SCOPE OF WORK

Revitalization Strategies for East Grand Avenue, Gurnee IL
Technical Assistance Panel

ULI Chicago will conduct a Technical Assistance Panel (TAP) to develop revitalization strategies for the half mile stretch East Grand Avenue Gateway Corridor between U.S. Route 41/Skokie Boulevard and Green Bay Road in Gurnee. The TAP will seek to answer the following questions posed by the Village of Gurnee:

1. What are the opportunities to create a unique identity for East Grand Avenue and to enhance its potential for becoming a local/neighborhood destination? How can the corridor build on the strengths of its current businesses? What is the likely trade area for East Grand Avenue?

2. What is the most appropriate mix of uses for the East Grand Avenue corridor? What are the best retail sites along the corridor and what type of retail uses would be most successful in these locations?

3. What is the highest and best use for the two adjacent sites (3545-3575 Grand Avenue and 3521-3535 Grand Avenue) currently on the market for sale? What is the potential for a new grocery use on these sites?

4. What role can the Village play in building a healthy East Grand corridor that maximizes the benefits for business owners and residents? Is there a need for financial incentives to catalyze redevelopment, and if yes, what are possible funding sources?

5. What are the opportunities for collaborating with the City of Waukegan, located immediately to the east?