



Village of Oswego

DOWNTOWN FRAMEWORK PLAN



Prepared by: **HNTB**

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1. Introduction

A. Background of Plan

The Village of Oswego is growing at a rapid rate. The U.S. Census Bureau reports a population of approximately 30,000 people, according to a full census conducted in 2008. This population number is up 117 percent from the 13,000 people counted in the last full special census taken in the Village in 2000. The Village seeks to capitalize on this explosive growth by developing a framework for and determining opportunities to help create a more vibrant Downtown environment. With the potential for redevelopment of several key sites within the Downtown due to the Village Hall and pending Fire Station relocation and the recent sale of the Alexander Lumber site, it is an ideal time for the Village to revisit and refine a vision for the Downtown area as a whole.

The Downtown Plan represents an update to the Comprehensive Plan. As such, the Downtown Plan is to be used in the same manner as the Comprehensive Plan which is a policy advisory tool to be consulted and considered for meaningful direction by the Plan Commission, Village Board and community. This is particularly true as applied to land use changes, development standards and capital improvement proposals. The Plan is long-range in orientation and intended to express general community goals and aspirations, yet is specific enough to guide day-to-day land use and development activities.

The Village adopted the previous Comprehensive Downtown Plan in 1998. This document has been guiding Downtown improvement efforts for the past ten years. The 1998 Plan provided detailed design ideas for improving the public realm in the Downtown, and facade guidelines to encourage appropriate renovation of existing Downtown structures. As a result of the existing Plan, several buildings have been renovated and significant streetscape, open space and infrastructure upgrades have been completed. Significant improvements to Hudson Crossing Park have also been completed in the interim by the Oswegoland Park District, with additional open space improvements planned. However, the 1998 Plan did not foresee the relocation of municipal facilities to the west side of the Fox River, directly address the issue of parking needs in the Downtown, nor examine the potential for currently underutilized sites along the riverfront to accommodate mixed-use development.

B. Downtown Planning Process

The development of the Downtown Framework Plan occurred in three phases:

- Phase 1: Inventory and Vision
- Phase 2: Planning Framework
- Phase 3: Plan Document

Phase 1 involved an inventory of existing conditions and development of the “vision”. These elements were achieved through a kick-off meeting with the Downtown Development Committee and interviews with key community and business leaders to understand key planning considerations in the Downtown. This public input, as well as a review of existing studies and development proposals, led to an analysis of existing conditions (Memorandum: Downtown Framework Plan –



Preliminary Community Input and Conditions Summary; March 28, 2008). This information was brought to the community in a Visioning Workshop (May 12, 2008) where a new vision for the Downtown was created.

Phase 2 built upon the vision statement to craft the preliminary framework plans for Downtown Oswego – a future land use framework, a parking and circulation framework, and an urban design framework (Memorandum: Downtown Vision and Framework Plans; August 18, 2008). In a subsequent meeting with the Downtown Development Committee, these plans were reviewed in a Community Open House (September 11, 2008) to receive community input and feedback.

Phase 3 culminated the efforts conducted in Phases 1 and 2 by revising the framework plans and developing design guidelines and implementation strategies. The resulting Downtown Framework Plan has been reviewed by the Downtown Development Committee (date), Plan Commission (date), Economic Development Commission (date), presented at a Public Hearing (date), and adopted by the Village Board (date).

C. Community Background

The Village of Oswego is located in Kendall County, approximately 50 miles west of the Chicago Loop at the southern end of the Fox River Valley. Oswego was settled, at least in part, due to its transportation potential. A low water crossing exists near the mouth of Waubonsie Creek, making it a historically favored location for travelers. The Village was settled as early as 1836, originally as a mercantile hub catering to surrounding farms and travelers on the Chicago-Galena Road. The Chicago-Galena Road, running west from Chicago to Naperville on what is now U.S. Route 34, crossed the Fox River at Oswego and continued west and north. In 1870, Oswego received its own rail link and by 1900, Oswego had become part of the nation's vast inter-urban trolley network. With the advent of the automobile, Oswego was still a transportation hub, home to three state highways – IL Route 25, IL Route 74 and IL Route 31, and a U.S. Highway – U.S. Route 34. Today the trolley is no longer in service and only a few freight trains per day travel through Oswego.



Main Street, Downtown Oswego, circa 1900 (courtesy, Village of Oswego)

At the turn of the century, Oswego was home to many retail businesses, including grocery stores, meat markets, barber shops, a blacksmith shop, furniture shops, a cheese factory, paint shop, feed

mills and miscellaneous retailers, including jewelry stores, real estate business, banks and a shoemaker¹. In the 1950s, the Village became home to Caterpillar, Inc. and Western Electric (then the telephone equipment manufacturing division of AT&T), bringing in new housing developments. Downtown Oswego still remains the location of many retail businesses. *Figure 1: Vicinity Map* provides an overview of the area surrounding Downtown Oswego, indicating its relationship to the Fox River, area highways and areas of ongoing residential development.

D. Downtown Study Area Boundary

The planning area for the previous Comprehensive Downtown Plan included four sectors: the Main Street commercial area, Main Street's commercial/residential periphery, the section between the east bank of the river and the railroad tracks, and the proposed 16-acre Village Square commercial center on the adjacent west side of the river.

The planning area for this Plan is similar to the previous study, including generally a 1/3 mile square around Main and Washington Streets, including the new Village Hall area west of the river and some commercial/residential areas on the periphery, as depicted in *Figure 2: Study Area*. The area included is based on the influence that the Downtown will have on adjacent areas due to pedestrian accessibility and vehicular circulation patterns. The Plan focuses potential redevelopment in a more defined area, clearly delineating the extent of land use change anticipated. This strategy protects existing single-family residential neighborhoods and maintains a compact Downtown with a concentrated mix of uses in a walkable area.

E. Issues and Opportunities

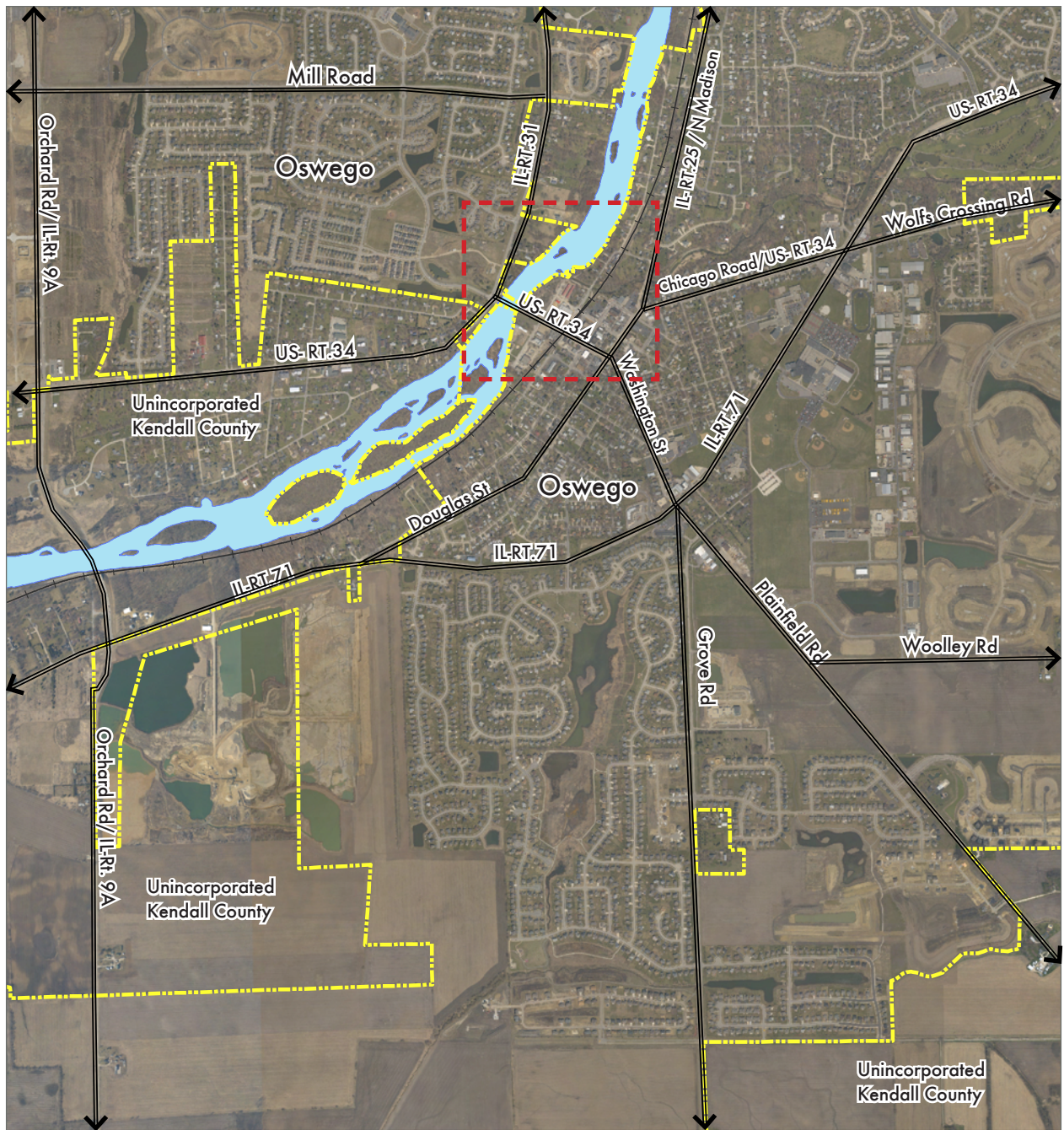
The following summarizes key planning issues and opportunities in the study area that, in large part, directed development of the framework plans. These were based upon the physical context, existing planning policies, market factors and community preferences, as expressed during stakeholder interviews and community meetings.

Land Use and Development

- Currently there is a lack of “synergy” in the business mix to encourage multiple destination shopping trips to the Downtown or walk-in shopper traffic. While there are several very strong and long-time businesses present, most tend to be destination-oriented. It will be important to increase the level of retail and restaurant activity overall, and seek opportunities to increase synergy with additional specialty retailers and commercial services.
- Near-term redevelopment potential is present at the Alexander Lumber site and the municipal properties that will be vacated upon completion of the new Village Hall and Fire Station. Pending development west of the Fox River, including the Studio Shoppes on IL Rt. 31 and the southwest corner of Washington Street and US Rt. 34, will have a visual relationship with the Downtown.
- A transitional zone surrounding the Downtown core, in which multi-family residential uses and/or residential conversion to office use is allowed should be delineated, with appropriate

¹ Village of Oswego, 2007

FIGURE 1: VICINITY MAP



LEGEND

Oswego Boundary

Fox River

Railroad

Arterials and Highways

Downtown Study Area (Approximate)

0 0.25 0.5 Miles



N



FIGURE 2: STUDY AREA



Legend

 Downtown Study Area

0 500 1,000 Feet



development standards applied to ensure that parking and other issues are appropriately addressed.

- An architectural and historical survey will be undertaken in 2008, which will aid in determining the historical significance of individual Downtown structures as reinvestment and redevelopment efforts move forward.
- The Fox River and the adjacent Hudson Crossing Park are major focal points for the community and therefore it is envisioned that future major community events will take place within the Downtown, utilizing Hudson Crossing Park as a major gathering space. Opportunities to more effectively build upon the assets of the Fox River and Hudson Crossing Park, and increase commercial activity and parking capacity for the Downtown in a cohesive manner should be explored.

Parking and Circulation

- Parking requirements in the Downtown should be unique, reflecting a preference for shared parking rather than independent parking lots; parking garages would be a great opportunity to solve the parking problem, although they should be concealed from view.
- Access for pedestrians across US Rt. 34 is a primary community concern, and will have an impact on the potential relationship between the Main Street core and redevelopment or parking areas that are pursued south of US Rt. 34.
- As redevelopment occurs west of the Fox River, sidewalk and trail connections via the US Rt. 34 pedestrian bridge and/or other river crossings should be accommodated. As Hudson Crossing Park is expanded south of US Rt. 34 a regional trail connection to the south should also be accommodated.
- Following completion of IL Rt. 71 improvements, switching the current truck route designation to IL Rt. 71 should be explored, relieving truck traffic volumes on US Rt. 34 through the Downtown.
- Public transportation is not present or anticipated in the Downtown area in the foreseeable future.
- Development and parking should be compatible to provide options so that people don't have to walk "uphill", specially seniors or persons with disabilities.

