



# Roosevelt Road Corridor Plan



# Tonight's Agenda

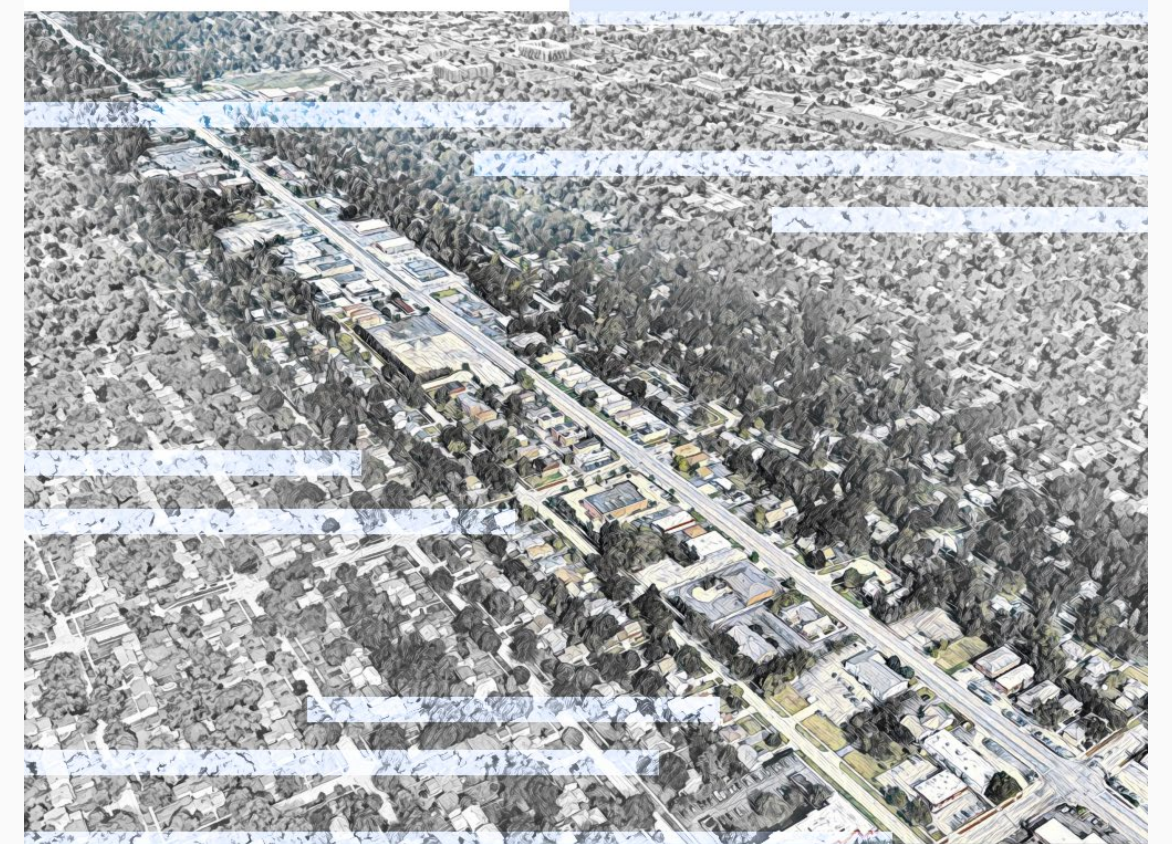
## Community Input Session

- I. Purpose of the Roosevelt Road Corridor Plan
- II. Sector Three Review
- III. Sector Four Review



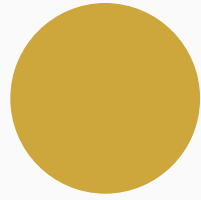
### ROOSEVELT ROAD CORRIDOR PLAN

City of Wheaton, IL



**DRAFT**

UPDATED  
09.2021



# General reminder.

---

We are here to listen and get the community's input.

---

We hope that everyone has had the opportunity to review the Draft Plan posted on the City's website in advance of this meeting. The revised draft intends to advance a vision for future development along the Roosevelt Road Corridor that is supported by the community, responsive to existing conditions and emerging trends, and in alignment with the community's values.



