



*What* do you want  
Downtown  
Wheaton  
to be?

## DOWNTOWN WHEATON STRATEGIC PLAN & STREETSCAPE PLAN



**Presentation from April 4,  
2013 Community Open  
House**

## AGENDA – APRIL 4, 2013

- Review of Public Input (February – March)
- Review of Draft Recommendations
- Review of Streetscape Concepts
- Keypad Polling Questions



## PURPOSE OF THE PLAN

- Define Opportunities for Economic Development
- Develop a Streetscape Plan
- Strengthen Community Character
- Address Sustainability
- Create Roadmap for Improvements in Downtown Over Time



## DOWNTOWN WHEATON | VISION STATEMENT

*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.*

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.

**SIGN UP NOW!**  
Share your ideas today!

*do you want  
Downtown  
Wheaton  
to be?*

HELLO!

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PROJECT DETAILS

» About the Project



**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.

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](#)

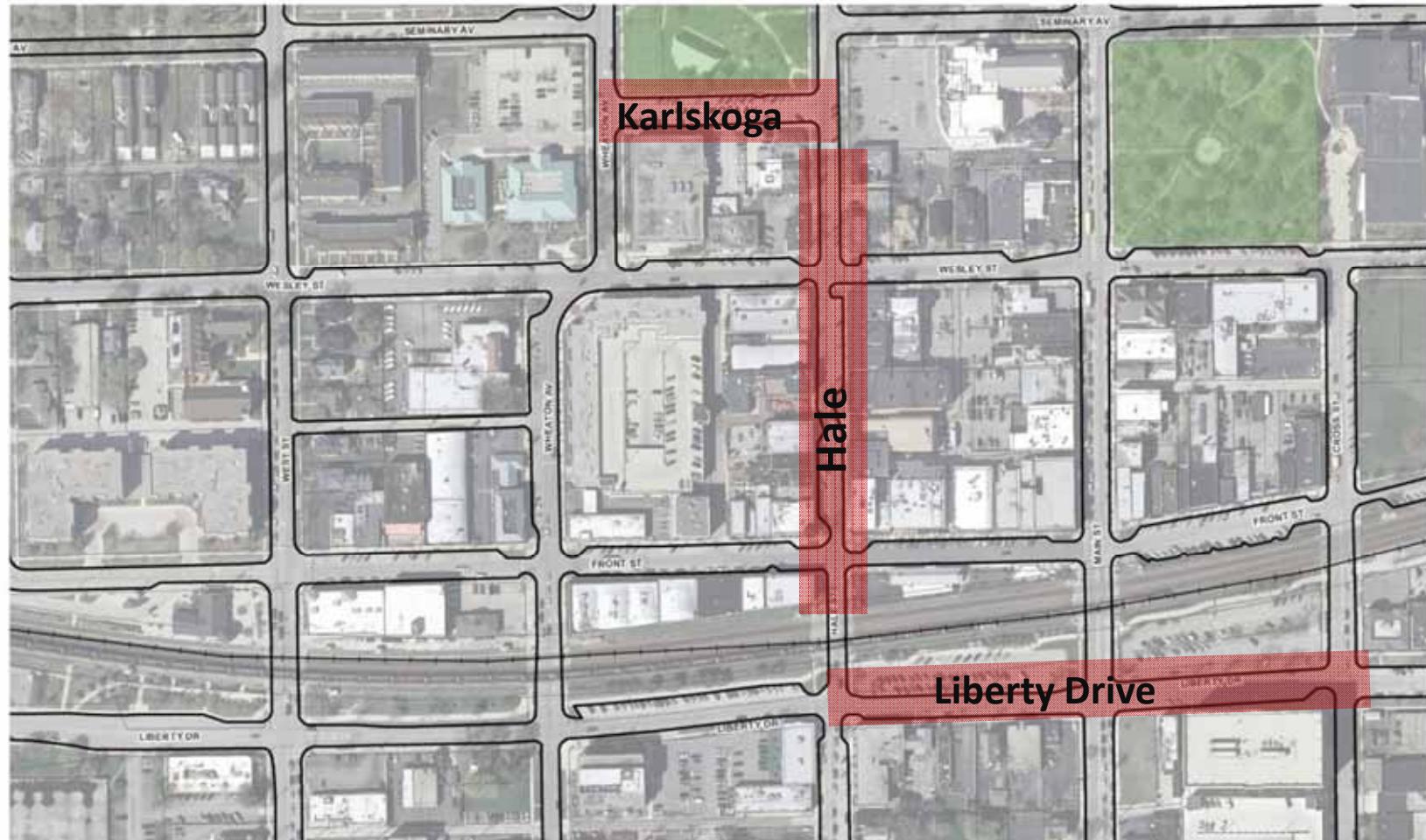
44 Days Remaining  
14 Ideas Submitted

## CONCEPTS | WHEATON DOWNTOWN PLAN

- Festival Streets
- Streetscape Design and Style
- Green Dining Alleys
- Central Park Concept
- Connectivity
- Parking
- Gateways
- Utilities
- Signage
- Soft Programming
- Strategies to emphasize History, Culture and Art
- Economic Development



## RECOMMENDATIONS | FESTIVAL STREETS



## RECOMMENDATIONS | FESTIVAL STREETS

- Multi-functional public street that promotes community interaction
- Reinforce commercial and mixed-use activity, provide space for outdoor dining and enhance quality of pedestrian environment
- Hale Street between Karlskoga and Front Streets
- Karlskoga Avenue (south of Memorial Park)
- Liberty Drive along the Metra tracks

## RECOMMENDATIONS | FESTIVAL STREET CONCEPT



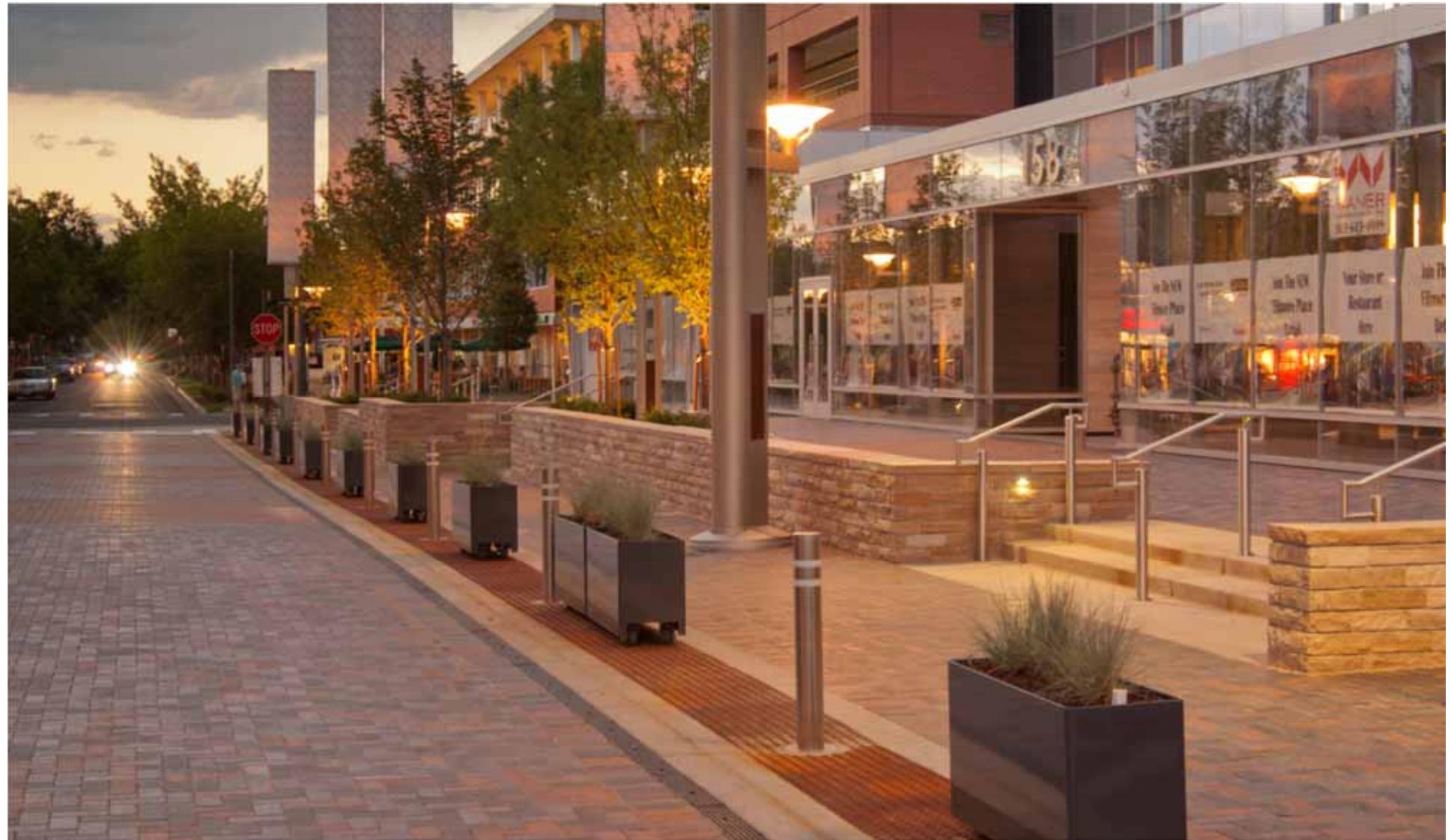
## RECOMMENDATIONS | FESTIVAL STREET CONCEPT