Urban Design

- Throughout the core and transitional areas, appropriate design standards should be enforced to ensure high quality and compatible development.
- Wayfinding improvements at entry point to the Downtown area and along US Rt. 34 are needed to draw shoppers into the Downtown core area.
- The streetscape improvements installed in 2003 has resulted in more private investment in facades, and redevelopment interest.
- The Fox River should serve as a "seam" not a "division"; views to the river should be maintained.
- A consistent Downtown "image" or "brand" should be created to market, balancing common and individual marketing efforts.

2. Vision and Development Principles

A. A Vision for Downtown Oswego

Residents both of Oswego and of surrounding communities are frequent visitors to the Downtown, a vibrant and attractive activity center. Hudson Crossing Park, located on the Fox River, is the central gathering place of the Village, a location of seasonal festivities and daily recreation. Arts festivals, movies and concerts, and a summer farmer's market can be enjoyed on weekends in the park.

The Downtown combines retail, arts, and entertainment uses with a mix of professional, service and civic uses. The new Village Hall stands proudly across the Fox River, providing a sense of identity for the Village. A greenbelt trail system, stemming from Hudson Crossing Park, and a connected sidewalk network, connect both sides of the river and encourage residents of nearby neighborhoods to walk and bike to the Downtown.

The pedestrian-oriented core of Downtown Oswego has expanded beyond the historic two-block stretch of Main Street. Alexander's Lumber Yard has been converted to a mixed use development, with outdoor dining and boutique retail on the first floor, and condominiums on the upper floors. Because of the sloping terrain of the Downtown area, new buildings on Harrison Street do not overpower the historic core along Main Street. On-street parking is still available on Main Street and side streets, supplemented with parking structures integrated into new developments.

Main Street retains its historic charm, with the library anchoring at one end. Offices and professional services are interspersed with retail and civic uses in the Downtown core. Main Street still remains the focal point of annual parades and the Christmas Walk. Similar uses line Route 34, providing a distinctive Downtown identity while accommodating vehicle access. Infill development in the Downtown blends with attractive older facades, while residences converted to businesses and infill residential development at the periphery provide an effective transition to adjacent neighborhoods. Gateway features, streetscape and signage treatments combine to create a consistent visual identity for the Downtown, while the greenbelt trail system and interconnected sidewalk network provide for pedestrian comfort, encourage community interaction and facilitate activity and movement between the Downtown and Hudson Crossing Park.

B. Development Principles

Land Use and Development

1. Mixed use development should be accommodated in the Downtown Core and Secondary Core, and should maintain the streetwall.
2. Retail and restaurant activity should have adequate access and visibility from Main and Washington Streets and should be complimented with a sidewalk network that encourages movement between businesses.
3. Existing structures of historic value and/or high quality should be preserved and enhanced, blending effectively with new infill development.
4. New residential development should include both upper-floor residential units in the Downtown and Secondary Core, with additional mid-rise/townhouse housing opportunities surrounding the Secondary Core, all of which will provide support to local businesses.
5. The Downtown should have clearly defined extents, beyond which single-family neighborhoods are enhanced and buffered from Downtown-related activity.
6. Public/Institutional uses within the Downtown should remain.

7. The extent of Perimeter Commercial/Office uses in converted housing structures should be clearly delineated to avoid piecemeal conversion in single-family residential areas.
8. Downtown redevelopment should establish a strong connection with Hudson Crossing Park, encouraging movement between the areas and providing open spaces and gathering areas that complement park venues and activities.

Parking and Circulation

1. Surface parking lots should be consolidated wherever possible.
2. On-street parking should be maintained on Main Street, maximized on Jefferson and Jackson Streets, and provided on Van Buren and Harrison Streets.
3. Structured parking should be considered in the Downtown and Secondary Cores to meet future parking demand.
4. The placement of commercial storefronts and shopper parking areas should encourage a “park-and-walk” pattern of use, facilitating multiple destination visits to the Downtown.
5. Mid-block pedestrian connections should be accommodated along Main Street to connect businesses to nearby parking lots/structures.
6. Comprehensive and clearly marked pedestrian and bicycle routes into and through the Downtown should be provided, linking shopping areas to nearby residential and park areas.
7. Bicycle parking should be accommodated in several locations throughout the Downtown.
8. To the extent feasible, pedestrian crossings of Washington Street should be enhanced to encourage pedestrian movement along Main Street while maintaining pedestrian and vehicular safety along U.S. Route 34.
9. Adams Street, west of Washington Street, should be considered for a limited access-way or vacation of the public right-of-way.
10. Wayfinding for U.S. Route 34, IL Route 25 and IL Route 31 should be accommodated.

Urban Design

1. New development should be compatible in height, scale and design with existing buildings, with allowable building heights related to the sloping elevation.
2. Residential and restaurant development should be located to take advantage of river views.
3. Plazas and public art should be accommodated in key locations to enhance the pedestrian experience.
4. Hudson Crossing and Village Green Parks should remain community gathering areas for accommodation of community events or programs.
5. Design standards should be maintained for new mixed use, commercial and multi-family development, to ensure compatibility with existing structures and a cohesive Downtown environment.
6. Facade and signage enhancements at existing buildings should be undertaken to preserve and enhance the character of the Downtown and contribute to a consistent visual identity.
7. Significant landscape buffers should be provided adjacent to single-family residential uses.
8. Gateways treatments should be established at defined entry points to the Downtown, from all directions.
9. Wayfinding signage should draw visitors into the Downtown from the broader area, utilizing a consistent Downtown “brand” that can also be used in advertising and marketing efforts.
10. Key cross-walks should be enhanced with intersection applications for visibility.

3. Land Use and Development Framework

Figure 3: Future Land Use Framework illustrates and describes the general development characteristics of eight land use areas. This framework establishes functional subareas within the Downtown to accommodate desired redevelopment and enhance the relationship between the Downtown and surrounding neighborhoods with transitional (less intensive) land uses. Both “core” areas function as the heart of the Downtown, accommodating most of the retail, restaurant and entertainment venues, while also providing the opportunity for mixed use development, such as in the new Washington Place building at Harrison/Washington Street. Land uses within these areas should be mutually supportive and encourage a walking environment. Within these zones are three high priority redevelopment sites. These sites, Alexander Lumber, Oswego Fire Station 1, and the cluster of old Village Hall facilities on Main and Washington Streets have recently been, or in the near future will be, available for redevelopment. The scope of these three areas allows the Downtown the ability to redefine itself.



Typical Downtown Core Character



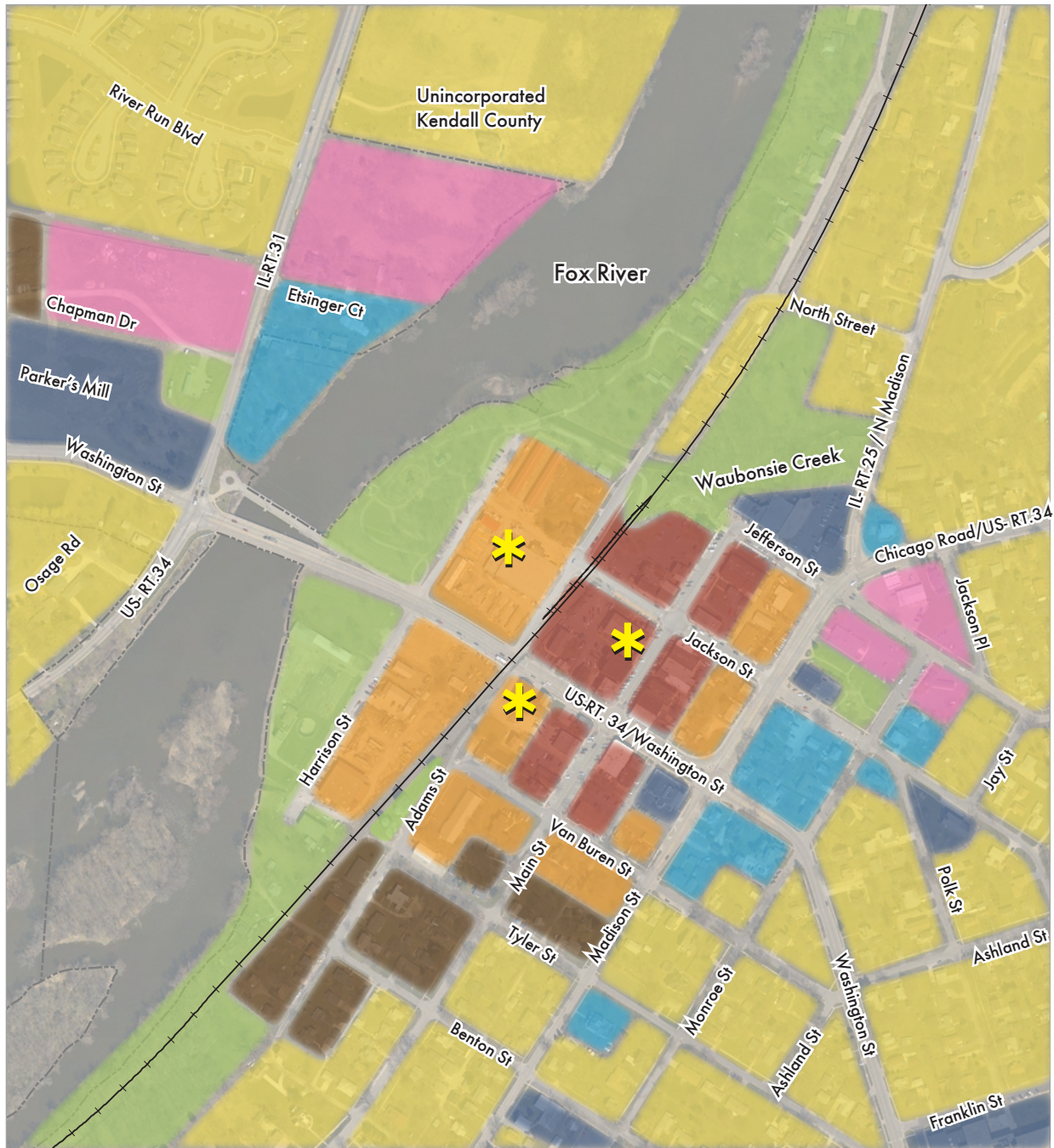
Typical Multi-Family Residential Character

The “core” areas are surrounded by a mix of multi-family residential, perimeter commercial/office, and public/institutional land uses. Perimeter uses are accommodated in residences converted to business use. These uses provide a useful buffer between the more intense commercial uses in the core and the surrounding single-family neighborhoods. Construction of mid-rise and/or townhouse residential units will only occur between developers and willing property owners and can ultimately provide another buffer as the Downtown uses intensify. Public/institutional uses reflect existing uses that will remain, such as the Church of Good Shephard, the Oswego Post Office, Oswego Public Library, and the Little White Schoolhouse Museum. This Plan

illustrates less auto-oriented commercial uses than are allowed under current zoning regulations. Auto-oriented commercial uses concentrated at the intersection of U.S. Route 34 and IL Route 25 should remain to serve Downtown residents (i.e. a gas station). Additional auto-oriented commercial uses are planned across the river along IL Route 31.

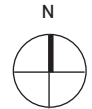
Consistent with the Oswegoland Park District’s plans for the expansion of Hudson Crossing Park, open space extends north and south and along the Fox River and Waubonsie Creek, accommodating the land in the 100-year floodplain and maintaining a greenway and trail system through the Village.

FIGURE 3: FUTURE LAND USE FRAMEWORK



Legend

0 500 1,000 Feet



High Priority Redevelopment Sites



Downtown Core



Secondary Core



Multi - Family Residential



Single - Family Residential



Auto - Oriented Commercial



Perimeter Commercial/ Office



Public/ Institution



Open Space



Oswego Boundary



Railroad



For all land use areas, it will be critical to ensure that the allowable land use mix offers flexibility, while focusing active storefront retail uses in visible and accessible locations and accommodating upper story residential units to support business activity. Adaptive reuse and infill development is strongly encouraged in the Downtown core, including specified high priority redevelopment sites, to maintain and enhance existing character elements in the Downtown. As new infill development occurs, continuing a consistent “streetwall” within both core areas will be important to encourage pedestrian movement throughout the Downtown.

A. Land Use Category Descriptions

Downtown Core: This category includes selected mixed use and commercial infill potential. Uses within this area should maintain and enhance existing historic facades, and over time, complete the streetwall along Main, Washington, Jackson and Jefferson Streets. New development should be compatible in height, scale and design with existing character elements. Retail, restaurant and office uses should be placed at storefront level with residential units or office space on upper floors. Surface parking lots should be consolidated into mid-block lots and concealed from view by being placed to the rear of buildings. Building heights of up to three stories are permitted on Main Street east of Washington Street; with building heights up to four stories on Main Street west of Washington Street and along the railroad, where the grade is lower (see later *Figure 4: Downtown Building Height Recommendations – Plan View* for allowable building heights). Multi-family residential development in this area will likely be upper-story apartments and condos and should accommodate up to 20 dwelling units/acre.