We want to hear what you think about the Plan, and we want to ensure that everyone who wishes to comment feels comfortable and is afforded an opportunity to do so. As such, we kindly request that all comments and questions remain civil, constructive, and concise. Thank you!

# Purpose of the Roosevelt Road Corridor Plan

---

I

## ✓ Refine the City's Vision for Roosevelt Road.

A vision for Roosevelt Road was last established in the City's 1999 Comprehensive Plan. Since then, the corridor – and the City – have changed significantly. Changes in local, regional, and national development trends suggest that now is the time to think about the future of the corridor.

## ✓ Guide Redevelopment and Reuse.

The plan is intended to address the growing obsolescence of numerous buildings along Roosevelt Road, and the importance of encouraging appropriate types of development and revitalization activity to enhance the corridor's long-term viability.

## ✓ Ensure Recommendations are Responsive, Respectful, and Effective.

The intent of the plan is to develop land use and built form recommendations that respond to market realities, respect surrounding contexts, and encourage redevelopment over time in alignment with the City's goals.



# How Has the Plan Changed?

---

There have been significant updates to reflect community feedback.

---



Boundaries have been refined.

Subarea (Sector) boundaries have been adjusted to better reflect current character, and to provide flexible guidance for future development.



Building Heights have been reduced.

Maximum building heights have been set to 35' or 40' (from a proposed 60' maximum in the previous draft). This includes current R-7 areas (which are allowed up to 75' under current zoning).



Suggested future land uses have been refined.

Proposed uses reflect an incremental expansion rather than a broad expansion. In certain sectors, suggested uses are recommended to be allowed or limited in correlation with the size of development parcels.





# How Has the Plan Changed?

---

There have been significant updates to reflect community feedback.

---



Historic structures are addressed.

Recommendations have been included to address the long-term preservation and viability of historic structures. An appendix highlighting structures 100 years of age or older along the corridor has also been included.



Two implementation strategies are presented.

The Draft now outlines two potential strategies for implementation of the Plan's vision for the corridor, including the creation of a new zoning district, or targeted amendments to the City's current regulations.



Clarification of Policy vs. Implementation.

It is now clearer within the Plan that the recommendations do not in and of themselves represent a change to the City's zoning. Regulatory language included is only a sample of what changes might look like.

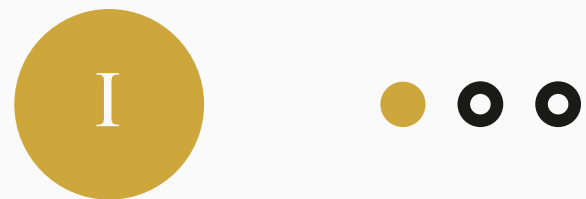


# Policy vs. Implementation



- The Community's vision for the future.
- Long-term goals, objectives, and strategies that work to advance the vision.

- Updates to development regulations that serve to enact the policies of the plan.



# Vision Statement.

“

Moving into the future, the Roosevelt Road Corridor will be an aesthetically pleasing, vibrant corridor – a welcoming gateway into the community.

The corridor will accommodate a number of new uses and development forms, creating commercial and residential opportunities where they do not currently exist, while respecting the established character of the City, and acknowledging the existing residential character both along and abutting the corridor to the north and south.

Development along the corridor will bring vitality and new opportunity for residents and businesses to come to the City, while maintaining the high quality-of-life that current residents enjoy. The Roosevelt Road Corridor will grow into a resource that is supportive of and supported by its community.

”





# Plan Goals.



Support the Roosevelt Road Corridor as a key commercial and mixed-use asset within the City of Wheaton that is able to respond to changing market conditions, help the City maintain a diversified tax base, and meet the needs of both Wheaton residents and visitors.



Improve the visual appearance of the Roosevelt Road Corridor, ensuring that the corridor projects a positive image of the community.



Recognize established residential areas along and abutting the Roosevelt Road Corridor, helping to maintain a high quality-of-life for residents.

