diet	X	X	X		X
Pedestrian Hybrid Beacon	X	X	X	X	
Parking restriction on crosswalk approach	X		X	X	
Improved nighttime lighting	X		X		

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\$\$\$\$	Large-scale, complex projects requiring multiple funding sources and/or consultant support.

5 · Corridors & Special Area Plans

Strategy 5A Pursue infill development and urban design enhancements along Route 22 to foster a more cohesive and economically thriving corridor.

Lead Village of Lake Zurich (Community Development Department)

Partners Property Owners, Developers, IDOT

Connected Concepts Economic Development, Community Design

Potential Funding Village Budget, Grants

Priority Actions

Pursue Streetscape Enhancements \$\$-\$\$\$

- Using the comprehensive plan as a starting point, prepare a detailed streetscape plan for Route 22 that identifies locations and designs for: gateway and wayfinding signage, decorative lighting, landscaped medians and parkways, native plantings, green infrastructure, and public art and/or outdoor dining/gathering space opportunities.
- Budget for streetscape improvements. Where possible, partner with IDOT to incorporate streetscape improvements alongside any planned roadway projects.

Strengthen Zoning Requirements \$

- Enhance commercial landscape standards to foster more attractive, inviting corridors. Potential standards may include: required landscaping in front yard setbacks, perimeter landscaping around parking lots to screen from the right-of-way, interior parking lot landscaping, foundation plantings along commercial buildings.
- Add transition standards to mitigate impacts between dissimilar land uses.

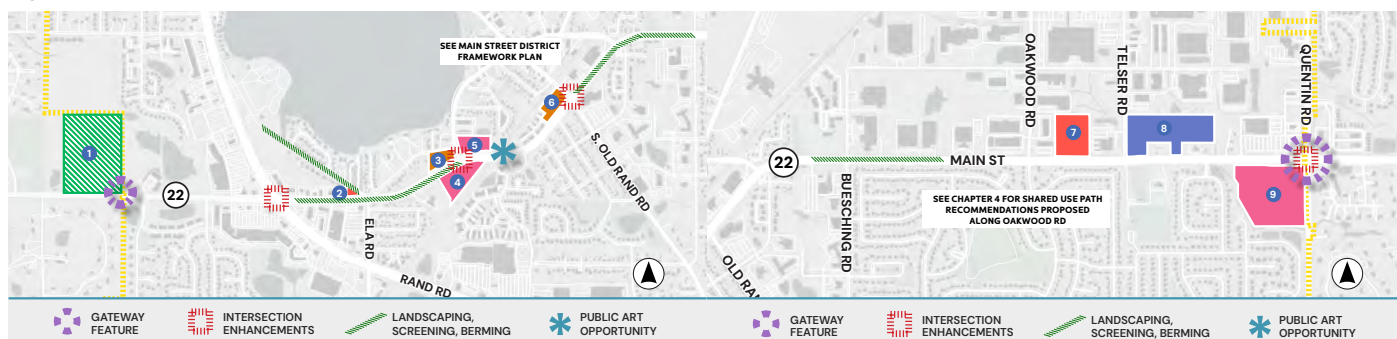
Engage with Developers and Businesses \$

- Host a developer engagement event to promote and discuss infill development sites and opportunities (for Route 12 and 22).
- Actively seek out developers for vacant or underutilized parcels along the corridor (see Figure 5.2 and 5.3) and encourage them to use this plan's design guidelines (Chapter 1) and site suggestions (Chapter 5) to create attractive, high-quality developments.
- Recruit an anchor destination tenant for large infill properties (e.g. W. Main, Old Rand, and/or Quentin Road).
- Work with existing businesses and consider incentive programs that encourage property enhancements.

Incorporate Connectivity and Safety \$-\$\$\$

- Ensure that pedestrian/bike infrastructure and transportation connectivity (e.g. cross-access) is part of any new redevelopment or development on Route 22.
- Enhance Whitney Road with traffic calming and streetscape elements that build on the Lake and park.
- Implement transportation safety improvements on Route 22 and at key intersections (see Chapter 4 for detail).

Figure 5.2 and 5.3



\$	May be funded within budget cycle; typically routine, in-house implementation.
\$\$	Requires future budget planning or inclusion in the capital plan.
\$\$\$	Requires external funding, such as grants, private partnerships, and/or consultant support.
\$\$\$\$	Large-scale, complex projects requiring multiple funding sources and/or consultant support.

5 · Corridors & Special Area Plans

Strategy 5B Focus on developing key opportunity areas along the Route 12 corridor as catalysts for additional redevelopment and public and private investments.

Lead Village of Lake Zurich (Community Development Department)

Partners Property Owners, Developers, IDOT

Connected Concepts Economic Development, Community Design

Potential Funding Village Budget, Grant Opportunities

Priority Actions

Explore Development Opportunities & Annexation Potential \$

- Use the annexation considerations to guide the Village's decision-making around potential annexation of North Rand Road properties.
- Proactively reach out to developers who may be interested in one or more of the North Rand Road sites.
- For larger sites (e.g. Mt. St Joseph, North Rand/Miller Road), encourage for a master planned development that could provide the Village with a variety of housing options, integrated open space and natural features, and other public amenities and benefits.
- If properties are annexed, consider establishing a TIF District along North Rand Road to establish funds for public infrastructure improvements in the area.