Secondary Core: This category includes new mixed use and commercial development potential. Uses within this area should, over time, complete the streetwall along Main, Washington, Adams, Harrison and Madison Streets. Ground floors should be primarily occupied by retail, restaurant and office uses. Residential and office uses should occupy upper floors. Parking should be master planned to support new uses, with parking concealed from view and placed in structures if demand warrants. River views should be taken advantage of for restaurants and upper story residential uses. Building heights up to five stories are permitted west of the railroad, with three to four stories permitted east of railroad because of grade changes (see later *Figure 4: Downtown Building Height Recommendations – Plan View* for allowable building heights). Multi-family residential development in this category will likely be upper-story apartments and condos and should accommodate up to 35 dwelling units/acre.

Multi-Family Residential: This category allows for selected infill of multi-family residential to support Downtown commercial activity. Residences are anticipated to be mid-rise and/or townhouse format housing units. Allowable residential densities should accommodate up to 20 dwelling units/acre. Parking should be master planned to accommodate resident and guest parking needs on-site. River views should be taken advantage of for upper story residential units. Building heights up to three stories are permitted, depending on site location (see later *Figure 4: Downtown Building Height Recommendations – Plan View* for recommended building heights). Many homes in this category are historic structures and may be eligible for historic status. Any future development should refer to the pending Historic Commission’s preservation study before redevelopment.

Single-Family Residential: This category encourages reinvestment and selective infill of new detached single family residential units in a manner consistent with existing neighborhood character



(up to 5 dwelling units/acre). The Plan is intended to strengthen and maintain the existing single family neighborhoods at the perimeter of the Downtown.

Auto-Oriented Commercial: This category includes neighborhood commercial uses that will be accommodating to vehicular traffic. An adequate on-site parking supply is necessary, with site and landscaping enhancements to buffer uses from adjacent lots. Stringent design and signage standards should be applied to complement the overall Downtown character. Access to and from these uses should be carefully managed.

Perimeter Commercial/Office: This category allows for conversion of residential structures to low intensity commercial or office uses, providing a buffer between more intense Downtown commercial uses and single-family residential neighborhoods. To properly serve as a buffer, stringent design and signage standards should be enforced to maintain community character, and significant landscaping should be maintained to buffer uses from adjacent lots. Parking should be provided in consolidated and shared rear yard lots, with consolidated access points.

Public/Institutional: This category includes established institutional and public uses that are to remain. Land uses in this category can attract vehicular and pedestrian traffic. Site landscaping and parking lot enhancements should be improved to maintain adequate buffers between adjacent land uses.

Open Space: This category includes parks and open spaces for passive or active recreational purposes. These uses are located throughout the Downtown, however they are concentrated near the river. The riverfront should be maintained and enhanced as a community amenity, per established plans prepared by the Oswego Park District.

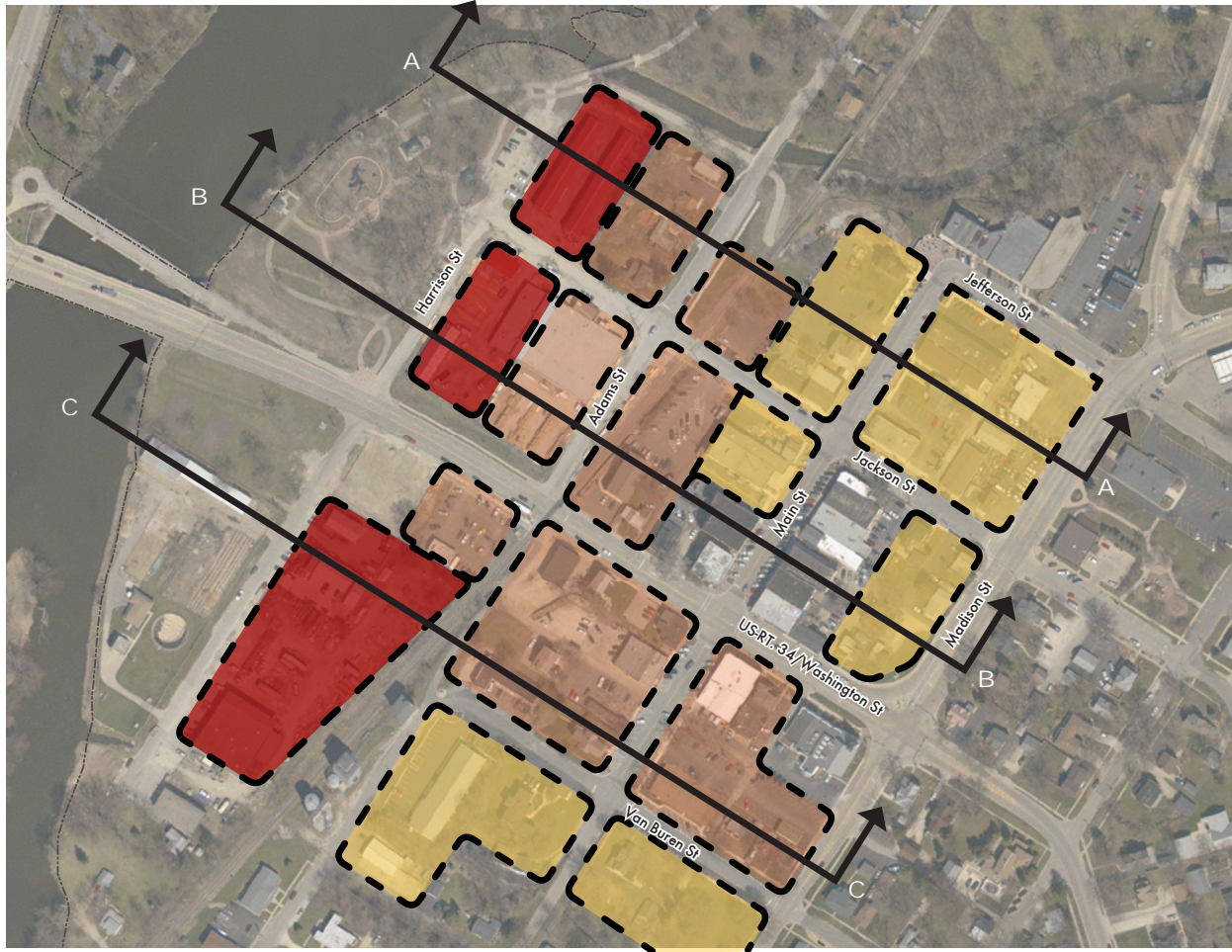
B. Downtown Building Height Recommendations

Figure 4: Downtown Building Height Recommendations – Plan View and *Figure 5: Downtown Building Height Recommendations – Section Views* illustrate and clarify the general building height recommendations embodied in the Future Land Use Framework, and as discussed above in the Land Use Category Descriptions. The potential for buildings of up to three stories, four stories and five stories in height is depicted on Figure 4.

Building height and massing in the Downtown core will need to be consistent with the existing character, while development density can be more intensive in the secondary core. Areas accommodating three story buildings are located surrounding the historic core, and provide a buffer to residential areas to the south and east. Areas accommodating four story buildings are located along Washington Street and extending east along Adams Street. Sites at the lowest elevation in the Downtown, along Harrison Street, can effectively accommodate up to five story structures. Figure 5 clarifies the relationship of allowable building heights to the approximate thirty foot drop in elevation between Main Street and Harrison Street. It is important to note that while these heights can be allowed in the specified blocks to maintain views of the river from Main Street, achieving these maximum heights is not required. Heights should remain consistent along Main Street to maintain the integrity of the streetwall, however a variation in building heights from Main Street west to the river could maximize views for residential units and provide for visual variety (i.e. terraced rooftops), as viewed looking east from the Fox River.



FIGURE 4: DOWNTOWN BUILDING HEIGHT RECOMMENDATIONS – PLAN VIEW



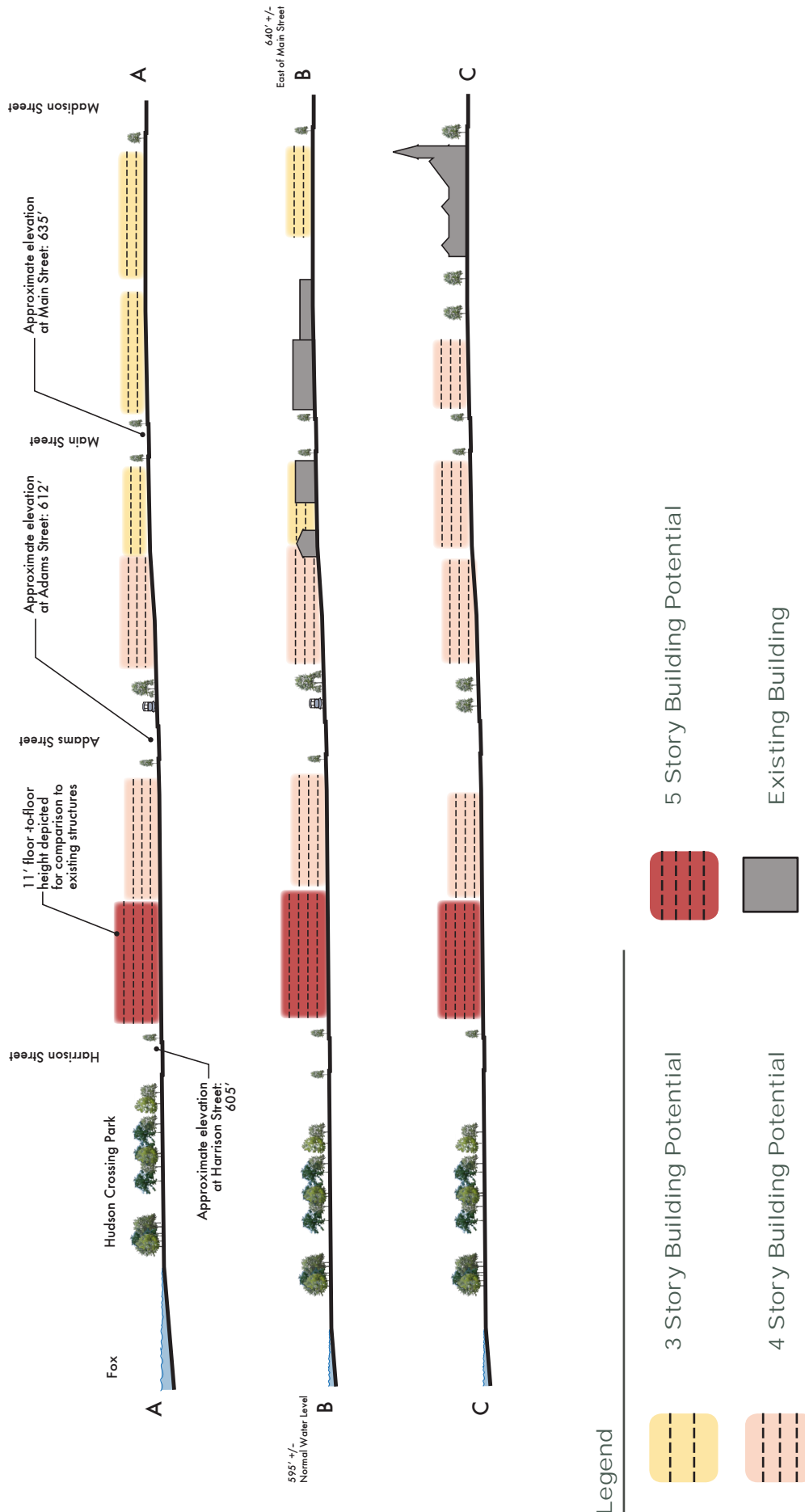
Legend

-  3 Story Building Potential
-  4 Story Building Potential
-  5 Story Building Potential

Note:

Potential future building heights are depicted for areas subject to redevelopment for commercial or mixed uses, per the Future Land Use Framework. As terrain slopes downward toward the Fox River, taller buildings can be accommodated while respecting the established scale of the Downtown Core.

FIGURE 5: DOWNTOWN BUILDING HEIGHT RECOMMENDATIONS – SECTION VIEWS



C. High Priority Redevelopment Sites

Three high priority development sites are identified in *Figure 3: Future Land Use Framework*. Because of the lower elevation, the Alexander Lumber site has the potential to accommodate some five story structures without obstructing views from Main Street to the river. This added height gives the site the potential for a greater mix of uses and additional Downtown residential units to support the commercial base. Because of the size of the site and its proximity to Main Street, it is also an ideal location for structured parking, if demand warrants.