# Land Use Recommendations

## RRCP

- ✓ To communicate the Plan's land use recommendations, the Roosevelt Road Corridor has been divided into four sectors from west to east.

- ✓ Within each sector, land is shaded with a blue color that varies in intensity, representing the recommended "intensity" of land uses within each area.

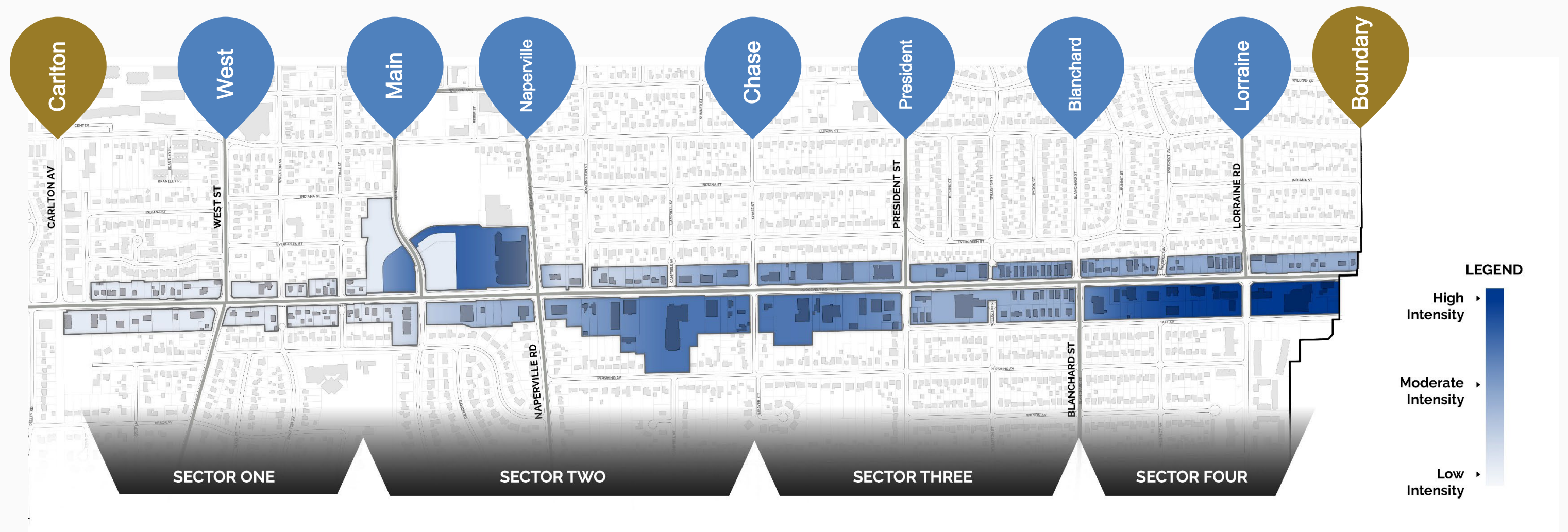
Most Intense

Least Intense



# Land Use Recommendations

RRCP



# Land Use Recommendations

## RRCP

✓ The recommendations offer guidance, yet provide the City with flexibility to address alternative land uses and development forms that may emerge in the future.

