



*What* do you want  
Downtown  
Wheaton  
to be?

## DOWNTOWN WHEATON STRATEGIC PLAN & STREETSCAPE PLAN



## AGENDA - FEBRUARY 28, 2013

- 7:00 – 7:10: Open House Period
- 7:10 – 7:30: Presentation
- 7:30 – 8:00: Keypad Polling
- 8:00 – 8:30: Dot Exercise





# AGENDA - FEBRUARY 28, 2013


- Purpose of the Plan
- Review of Public Input to Date
- Review Analysis and Draft Recommendations
- Schedule and Review of Next Steps
- Questions



## PURPOSE OF THE PLAN

- Define Opportunities for Economic Development
- Develop a Streetscape Plan
- Preserve Community Character
- Address Sustainability
- Strategic Plan for Future Investment and Development



 See How It Works.

[SIGN IN](#) [JOIN](#)

# Wheaton • Illinois

The City of Wheaton and Design Workshop are using this online town hall to gather citizen input on the economic development of Downtown. On this website, you can submit new ideas, second ideas you agree with, and leave feedback on different topics. The Design Workshop consultant team will be using your comments and ideas to shape the Downtown Wheaton Strategic Plan and Streetscape Plan.

LATEST IDEAS

- » Rise Above Flooding
- » Calliope Downtown Performances
- » How Many Traffic Lights ?
- » Only 1 Gateway to Downtown Wheaton ?
- » Include current technology warning lights for bike riders.

[SIGN UP NOW!](#)  
Share your ideas today!

*What* do you want Downtown Wheaton to be?

HELLO!

Select Language

Powered by Google Translate

PROJECT DETAILS


» About the Project

The City of Wheaton will hold a Visioning Session with the public in September to gain input concerning the goals for Downtown over the next few decades and to help form a vision for the future of Downtown.

The session will be held on Tuesday, September 18th from 7 PM to 9 PM at the Margaret Adams Dunston Auditorium - DuPage Historical Museum, 102 E. Wesley Street Wheaton, Illinois.

For more information about the Downtown Wheaton Strategic Plan and Streetscape Plan, please contact Jim Kozik, Director of Planning for the City of Wheaton, at (630) 260-2008 or by email at [jkozik@wheaton.il.us](mailto:jkozik@wheaton.il.us).


FEATURED IDEA SUBMISSION



## How could Downtown streets be improved?

What ideas do you have to improve the look and feel of the streets that run through and near Downtown Wheaton?

[Submit Your Ideas](#)

 44 Days Remaining  
14 Ideas Submitted





## DIGITAL ENGAGEMENT

- 96 ideas generated to date
- 105 participants
- See display board for specific input

The screenshot shows a digital engagement website titled "What Downtown Wheaton to be?". The header includes a "Submit Your Ideas" button and a countdown timer showing "44 Days Remaining" and "9 Ideas Submitted". Below the header, there are filters for "TOPICS" (RANDOM, NEWEST, POPULAR). The main content area lists four topics with their respective idea counts and submission dates (AUG 04 - OCT 30, 2012):

Topic	Ideas	Status
Vision for Downtown Wheaton	53	IDEA SUBMISSION
One-Way Streets	3	IDEA SUBMISSION
Bicycle and Pedestrian Connections	8	IDEA SUBMISSION
Gateways and Connections	13	IDEA SUBMISSION

Each topic entry includes a "JOIN NOW" button and a lightbulb icon. The website is framed by a green border.



***Elevate the position of Downtown Wheaton as a destination district in the western portion of the Chicago region by pursuing a number of civic improvements and regulatory changes designed to increase the capture rate of retail, office, and residential land uses in the Downtown.***



# DOWNTOWN WHEATON | DRAFT VISION

## Possible Strategies to achieve Vision:

- Festival Streets
- French Market enhancements
- Linear “Central Park” along the south side of the Metra tracks
- Upgrade streetscape and related amenities around Downtown
- Additional parking and parking management
- Enhance “Soft Programming”
- Additional development south of the tracks



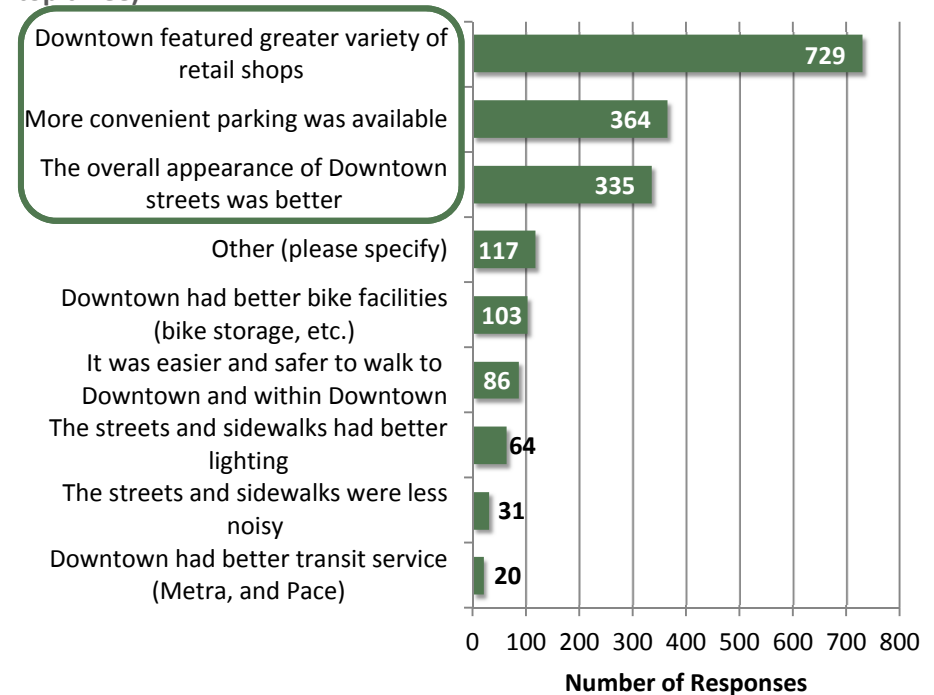


## PUBLIC INPUT | FALL 2012

- Strong desire for greater retail variety / improved tenant mix
- More entertainment and focus on restaurants
- Focus on community events / programming
- Proceed with development ideas south of the tracks to increase overall scale and position of Wheaton in suburban market

### Online Survey:

**17. I would shop or conduct business in Downtown Wheaton more often if: (Choose your top three)**



## PUBLIC INPUT | STREETSCAPE

- Desire for more streetscape amenities
  - Benches / seating
  - Shade
  - Outdoor dining
  - Community gathering places / events
- Desire to link north and south sides of tracks



## ANALYSIS | RETAIL MARKET

### Sources of growth:

- Two routes to downtown growth
- Increase population base (infill or residential growth)
- Increase capture rate (office / retail)
- Increase pool of employment
- Local-serving retail (derived from residential growth)
- Improved capture rate of local / sub-regional market
- Spin-off from Mariano's development
- Additional approx. 80,000 square feet of space, next 20 years

### Recommendations:

- Leverage public improvements to elevate position of Downtown Wheaton in the suburban market
- Pursue development, in keeping with existing scale of Downtown, south of the tracks
- Prioritize improvements over short term and long term (20+ years) in order to support development and elevate competitive position





## ANALYSIS | RESIDENTIAL MARKET

- Residential Development -- Rooftops drive retail:
  - Potential for upwards of 1,000 additional units over next 20 years
  - Townhomes, condominiums
  - Appeal to Empty Nesters, young professionals
  - Leverage appeal of Downtown / Metra to gain market share



## ANALYSIS | OFFICE MARKET

- Office Development – Sources of growth:
  - Not positioned to serve as a significant employment center (compared to I-88, Oak Brook, etc.)
  - Leverage sense of place, Downtown amenities to capture larger share of local office market
  - Potential to increase by 50,000 – 75,000 square feet next 20 years



## ANALYSIS | HOTEL MARKET

### Hotel/Lodging Opportunities:

- Potential to attract business from extended stay travelers
- Social functions drive potential demand
- Wheaton College helps support hotel market
- Recommend city continue to explore hotel possibilities in Downtown Wheaton