Alexander Lumber Site

Because of the grade change between this site and Main Street, care should be taken to serve the mobility needs of the elderly, disabled, and shoppers with strollers who wish to walk between these areas.

The Oswego Fire Station 1 site will be vacated when the station relocates southeast to the new Wooley Road station. With key frontage on Main Street, this parcel should accommodate a high quality redevelopment project that fits the historic character of existing Main Street and completes the streetwall.



*Historic Character of Main Street;
northeast corner of Washington and
Main Streets*

The third high priority site is the old Village Hall block bounded by Main and Adams Streets and Washington and Van Buren Streets. Like the fire station, reconstruction of this site should complement the existing character of Main Street. This new development should not exceed four stories and should complete the streetwall, concealing anticipated structured parking.



Slope of Old Village Hall Block

4. Parking and Circulation Framework

The parking and circulation framework, as depicted in *Figure 6: Parking and Circulation Framework*, illustrates and describes three parking and circulation zones – the Downtown Zone, Perimeter Zone and Residential Zone, as described below.

- **Downtown Zone:** The zone between the river and Madison Street, and between Jefferson and Tyler Streets. This zone is generally composed of the mixed commercial, office, and upper story residential uses of the Downtown and secondary cores.
- **Perimeter Zone:** To the east of the Downtown Zone, this zone is generally composed of perimeter commercial/office, auto-oriented commercial and public/institutional uses that buffer the more intensive uses of the Downtown from the adjacent single-family residential neighborhoods.
- **Residential Zone:** This zone refers to the area of potential multi-family residential development to the south of the Downtown Zone, between Tyler and Benton Streets and west of Madison Street.

The framework also depicts alternative transportation choices, such as pedestrian and bicycle connections into and through the Downtown, suggested intersection improvements, on-street and off-street parking locations, and traffic control recommendations. Specific parking and circulation recommendations are relevant to each zone and will be discussed in the sections below.

A. Bicycle and Pedestrian Network Improvements

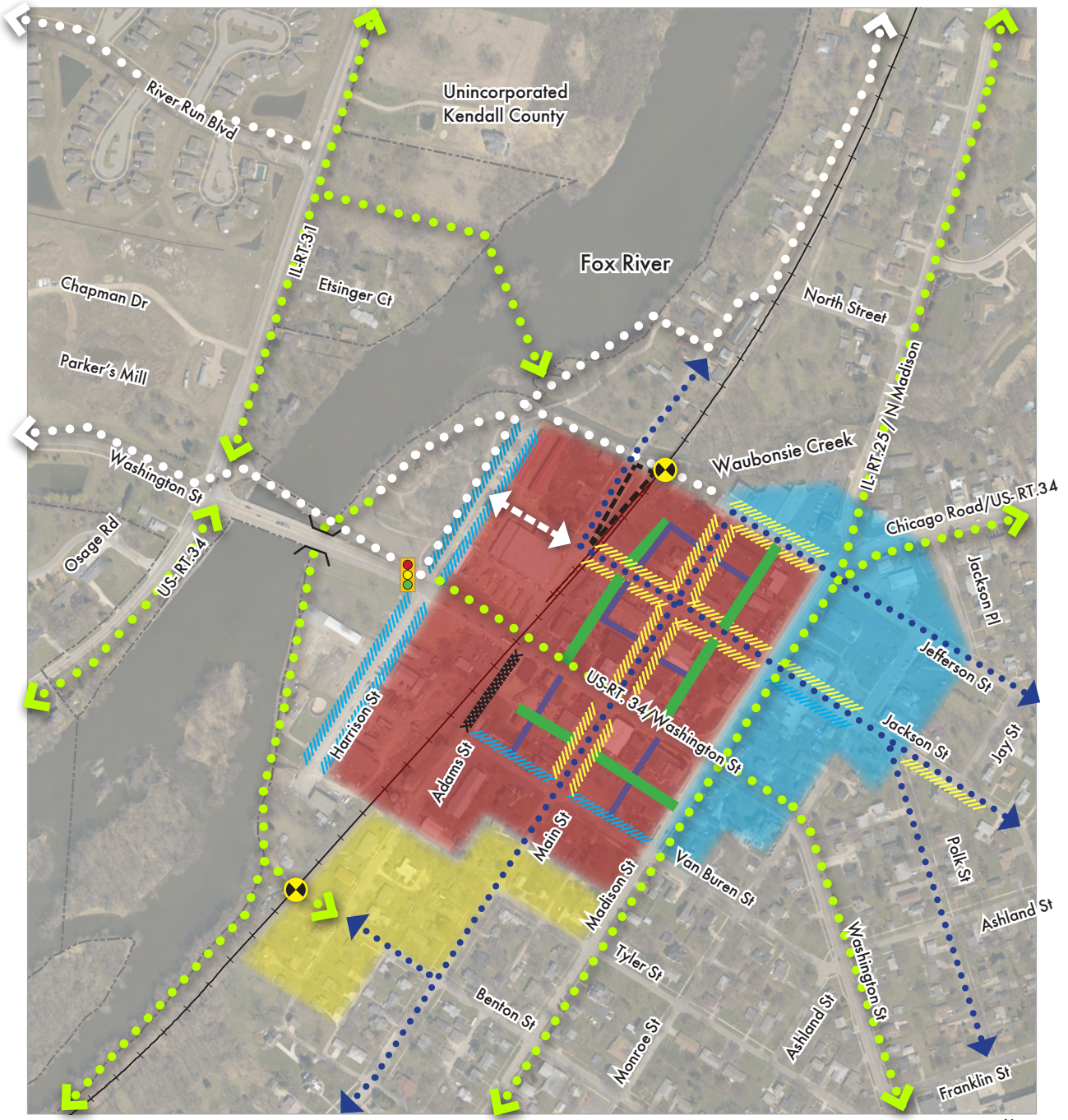
An extensive sidewalk and trail network already exists within the Downtown, including the Fox River Trail which extends north to parallel the river throughout the Fox River Valley, and a series of bike and pedestrian pathways connecting the Downtown to Hudson Crossing Park across the railroad tracks and to the Village Hall site across the river. Figure 6 depicts several additional pedestrian enhancements to complete the already comprehensive network. One of these recommendations is to extend the Fox River Trail south with the extension of Hudson Crossing Park south of the U.S. Route 34 bridge. Maintenance of existing facilities will also become important, including the pedestrian crossing of the railroad near Waubonsie Creek and the provision of a similar connection at the west end of Benton Street. Additional improvements include on-street bicycle lanes along collector roadways, such as Jefferson Street, Jackson Street, Benton Street, Main Street, and Park Street. Enhancements to improve pedestrian safety should occur along the major arterials in and through the Downtown, including Madison Street, Washington Street, Chicago Road, IL Route 25, and IL Route 31.



Typical On-Street Bicycle Lane

As important as an interconnected regional network, a series of pedestrian-ways within the Downtown Zone are important to maintain walkability between land uses. This includes the maintenance of an existing public pedestrian way between Main Street and Hudson Crossing Park as redevelopment of the Alexander Lumber site occurs, and the implementation of future mid-block

FIGURE 6: PARKING AND CIRCULATION FRAMEWORK



- | | | | | | |
|--|---------------------------------------------------|--|--------------------------------------------------------------------------|--|-----------------------------|
| | Existing Bike/ Pedestrian Trail System | | Maintain Public Pedestrian Connection | | Maintain On-Street Parking |
| | Future Pedestrian Enhancements | | Future On-Street Bike Lane | | Provide On-Street Parking |
| | Future Mid-Block Pedestrian Connection to Parking | | Consider Potential for Limited Access or Vacation of Public Right-of-Way | | Pedestrian Only Crossing |
| | Future Auto Alleyway and Parking Lot Connection | | | | New Signalized Intersection |



Example of Existing Mid-Block Pedestrian Walkway

pedestrian connections linking Main Street businesses with shared mid-block parking lots. Furthermore, maintenance of the Downtown sidewalk network will allow those in the Residential Zone to walk or bike Downtown for necessary services and entertainment.

B. Vehicle Circulation Improvements

Downtown Oswego is generally situated in a grid-like pattern. Because of this, local vehicles and pedestrians have several existing routing options for entering the Downtown area – five major arterials and at least 10 minor streets. Downtown

Oswego is also readily accessible from neighboring communities because of the proximity of four major highways – U.S. Route 34, IL Route 25, IL Route 31, and IL Route 71. The designation of U.S. Route 34 through the heart of Downtown along Chicago Road, Madison Street, and Washington Street as the primary through route can sometimes be a hindrance to pedestrian safety and Downtown traffic movement.

The main conflict point for pedestrians occurs at the Main Street intersection with Washington Street/U.S. Route 34. Currently, a crosswalk and flashing pedestrian signal exist to signal drivers of potential pedestrians in the roadway, but several factors inhibit the success of this measure such as disobedience of posted speed limits, the close proximity to the Madison Street/U.S. 34 intersection where drivers often do not slow down after turning to follow the highway, and the decreased visibility with the steep slope of the roadway.

As development in the Downtown Zone intensifies, additional crossings of the highway are likely to be just as problematic. As an initial part of a solution, parking capacity will need to be carefully matched to commercial development demands on both sides of this primary corridor. It should be noted that because of the future expectation of additional development intensity along Harrison Street, a signalized crossing at U.S. Route 34/Washington Street and Harrison will likely be warranted in the future. A full signalized intersection will help slow and calm traffic. Tighter lane widths are another option to slow down traffic through Downtown, with the close proximity to the next lane a constant reminder to slow down. Designs of any traffic calming measures will ultimately be made by the Illinois Department of Transportation (IDOT).

Similarly, a concern that was voiced on many occasions was the truck traffic utilizing U.S. Route 34 through Downtown. The desire exists to create a truck bypass route around the Downtown, utilizing IL Route 71 to the Orchard Road bridge, connecting again with U.S. Route 34 further west. As the bridge at Orchard Road was just constructed over the Fox River in 2001, this is a relatively new option for travel. It would be detrimental to bypass all traffic around Downtown, but the reduction of truck congestion could improve pedestrian safety and connections, helping to bridge both sides of the Downtown Zone. Again, the reality of a truck bypass will



U.S. Route 34/Washington Street Bridge

be determined by IDOT, however if truck congestion continues to be a growing problem, the Village should encourage IDOT to study this alternative route.

Other considerations in the Downtown Zone include the maintenance and designation of auto alleyways behind commercial storefronts to link rear parking lots. These alleyways are most important in the Downtown core, serving existing Main Street development. Also, as redevelopment occurs on the block formerly occupied by the Village Hall and other municipal functions, consideration should be given to limiting access or vacating Adams Street. Alternate access to any development occurring on this block could be achieved off of Van Buren Street and/or Main Street.

C. Parking Improvements

A long-term strategy (both physical and financial) to provide shared public parking in the Downtown is important for the vitality of existing and future businesses in the Downtown core. The Village seeks to ensure that spaces are convenient and easy to access – supporting the relative needs of shoppers, Downtown employees, Downtown residents and park visitors. Maintaining the perception that there is adequate parking Downtown can be achieved through maintaining existing on-street parking, providing additional on-street parking where feasible, and consolidating and clearly identifying public parking lots. As noted before, maintaining a balanced parking capacity north and south of IL Route 34 will be important. Off-street parking areas should be located where their impact on the pedestrian character of the streetscape can be minimized. Major parking recommendations by zone include:

- Downtown Zone
 - Consolidate off-street parking within each block, shared between commercial uses and located to the rear of buildings.
 - Public alleys should connect to mid-block lots and provide adequate access to the roadway network.
 - To minimize the visual impact of parking lots, structured parking is preferred; surface parking lots site landscaping should be generously provided to buffer against adjacent uses.
 - On-street parking should be maintained throughout the Downtown Zone; new on-street parking should be provided on Harrison and Van Buren Streets.
 - Three parking spaces per 1,000 square feet of existing and new commercial or office space should be required and accommodated in the shared lot allocated to the block.
 - Upper story residential uses should provide 2 spaces per unit.
- Perimeter Zone
 - Access should be allowed to parking areas west of Madison Street that serve Main Street businesses via a single curb cut per block on Madison Street.
 - Existing parking areas east of Madison Street should be consolidated where feasible, reconfigured for efficiency, and shared between users in the residential conversion area.
 - On-street parking should be maintained along Jackson Street.
 - Three to five parking spaces per 1,000 square feet of existing and new commercial or office space should be required, depending on the business type. Auto-oriented

commercial businesses and office uses should accommodate parking needs on-site, or in conjunction with neighboring uses in a shared lot.