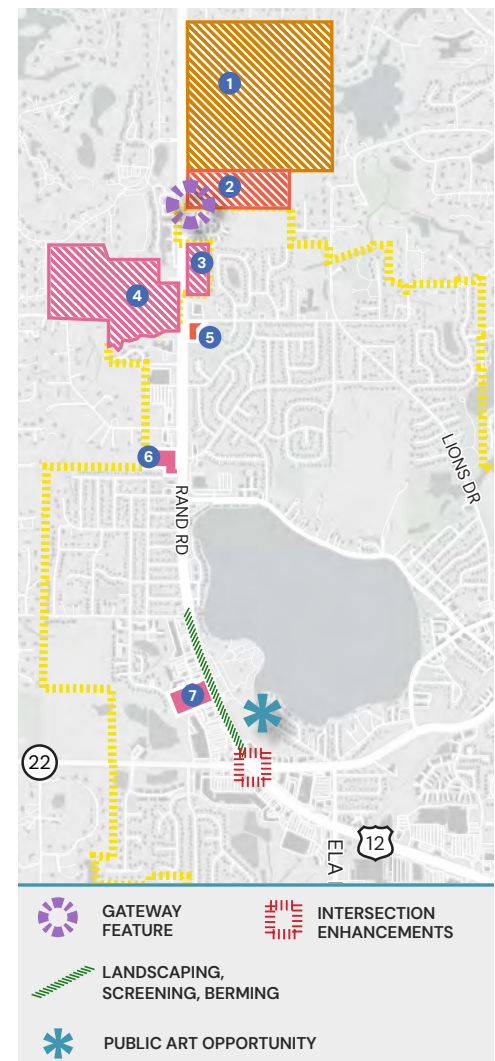
Engage with Developers & Businesses \$

- Host a developer engagement event to promote and discuss infill development sites and opportunities.
- Actively seek out developers for vacant or underutilized parcels along the corridor (see Figure 5.4 and 5.5) and encourage them to use this plan's design guidelines (Chapter 1) and site suggestions (Chapter 5) to create attractive, high-quality developments.
- Work with the property owner to recruit a development for 225 S. Rand Road (former KMart property) that takes advantage of its proximity to Paulus Park.
- Work with existing businesses and consider incentive programs that encourage property enhancements.

Pursue Streetscape & Transportation Enhancements \$\$-\$\$\$

- Highlight and activate Paulus Park's street frontage along Route 12.
- Using the comprehensive plan as a starting point, prepare a detailed streetscape plan for Route 12 that identifies locations and designs for: gateway and wayfinding signage, decorative lighting, landscaped medians and parkways, native plantings, green infrastructure, and public art opportunities.
- Budget for streetscape improvements. Where possible, partner with IDOT to incorporate streetscape improvements alongside any planned roadway projects.
- Implement transportation safety improvements on Route 12 and at key intersections (see Chapter 4 for detail).

Figure 5.4



\$	May be funded within budget cycle; typically routine, in-house implementation.
\$\$	Requires future budget planning or inclusion in the capital plan.
\$\$\$	Requires external funding, such as grants, private partnerships, and/or consultant support.
\$\$\$\$	Large-scale, complex projects requiring multiple funding sources and/or consultant support.

6 · Sustainability

Strategy 6A

Continue and expand sustainability efforts that educate, engage, and encourage Lake Zurich residents and property owners to make environmentally-friendly choices.

Lead	<i>Village of Lake Zurich (Community Development/Public Works)</i>
Partners	<i>Planning & Zoning Commission, Ancient Oaks Foundation, County</i>
Connected Concepts	<i>Community Design, Mobility & Accessibility</i>
Potential Funding	<i>Village Budget, Grant Opportunities</i>

Priority Actions

Continue Ongoing Sustainability Initiatives \$-\$\$

- Expand existing efforts towards community education about sustainability programs to reach even more residents and encourage wider participation in Village-led programs.
- Build on the success of Lake Zurich's Green Electric Community Choice Aggregation Program by increasing participation from new residents and businesses.
- Continue progress towards securing Lake Michigan Water and educating the public on reducing water usage.
- Continue to add electric vehicle charging stations at highly visited Village-owned facilities.
- Continue efforts to encourage active transportation modes (walking, biking, and transit). See Chapter 4: Mobility & Accessibility.
- Continue to preserve wetlands and ensure that new development is designed with respect to wetland areas.

Consider New Sustainability Policies \$

- For any redevelopment or new development in the Village, encourage applicants to use this plan's Design Guidelines (Chapter 2), which includes guidelines for Green Infrastructure and Sustainability.
- Explore adoption of a Village-supported Green Building Permit Program, that provides incentives to owners and builders using sustainable building practices (e.g. LEED Certified buildings).