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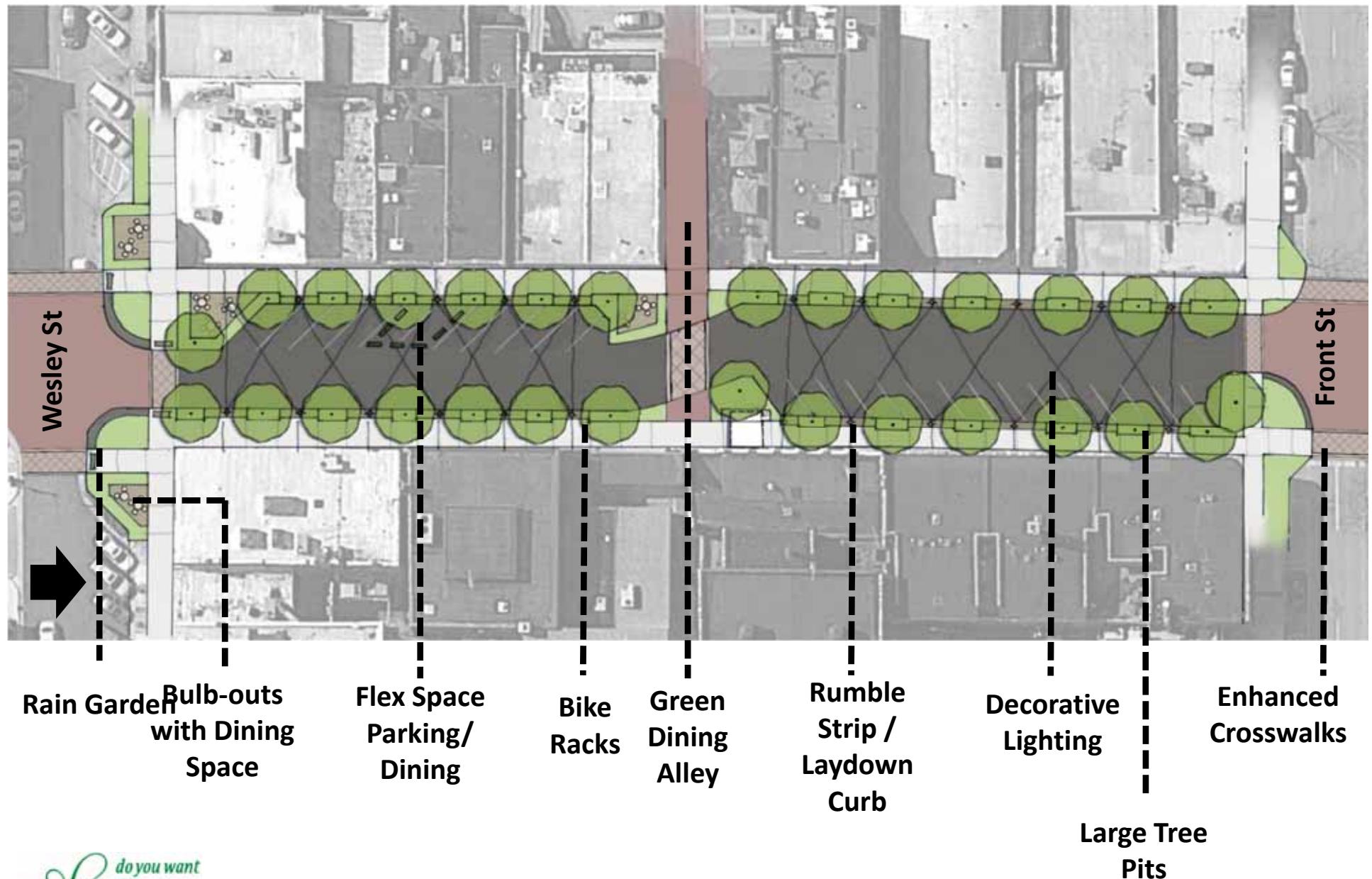
## RECOMMENDATIONS | FESTIVAL STREET CONCEPT