## ANALYSIS | TRANSPORTATION

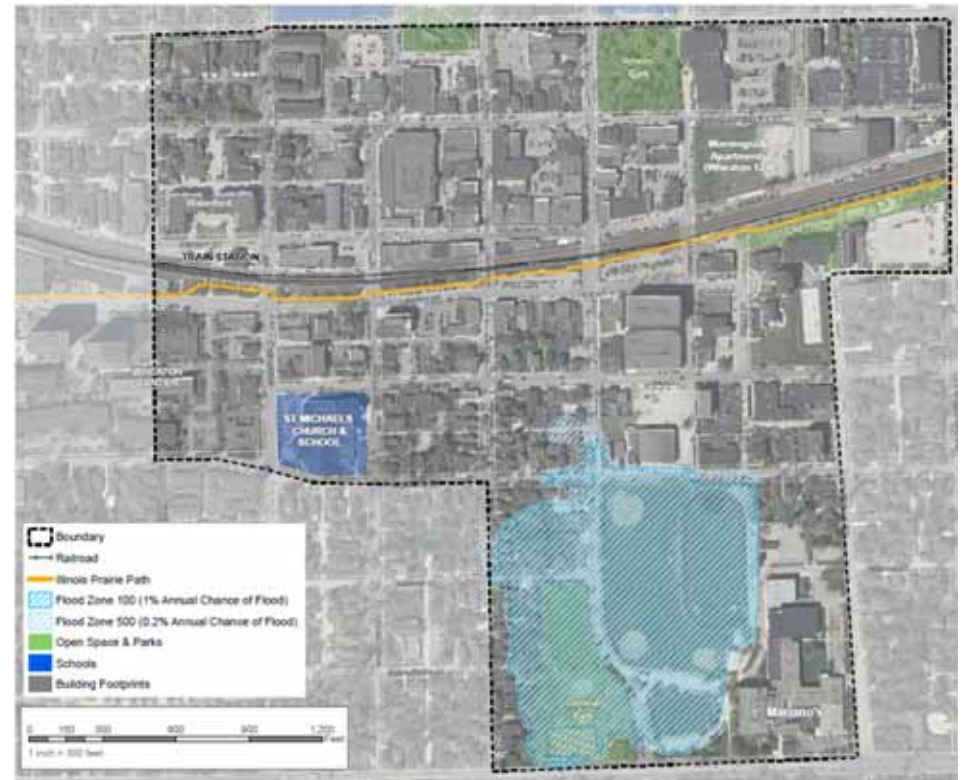
- One-way / two-way not an issue
- Limited traffic issues overall
- Issues in crossing tracks
- Change to two-way streets – unlikely
- Limited ability to “solve” Metra crossing issues for vehicles
  - Provide directional signage to existing overpass at Wesley St
  - Improve pedestrian crossing & waiting areas at all at-grade street crossings
  - Potential signal improvements at Main / Illinois



## PUBLIC INPUT AND ANALYSIS | INFRASTRUCTURE

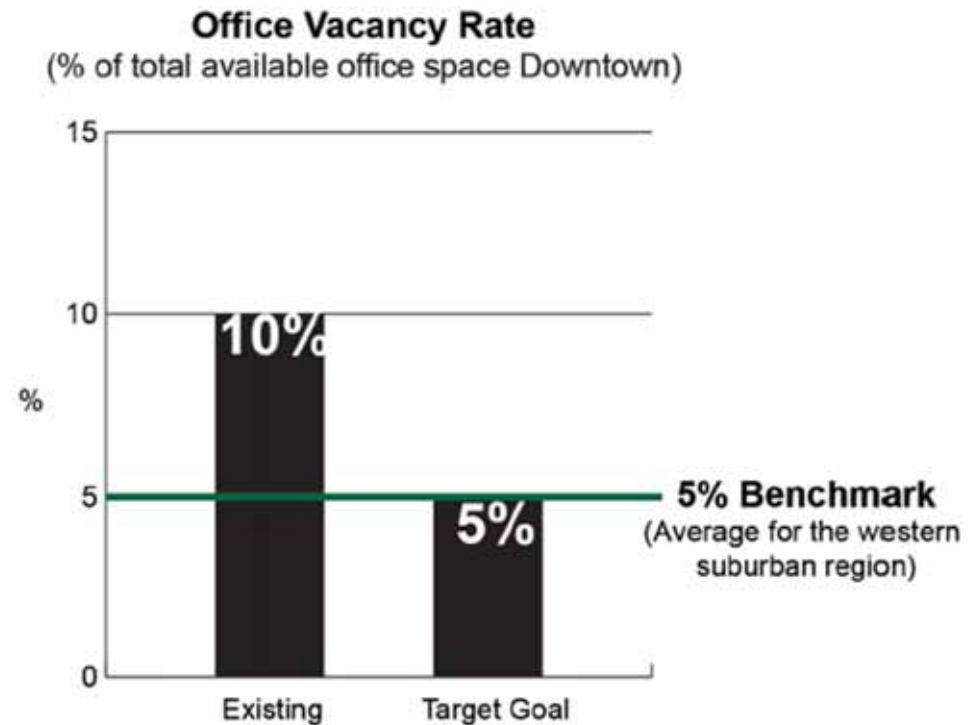
- Items external to downtown planning
  - Flooding of basements
  - Surface flooding
  - Downstream flooding
- Water Mains – Select locations as part of redevelopment or with road / streetscape improvements
- Sanitary Sewer – Select locations to repair linings and capacity issues
- Lighting – Improve with redevelopment projects, recommend moving toward LED lighting sources
- Electric / Telecom / Gas – Will need improvements with significant redevelopment. Consider relocation to underground at select locations
- Main question: Prioritization, which streets, etc.

FLOOD ZONES:



## METRICS: OVERALL FRAMEWORK

- Existing Condition
- Benchmark (Best Practice)
- Goal (as a result of this effort)
- Strategy (how do we reach our goal?)





## METRICS: COMMUNITY

- Crosswalk Distance
- Crosswalk Timing
- Sidewalk Width
- Pedestrian LOS
- Bike Facilities
- Walk Score
- Parking Utilization
- Public Space SF
- Streetscape Soft Programming

## METRICS: ENVIRONMENT

- Heat Island
- Noise
- Recycling
- Impervious Surfaces
- Tree Canopy
- Tree Benefits



## METRICS: ENVIRONMENT



**10%**

Downtown Core  
Existing Tree Canopy



**15%**

Recommended  
Tree Canopy

Property Values:

On average,  
individual  
commercial  
property values  
will increase  
annually by  
about \$300  
for each tree  
located in front  
of a property.

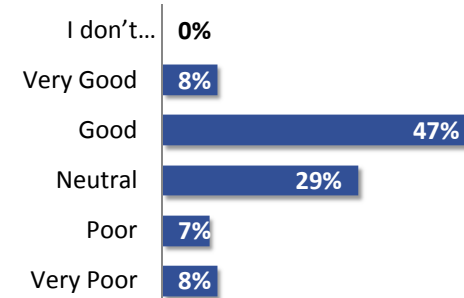


## METRICS: ART / AESTHETICS

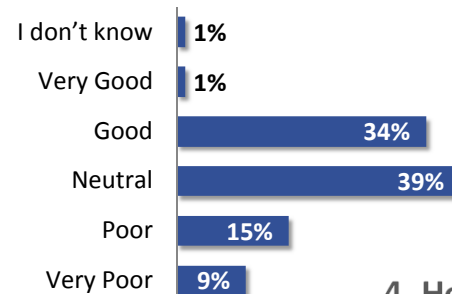
- Public art strategies
- Public perception

Public Meeting  
Responses:

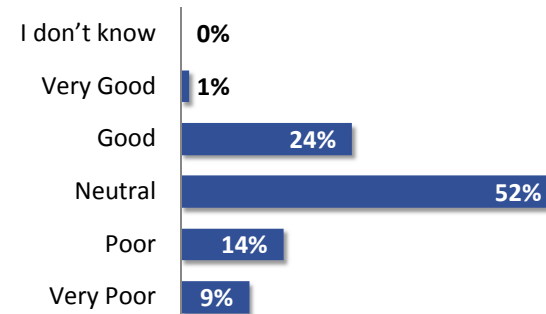
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### 3. How would you rate the appearance of the buildings in the downtown area today? (Choose one)



