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City of Crystal Lake

Press Release

2017 Brings Business Reinvestment to Crystal Lake

New Year, New Look.

Plans are underway for multiple building façade renovations and improvements by major chains throughout Crystal Lake. Businesses such as Culvers, Outback Steak House and Burger King, all well known restaurant chains, have submitted plans to refresh their façades, reinvesting in the Crystal Lake market. In addition to these restaurants, Country Inn and Suites is also planning an exterior face-lift at their Crystal Lake location. Business investment in exterior enhancements not only enhances Crystal Lake but helps the community remain an attractive place to live and work. Additionally, reinvestment is often the spark that ignites change, many times attracting additional growth and development to the area.

Business	Improvement
Outback Steak House 4751 Northwest Highway	Exterior Façade redesign with stone and accent paint for a more natural exterior finish. 
Country Inn and Suites 600 Tracy Trail 	Redesign to update exterior with earth tones and new covered drop-off, new veranda and pergola. 
Culvers Restaurant 501 Pingree Road	Modifications to the façade to earth tone stains and paint. Plans include painting trim and staining portions of the brick neutral shades.

Burger King 250 Virginia Avenue & 855 E. Terra Cotta Avenue	Modifications to the drive-thru and exterior façade at both Crystal Lake locations which includes the addition of stone and cedar finishes. 

(End)

FOR IMMEDIATE RELEASE