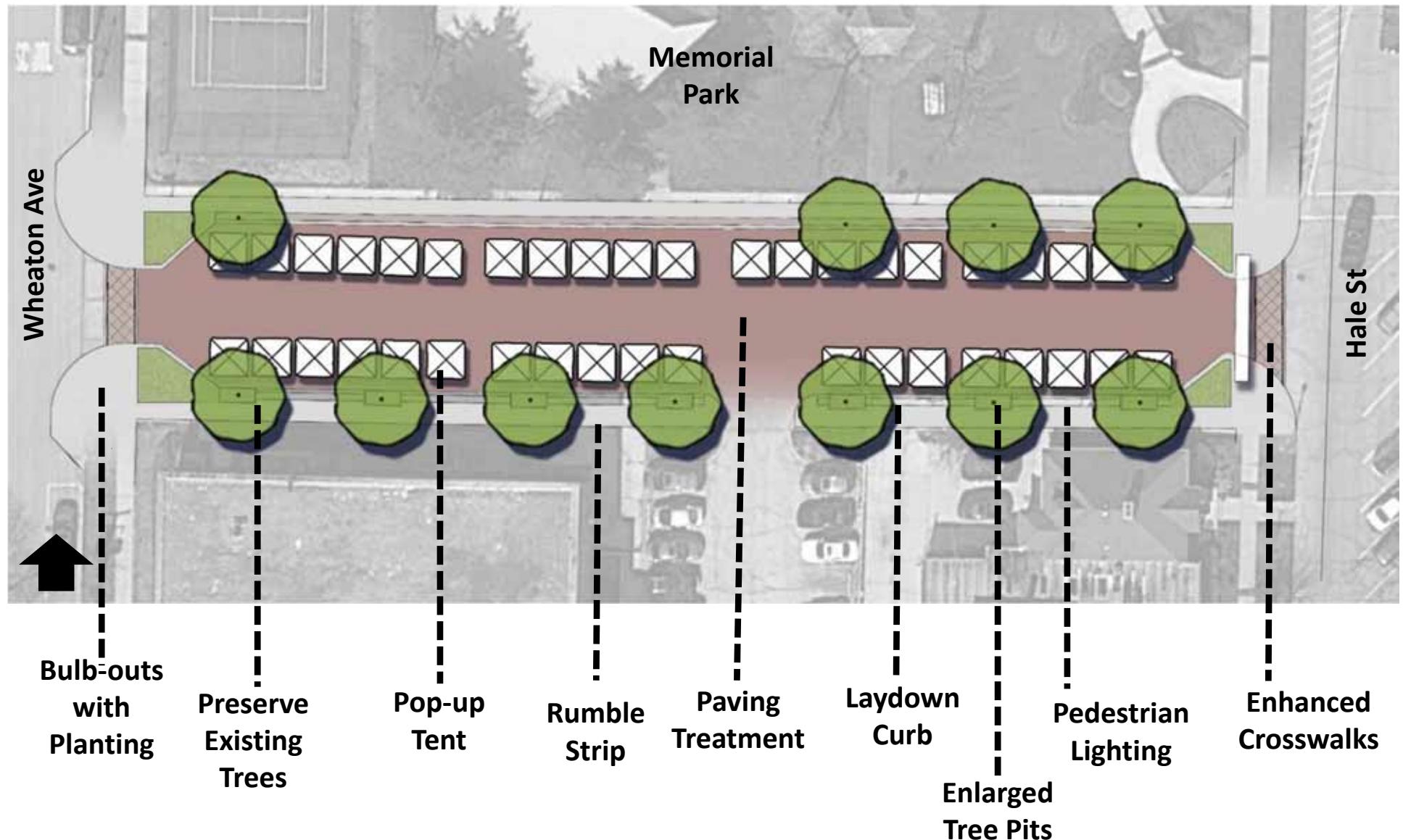
# LIBERTY DRIVE



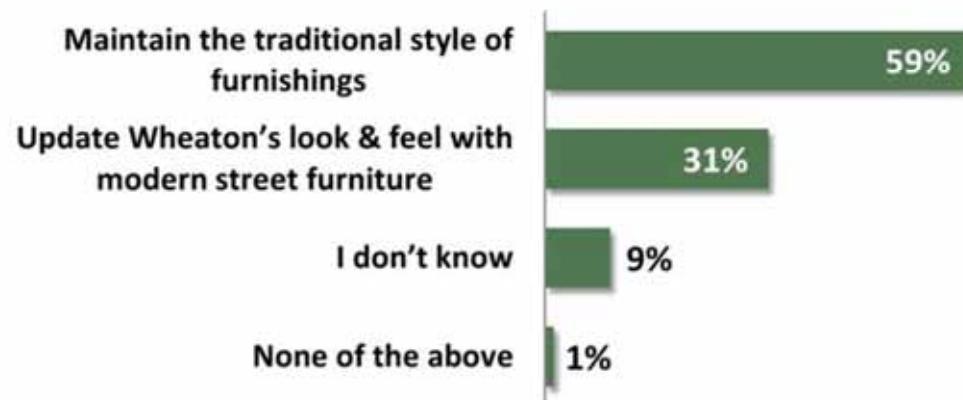
## HALE STREET



## KARLSKOGA STREET



13. What style of streetscape features (Benches, Receptacles, Bike Racks, etc.) would you support in Downtown Wheaton? (Choose 1)



**Survey Question Results from February Meeting**

## Palette Options for Festival Streets

**Palette 1**



**Palette 2**



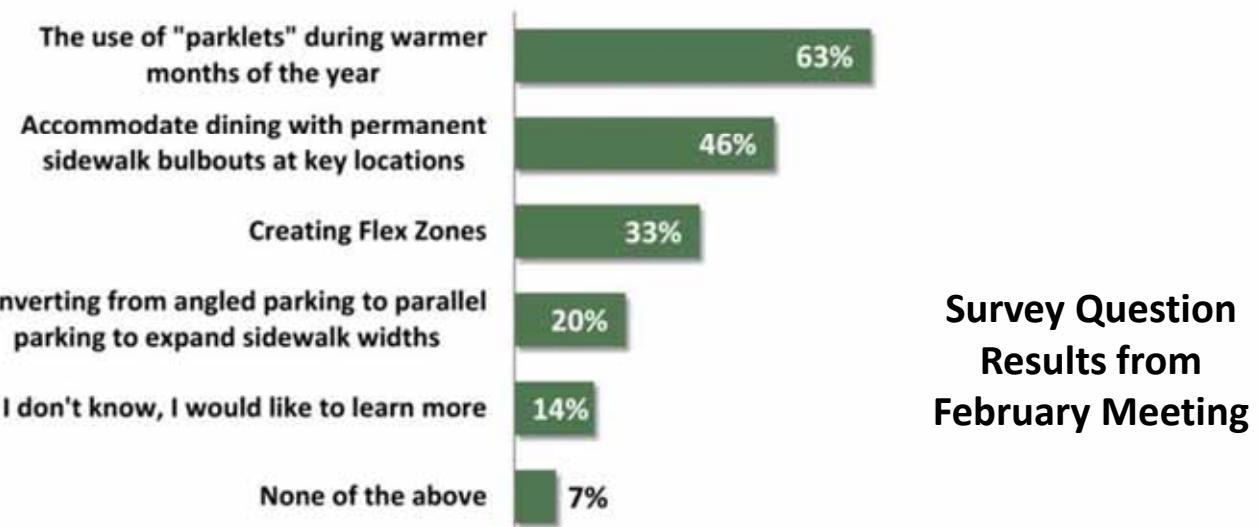
**Palette 3**



## RECOMMENDATIONS | 'FLEX ZONES'

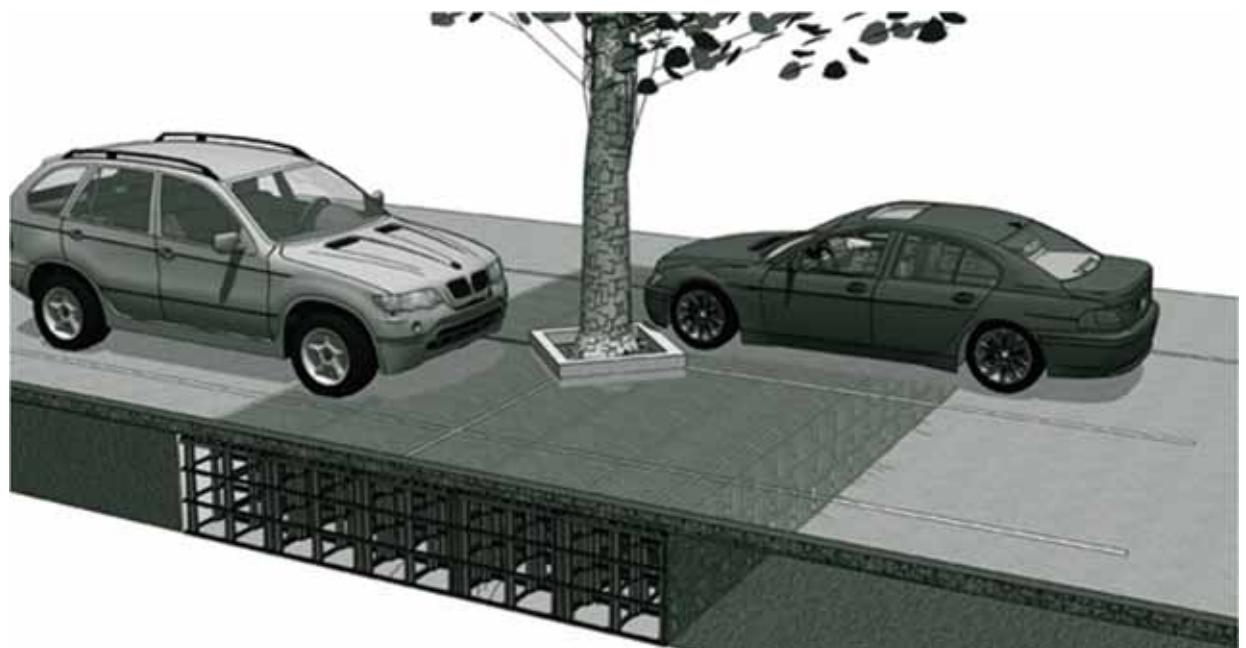
- Small, temporary public space that extends the sidewalk
- Seamless transitions from building on one side of the street to the other
- Create a city permitting process for individuals and business owners to develop flex zones