### 4. How would you rate the appearance of the streetscape in the downtown area today? (Choose one)





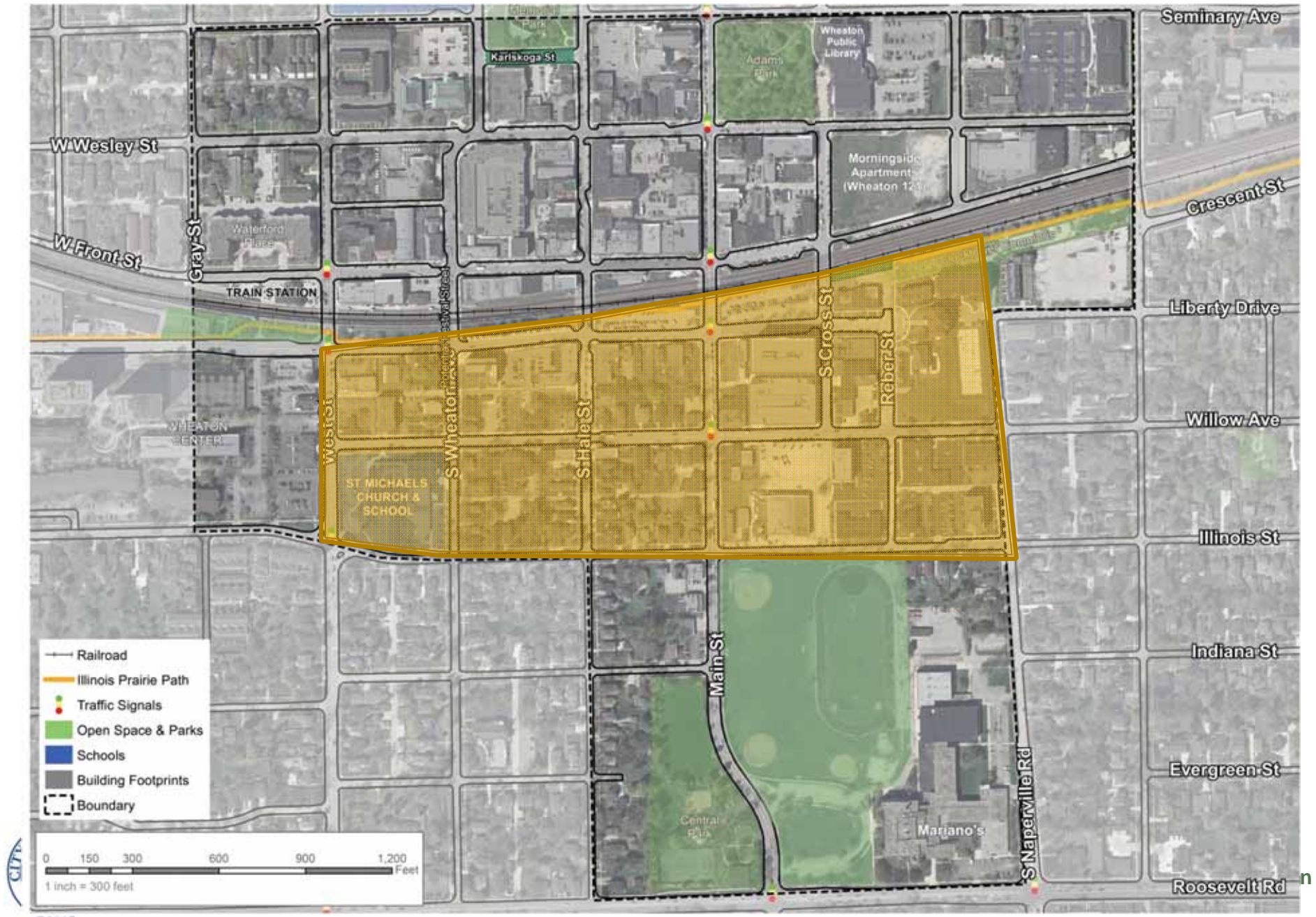
# RECOMMENDATIONS | TRANSPORTATION



RECOMMENDATIONS for transportation	Goal	Strategy	Metrics Impacted
Parking Regulation	Remove any barriers to redevelopment downtown; particularly within the area south of the railroad tracks.	Parking ratio requirements need to be lowered within the redevelopment areas south of the RR tracks. The assumption that building footprints and heights can increase is limited due to parking requirements.	Lease Rates, Public Sector ROI (sales tax, property values)
One-way Conversion	Convert Gary Street to two-way to improve access to downtown as well as connectivity and functionality within the downtown.	Convert Gary Street from one-way to two-way into downtown to discourage traffic from dissipating prior to reaching downtown.	Transportation LOS
Destination Connectivity	Improve connections between downtown and the County offices.	Input from public meeting #2	Transportation LOS, connectivity



# PARKING SOUTH OF THE TRACKS





# POTENTIAL LOCATIONS - FUTURE PARKING GARAGES



# PARKING STRATEGIES





# PARKING STRATEGIES



# RECOMMENDATIONS PUBLIC GATHERING SPACES



RECOMMENDATIONS for Public Gathering Spaces	Goal	Strategy	Metrics Impacted
Festival Streets	Create public spaces that promote community interaction and venues for downtown events.	Create "festival streets" on Hale Street, S. Cross Street and Karlskoga Ave. Improvements to include (streetscape material upgrades, parklets, street trees, street furniture, lighting, signage)	Lease Rates, Public Sector ROI (sales tax, property values), Pedestrian LOS, Soft Programming, Public Art, Heat Island, Stormwater Management, Tree Canopy, Tree Benefits
	Create public spaces that promote community interaction and venues for downtown events.	Design and build a public park along Liberty Drive between West Street and S. Cross Street.	
	Provide a physical space for an enhanced French Market.	Provide a structure within a designed Central Park. <i>*Input from public meeting #2.</i>	Soft Programming
	Develop concept designs for recommended dining/"green" alleys.	<i>*Input from public meeting #2.</i>	Soft programming, heat island, stormwater management
	Create new opportunities for small gathering spaces and outdoor dining	<i>*Input from public meeting #2.</i>	
Central Park			
Green Alleys			
Parklets or Extended Bulb-outs			