Collaborate with Community Partners \$

- Establish partnerships with local community organizations to engage resident volunteers and accomplish sustainability-focused projects (e.g. partnering with the Ancient Oaks Foundation on wetland or habitat restoration projects, buckthorn removal, community gardens, tree planting, etc.).
- Pursue a community outreach effort to identify potential locations and volunteers to lead community gardens.

Enhance Stormwater Management Village-wide \$-\$\$

- Conduct an assessment of impervious surfaces across the Village and areas prone to flooding, as a first step before identifying locations for new green infrastructure (i.e. rain gardens, native landscaping, bioswales, pervious pavers, trees, etc.).
- Create and distribute information to property owners about the use of native plantings, rain gardens, bioswales, rain barrels, and other alternative capture systems.
- Identify Village-owned land and other areas that can accommodate new trees and create a schedule for planting.
- Consider establishing enforcement mechanisms for property owners that are not maintaining detention basins.
- Consider providing incentives for private property owners and developers that use permeable materials and stormwater best management practices.

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\$\$	Requires future budget planning or inclusion in the capital plan.
\$\$\$	Requires external funding, such as grants, private partnerships, and/or consultant support.
\$\$\$\$	Large-scale, complex projects requiring multiple funding sources and/or consultant support.

6 · Sustainability

Strategy 6B

Continue communications and community-wide education about the recreational and environmental functions of the Lake.

Lead	<i>Village of Lake Zurich (Community Development/Public Works)</i>
Partners	<i>Lake Property Owners Association, US Army Corps of Engineers, Local Businesses</i>
Connected Concepts	<i>Community Design, Mobility & Accessibility</i>
Potential Funding	<i>Village Budget, Grant Opportunities</i>

Priority Actions

Collaborate with Lake Property Owners \$-\$\$

- Continue ongoing coordination between the Village and Lake Property Owners Association to maintain communications and discuss issues and opportunities relating to the Lake and areas around it (e.g. water levels, shoreline stabilization).
- Collaborate with lake property owners to explore opportunities that enhance community-wide enjoyment of the Lake while providing added benefits to property owners. Potential ideas include the Lake Loop shared-use pathway (See Chapter 4), which presents opportunities to bury utility lines to enhance aesthetics and accessibility.

Maintain the Lake as an Important Natural Resource \$-\$\$\$

- Continue to monitor and conduct shoreline and streambank stabilization projects.
- Explore costs and funding opportunities for a comprehensive evaluation and study of the Lake's watershed function.
- Promote community-wide education of the Lake as an environmental resource, acknowledging the balance of recreational aspects and rights of privately-owned properties on the Lake.



The annual Purple Plunge charity event makes use of the Lake in winter, as participants plunge into icy waters to raise funds for cancer patients and their families. Organized by a local non-profit, the event is unique to Lake Zurich and makes use of the community's namesake asset to bring people together for a good cause. Opportunities for additional lake-oriented events could have an environmental focus, geared towards supporting the Lake as an ecosystem and raising funds and/or awareness of local sustainability initiatives



8

Appendix



APPENDIX

Supporting Plan Materials & Documentation

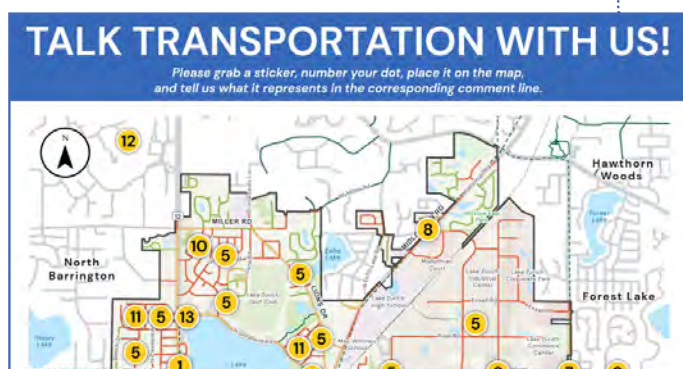
Below is a virtual library that links to valuable resources, data analysis and materials that were prepared and presented throughout the planning process. Please review, reference and cite these documents as relevant to support future grant pursuits, follow-up planning initiatives, and other implementation-related endeavors.

Community Engagement & Analysis

- [Community Conditions Analysis](#)
- [Farmers Market Pop-Up Summary](#)
- [Community Workshop Summary](#)
- [District 95 Student Focus Group](#)
- [Community Visioning Poll Results](#)

Steering Committee Presentations

- [PZC Meeting #1](#)
- [PZC Meeting #2](#)
- [PZC Meeting #3 \(Public Hearing\)](#)
- [Lake Zurich Website \(Zoning, Municipal Code\)](#)



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Lake Zurich Together Comprehensive Plan
Building on our Success, Shaping a Brighter Future

UNANIMOUSLY ADOPTED BY THE LAKE ZURICH VILLAGE BOARD ON MARCH 17, 2025