3. Which of the following options for increasing outdoor dining opportunities do you favor? (Choose all that apply)



## RECOMMENDATIONS | STREET TREE HEALTH IMPROVEMENTS

- Utilize suspended pavement rather than tree grates
- Provide larger tree pits for additional growth area and soil volume  
(Ideal soil volumes are 1,000 cubic feet)
- Employ Silva Cells and suspended paving systems in key areas and/or provide larger tree planting areas



## RECOMMENDATIONS | DECREASE STORMWATER RUNOFF

- Employ permeable paving
- Increase the amount of softscape
- Provide raingardens and facilities for bioretention



## RECOMMENDATIONS | INCREASE NATIVE PLANTING

In urban environments, native plantings can...

- Improve landscape performance
- Reduce the need for water, fertilizer and maintenance
- Attract birds, bees, and butterflies

Native grasses and wildflowers mixed with selected shrubs will provide the back bone for the planting palette



## RECOMMENDATIONS | IMPROVE LIGHTING

- Employ LED fixtures to reduce energy costs
- Use lighting elements with a minimum of CRI 85 (color rendering index) to make people, art, and landscape look attractive

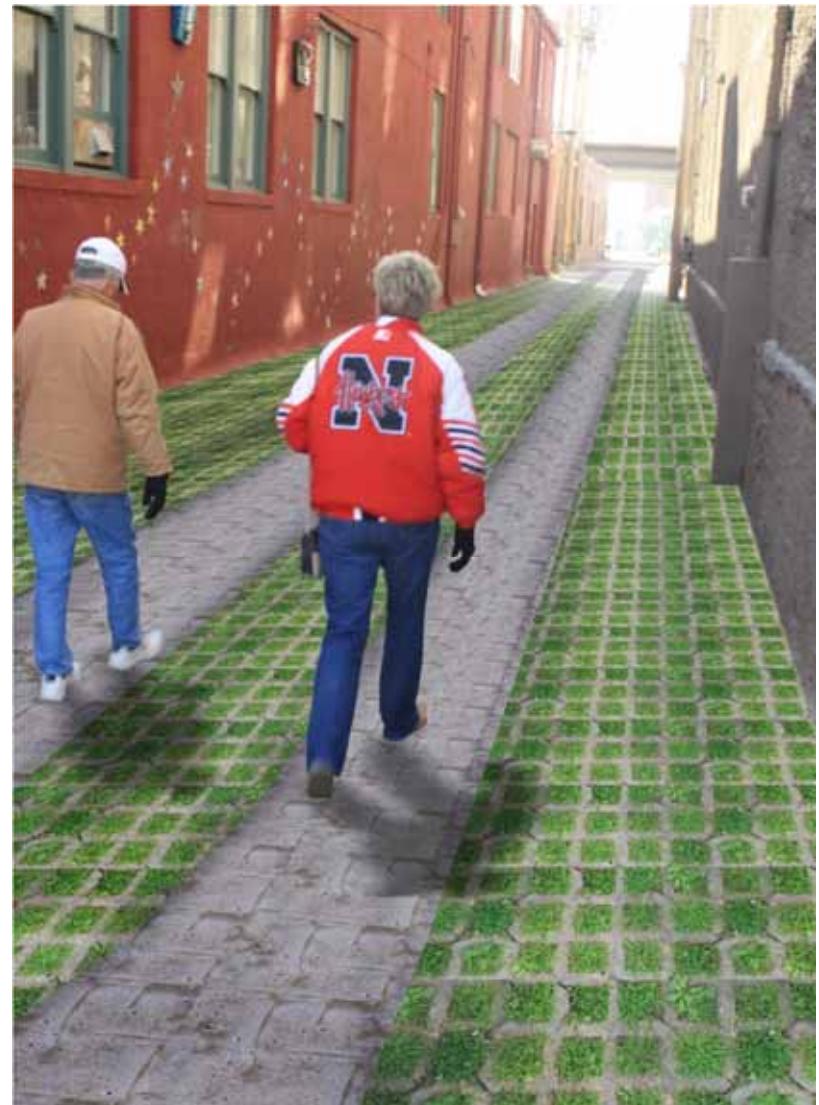


## Lighting Projections on the Back Sides of Buildings



## RECOMMENDATIONS | GREEN/DINING ALLEYS

- Improve the aesthetics and lighting of alleyways to create special, intimate pedestrian spaces
- Generate new business opportunities
- Include permeable paving and landscaping for stormwater benefits
- Include streetscape furnishings, lighting, art and plantings to add character and give a unique identity to alleyways
- Alley off of Hale Street between Front Street and Wesley Street



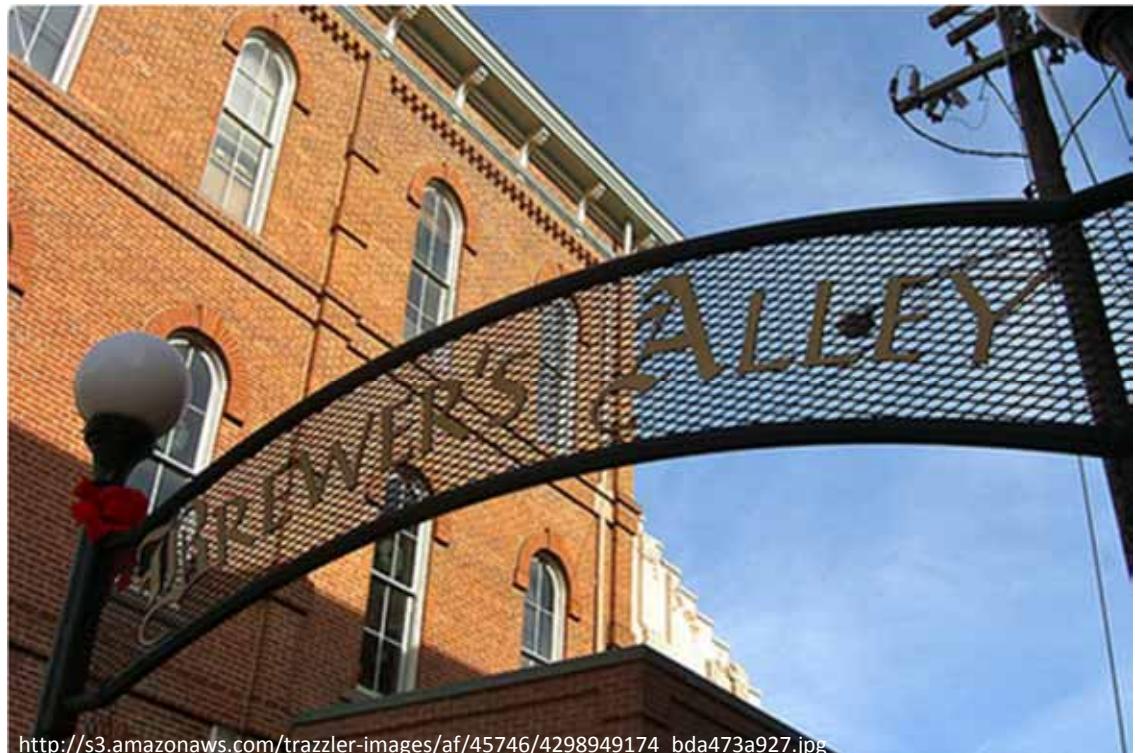
## RECOMMENDATIONS | GREEN ALLEYS



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## RECOMMENDATIONS | PUBLIC SPACES