# Outdoor Dining and Gathering Strategies:

## 1. Parklets



## 2. Permanent Bulb-outs



## 4. Flex Zones

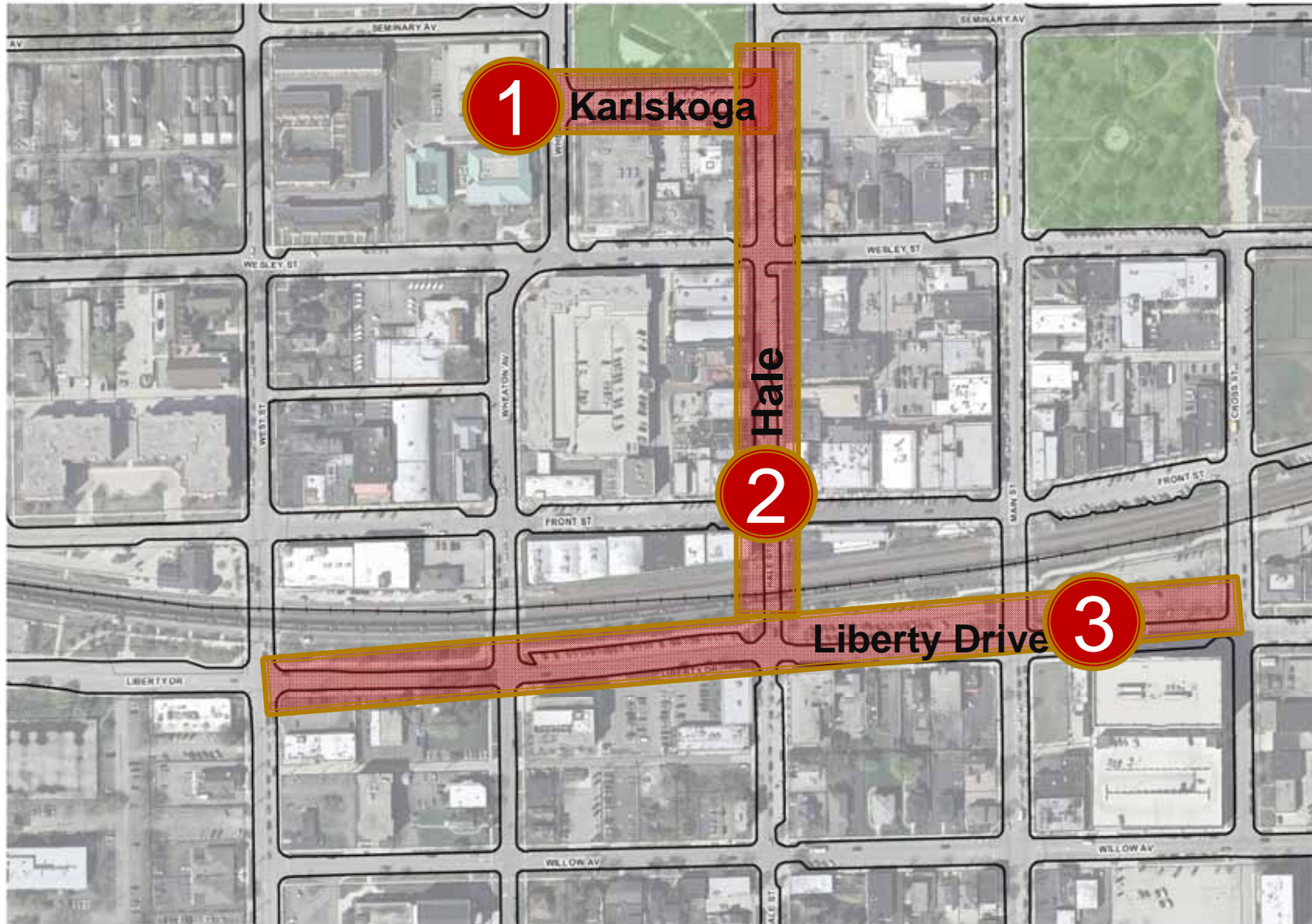


## 3. Wider Sidewalks for Dining





## Proposed Festival Streets



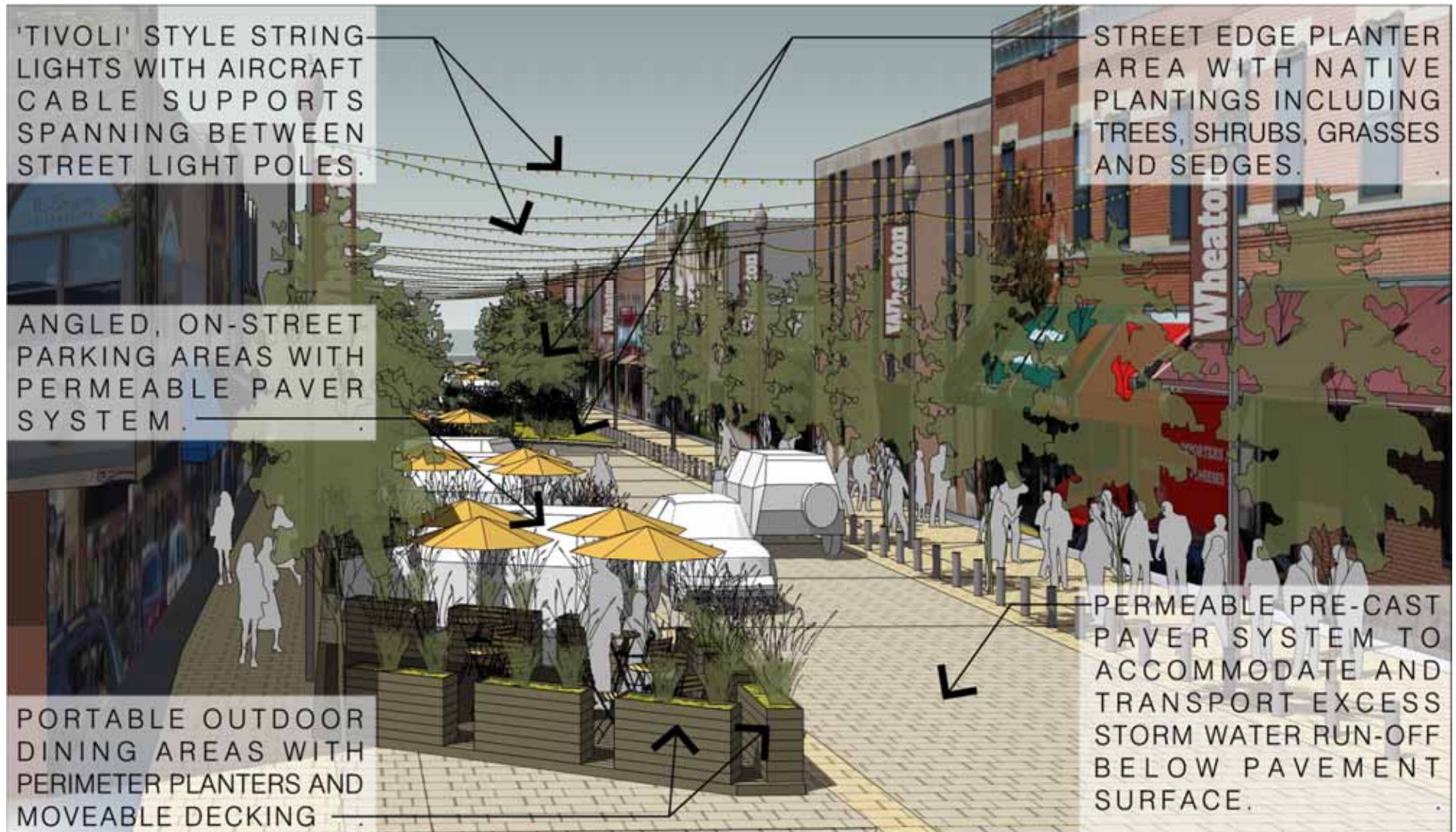


## “Parklet” Concept: HALE STREET





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## Festival Street Concept: HALE STREET