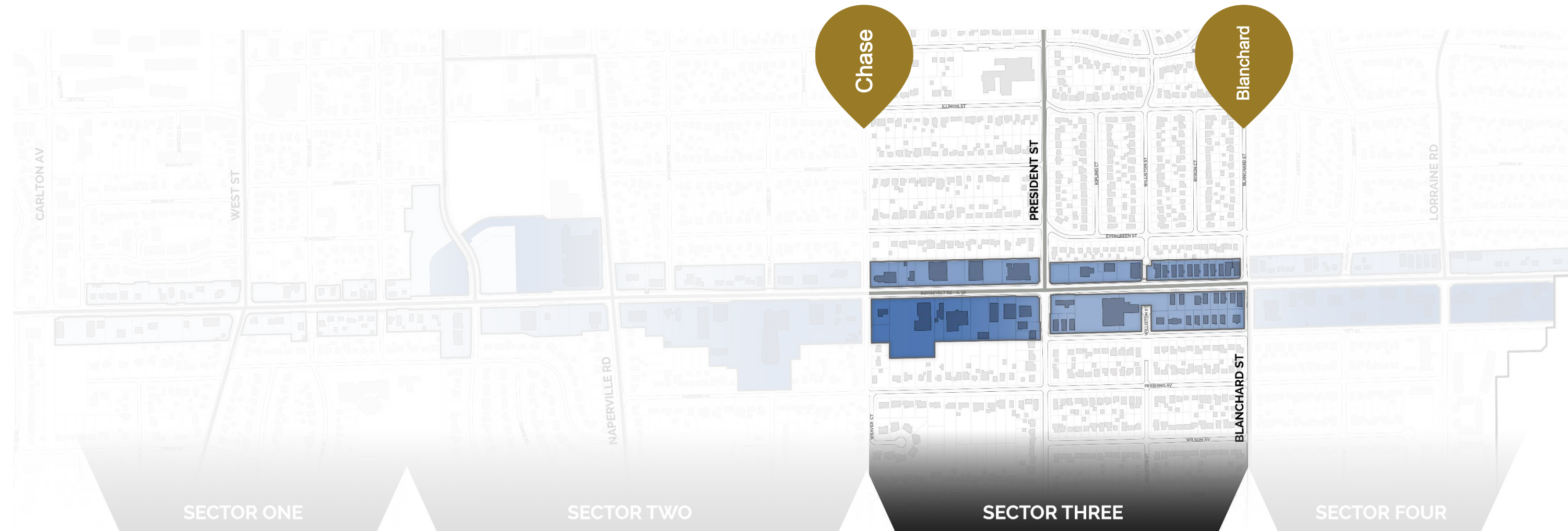
✓ The gradation of intensity acknowledges the great variety in form, size, building placement, and uses that are present along Roosevelt Road. These factors are all used to inform the recommendations for any given sector of the corridor.