- Residential Zone
 - Parking should be configured within or behind multi-family buildings, accommodating all parking needs on-site.
 - Structured parking, where warranted, should be integrated into the overall site design and concealed from view.
 - Two parking spaces per dwelling unit should be provided.

Parking Analysis

The recommendations above were developed in part based upon a parking analysis conducted to understand the existing parking situation and identify a potential future parking needs. The preliminary analysis built upon the recent Village assessment of building square footage and available parking, which found that in the Downtown overall, approximately 2.3 parking spaces per 1,000 square feet of commercial space (or one space per approximately 425 square feet) are provided. The Village's parking analysis found a deficit of approximately 315 parking spaces, per current zoning requirements (5 spaces/1,000 square feet). Additional analysis indicated the relative distribution of these parking spaces by block. The areas with the most retail and restaurant activity along Main Street were shown to be experiencing a parking deficit, while the bulk of the rest of the Downtown was shown to have an abundance of parking. In order for the parking situation on the ground to match the requirements in the zoning regulation, much development in the central part of the Downtown would have to be removed to make room for parking lots.

What this analysis reveals is that parking requirements in the Downtown are currently too high. Current standards are based on auto-oriented commercial establishments where visitors drive to a store and park, then drive again to their next shopping destination. The Downtown is not organized for this pattern of use, but rather should facilitate parking once and visiting multiple locations. Because of the ability to park once and visit two or more shops, it is not necessary to require all commercial establishments to provide their own parking. In a traditional Downtown setting, where public parking spaces are provided both on-street and off-street and are shared between businesses, a lower ratio of parking spaces to square footage is feasible. Implementing this parking standard more directly responds to the need for required parking and reduces excess parking.

Table 1: Parking Analysis, makes general assumptions about potential future commercial (square footage) and residential (dwelling unit) development quantities on the eight blocks comprising the core areas of the Downtown – the Downtown Zone. These block assignments are depicted in *Figure 7: Downtown Zone Blocks*. The quantities reflect retaining existing commercial space in historic structures along Main Street, in addition to accommodating new development in a manner reflecting the building height and massing recommendations described in Chapter 3. These development quantities were utilized to generate estimated future parking demand in the Downtown, and to determine the likelihood of parking structures being needed to accommodate shopper parking in the Downtown in the future.

Table 1: Parking Analysis

Commercial	Sq Ft	Parking Required 5 per 1,000 Sq Ft	Parking Required 3 per 1,000 Sq Ft	Parking Provided By Type			Current Code Deficit / Surplus 5 per 1,000 Sq Ft	Potential Policy Deficit / Surplus 3 per 1,000 Sq Ft
				Surface	Street*	Structure		
Block 1	16,000	80	48	27	34		-19	13
Block 2	15,000	75	45	55	35		15	45
Block 3	30,000	150	90	33	27		-90	-30
Block 4	15,500	78	47	36	25	14	-2.5	28.5
TOTAL: Downtown Core	76,500	383	230	151	121	14	-96.5	56.5
Block 5	13,000	65	39	21	25	0	-19	7
Block 6	11,000	55	33	30	25	0	0	22
Block 7	25,000	125	75	118	25	0	18	68
Block 8	50,000	250	150	181		139	70	170
TOTAL: Secondary Core	99,000	495	297	350	75	139	69	267

* Village survey counts used

Note: Existing commercial in historic structures on Main Street retained, included in total (estimated)

Residential	Sq Ft	# of Residential Floors	Dwelling Units	Parking Required *	Parking Provided by Type		Deficit / Surplus
					Surface	Structure	
Block 1	24,000	2	34	69		69	0
Block 2	32,500	2	46	93	62	31	0
Block 3	22,000	2	31	63	30	33	0
Block 4	34,500	2	49	99		99	0
TOTAL: Downtown Core	113,000		161	323	92	232	
Block 5	28,000	3	60	120	84	36	0
Block 6	20,000	3	43	86	65	21	0
Block 7	44,000	4	126	251	182	69	0
Block 8		3	100	200		200	0
TOTAL: Secondary Core	92,000		329	657	331	326	

* 2 spaces per DU provided (assumed 50% one bedroom and 50% two bedroom units)



Figure 7:
Downtown Zone
Blocks

Key considerations revealed in Table 1 include:

- Residential parking demand was estimated at two dedicated spaces per dwelling unit. Residential spaces should be accommodated either within structures or parking lots behind the buildings. The general quantities reflected in the analysis would likely necessitate structured spaces on each block, in combination with surface spaces on several blocks. Due to the grade change within Blocks 1, 4 and 5 in particular, spaces in a basement level can likely be effectively accommodated.
- Commercial parking demand was estimated in two ways – providing either five spaces or three spaces per 1,000 square feet of commercial space. Providing five spaces per 1,000 square feet complies with current code requirements, but presumes that all spaces in the Downtown are dedicated spaces to specific uses, with no shared spaces provided. Three spaces per 1,000 square feet was determined to be sufficient and more appropriate in the Downtown Zone. Adjustments to the Village’s zoning code to allow a lower parking standard in the Downtown Zone will facilitate a transition over time to consolidated public parking locations that are shared between businesses to encourage multiple destination shopping patterns, if undertaken in conjunction with a policy to assist in the development of shared parking.
- On-street parking capacity is presumed to off-set total parking demand, with additional surface spaces provided on each block and public parking also provided in structures on Blocks 4 and 8. The analysis suggests a potential deficit of 96.5 spaces in the Downtown core under the five per 1,000 square feet requirement, but a surplus of 56.5 spaces under the three per 1,000 square feet requirement. In either scenario, there is surplus capacity in the secondary core. If sensitively designed for ease of access, parking on Block 8 can potentially serve to off-set demand in the Downtown core.

5. Urban Design Framework

Figure 8: Urban Design Framework illustrates and describes three urban design zones – the Downtown Zone, Perimeter Zone and Residential Zone – which are coterminous with the zones described in the Parking and Circulation Framework in the previous chapter. These zones were organized because of the similarity in character-type for the Plan’s recommendations.

- **Downtown Zone (Zone A):** The zone between the river and Madison Street, and between Jefferson and Tyler Streets. This zone is generally composed of the mixed commercial, office, and upper story residential uses of the Downtown and secondary cores.
- **Perimeter Zone (Zone B):** To the east of the Downtown Zone, this zone is generally composed of perimeter commercial/office, auto-oriented commercial and public/institutional uses that buffer the more intensive uses of the Downtown from the adjacent single-family residential neighborhoods.
- **Residential Zone (Zone C):** This zone refers to the area of potential multi-family residential development to the south of the Downtown Zone, between Tyler and Benton Streets and west of Madison Street.

Specific urban design recommendations by zone type are described in the section below, followed by urban design recommendations and general design guidelines.

The Urban Design Framework depicts two priority areas:

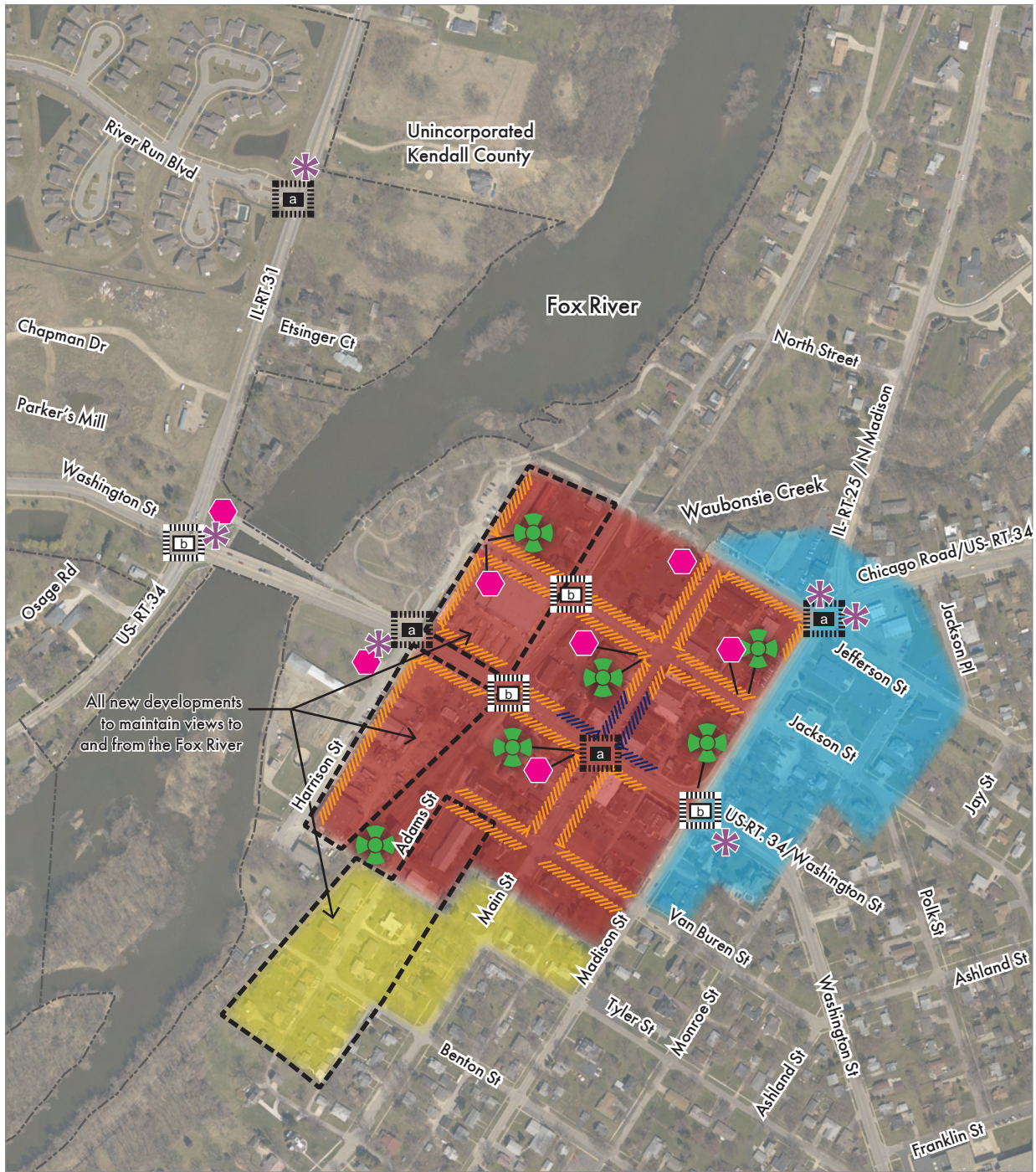
- Portions of Main Street and Washington Street in the historic core are in a **Historic Facade Priority Area** (see Figure 8). These buildings contain historic facades that should be maintained and rehabilitated in accordance with the Facade Improvement Guidelines adopted in the 1998 Downtown Plan. Realizing that adjacent properties may redevelop over time, new structures should complete the streetwall and compliment the massing and character of the buildings in the Historic Facade Priority Area.



Pedestrian friendly storefront retail area with site amenities including bike racks, street trees, and benches






- The **Storefront Retail Priority Area** is composed of most of the remaining streets in the Downtown Zone. Buildings fronting these streets are highly visible for visitors and should have active ground floor retail uses associated with them – shops, restaurants and other uses that draw visitors inside and along the sidewalks to other stores. Because of this, it is important that the streetscape be inviting and pedestrian-friendly in these areas, and that attractive window displays be maintained.

FIGURE 8: URBAN DESIGN FRAMEWORK

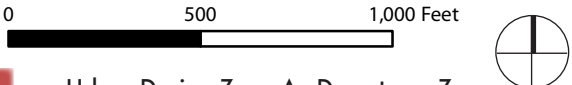


All new developments to maintain views to and from the Fox River

Legend

-  Plaza/Public Art Opportunity Area
-  High Priority Cross-walk Enhancement
-  Secondary Cross-walk Enhancement
-  Gateway Signage (General Location)
-  Wayfinding Directory/Kiosk

0 500 1,000 Feet








-  Urban Design Zone A - Downtown Zone
-  Urban Design Zone B - Perimeter Zone
-  Urban Design Zone C - Residential Zone
-  Historic Facade Priority Area
-  Storefront Retail Priority Area



Figure 8 also depicts a series of specific urban design improvements:

- **Plaza/Public Art Opportunity Areas** are shown six locations Downtown. These areas can complement the existing streetscape program with additional plazas or open space areas for public gathering points, places of rest for shoppers, or locations to display public art. Most will be small in scale. These spaces should be created in conjunction with adjacent redevelopment projects.
- **High Priority Cross-walk Enhancements** are depicted in four locations on the map. As Downtown redevelopment continues, additional sites may be identified. In these locations – IL Route 25/US Route 34/Madison Street, Main and Washington Streets, Harrison and Washington Streets, and IL Route 31 and River Run Boulevard – significant pedestrian traffic currently crosses or is anticipated to cross a state highway, causing safety concerns. Potential traffic calming measures have been discussed in the last chapter to help alleviate pedestrian concern. In addition, urban design enhancements such as uniquely and boldly striped cross-walks can help signal to drivers that they are approaching a significant pedestrian crossing. Another solution could be through grade-separated cross-walks that not only separate pedestrian and vehicular traffic, but could offer an alternative to reduce the slope of traveling from Harrison Street up to Main Street.
- **Secondary Cross-walk Enhancements** are depicted at four additional intersections. These intersections either already have some pedestrian crossing measures in place, or the need for crossing enhancements is not as imminent as the identified high priority cross-walks. Measures should be taken to maximize pedestrian safety at these sites, however enhancements needed may be less significant, such as a flashing signal or additional signage.