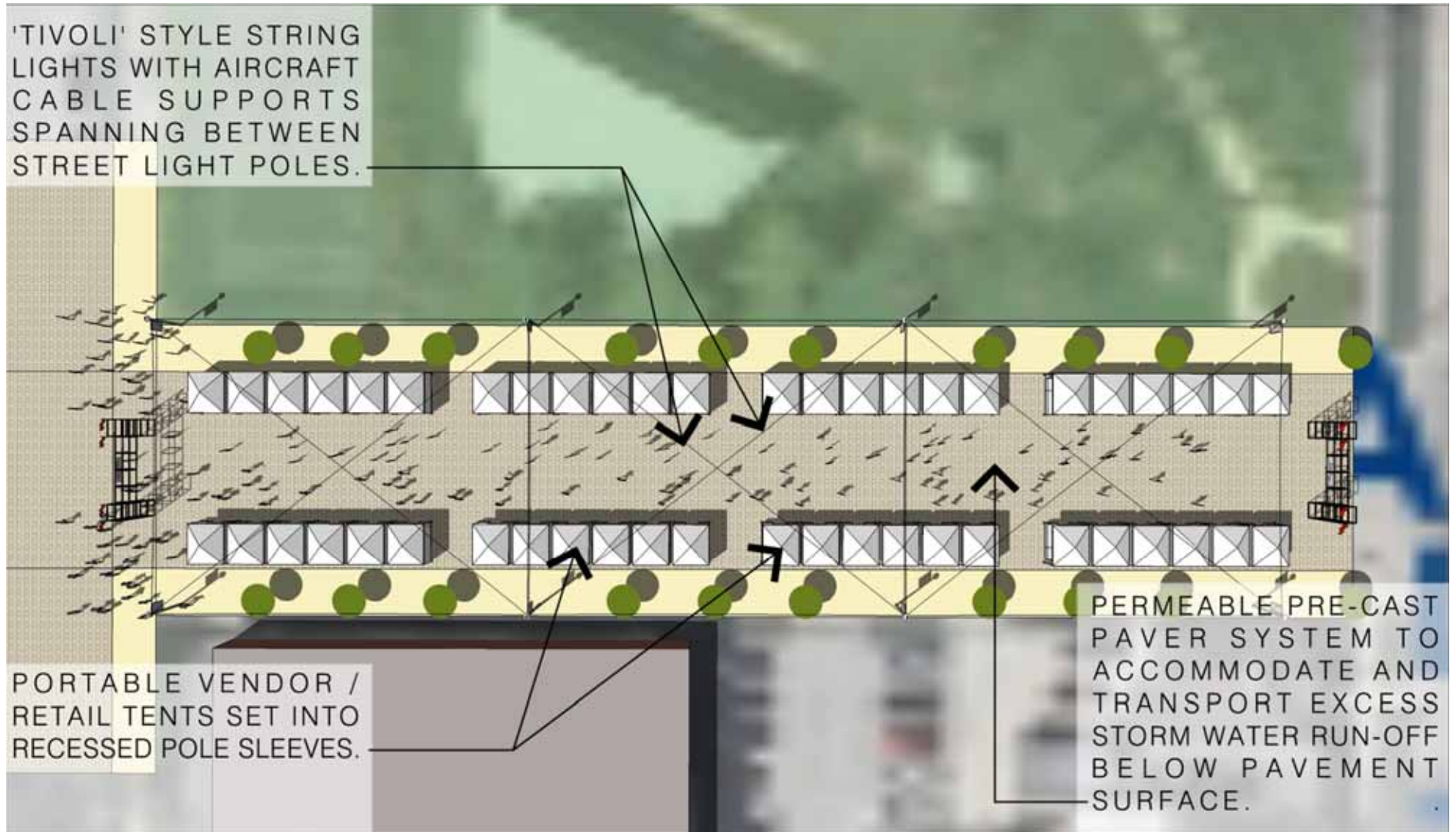


## Festival Street Concept: KARLSKOGA





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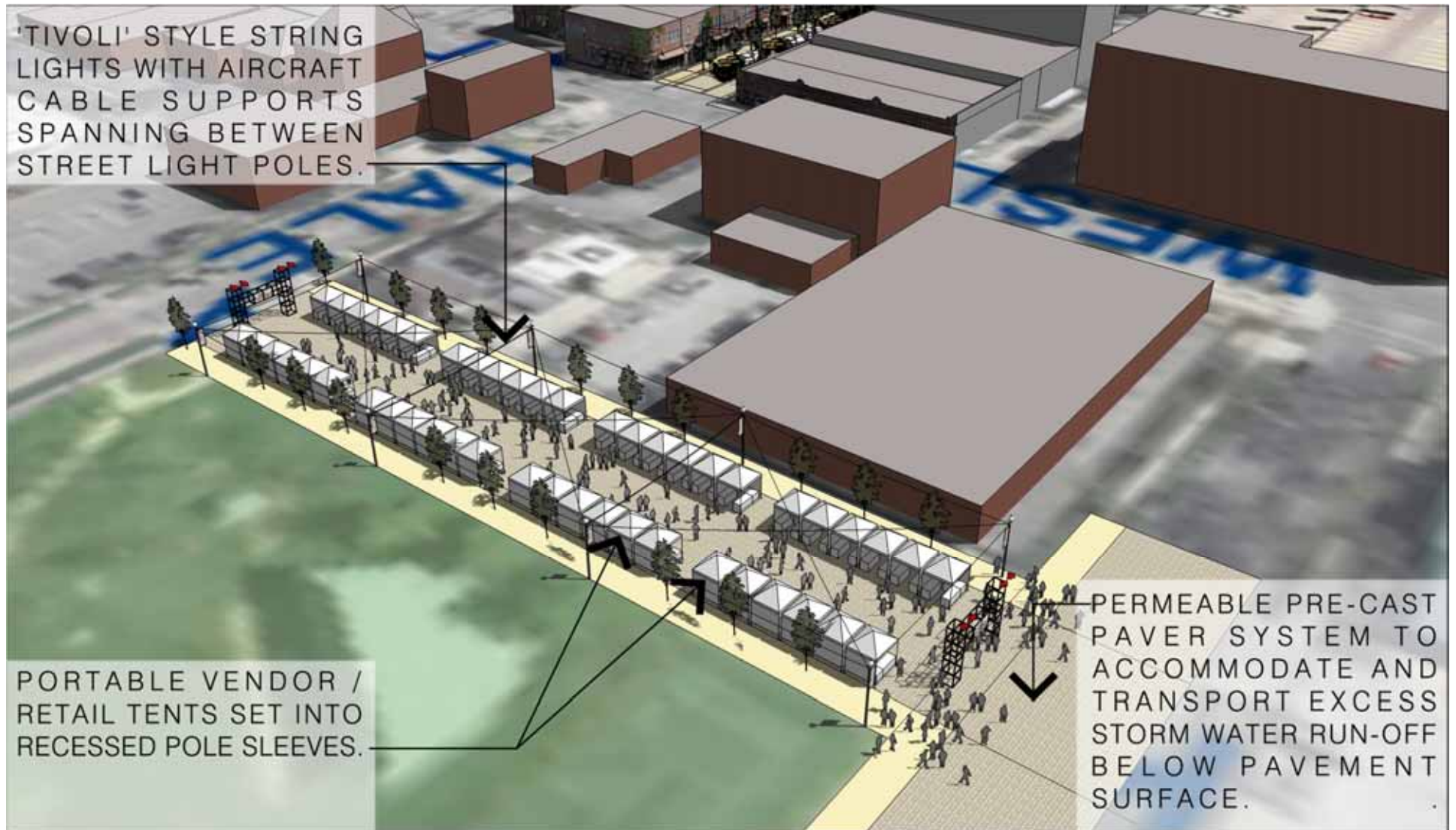


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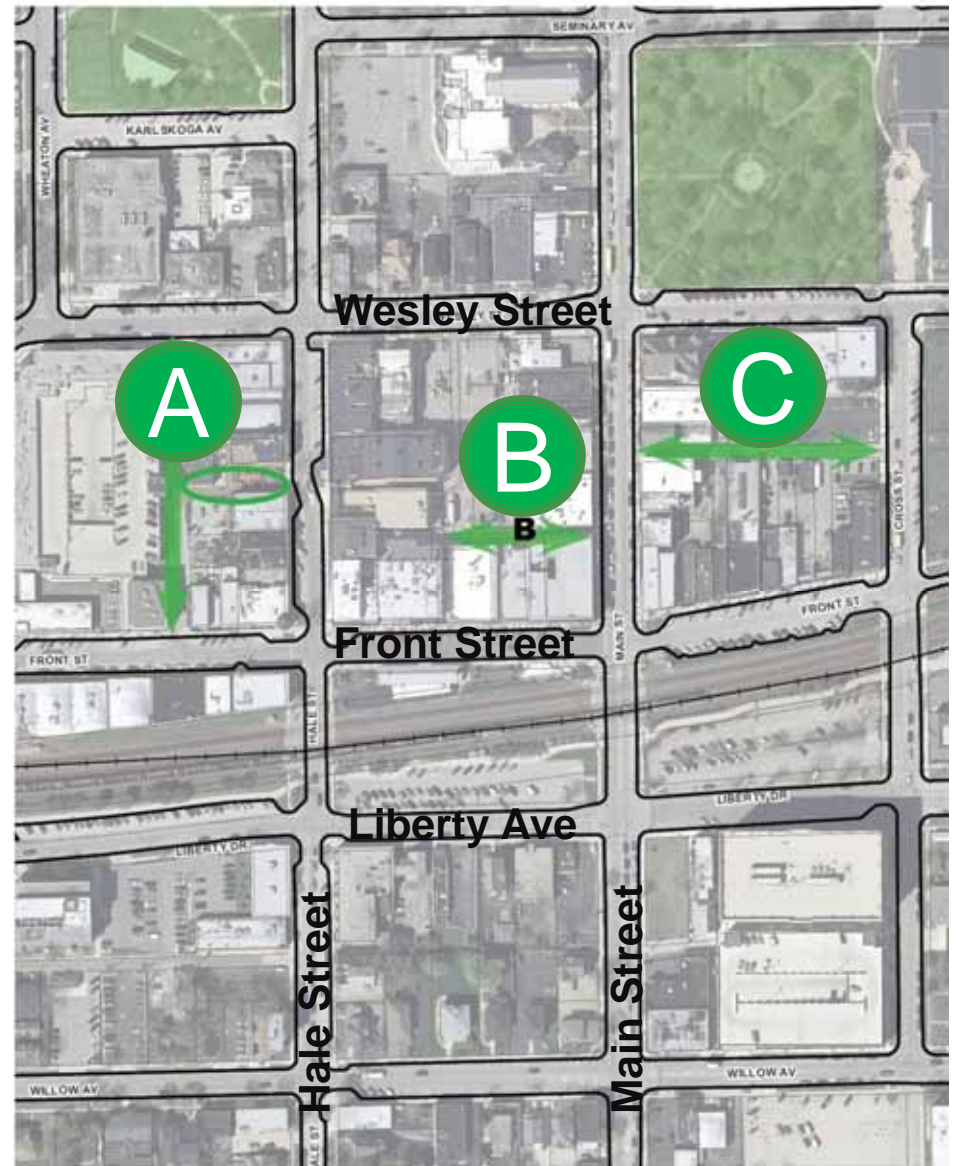


## Linear Central Park Concept:





## Green Alley Concept:



# RECOMMENDATIONS | STREETSCAPE + COMPOSITION



RECOMMENDATIONS for Streets	Goal	Strategy	Metrics Impacted
Branding + Design Family	Improve the overall aesthetic and "brand" of downtown streets, through a consistent application of a design family .	Specify a design family to include benches, lighting, trash cans, bike racks and pacing materials.	
	Develop concept designs for recommended gateway locations.	Input from public meeting #2: Roosevelt Road / Main Street, At the train station at West and Front Street, Main Street and Union Avenue, College Avenue and Wood Street	Public art
	Improve directional signage improvements to enhance way finding in the CBD.	Provide directional signage to existing overpass at Wesley St	
Bicycle Connectivity	Implement the Wheaton Bicycle Plan, with additional connections.	Implement shared lane markings along West Street and the western portion of Liberty Drive. Add signed bike routes to Liberty Drive and Main Street.  In addition, implement east-west connections on Front Street and Wesley Street.	bicycle facilities