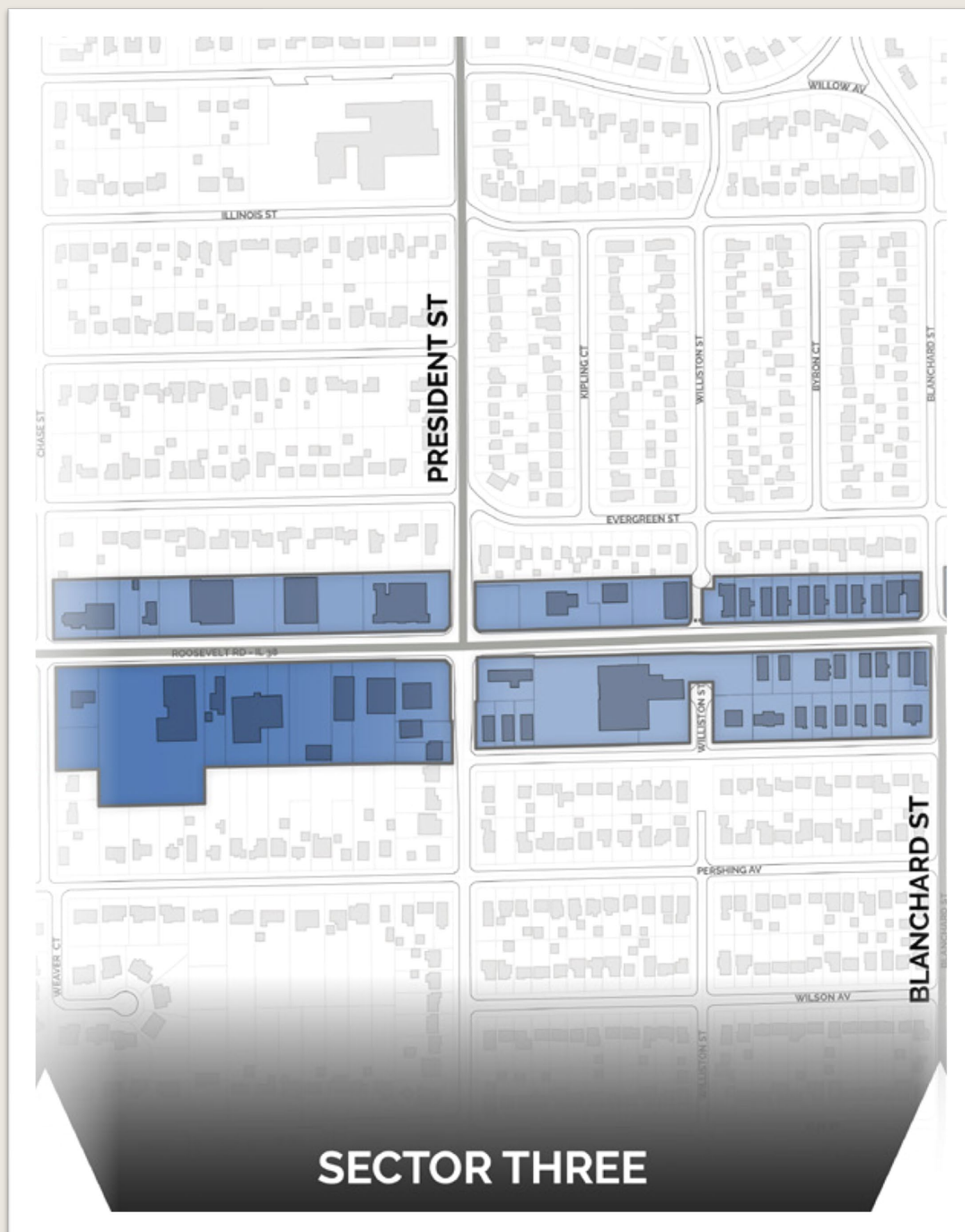
# Sector Three

II

Moderate Intensity







Sector Three is characterized by predominantly larger parcels to the south, and shallower parcels to the north.

Parcels on both sides are adjacent to residential neighborhoods.

Larger parcels may be able to handle new development of moderate intensity, given the prevalence of current C3 zoning in this area.

By creating buffers and controlling setbacks, more developable area could be created.



Existing Characteristics	
Zoning Districts	C3 General Commercial, R7 Multi-Family, OR Office and Research
Use Mix (Currently Allowed) <i>Illustrative, not Exhaustive</i>	Retail, Restaurants, Fast Food, Office, Multi-Family, Residential (above the ground floor), Banks/Financial Institutions, Auto-repair, Gas Stations, Drive-Throughs
Maximum Building Height	C3: 40 Feet, R7: 75 Feet, OR: 35 Feet (Small Lot Standard)
Minimum Front Setback	20 Feet
Minimum Rear Setback	<b>Abutting nonresidential:</b> 10 Feet <b>Abutting residential:</b> 15 Feet
Future Land Use Characteristics	
Use Mix* (Proposed) <i>Illustrative, not Exhaustive</i>	Similar to Existing C3 and R7: Office, Residential (above the ground floor), Retail, Service, Restaurants, Multi-Family, Banks/Financial Institutions <b>NO:</b> Auto Repair, Gas Stations
Maximum Building Height	40 Feet
Minimum Front Setback	0 – 20 Foot Build-to Zone (building must locate within 20 feet of front lot line)
Minimum Rear Setback	<b>Abutting nonresidential:</b> 15 Feet <b>Abutting residential:</b> 30 Feet