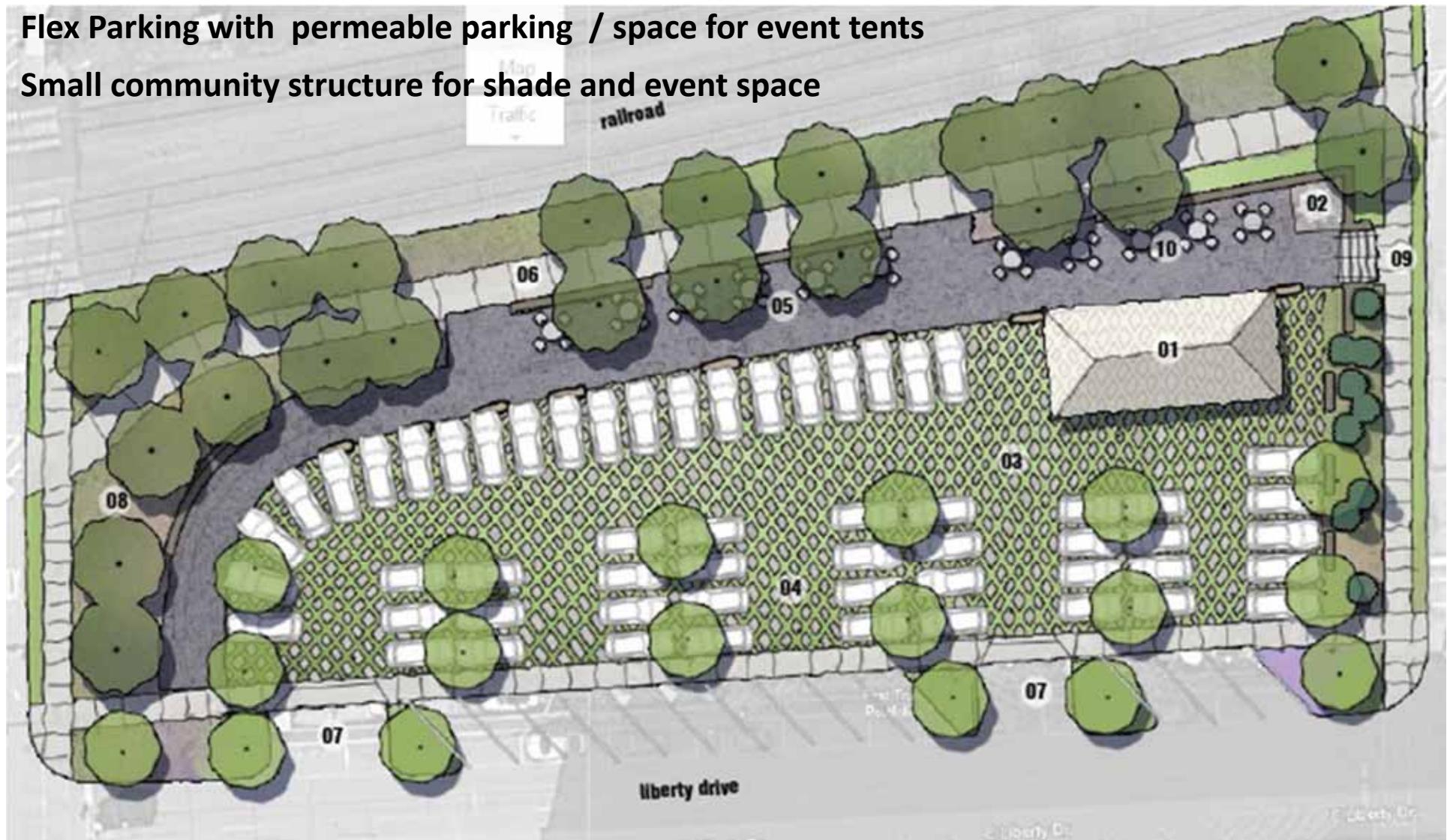
- Central Park along the Prairie Path, just north of Liberty Drive
- Provide additional programmatic elements to the Prairie Path
  - Exercise structures
  - Bicycle storage facilities
- Provide a permanent structure for an enhanced French Market
- Public washrooms
- Material and design upgrades to Martin Plaza