## Green Streets / Bike Boulevards:

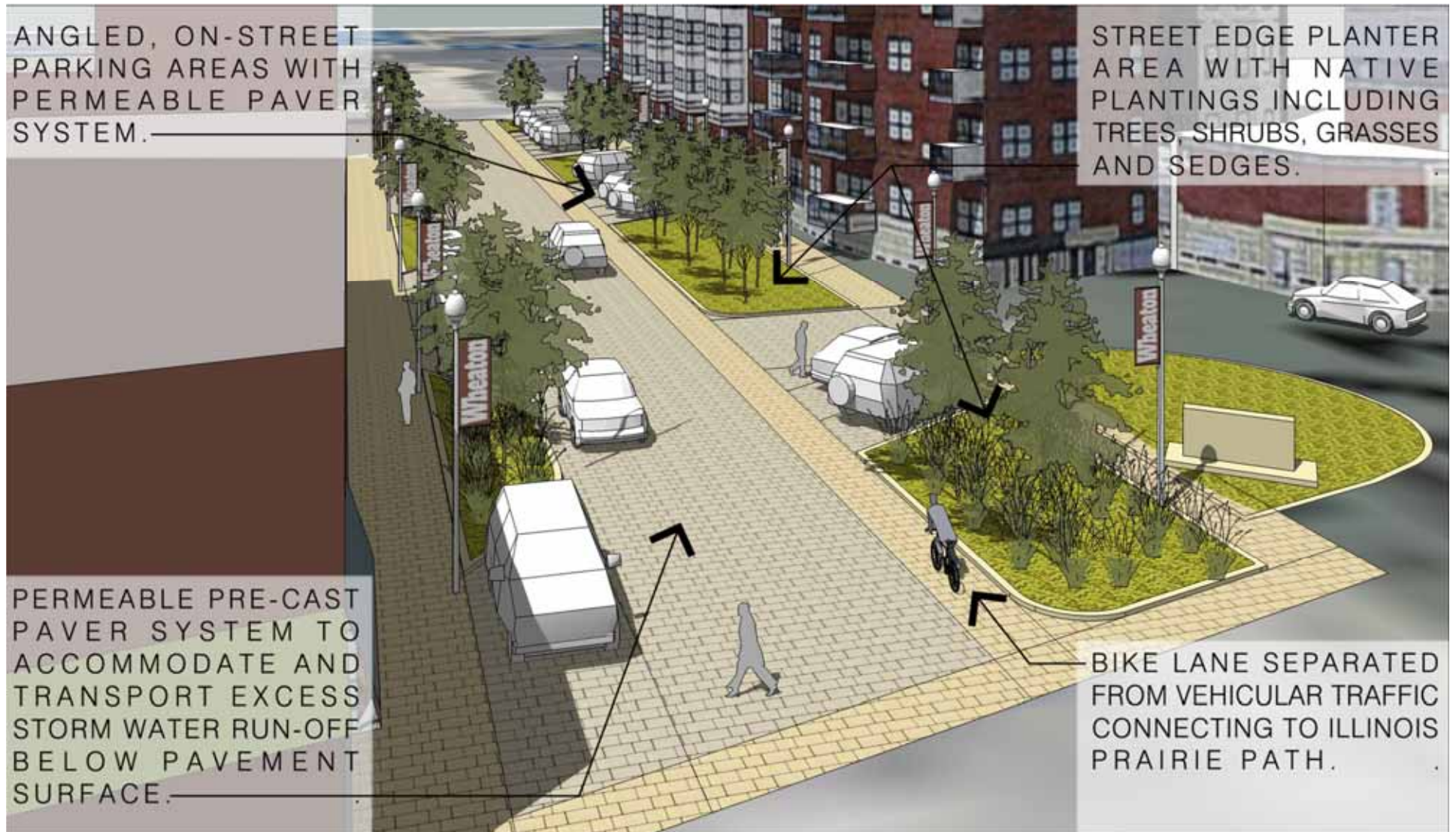




## “Green” Street Concept: CROSS



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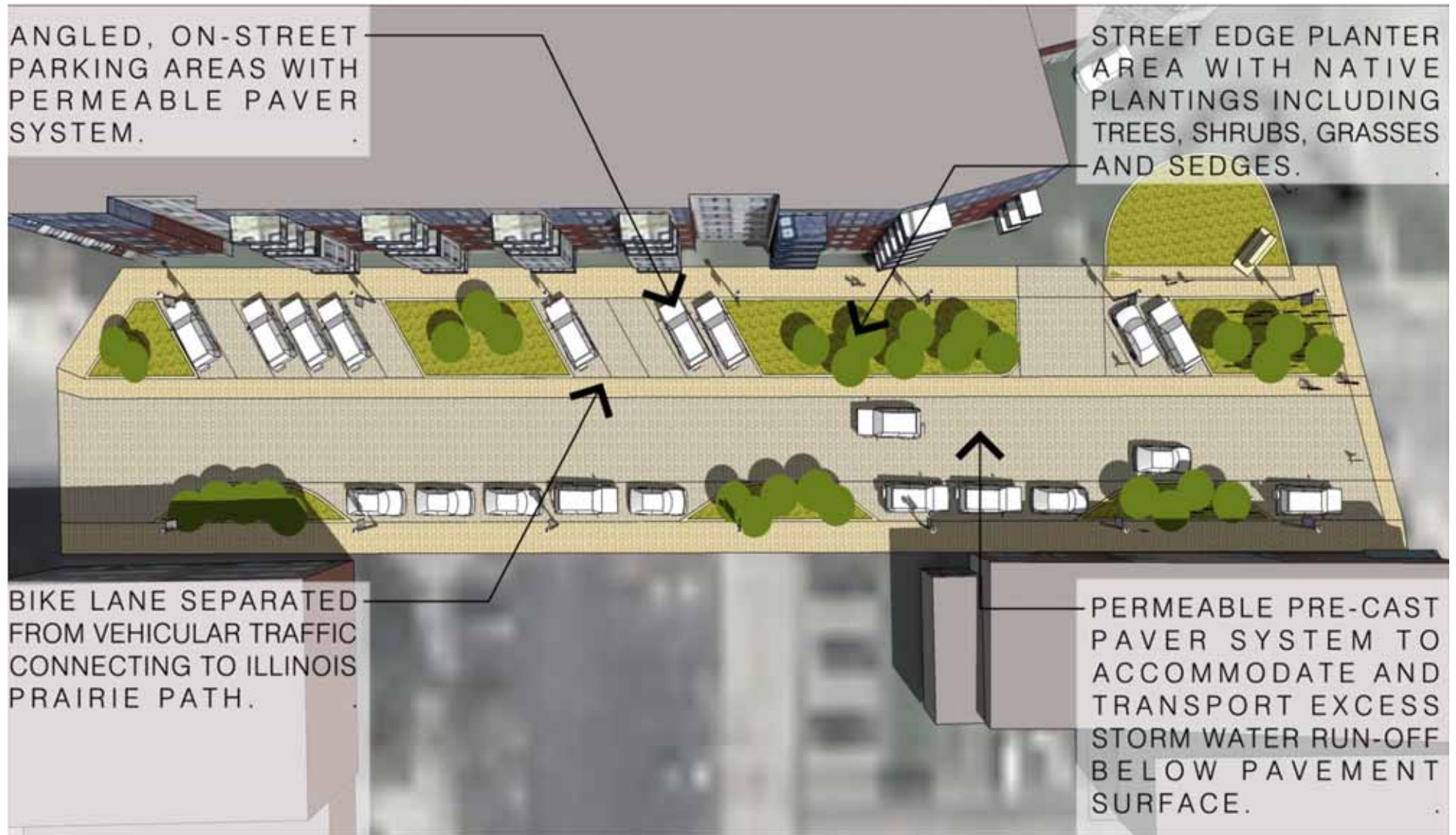


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## “Green” Street Concept: CROSS





Wheaton Soft Programming							PROGRAM TYPE:
January	February	March	April	May	June	July	
		Celebrate Spring/ Celebrate Easter		Memorial Day Parade	Taste of Wheaton, Wheaton Park District & Wheaton	Snapshots of America Independence Day Festival, Wheaton Park District	Music
					Municipal Band Concerts	DuPage County Fair, DuPage County	Food
						Rockin' for the Troops, Operation Support Our Troops	Culture
							Holiday
							Art
							Other

