City of Crystal Lake

MEDIA RELEASE

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Date: July 11, 2025

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New National and Regional Businesses to Join Crystal Lake's Water's Edge Development

Crystal Lake, IL – July 11, 2025 — The City of Crystal Lake is pleased to unveil the first wave of commercial tenants set to open at the highly anticipated Water's Edge development, a dynamic new hub located along Northwest Highway in the heart of Crystal Lake's thriving commercial corridor.

Leading the lineup is First Watch, a nationally recognized daytime café known for its chef-driven breakfast, brunch, and lunch offerings made with fresh ingredients. Joining First Watch is BBQ King Smokehouse, a regional favorite bringing bold, smoky flavors and a curated selection of craft beers to the area.

Adding a sweet note to the development is Menchie's Frozen Yogurt, a family-friendly dessert spot offering a wide variety of self-serve frozen yogurt flavors and toppings. Rounding out the initial tenant list is America's Best Contacts & Eyeglasses, a national eyewear boutique providing affordable vision care, stylish frames, and comprehensive eye exams.

“This is an exciting milestone for the Water’s Edge development and for the Crystal Lake community as a whole,” said City Mayor Haig Haleblian. “These new businesses reflect the vibrant, family-friendly, and forward-looking spirit of our city, and we look forward to welcoming residents and visitors alike to enjoy everything they have to offer.”

Water’s Edge is positioned to become a cornerstone of Crystal Lake’s continued commercial growth, offering a mix of dining, retail, and service-based tenants with convenient access and high visibility. The development is expected to attract additional businesses as construction progresses. The City will continue to announce future tenants as they are confirmed, with openings anticipated to begin in 2026.

For more information on business updates and opportunities, visit www.ClearlyCrystalLake.com.

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