## Central Park – Potential Option

**Flex Parking with permeable parking / space for event tents**

**Small community structure for shade and event space**



## Central Park – Potential Option

## Kids Playground with water feature

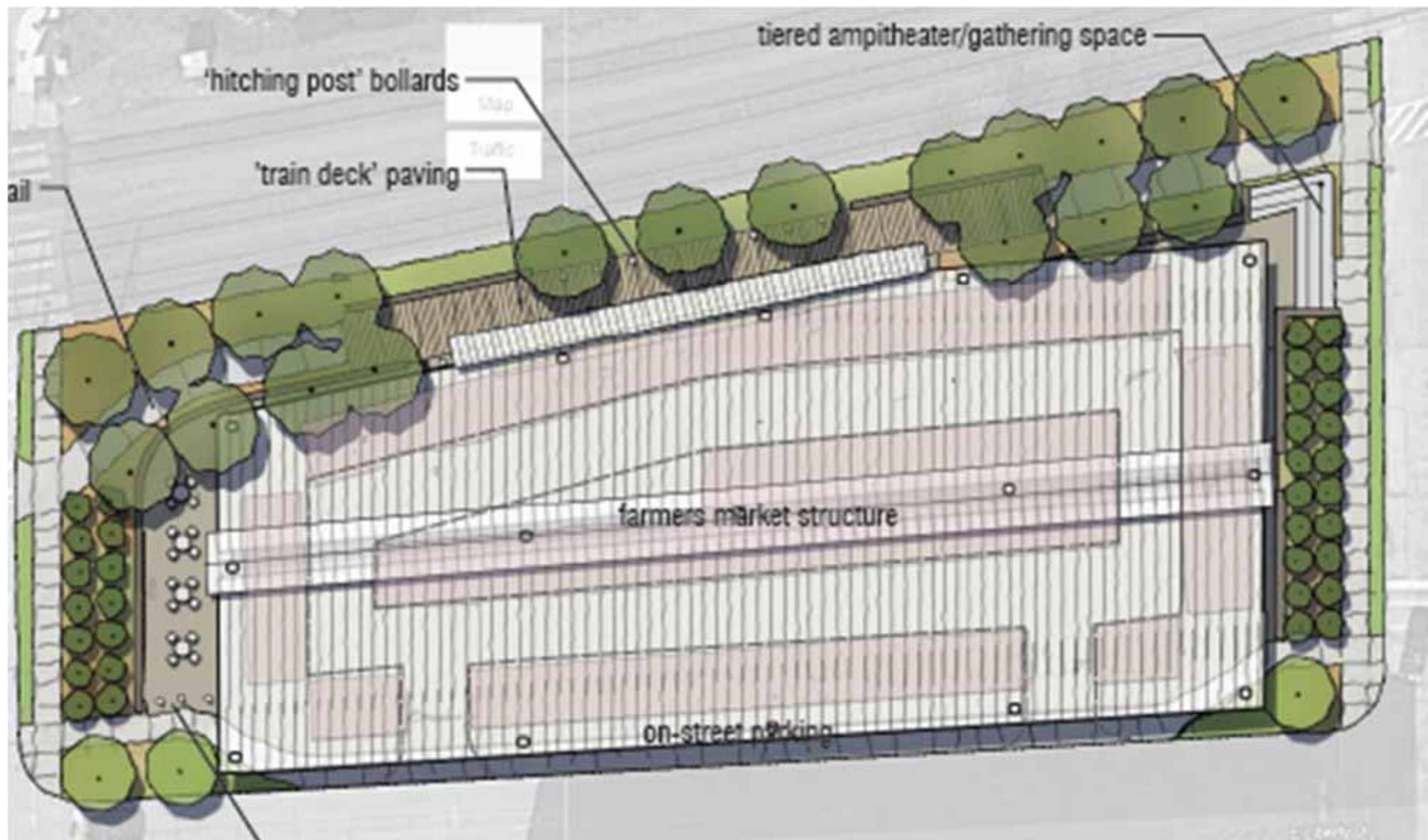


## Central Park – Potential Option

## Great Lawn Area for passive recreation – potential for winter ice rink



## Central Park – Potential Option



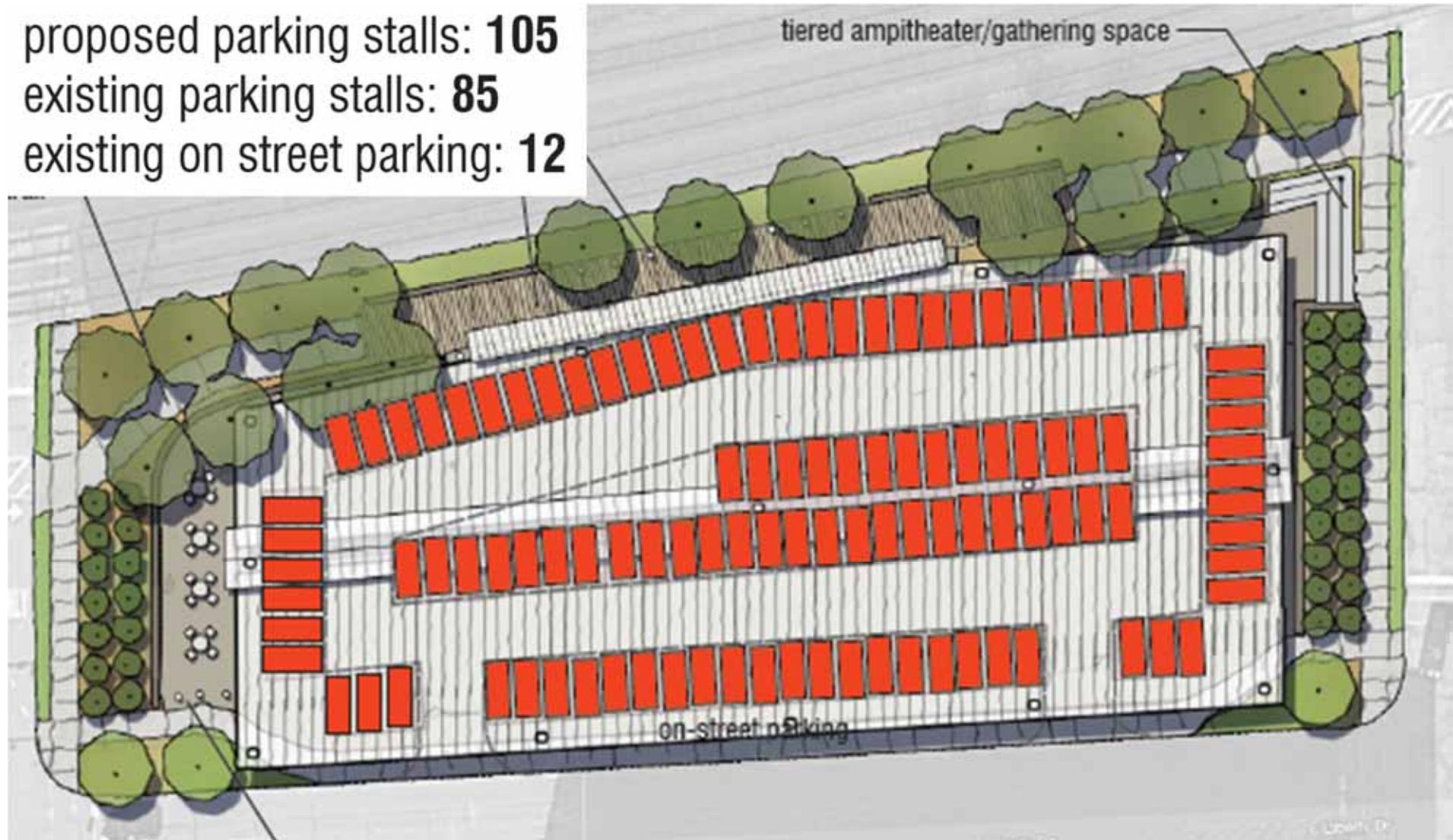
## Permanent Structure for the French Market and Covered Parking

## Central Park – Potential Option

proposed parking stalls: **105**

existing parking stalls: **85**

existing on street parking: **12**



## Permanent Structure for the French Market and Covered Parking

## RECOMMENDATIONS | PUBLIC SPACES AND REDEVELOPMENT



**View Looking Southwest  
Toward Liberty and Main,  
depicting potential  
redevelopment to the south,  
and new park space along  
the north side of Liberty  
Drive**

## RECOMMENDATIONS | PUBLIC SPACES AND REDEVELOPMENT



**View Looking West along  
Liberty Drive, depicting  
potential permanent  
structure for the French  
Market on the right and  
potential new development  
along the south side of the  
tracks, on the left**

## RECOMMENDATIONS | PUBLIC SPACES AND REDEVELOPMENT



**View Looking East along Liberty Drive,  
depicting potential new permanent structure  
for the French Market on the left**

## RECOMMENDATIONS | PUBLIC SPACES AND REDEVELOPMENT



**View Looking East along  
Liberty Drive, depicting  
potential new park space on  
the south side of the tracks  
and redevelopment to the  
south of Liberty Drive**

## RECOMMENDATIONS | IMPROVING CONNECTIVITY

- Crossing the Metra Line
  - Complete improvements to at-grade pedestrian crossings
  - Explore elevated or under-pass pedestrian crossing
- Help provide improvements to encourage more Wheaton College students to travel to downtown