July	August	September	October	November	December	Farmer's Market
Snapshots of America Independence Day Festival, Wheaton Park District	Wheaton Ale Fest		Downtown Trick-or-Treat	Chili Cook-Off	Dickens of Christmas Celebration & Lighted Holiday Parade	Yes; Saturdays April - November
DuPage County Fair, DuPage County	Municipal Band Concerts		Pretty in Pink: A Ladies Night out in Downtown Wheaton			
Rockin' for the Troops, Operation Support Our Troops						

memorial day parade



french market



chili cook-off





# POSSIBLE IMPROVEMENTS - FRENCH MARKET:



# RECOMMENDATIONS | PEDESTRIAN CONNECTIVITY



RECOMMENDATIONS for The pedestrian realm	Goal	Strategy	Metrics Impacted
Prairie Path	Improve the Prairie Path to create a symbiotic relationship and better connections with downtown.	Provide signage to/from the Prairie Path and downtown. Provide additional programmatic elements to the path - including exercise structures. <b>Input from public meeting #2.</b>	Pedestrian LOS
Pedestrian Crossings	Improve connectivity between public gathering spaces.	Provide mid block crosswalks at recommended locations, coordinated with the recommended green dining alley locations.	Pedestrian LOS





## Prairie Path:





## Prairie Path Enhancements

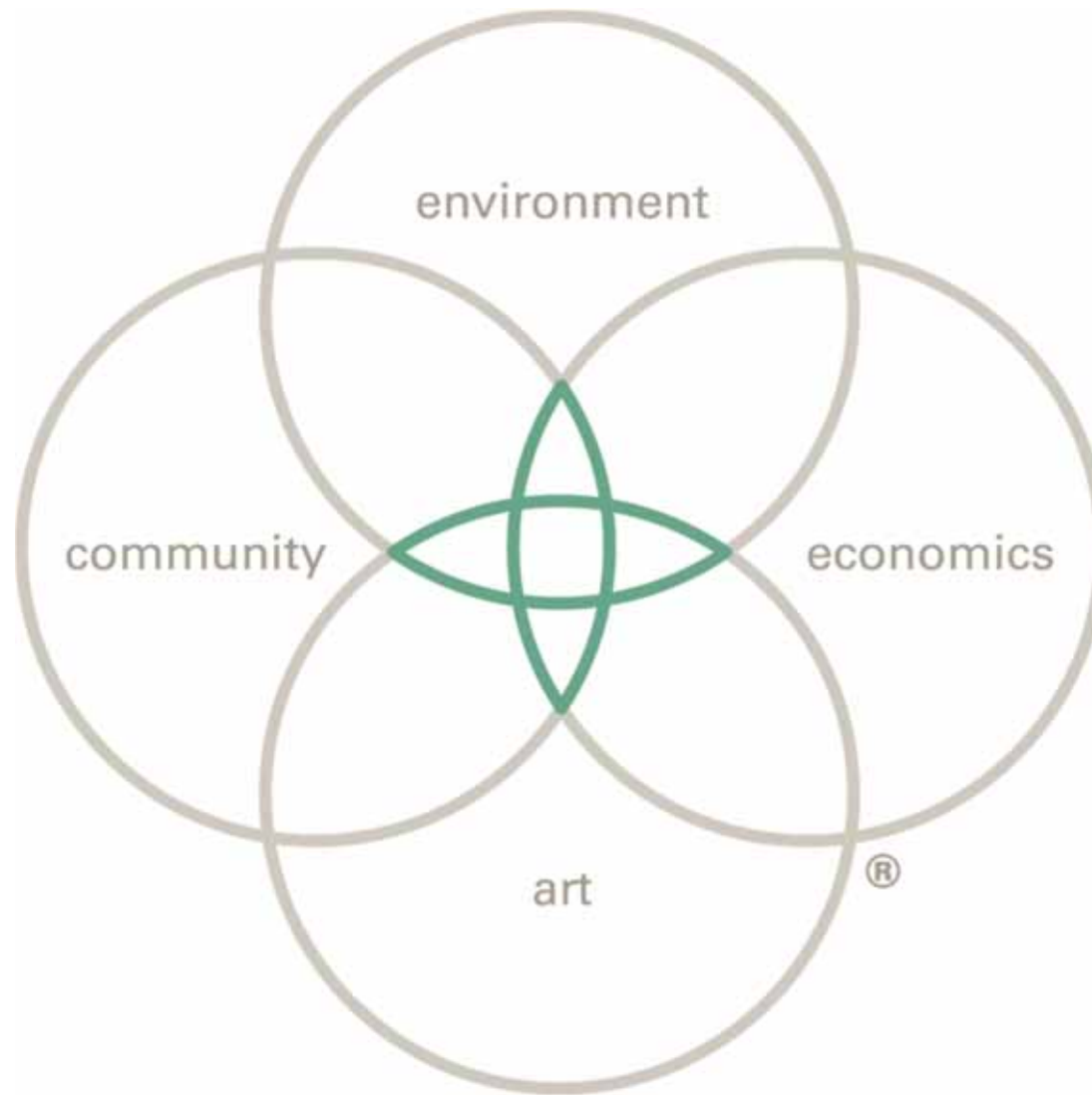


## NEXT STEPS

- Review of preliminary streetscape plan
- Preliminary prioritization of improvements
- Public meeting, April 4, 7PM
- Stakeholder / property owner meetings



## METRICS: FOUR PLANNING FRAMEWORKS





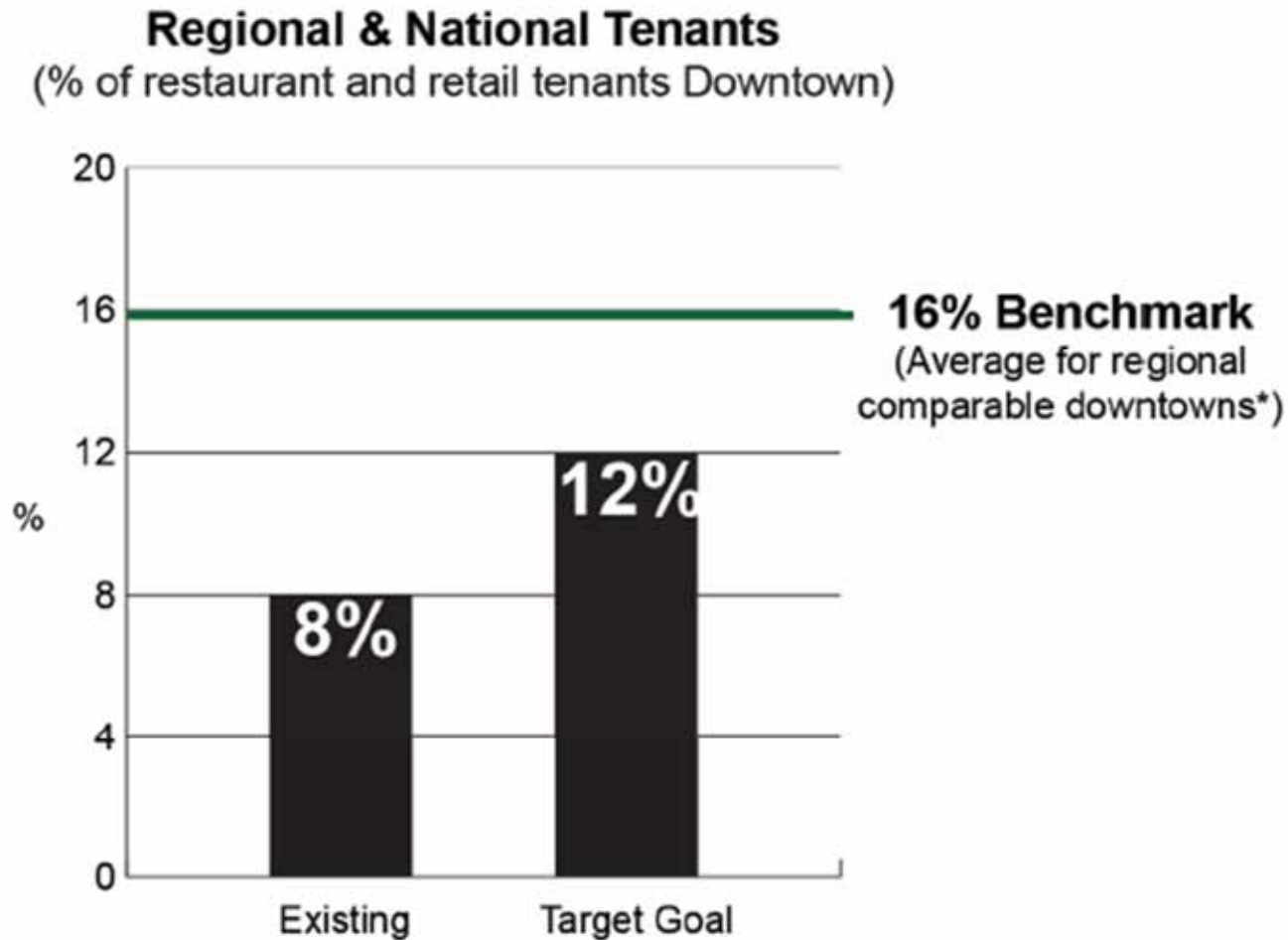
## METRICS: ECONOMICS



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## METRICS: ECONOMICS



\*Comparable downtowns included: Arlington Heights, Downers Grove, Elmhurst, Geneva, and Oak Park