Cross-walk enhancement with intersection application for visibility



Gateway Monument Example

- **Gateway Signage Locations** are located at six entrances to Downtown – IL Route 31/River Run Boulevard, IL Route 31/US Route 34, IL Route 25, Washington Street from the south, US Route 34 from the east and Washington/Harrison Street. These locations should prominently mark the entrance into Downtown Oswego, denoting a distinctly different streetscape and development character. The Downtown is an active location of pedestrian travel and mixed uses. Drivers should slow down and pay

attention to their surroundings, including pedestrians and bicyclists. Installing gateway signs at the depicted locations will give drivers an important visual cue that they are entering a unique environment. With this said, each gateway monument may be very different in character, depending on the location. A redeveloped building may mark this important gateway at one intersection, whereas a more modest sign may mark this entrance at another

intersection. Gateway elements do not need to be exactly the same item to serve the same purpose.

- **Wayfinding Directory/Kiosk** sites are an equally important form of signage Downtown. Wayfinding signage directs pedestrians and vehicles to important Downtown destinations such as public parking areas, the library, park, or other significant buildings. Kiosks may be installed in the form of a map that displays all the venues the Downtown has to offer, such as restaurant or dining opportunities.



Examples of Wayfinding and Directional Signage (more examples in the General Design Guidelines)

Additionally, this signage may inform visitors about the Downtown by explaining sites of historical significance or previous historical events and advertise upcoming Village events. In addition to wayfinding signage within the Downtown, directional signage along major community arterials to indicate direction to the Downtown is equally important. Potential locations, but not only limited to these, where directional signage can be helpful within Oswego are Orchard Road/US Route 34, US Route 34/IL Route 71, IL Route 71/Washington Street, IL Route 71/Orchard Road, IL Route 25/Boulder Hill Pass, and IL Route 31/Mill Road.

A. Urban Design Recommendations

Table 2. *Urban Design Recommendations* lists proposed improvements that will be appropriate in some or all of the Downtown zones (as illustrated previously on Figure 8 and discussed above). These recommendations address improvements to public rights-of-way or other public areas.

Downtown Oswego already has a successful Downtown streetscape program. The recommendations listed in the table below build upon elements already in place and encourage expansion of improvements throughout the different Downtown zones. Improvement examples include replacing current lighting with dark sky compliant lighting to minimize light pollution to neighboring residential areas. Applying permeable paving technology to lower traffic areas like parking lots, alleys, bicycle lanes or cross-walks will both provide a visual distinction to drivers and aid in stormwater management and groundwater infiltration.



Typical parkway/ sidewalk with stormwater infiltration planters

Table 2. Urban Design Recommendations

Zone Type			
A	B	C	
			Automobile
X	X		Provide wayfinding elements and signage that identify points of interest and uses
X	X	X	Provide gateway signage at entry points scaled for visibility in automobiles
			Bicycle
X	X	X	Provide bicycle lanes within the right-of-way where recommended
X	X		Provide bicycle parking at points of interest
X	X		Provide wayfinding elements and signage that identify routes and points of interest
X	X		Extend regional bicycle trails through future park expansion, as appropriate
			Pedestrian
	X	X	Provide sidewalks in areas disconnected from existing network
		X	Provide multi-use path connections in residential areas to existing sidewalks
X	X		Provide wayfinding elements and signage that identify routes and points of interest
X	X	X	Provide street trees and pedestrian-scale lighting
			Visibility
	X		Provide landscape screening and ornamental fencing at all parking lots and related automobile uses
X			Provide columnar shaped street trees in the downtown district for higher visibility and easier maintenance
X	X	X	Provide dark sky compliant lighting
X	X		Provide pedestrian scale monument signage that is visible to automobile traffic
X	X		Use a development pattern that promotes and does not obstruct views to the Fox River
			Stormwater Management
X	X	X	Apply permeable paving technology to new road construction or rebuild projects, as well as parking lots and alleys
X	X		Provide permeable asphalt crosswalks with imbedded thermal plastic application for safety and durability
X			Provide water intercepting planters in the downtown zone adjacent to sidewalks within the parkway
	X	X	Provide water infiltration swales and constructed wetlands adjacent to impervious surfaces
			Safety
X	X		Provide pedestrian cross-walk markings at all intersections
	X	X	Provide curb extensions at residential street entry points
X		X	Provide cross-walks, warning lights, signage, and gates at all railroad crossings
X	X	X	Provide detectable warning panels at all ADA cross-walks

B. General Design Guidelines

The General Design Guidelines below address building and site design characteristics unique to the Downtown area, and establish a level of design quality that will be expected as Downtown redevelopment occurs. However, the following guidelines are offered at a time the industry is evolving and techniques and materials are in constant evolution. As a result the Village will be sensitive and flexible with regard to conformance to this particular section. The Village will also review and update relevant codes and practices to incorporate to ensure proper authority and control is made for these new methods.

The Downtown is proposed to be comprised of mixed use, commercial, multi-family residential and municipal uses within the Downtown's three zones. The General Design Guidelines are organized in the following sections: Development Pattern, Architectural and Site Design, Parking, Public Realm, and Downtown Residential. These guidelines apply to uses in all zones, however more specific guidelines for the Residential Zone can be found in the subsection, Downtown Residential. The previous Downtown Plan's Facade Improvement Guidelines are still applicable and relevant to the historic buildings on Main Street and are incorporated by reference in the Architectural and Site Design subsection.

Development Pattern

These guidelines communicate the appropriate relationship of development sites to the public realm in the Downtown area.

- a) Encourage redevelopment efforts that provide a unified, cohesive image and avoid leaving isolated parcels unimproved;
- b) Infill development should complete the streetwall on Main, Washington, Jackson and Jefferson Streets;
- c) Provide adequate public open space within the Downtown area that is highly visible to both pedestrians and automobiles;
- d) Incorporate gateways and entry markers into the Downtown and public open spaces at high visibility sites;
- e) Develop a cohesive pedestrian environment that accommodates access to retail, office, residential, and open space areas;
- f) Pursue shared access and shared parking strategies;
- g) Provide mid-block pedestrian connections between buildings for access to rear parking lots; and
- h) Reduce visual disruption of the streetscape by minimizing curb cuts throughout the Downtown.



Provide a consistent streetwall



Incorporate downtown plazas

Architectural and Site Design

These Guidelines address maintaining existing character elements in the Downtown area, with an emphasis on ensuring the compatibility of new development. These Guidelines take into consideration a multitude of design elements that will maintain and enhance the quality of the Downtown Area.

Siting and Orientation

- a) Commercial and mixed use structures should be built at or within five (5) feet of the front lot line to create a pedestrian-oriented streetwall, in particular along Main Street;
- b) Primary entrances should be located along major streets, with parking access at the rear of the building or on-street;
- c) All entrances and access points to buildings should be easily identified and be visible from the primary access street;
- d) ADA accessible entrances should be integrated into the overall building design;
- e) At corner sites, primarily along Washington Street, commercial entrances should be oriented to the corner;
- f) All services, including trash and delivery, along with loading areas, should be accessed through rear parking lots and secondary entrances, while being screened from view from adjacent streets; and
- g) Building orientation, location and amenities should encourage pedestrian and bicycle access.

Height, Bulk, and Massing

- a) Buildings should be at least two stories in height along Main Street, to establish a strong street presence;
- b) Building height maximums should follow those described elsewhere in this Plan;
- c) Views to the Fox River should be sought for restaurants and upper story residential units;
- d) The mass and bulk of any commercial and mixed use buildings should be broken up with vertical storefront divisions and/or horizontal elements that provide an intimate scale for pedestrians and visual interest for drivers.
- e) Roof size, shape, material, color and slope should be coordinated with the scale and theme of the building; and
- f) On upper stories, setbacks may be used to provide a break in any perceived height/bulk issues as well as provide adequate private balcony/roof deck space for residences.



Construct mid-block pedestrian walkways



Locate primary entrances along major streets



Screen trash collection areas from public view



Provide varied facade elements to break up vertical storefront divisions

Facade Articulation

- a) Facade articulation should be provided in accordance with the Village's Facade Improvement Guidelines;
- b) All building facades, especially on Main Street, should accommodate a pedestrian-scale with glazed windows accommodating attractive displays;
- c) Windows should be supported by a continuous solid base/bulkhead;
- d) Upper stories of buildings may provide balconies that are attached or inset in order to provide visual interest;
- e) All fenestration or window placement should reflect existing character and not compete with the scale of storefronts or upper stories on existing buildings; and
- f) Residential buildings should include windows on the first floor, oriented toward the street; foundation landscaping and detailed wall articulation should also be incorporated.



Address pedestrians with scale elements on facades at ground floor

Materials

- a) High quality materials, including LEED (Leadership in Energy and Environmental Design) certified materials, should be encouraged for use in developments whenever possible, and should vary, yet be complementary to the existing character of the Downtown area;
- b) Traditional stone, masonry, and other similar construction techniques are most appropriate for any new developments within the Downtown area;
- c) Any building accents should be constructed from wood, stone, steel or other metal alloys similar to the existing buildings within the Downtown area;
- d) Avoid concrete blocks or pre-cast concrete panels for use as a facade treatment;
- e) All exterior materials shall be suitable for the climate and exposure with a minimum of deterioration and wear. Materials will be selected that will be relatively maintenance-free;
- f) All building types should include finished surfaces on all vertical sides, especially along the streetwall and along mid-block pedestrian connections; and
- g) Building materials should be recyclable, renewable, and/or conservation-oriented for new construction and development.



Use coordinating materials for all buildings



Finish surfaces on all vertical sides

Architectural Elements

- a) Pole-mounted signage is not appropriate anywhere in the Downtown. Commercial businesses should rely primarily upon building-mounted signage;



Building signage should coordinate with architectural style and color scheme

- b) Locate signage in between the first and second story without projecting above or obstructing second story windows;
- c) Provide additional signage on first floor awnings, or on first floor storefront windows;
- d) At multi-tenant commercial developments and at public/institutional buildings, low monument signage that is integrated with the building design should be provided, located within a landscaped planting bed;
- e) Provide signage for second floor uses as a plaque or projecting shingle sign at second floor lobby entrances;
- f) Coordinate awnings and signage with the scale and color scheme of the building as well as neighboring buildings;
- g) Signage should not cover any architectural details; and
- h) Utilize exterior lighting to reinforce entry ways and to highlight architectural features and signage.



Provide street furniture consistent with existing Main Street streetscape treatments

Site Design and Landscape

- a) Provide a minimum of six (6) feet of clearance at walkways adjacent to storefront commercial areas;
- b) Provide streetscape furniture (street lights, benches, waste receptacles, etc.) and landscape treatments in new developments consistent with existing Main Street streetscape treatments in order to create a more seamless and cohesive Downtown area;
- c) Utilize dark sky compliant lighting along streets and sidewalks to reduce impact of light pollution, while illuminating all pedestrian areas;
- d) Provide connections between parking lots on adjacent properties in order to allow for improved off-street circulation;
- e) Incorporate generous shade landscaping and ornamental trees, as well as integrate a variety of shrubs and perennials where space permits;
- f) Incorporate best management practices for stormwater management such as rain gardens, bioswales, and stormwater infiltration planters in new developments, including at adjacent public rights-of-way;
- g) Incorporate on-site plazas into pedestrian walkways that link to parking lots at the rear of buildings;
- h) Provide benches, bicycle racks, and waste receptacles near building entries and at on-site plazas;
- i) Provide defined areas for outside seating at restaurants; and
- j) Maintenance must be considered in the design of the landscape (shared maintenance agreements, irrigation systems, etc.). Compliance with design and installation must be required by the Village.