**Existing Crossing Area at Metra Tracks,  
Downtown Wheaton**

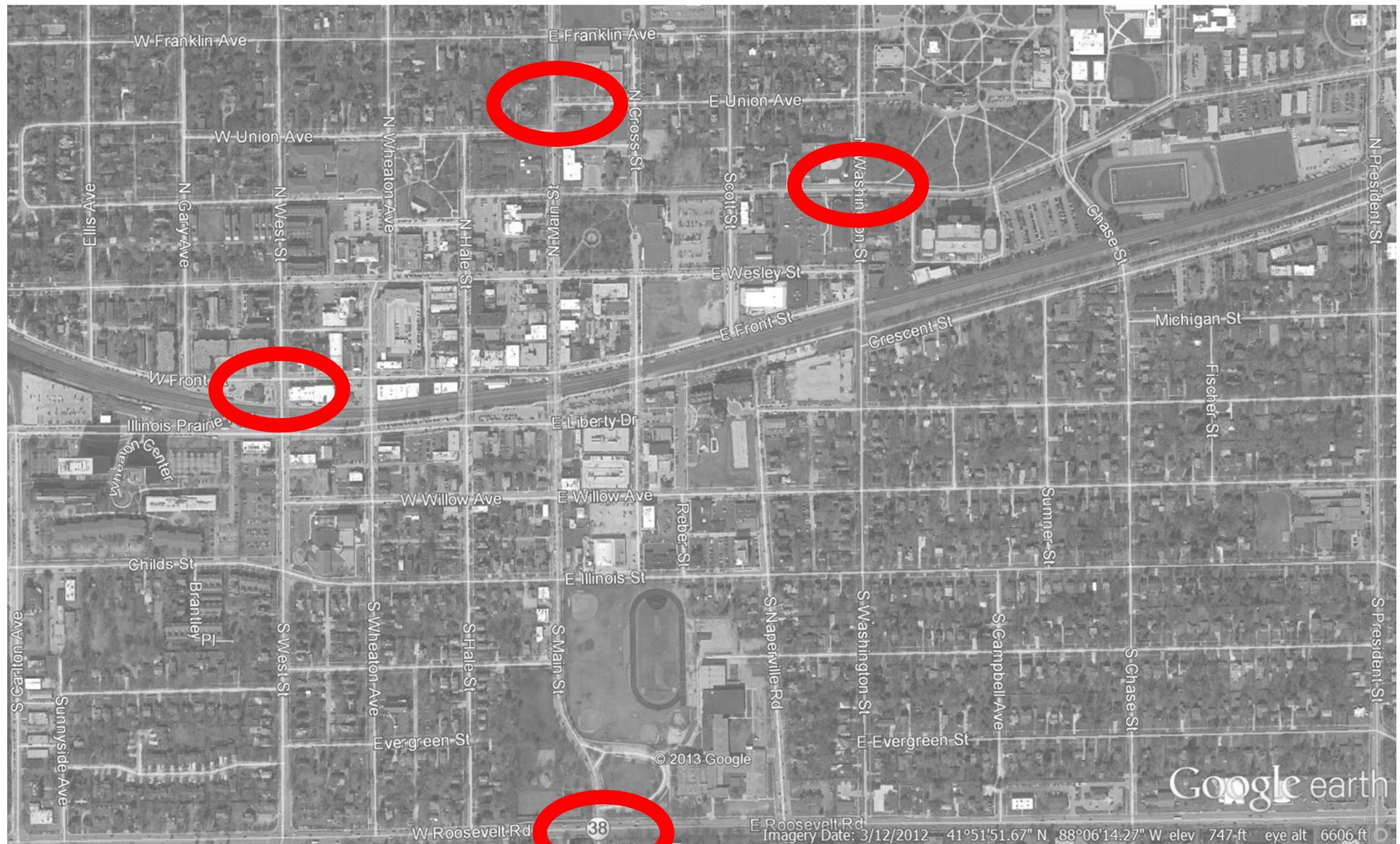
## RECOMMENDATIONS | PARKING AND ZONING

- Provide 2-3 spaces per block for 15 minute parking
- Potential Parking Garage between Liberty and Illinois / Wheaton and Main
- Provide accommodations for theater parking
- Reduce parking regulations and increase parking availability in the C-4 zone south of the Metra tracks
- Enhance signage for parking to guide shoppers to available parking spaces and parking structures



**Electronic Parking Sign in Downtown Aurora**

## RECOMMENDATIONS | GATEWAY LOCATIONS



## RECOMMENDATIONS | GATEWAYS

The downtown plan recommends establishing gateways at the following key locations:

- Roosevelt Road/ Main Street
- At the train station at West and Front Streets
- Main Street and Union Avenue
- College Avenue and Washington



**Main and Roosevelt Road**

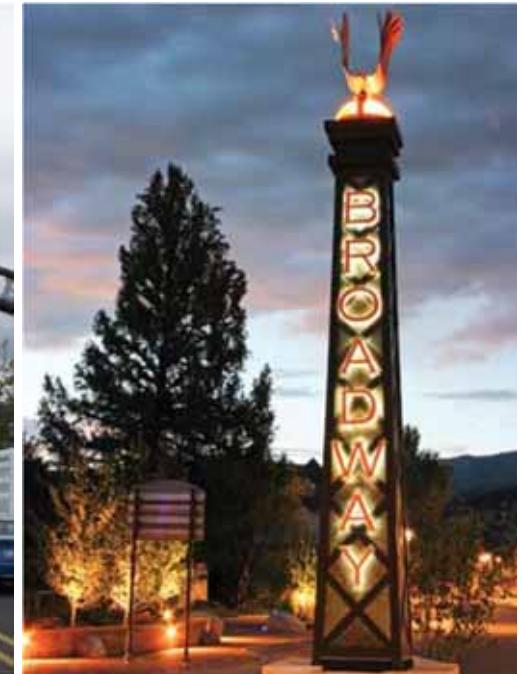
## RECOMMENDATIONS | OPTIONS FOR GATEWAY DESIGN



**Existing Downtown  
Monument Sign at Main St  
and Roosevelt Rd**



**Example of an Archway  
Downtown Gateway**



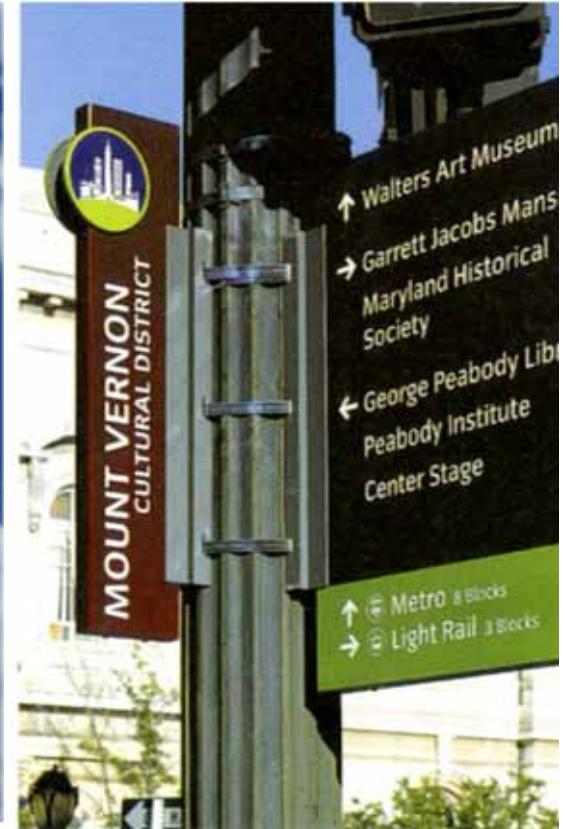
**Example of a  
Vertical Downtown  
Gateway**