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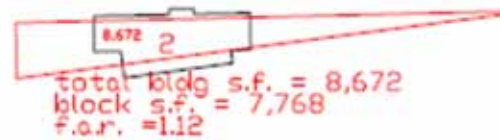
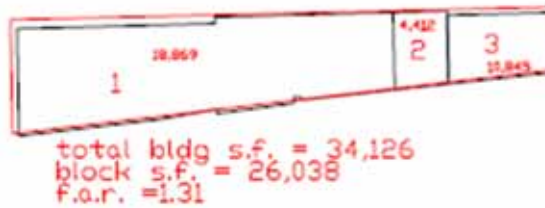
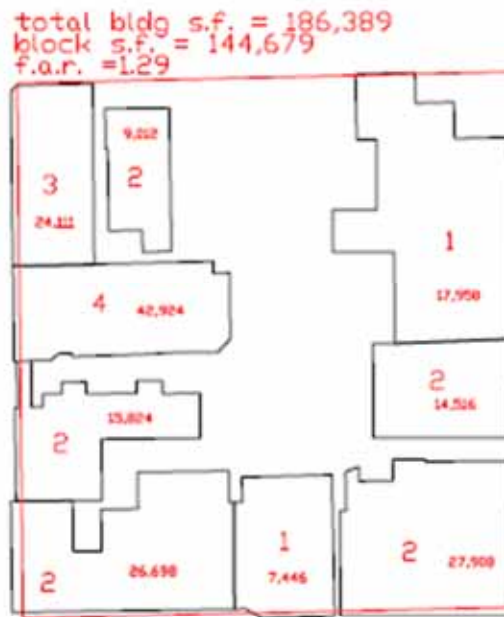
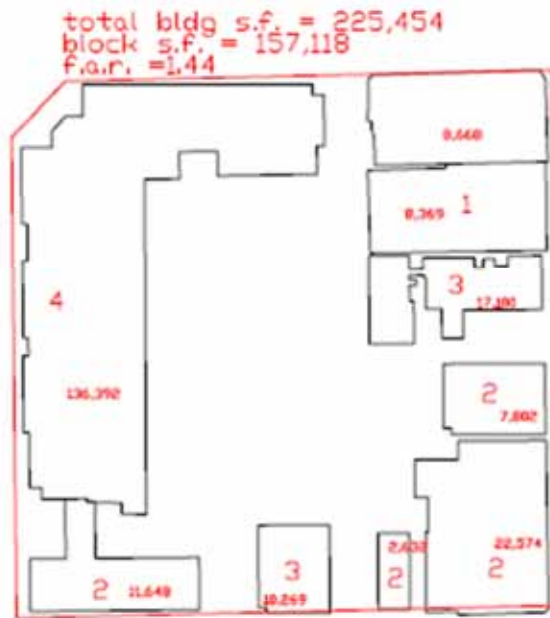
Property Values:

On average,  
individual  
commercial  
property values  
will increase  
annually by  
about \$300  
for each tree  
located in front  
of a property.

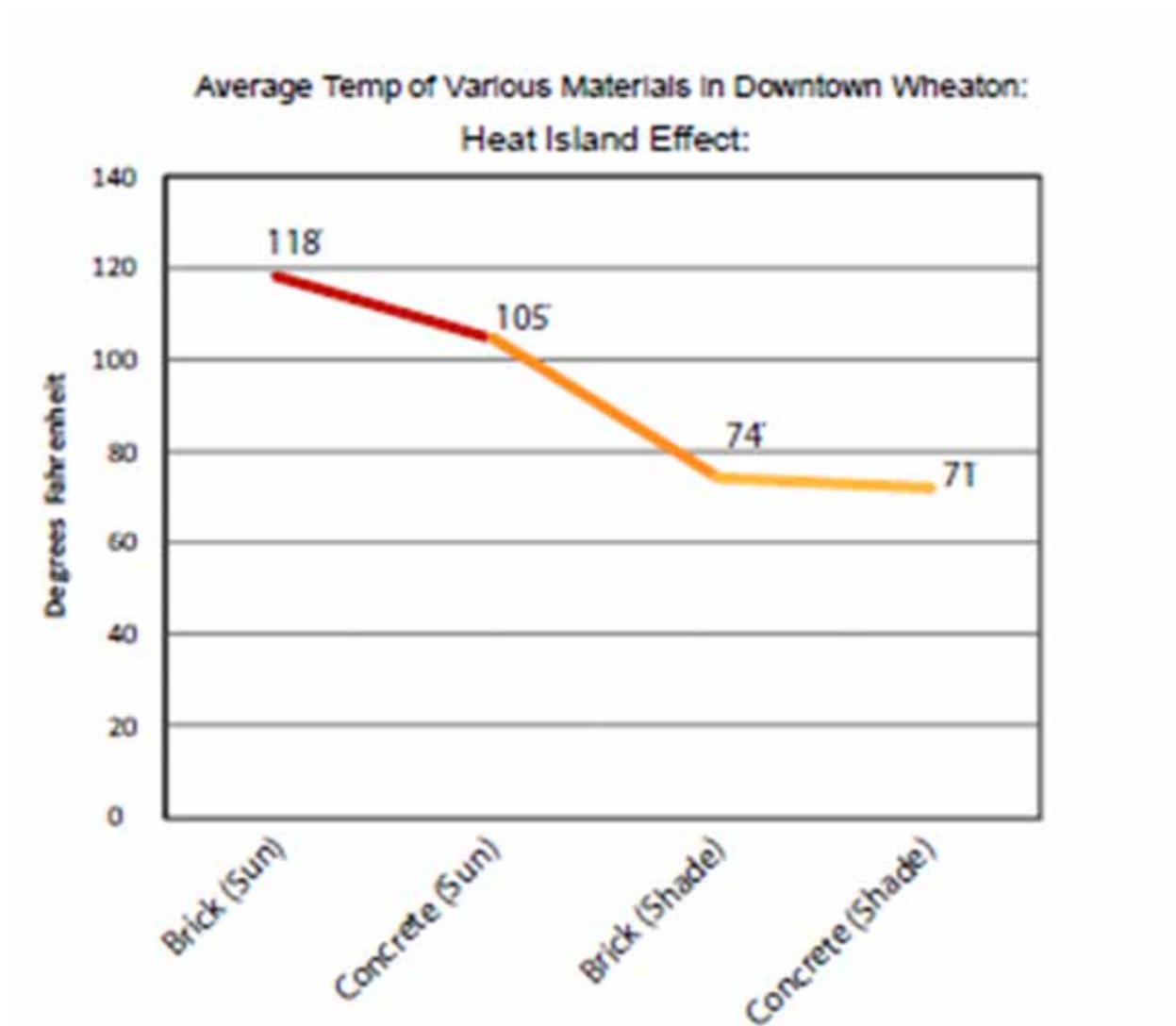




# METRICS: DEVELOPMENT DENSITY (FAR)



## METRICS: ENVIRONMENT

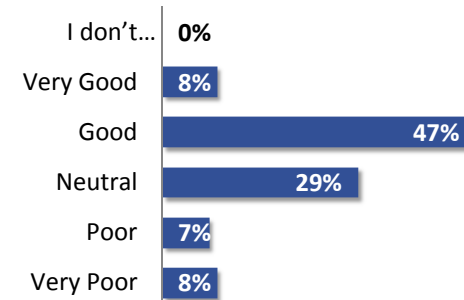


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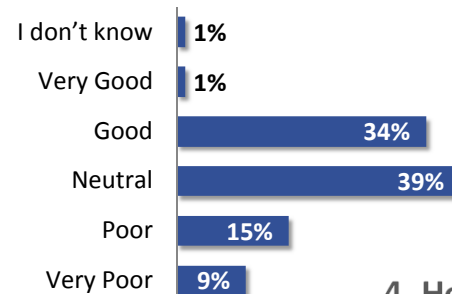
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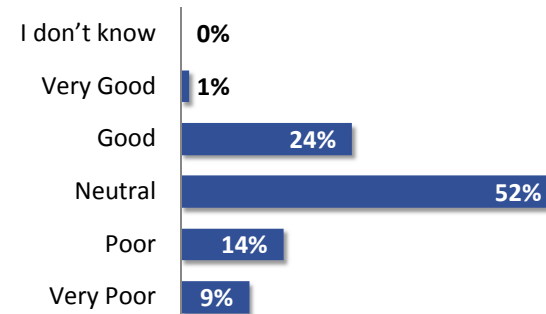
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