Ensure adequate sidewalk space for display, dining and walking



Parking

These Guidelines address parking improvements for future development. These Guidelines address design issues for combined lots that will maximize parking utilization for all functions in the Downtown area.

Parking Lot Layout

- a) Consolidate and share off-street parking within blocks, located to the rear of buildings;
- b) Provide employee parking in perimeter lots, away from storefronts;
- c) Provide residential parking within the building where feasible; and
- d) Parking structures should be an integrated site design feature, with the following characteristics:
 - Structured parking should be concealed from view to the extent practical;
 - Design features should blend with associated buildings;
 - High quality exterior materials should be used, with treatments that enclose the structure to eliminate large openings and disguise sloping floor plates;
 - Stairwells should be well lit and open to view; and
 - Plant materials should be incorporated to reduce the heat island effect of architecture surfaces. Consider window boxes and other landscape materials as part of an integrated design approach.



Provide bicycle parking



Integrate parking structures into site design

Landscaping and Stormwater Management

- a) Provide a minimum five (5) foot setback from sidewalk to pavement edge to provide a landscape buffer at parking lots;
- b) Provide ornamental or shade trees along the perimeter of lots and in planting islands within parking lots;
- c) Stagger or offset trees around the lot perimeter with parkway or sidewalk trees;
- d) Utilize water infiltration systems such as bioswales or rain gardens and integrate on-site for stormwater management; and
- e) Consider permeable paving systems such as concrete unit pavers and porous concrete/asphalt as a pavement alternative (especially in parking stalls) to contain and filter stormwater discharge on-site.



Utilize permeable pavement and water infiltration islands in parking lots

Public Realm

The implementation and ongoing maintenance of high quality public improvements is an essential element of ensuring a pleasant and inviting pedestrian environment. The General Design

Guidelines address the appropriate treatment of the public realm, including street rights-of-way and on-street parking areas, public plazas, and open spaces within the Downtown.

Streetscape

- a) Integrate traffic control devices with ornamental lighting – should be of similar or color matched materials;
- b) Incorporate public art such as sculptures, mosaics, or murals into the Downtown area and be visible to both pedestrians and automobiles;
- c) Work with business owners to provide and maintain a combination of pole-mounted flower pots and free-standing flower pots located in small clusters near street corners and parking lot entrances, planted with a consistent colorful array of seasonal plantings;
 - a) Where feasible, provide corner “bumpouts” to reduce the pedestrian crossing distance at key crossing points and increase area for furnishings, bicycles racks or outdoor cafes; and
 - b) Pedestrian cross-walks should be identified with a material change, preferably utilizing a paving material consistent with sidewalk accent areas. Curb radii should be minimized to reduce auto speed and pedestrian crossing distances.



Feature public art installations in high profile locations



Protect street trees and add seasonal flowers

Circulation

- a) Provide on-street bicycle lanes within the right-of-way where recommended (as depicted on the Parking and Circulation Framework);
- b) Complete the sidewalk network where necessary;
- c) Create pedestrian-only crossings of the railroad in key areas Downtown;
- d) Provide mid-block pedestrian walkways to parking areas at rear of buildings;
- e) Maintain on-street parking and provide additional on-street parking on key streets, such as Harrison and Van Buren Streets;
- f) Provide a walkable environment with minimal impact from obstructions such as curb cuts or other auto-oriented features; and
- g) Maintain public pedestrian connections, especially linking Main Street with Hudson Crossing Park.



Utilize a different paving material for cross-walks

Wayfinding and Gateway Features

- a) Provide gateway signage at Downtown entry points scaled for visibility for all users;
- b) Provide both pedestrian and auto-oriented wayfinding elements and signage that identify points of interest, routes, and uses;



Maintain on-street parking

- c) Provide interpretational or educational signage to distinguish points of interest or historical significance in the Downtown area;
- d) Provide directional signage that clarifies routes to and from public parking lots;
- e) Maintain a seasonal and event-driven banner program that provides a colorful and consistent identity for the Downtown; and
- f) Wayfinding should be of appropriate scale based on the intended user and should reflect a consistent theme.



Example of gateway identity signage

Downtown Residential

- a) Buildings should not exceed four stories in height where directly adjacent to single-family residential homes;
- b) Break up building facades through the use of balconies, setbacks and projections which help articulate individual dwelling units or collections of units;
- c) Facades should relate to but not overwhelm the adjacent neighborhood;
- d) Any building that has a side or rear elevation that faces open space or public right-of-way should have the same architectural elements as the front facade and the same attention to architectural detail;
- e) Incorporate architectural features and patterns into residential buildings that include a pedestrian scale;
- f) Open space and recreational areas should be integrated into the site design to be visible and functional for residents;
- g) Residential parking should be in structures, if feasible, and shielded from view from the main thoroughfare; and
- h) Utilize trees and other landscaping to buffer new residential developments from adjacent single-family residential uses.



Example of wayfinding signage (directional)



Provide variations in facade treatments to reduce the perceived scale of buildings

Environment and Conservation

Conservation of the natural open space environment and sustainable building techniques are essential for the long-term well-being of the Village. The General Design Guidelines address the appropriate treatment of building construction and design, as well as the placement of new buildings in accordance with the environment.

Because utilization of the following techniques is not as mainstream in development practices as many of the guidelines above, the Village should be sensitive and flexible with regard to conformance to these guidelines. As noted above, sustainability and green infrastructure approaches are under evolution at the time of adoption of this plan. The Village will also review and update relevant codes and practices



to incorporate to ensure proper authority and control is made for these new methods.

- a) Buildings should implement LEED® (Leadership in Energy and Environmental Design) principles during design and construction practices.
- b) Select street trees suitable for the site conditions and the design intent. Trees should be relatively self-sustaining and long-lived. Reduce irrigation needs.
- c) Minimize the need for toxic or potentially polluting materials such as herbicides, pesticides, fertilizers, or petroleum-based fuels within the Downtown area.
- d) Continue to incorporate planters as streetscape design elements, used to collect, filter, and infiltrate stormwater runoff.
- e) Evaluate bioswales along roadways and in shared parking areas to encourage groundwater infiltration of stormwater runoff.
- f) Utilize native plants and construct rain gardens to reduce runoff and decrease pollution.
- g) Construct tree box filters, mini bioretention areas, beneath the street grates of all street trees. The runoff collected in the tree-box filters through curb inlets helps irrigate the trees.
- h) Encourage installation of a “green” vegetated roof on all or portions of new and existing buildings.
- i) Reduce the amount of non-pervious street cover by encouraging use of pervious pavements for parking lots, sidewalks and cross-walks.
- j) Provide incentives for usage of recycled or non-potable water for uses within a house or building, or for landscape irrigation purposes.
- k) Encourage businesses to employ cardboard balers, aluminum can crushers, recycling chutes and other technologies to enhance a recycling program.
- l) Encourage on-site renewable energy self-supply in order to reduce atmospheric pollutants, operations costs and the environmental impacts associated with fossil fuel energy use.
- m) Install street furniture constructed from recycled materials.
- n) The Village should provide leadership through practice and codified policies regarding the sustainable built environment.



Use recycled building materials wherever feasible



Construct bioswales in areas of large impervious surfaces



Encourage on-site renewable energy supplies, such as rooftop photovoltaic cells (solar panels)

6. Implementation Strategies

The vision and framework plans for Downtown Oswego have been documented in the preceding chapters of this report. This final chapter identifies necessary steps for realizing the Plan – transforming the community vision into a built reality. The following sections address the importance of the public private relationship in Downtown redevelopment, relevant Downtown financing initiatives, potential regulatory code modifications and implementation actions necessary to realize the Plan.

A. The Public Private Relationship

For the Village to succeed in reinventing the Downtown as a community focal point for shopping, dining, and living, and equally as an integral component of the regional economy – new development must be both economically viable and of outstanding quality. The public sector has been, and will continue to be, integral in this process. The implementation of the vision and plans for the Park District, most notably the extension of Hudson Crossing Park and the addition of trails and multi-use pathways, will strengthen the Downtown’s open space and community gathering points. The expansion of the library will maintain a strong anchor on the north end of Main Street. The new Village Hall is a beacon, tying both sides of the river together. The vacation of the old Village Hall and imminent closing of Fire Station 1 will open up key parcels for redevelopment. While the Downtown’s success will be attributed in part to sound planning and public commitment, the partnership and commitment of the private sector will be as important to see these plans achieved.

The Oswego Economic Development Corporation (OEDC) has been integral to garnering support for Downtown redevelopment in the past, and will play a significant role in the future. The OEDC is a consortium of public and private partners who are dedicated to the retention, expansion and attraction of business investment within the Oswego community. This partnership is necessary to sustain an environment which will create dynamic new opportunities for office, retail, dining, residential and entertainment activity. Such commitments have already been made with the construction of the Washington Place mixed use building and preliminary planning for the Alexander Lumber site.

While this planning effort is only in the early stages, the private sector must be dedicated to realizing the vision outlined in this Plan. The Downtown is a unique and interdependent business environment, in which everyone’s success will be determined by the synergy created between businesses, the quality of common areas, and the ability of shoppers and visitors to navigate, park and walk within the Downtown without impediments or perceived inconvenience. To create a successful Downtown business environment, both the public and private sector must be committed to revitalization and willing to work together to collectively manage the process.

B. Financing Redevelopment and Enhancements

The Village of Oswego is currently considering the option of developing a Tax Increment Finance (TIF) district Downtown to help fund Downtown infrastructure improvements. A TIF district provides a long-term financing mechanism by setting aside the “incremental” tax revenues collected each year after designation (for up to 23 years), while the “base” revenues continue to be allocated as

before. Revenue collected, or bonds issued as secured by future tax revenues, are then used to fund necessary public improvements or defray developer's costs to undertake such improvements within the district. TIF districts are the most effective mechanism available currently to allow for long-term financing of large scale public improvements, utilizing targeted funds collected within the district rather than general Village funds.

A study will be undertaken to determine if it is in the best interest of the Village to establish a TIF district and if so, to establish appropriate boundaries for the proposed TIF district. It could support the upgrade of infrastructure and expansion or maintenance of the current streetscape program, sidewalk improvements, development of public parking, installation of new water and sewer lines, and potentially, new traffic signals. This Plan supports the development of a TIF district Downtown to aid in implementation and realization of the recommendations provided in this document.

As streetscape treatments are expanded and shared municipal parking areas are created, the need will arise for general maintenance and upkeep of these shared assets which directly benefit all business and property owners within the Downtown. A Special Service Area (SSA) could be an effective mechanism to allocate fairly the costs of these activities among Downtown property owners, by assessing each property within the SSA at the levy rate necessary to defray these costs on an annual basis.

C. Potential Regulatory Control Modifications

The Village should amend development regulations as appropriate to align them with the intent of the Downtown Framework Plan, specifically related to facilitating new development. The following describes suggested zoning amendments. Further assessment will be required to finalize needed text and map amendments based on these preliminary suggestions and it will ultimately be up to the Village to codify such modifications:

- Allow additional R-4 General Residence in the Residential Zone, per the Future Land Use Framework, to allow for increased density in the Downtown area, enabling a population to grow over time to support mixed use and retail activity.
- Amend development regulations to limit the "transitional uses" allowed in R-3 Two Family Residence District to only the Perimeter Zone, as outlined in this Plan. This can be achieved through altering the current definition of R-3 zoning and designating an overlay zone over the Perimeter Zone allowing these transitional uses, or through the development of another zoning category. Either way, the new designation that allows these transitional uses should also include stringent measures regarding buffering landscaping requirements.
- Rezone B-1 Neighborhood Shopping District parcels on Main Street to B-2 Community Shopping District to transition new uses to develop in accordance with the Plan.
- Rezone Downtown M-1 Limited Manufacturing District parcels to B-3 Commercial Service and Wholesale District to transition new uses to develop in accordance with the Plan.
- Prohibit auto-oriented uses in the Downtown core. Limited drive-through facilities should be accommodated only in concealed areas in the Perimeter Zone.
- Amend development regulations to require new development proposals in the Downtown to submit a preliminary concept plan and conduct a design review meeting with staff to ensure conformance with the Facade Improvement Guidelines and general design guidelines discussed in this Plan.