## RECOMMENDATIONS | UTILITIES

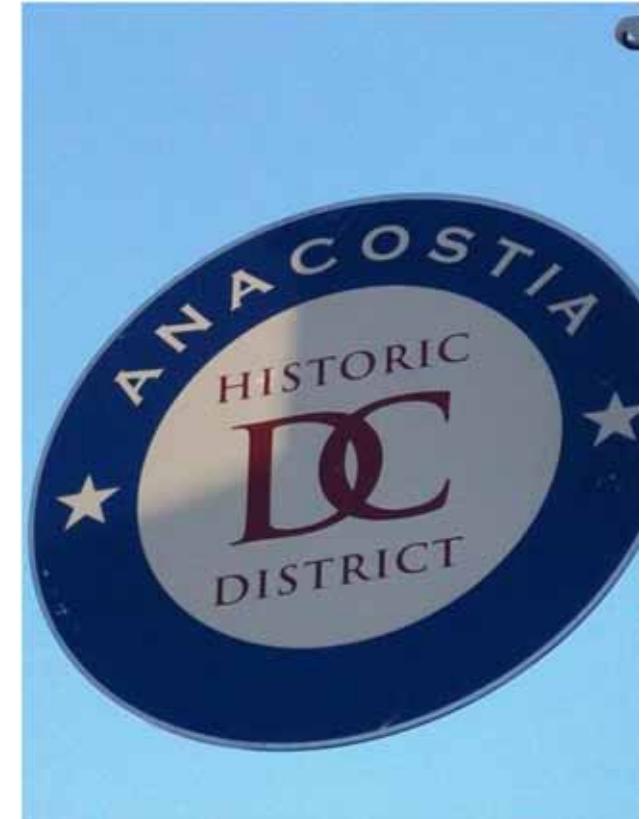
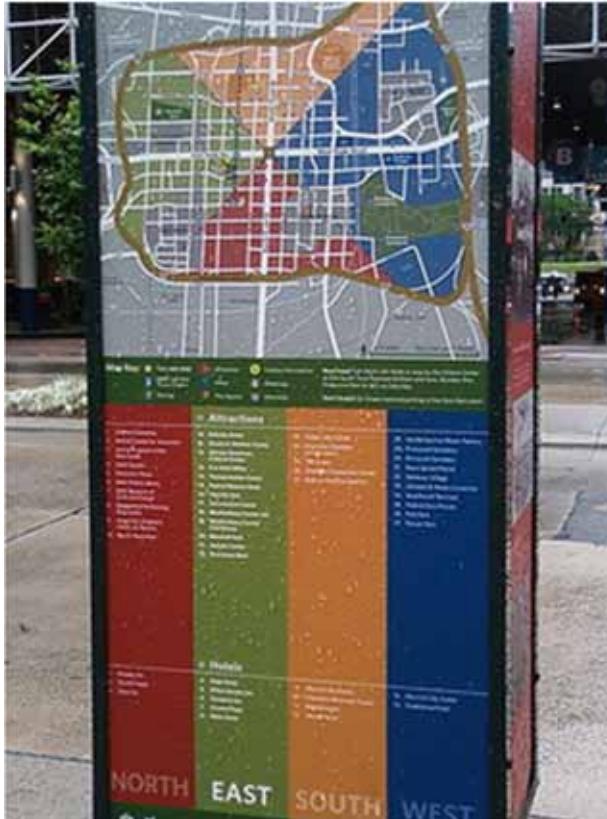
- Upgrades to mainline truck sewer lines that extend from Liberty Street and Naperville Road to Roosevelt Road west of Main Street
- Upgrades to sewers along Willow (from West to Hale), and Hale and Wheaton (from Liberty to Willow)
- Evaluate downtown water mains
- Consider permeable pavements, rain gardens and green roofs to reduce total volume of stormwater runoff
- Consider relocation of electric/telecom/gas to underground at select locations
- Replace gas mains with polyethylene lines to reduce the chances of future gas leaks

## RECOMMENDATIONS | SIGNAGE & WAYFINDING

- Improve directional signage to key destinations within downtown
- Enhance signage directing people from the Prairie Path to downtown
- Create more visible signage directing drivers to parking locations within downtown
- Provide directional signage to existing overpass at Wesley Street
- Opportunity for additional 'branding'



## RECOMMENDATIONS | SIGNAGE & WAYFINDING

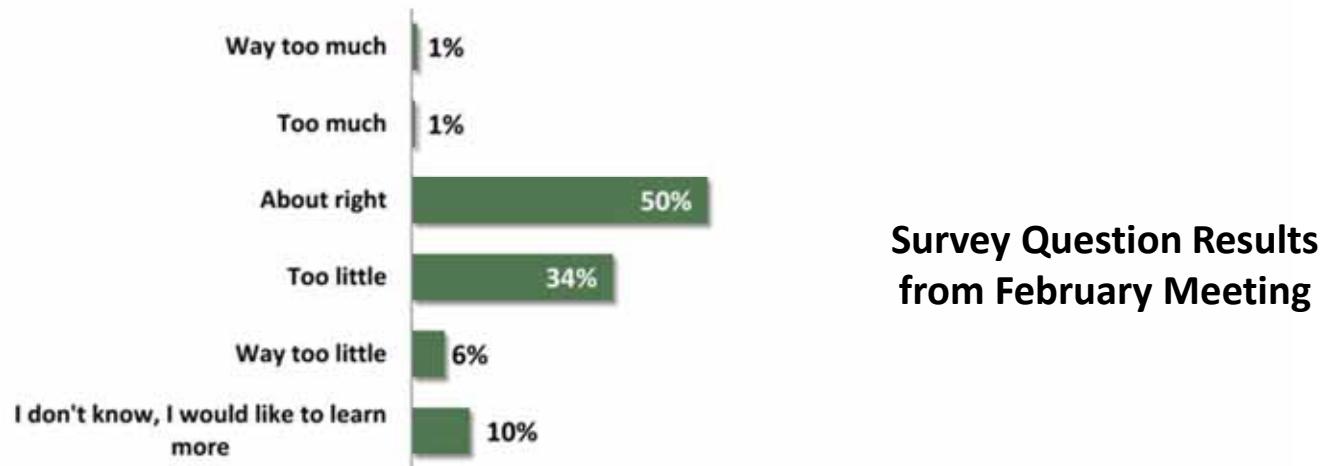


Examples of Downtown District Signage and Wayfinding from Around the Country

## RECOMMENDATIONS | SOFT PROGRAMMING

- Increase the number of arts and cultural events hosted in Downtown Wheaton
- Diversify event programming

6. Do you feel that the number of “soft programming” activities or events in Downtown Wheaton is (Choose 1)



## RECOMMENDATIONS | EMPHASIZE HISTORY, CULTURE + ART

- Incorporate visual and performing arts from Wheaton College
- Art installations within the streetscape - Create a downtown art walk
- Create a walk of fame and other interpretive displays downtown
- Utilize historic images and art in light projections



**Existing History Walk Signage  
Along the South Side of the Metra  
Line in Downtown Wheaton**

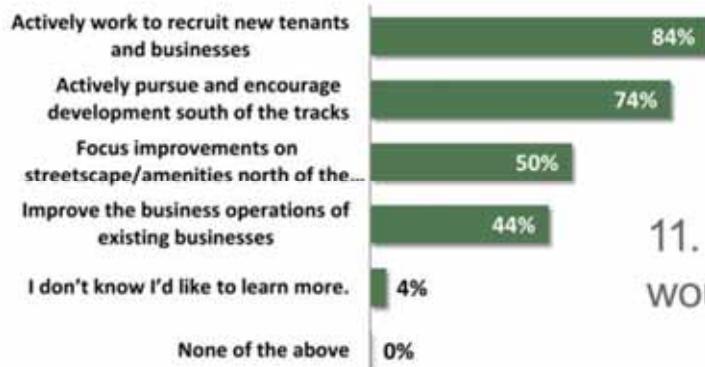
## RECOMMENDATIONS | MARKET/ECONOMIC DEVELOPMENT

- Increase residential space downtown
- Increased diversity of retail
- Increase entertainment venues and uses
- Downtown/pedestrian oriented development south of the railroad tracks
- Compete for higher end/ higher quality office
- Use Metra line stop to capture visitors from other towns for festivals, dining, and bicycling along Prairie Path



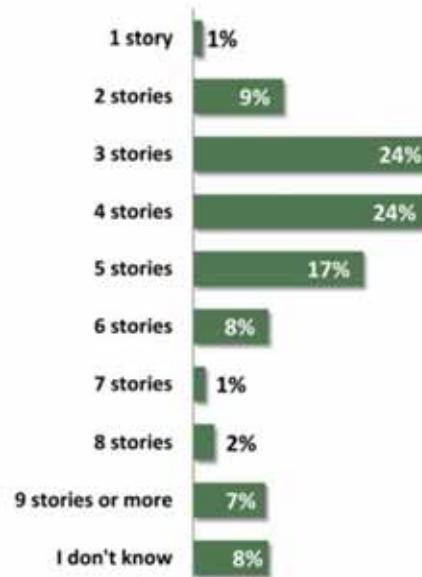
## RECOMMENDATIONS | MARKET/ECONOMIC DEVELOPMENT

15. I would support the following ideas to improve the competitive position of Downtown Wheaton? (Choose all that apply)



### Survey Question Results from February Meeting

11. Regarding future development south of the tracks, I would be in favor of building heights up to: (Choose 1)





**View Looking South Toward Liberty and Main Street,  
Depicting French Market structure on the left, park  
along Liberty Drive to the right, and potential  
redevelopment south of the tracks in the background  
to the south**