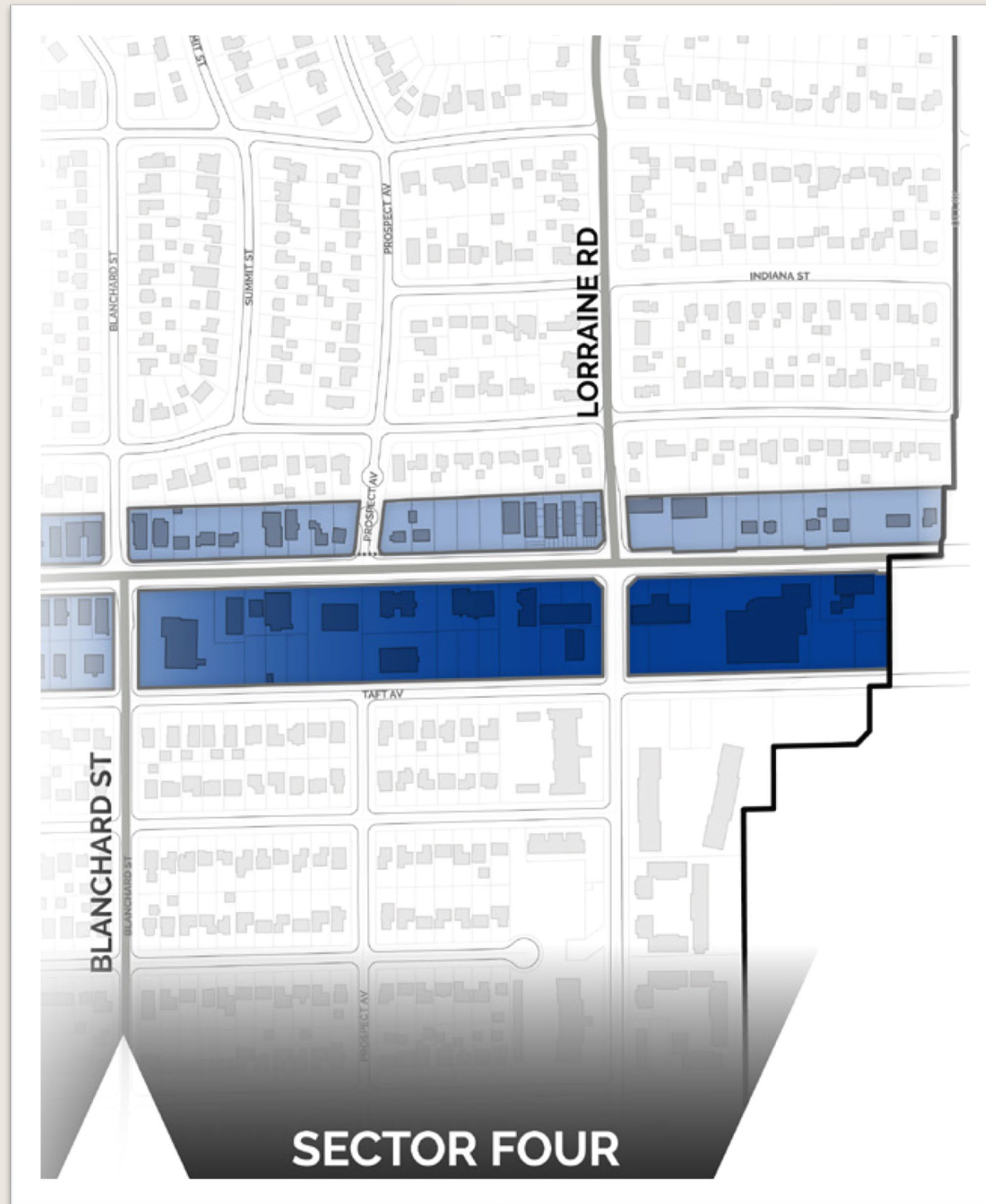
# Sector Four

III

Moderate ~~High~~ Intensity







Sector Four contains large parcels to the south, often occupying the width of the full block; these could accommodate more intense commercial uses.

Shallower lots to the north, directly adjacent to residential neighborhoods will require additional consideration to mitigate potential impacts on the residential uses.