In addition to the zoning amendments described above, a new mixed use overlay district should be created that would apply within the Downtown core and secondary core. Through use of an overlay district, the underlying zones would still be retained to regulate allowable uses, and be supplemented with the new mixed use overlay standards. Alternatively, new district designations could be created and applied to the Downtown core and secondary core areas. Standards that would implement the Plan should modify the current zoning district requirements as follows:

- Allow mixed use buildings, with residences located above commercial uses.
- Adjust front yard requirements in the Downtown core area to “build-to” lines to ensure new development reflects the prevailing and desirable pattern of the Main Street core.
- Front yard requirements in the secondary core should be adjusted to set maximum allowable front setbacks (i.e. 5 feet maximum). The revised standard would require buildings to be located up to the public sidewalk or set back minimally to allow space for outdoor dining, architectural overhangs and pedestrian amenities. Off-street parking should not be permitted within any front setback area.
- Increase allowable building heights to comply with Figure 4.
- Allow for adequate access to rear and internal parking areas, while setting limits on allowable curb cut widths, quantity and location.
- Reduce parking requirements in the Downtown Zone from 5 parking spaces per 1,000 square feet to 3 parking spaces per 1,000 square feet and require fees-in-lieu of required parking to off-set the cost of providing public spaces to meet the demand generated by the project. Parking lots should be consolidated and shared among blocks, located to the rear of development. Permitted parking reductions recognize the proximity of mixed uses and presence of a complete pedestrian network. Parking requirements for multi-family residential should remain per the zoning code at 2 parking spaces per dwelling unit. Allowing fees-in-lieu of individual on-site parking for non-residential development will help pay for the construction and maintenance of shared public parking facilities. Parking utilization should be closely monitored as redevelopment occurs, and the parking requirement modified as appropriate over time to maintain an adequate and balanced supply of parking to serve the Downtown as a whole.

D. Alternate Funding Strategies

The Village should determine potential funding opportunities and create financial incentives to spur the implementation of the Downtown Framework Plan. Although not an exhaustive inventory of potential funding options, the following funding sources are likely the most relevant for the Village’s implementation process.

Village Resources

Redevelopment Finance Tool

Several redevelopment finance tools are available for the Village to raise funds for Downtown improvements. One such option is to designate a TIF district. If utilized in the Downtown, this tool could assist in funding key redevelopment and implement related public enhancements. TIF assistance can facilitate site acquisition, infrastructure upgrades, relocation assistance, and low-interest financing, which can reduce development costs significantly.



Other financing programs that the Village could pursue for the station area would be establishment of a Business Improvement District (BID), Special Service Area (SSA), tax abatements, and forms of creative financing including Section 129 funding and state infrastructure banks that could provide assistance such as letters of credit, construction loans and capital reserves for bond financing of public improvement projects.

Federal and State Resources

Real Estate and Economic Development Resources

The Illinois Development Finance Authority (IDFA) and the Illinois Housing Development Authority (IHDA) administer a variety of funding programs for real estate development projects, such as grants, loans, bonds, and tax credits. These funding programs can be used to lower development costs for a municipality directly involved in a project, or for a developer who can demonstrate community support for a project.

Additionally, the Illinois Department of Commerce and Economic Opportunity (DCEO) administers programs to help new businesses through low-interest financing and technical training assistance. This type of funding may also be available through the U.S. Small Business Administration (SBA).

For real estate projects with specific environmental issues, the U.S. Environmental Protection Agency (EPA) administers programs to alleviate costs for environmental remediation and increased energy efficiency.

Illinois Tomorrow Corridor Planning Grant Program

This program is sponsored by IDOT to support planning activities that promote the integration of land use, transportation and infrastructure facility planning to reduce traffic congestion and to promote balanced economic development. The Corridor Planning Grant Program will fund activities that address development of mixed use development plans to increase transportation options and improve walkability; development of public-private plans that provide for and encourage affordable housing for workers that is convenient to employment centers; projects that promote economic development and/or consider redevelopment opportunities; and projects that relieve traffic congestion. Various initiatives in the Downtown Framework Plan could be candidates for more detailed study using this grant program, including development opportunities and traffic management improvements along US Route 34/Washington Street.

Illinois Bicycle Path Grant Program

The Illinois Department of Natural Resources provides grants to communities to assist them in the acquisition, construction and/or rehabilitation of public bicycle paths and directly related support facilities. Grants are limited to up to 50% of the approved project costs. Construction grants are limited to \$200,000 per annual request; there is no maximum for acquisition projects. In coordination with the Park District, the Village should consider pursuing this funding to enhance bicycle access with the Hudson Crossing Park expansion.

Illinois Safe Routes to School

The Illinois Safe Routes to School program (SRTS) is a federally-funded program administered by IDOT that supports projects and programs that enable and encourage walking and bicycling to and from local schools. The program applies to schools serving grades Kindergarten through 8th grade.



This could be an opportunity to leverage federal money to address local issues of congestion and safety around school campuses.

SAFETEA-LU²

The Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) is the federal act authorizing surface transportation programs for highways, highway safety, and transit for a five-year time period, 2005-2009. SAFETEA-LU includes numerous programs that can support state transportation projects and local transit projects. The federal funds for SAFETEA-LU are allocated to IDOT, which uses certain funds for transportation projects and allocates other funds to regional public agencies. The following program resources may be available to assist the Village in implementing key aspects of the Station Area Plan.

- **Transportation Enhancement Program (ITEP)**

This program is administered by IDOT and used for projects such as train station improvements, streetscape improvements, and pedestrian and bicycle enhancements. Funding reimbursement is available for up to 50% of the cost of right-of-way and easement acquisition and 80% of the cost for preliminary and final engineering, utility relocations and construction costs.

- **Illinois Green Streets Initiative**

The Illinois Green Streets Initiative is funded through the ITEP program; however applications for the Illinois Green Streets Initiative utilize a separate application unique to that program. Project sponsors may receive up to 80% reimbursement for project costs. The remaining 20% is the responsibility of the project sponsor. Funds for this program can only be used for planting of trees or prairie grasses.

- **Congestion Mitigation and Air Quality Improvement Program (CMAQ)**

This program is administered by the Chicago Metropolitan Agency for Planning (CMAP) (the former Chicago Area Transportation Study [CATS] combined with the Northeastern Illinois Planning Commission [NIPC]), and used for projects that can benefit regional air quality and reduce auto emissions. Eligible projects include transit improvements, traffic flow improvements, and bicycle/pedestrian projects. These projects are federally funded at 80% of project costs.

Private Resources

Private sources of funding can often be secured for specific community improvement projects. These resources can include grants or loans from philanthropic organizations, the local Chamber of Commerce or local banks. Some projects may meet the standards for these funding sources, including additional streetscape enhancements or other urban design elements as depicted in the framework plans.

Since banks have to meet federal requirements for local community investment, the Village should discuss its goals with local banks to determine if certain projects could receive grant or loan funding. The Village may be able to establish a low-interest loan program through a local bank for the purposes of encouraging new commercial and mixed use development and reinvestment in existing historic structures, expanding on the current facade program.

² SAFETEA-LU is up for reauthorization in 2009; some of the described programs may or may not be available, and other new programs may be developed.

E. Implementation Actions

The following matrix provides a tabular summary of major actions to be undertaken by the Village in implementation of the Downtown Framework Plan, describing the action, potential participants and necessary planning resources.

- **Ongoing** actions will start immediately and continue throughout the implementation process.
- **Short-term** actions should be initiated within the first two years after the Plan is adopted.
- **Long-term** actions should be initiated in years three through five after adoption.

Because the implementation actions are subject to change over time, flexibility should remain regarding timing. This matrix should be reviewed and updated periodically, and utilized to measure ongoing progress of Downtown redevelopment efforts.

Table 3. Implementation Actions Matrix

Implementation Actions	Participants/ Initiators	Potential Resources	Timeframe
Administrative Actions			
Maintain the Downtown Development Committee to ensure that all components of the Plan are monitored and implemented	Village Staff OEDC	N/A	Ongoing
Consider establishing a redevelopment finance tool	Village Staff Plan Commission Village Board	General Village revenues	Short-Term
Establish a new mixed use overlay district/Amend development regulations	Village Staff Plan Commission Village Board	General Village revenues	Short-Term
Establish a mechanism for funding construction and maintenance of shared public parking facilities	Village Staff Plan Commission Village Board	Redevelopment Finance Tool	Short-Term
Expand <i>Facade Improvement Guidelines</i> to include more comprehensive Downtown design recommendations based upon this Plan	Village Staff Plan Commission Historic Preservation Commission	General Village revenues	Short-Term
Land Use and Development			
Broker discussions between developers and willing property sellers	Village Staff OEDC	N/A	Ongoing



Implementation Actions	Participants/ Initiators	Potential Resources	Timeframe
Pursue redevelopment opportunities in a manner that protects historic resources in and surrounding the Downtown	Village Staff Plan Commission Historic Preservation Commission Property Owners	N/A	Ongoing
Support Park District's efforts to expand Hudson Crossing Park	Village Staff Plan Commission OEDC	Redevelopment Finance Tool; Illinois Bicycle Path Grant Program; private sources	Ongoing
Issue RFPs for redevelopment of Village-owned redevelopment sites	Village Staff Plan Commission OEDC Village Board	Redevelopment Finance Tool	Short-Term
Support efforts to redevelop Alexander Lumber site, with public parking provided in an integrated manner	Village Staff OEDC	Redevelopment Finance Tool	Short-Term
Parking and Circulation			
Consolidate surface parking areas to mid-block, shared facilities	Village Staff Plan Commission Developers/Property Owners	Redevelopment Finance Tool; private sources	Ongoing
Reduce curb cuts and consolidate access to parking areas in the Downtown Zone as opportunities arise	Village Staff Plan Commission Developers/Property Owners	TIF funds; ITEP	Ongoing
Create a complete sidewalk network	Village Staff Plan Commission Developers/Property Owners	Redevelopment Finance Tool; ITEP; CMAQ; STP	Ongoing
Create bicycle connections throughout Downtown	Village Staff Plan Commission Developers/Property Owners	Redevelopment Finance Tool; ITEP; CMAQ; Illinois Safe Routes to Schools	Ongoing
Explore public/private parking alternatives in order to meet emerging parking needs (e.g. parking structures)	Village Staff Plan Commission Developers/Property Owners OEDC	Redevelopment Finance Tool; private sources	Short-Term



Implementation Actions	Participants/ Initiators	Potential Resources	Timeframe
Install traffic calming measures to increase pedestrian safety (i.e. new signal at Harrison Street, cross-walks, warning lights)	Village Staff Plan Commission Developers/Property Owners IDOT	Redevelopment Finance Tool; ITEP; CMAQ	Short-Term
Implement a unified maintenance program for Downtown streets, sidewalks, and parking lots	Village Staff Plan Commission Developers/Property Owners	Redevelopment Finance Tool	Short-Term
Pursue re-routing of trucks via IL Route 71 to Orchard Road bridge	Village Staff OEDC IDOT	N/A	Short-Term
Construct pedestrian-only crossing over the railroad tracks at Benton Street with trail extensions	Village Staff Plan Commission Oswegoland Park District	Redevelopment Finance Tool; Illinois Bicycle Path Grant Program; private sources	Long-Term
Provide on-street parking along Harrison and Van Buren Streets, as development occurs	Village Staff Plan Commission Developers/Property Owners	Redevelopment Finance Tool; private sources	Long-Term
Consider vacation of public right-of-way along Adams Street, west of Washington Street	Village Staff Plan Commission Developers/Property Owners	Redevelopment Finance Tool	Long-Term
Urban Design			
Encourage rehabilitation of existing buildings with historic significance in order to retain Downtown's historical character	Village Staff Plan Commission Historic Preservation Commission Property Owners	Redevelopment Finance Tool; private sources	Ongoing
Enforce Downtown Design Guidelines to ensure high quality development	Village Staff Plan Commission	N/A	Ongoing
Implement sustainable stormwater management techniques Downtown	Village Staff Plan Commission Village Eco Commission Developers/Property Owners	Redevelopment Finance Tool; Illinois Green Streets Initiative; private sources	Ongoing

Implementation Actions	Participants/ Initiators	Potential Resources	Timeframe
Expand the Downtown streetscape, including: streetlights, banners, street trees, plazas, public art, street furniture and wayfinding signage	Village Staff Plan Commission OEDC Developers/Property Owners	Redevelopment Finance Tool; Illinois Green Streets Initiative; ITEP	Short-Term
Develop a common wayfinding theme to be used to identify public parking areas, pedestrian pathways, and Downtown gateways	Village Staff Plan Commission OEDC Developers/Property Owners	Redevelopment Finance Tool; ITEP; private sources	Short-Term
Install gateway elements at major entrances to Downtown Oswego	Village Staff Plan Commission OEDC Developers/Property Owners	Redevelopment Finance Tool; ITEP; private sources	Short-Term
Construct high priority cross-walk enhancements	Village Staff IDOT Developers/Property Owners	Redevelopment Finance Tool; ITEP	Short-Term
Construct secondary cross-walk enhancements	Village Staff Developers/Property Owners	Redevelopment Finance Tool; ITEP	Long-Term