

MEMORANDUM

To: The Honorable Mayor and City Council

From: James P. Kozik AICP, Director of Planning & Economic Development

Date: January 12, 2016

Subject: Downtown Strategic Plan and Streetscape Plan –Progress Memo #4

Attached to this memorandum are the minutes of a stakeholder meeting Design Workshop has held with the Chamber of Commerce.

C: City Manager  
Assistant City Manager  
Director of Engineering  
Public Works Director  
Graham Harwood, CCS

**DESIGNWORKSHOP**

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Planning

Urban Design

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[www.designworkshop.com](http://www.designworkshop.com)**MEETING RECORD**

To: City of Wheaton and Design Team

From: Sara Egan

Date: 1/12/16

Project Name: Wheaton Strategic Streetscape and French Market

Project #: 5438

Subject: Stakeholder meeting with Downtown Wheaton Association

Meeting Date: 1/11/16

Start/End: 1:00pm

Location: Phone

Copy To: Design Team

 Meeting  Telephone  Conference Call

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Following are the minutes of the above referenced meeting.

The following people were present: Sara Egan, Keven Graham, Kerry O'Brien, Brett Mathieson

Items in **bold** print indicate what action is required, who will perform the action and the deadline to complete action.

1. Concept Feedback
  - a. It is important to consider the crossings at the railroad in terms of safety.
  - b. Pulling traffic off of and capturing the Prairie Path users is very important. How can this park give these users a reason to get off the trail?
  - c. These concepts will help to drive economic development in the downtown and to differentiate Wheaton from comparable communities in the Chicago suburbs. Development of this area will relocate the downtown's center of activity. This will take a mind shift, but we need to ensure business owners that the area north of the RR tracks is not losing anything – this is a way to create a larger downtown.
  - d. How can Wheaton differentiate itself? What would a brand for wheaton look like? Wheaton is a wholesome and well-loved place. The brand should highlight the history but modernize, it should be lit up more and be more celebratory. It should be more contemporary so that the history can stand out more.
  - e. Look at Grand Rapids as an example of park programming within downtown.
2. Chamber member input
  - a. Chamber members hope for a way for property owners to work together.
3. Events
  - a. The Chamber of Commerce is 50/50 partner for the Taste of Wheaton. This event contributes to the economic development within downtown. All year long commerce is important – we need to implement what's best for downtown, not just what's best for the Taste of Wheaton event.
  - b. It's a great thing that the Taste of Wheaton occurs in the heart of downtown, which is unique.
4. Questions for design team

- a. Do we have input from police and fire to shut down the street? The City is coordinating with public safety.

**5. Next Steps**

- a. **The stakeholder meetings will continue on January 25 at City Hall. The Chamber will be invited for a session during the stakeholder meetings.**

END OF NOTES

The record herein is considered to be an accurate depiction of the discussion and/or decisions made during the meeting unless written clarification is received by Design Workshop within five (5) working days upon receipt of this meeting record.

Attachments:

- 1. None