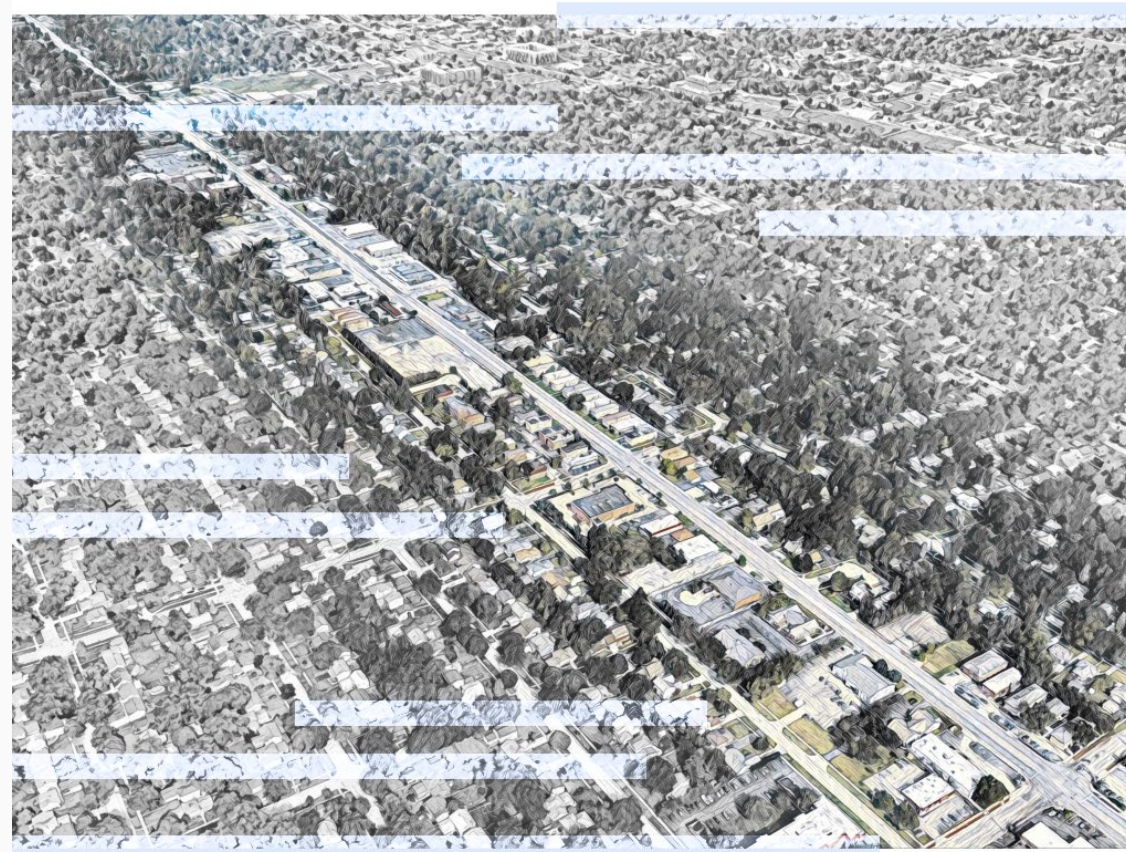
New development within this sector could accommodate a broad range of retail, service, and larger automobile-oriented sales and service uses.

Existing Characteristics	
Zoning Districts	C3 General Commercial, R7 Multi-Family, OR Office and Research
Use Mix (Currently Allowed) <i>Illustrative, not Exhaustive</i>	Retail, Restaurants, Fast Food, Office, Multi-Family, Residential (above the ground floor), Banks/Financial Institutions, Auto-repair, Gas Stations, Drive-Throughs
Maximum Building Height	C3: 40 Feet, R7: 75 Feet, OR: 35 Feet (Small Lot Standard)
Minimum Front Setback	20 Feet
Minimum Rear Setback	Abutting nonresidential: 10 Feet Abutting residential: 15 Feet
Future Land Use Characteristics	
Use Mix* (Proposed) <i>Illustrative, not Exhaustive</i>	Similar to Existing C3: Office, Residential (above the ground floor), Retail, Service, Restaurants, Banks/Financial Institutions, Auto Repair, Gas Stations, Drive-Throughs
Maximum Building Height	40 Feet
Minimum Front Setback	25 Feet
Minimum Rear Setback	Abutting nonresidential: 15 Feet Abutting residential: 30 Feet



**ROOSEVELT ROAD**  
**CORRIDOR PLAN**

City of Wheaton, IL



**DRAFT**

UPDATED  
09.2021

# Comments Welcome!

---