

City of Geneva
Downtown/Station Area Master Plan
November 5, 2012



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Introduction

Introduction

The Downtown/Station Area Master Plan is intended to guide the direction of change and growth in Downtown Geneva over the next 10-15 years. The vision for this plan includes five goals with supporting objectives to lead the City of Geneva in the direction of implementation. The vision, goals and objectives are based heavily on community input received in early stages of the planning process. Together, the Vision Statement and Goals and Objectives present a framework for future policy decisions and actions.

Purpose of the Plan

Over the past twenty years the City of Geneva has been enveloped by the expanding Chicago metropolitan region. During this time Geneva has grown rapidly, and Downtown Geneva has evolved. What will be the future of Downtown? How can the City direct the future of Downtown so that its historic charm is maintained, while meeting the needs of residents and businesses alike? How can the City address downtown concerns regarding parking adequacy, safety needs of motorists, transit users, pedestrians and bicyclists, lack of housing diversity, limited space for business expansion, threats to historic buildings, contemplated changes to government buildings and sites, lack of adequate civic space for events, and transit facility adequacy?

To answer the above questions, the City of Geneva developed a Downtown/Station Area Master Plan (“Master Plan”). The Master Plan provides a vision for downtown to guide growth and development decisions and to better connect the existing public transit service to Downtown and beyond. A Downtown Master Plan Committee (DMPC) was created with 15 members appointed by Mayor Kevin Burn, and three additional members from the Regional Transportation Authority (RTA), Pace, and Metra. The Committee oversaw work on the plan with a multi-disciplinary consultant team. The majority of the plan’s cost (80%) was funded through a RTA Community Planning Grant.

The Downtown/Station Area Master Plan will become the official, adopted guide for future development within the Downtown study area. The Master Plan is based on an analysis of existing conditions and trends, sets forth goals, and illustrates a vision for the physical, social, and economic characteristics of the Downtown area for the next 10 to 15 years. Additionally, the Master Plan outlines policies and guidelines needed to implement that vision for the long-range future of the Downtown as envisioned by the community. Ultimately, the Master Plan should help preserve and protect important existing features and resources, coordinate new growth and development, and reinforce the Downtown’s already strong image and identity.

Vision Statement

The vision for Downtown Geneva is to maintain a vibrant Downtown anchored by an authentic sense of place through the protection and adaptive reuse of its historic buildings. Downtown Geneva will be bolstered by mixed-use infill development, including a mix of housing types to attract new residents and establish a greater residential density within the Downtown area.

Downtown will be a welcoming destination for both visitors and residents who will arrive to, and travel through, Downtown by walking, bicycling, transit and automobile. This experience is improved through enhanced connections: on the east and west sides of the river and on the north and south sides of State Street. The creation of a dedicated civic gathering space will provide a symbolic heart for the community and a permanent home for Geneva’s renowned special events and festivals.

Specifically, the vision for Downtown Geneva contains five goals with supporting objectives.

Goals describe the desired results toward which planning efforts should be directed. They are broad and long-range and represent an end to be sought as well as a point of consideration in reviewing proposed development.

Objectives describe more specific and measurable actions that should be undertaken to advance toward the overall goals identified.



GOAL 1: PRESERVE DOWNTOWN’S AUTHENTIC CHARACTER WHILE ACCOMMODATING NEW INFILL DEVELOPMENT

Downtown Geneva is known, first and foremost, for its unique and authentic character. This character should be preserved by protecting cherished buildings, reinforcing the established development pattern, and adaptively reusing historically and architecturally valued buildings and sites. The challenge for Downtown Geneva is to balance this historic charm with present-day market demands. To be successful, these forces must be considered by encouraging increased density, mixed-use development, and contemporary design in appropriate areas.

Objectives:

1. Encourage the preservation and adaptive reuse of historic and architecturally significant buildings in the Downtown area to maintain the authentic and historic charm of the area.
2. Ensure that new infill development is respectful of the existing historic context and contributes to, rather than detracts from, the established character of Downtown.
3. Continue to prioritize the traditional development pattern which caters to pedestrians, rather than accommodating new development that prioritizes convenience for the automobile.

4. Continue to promote programs that foster improvement and rehabilitation of historic properties.
5. Continue to implement a restrained but appropriate streetscaping program to “unite” all of the different areas of Downtown with a consistent streetscaping theme which may include lighting, sidewalks, benches, pedestrian crossings, wayfinding signage, and landscaping, in a manner that showcases the buildings and architecture.
6. Ensure that residential areas are adequately buffered and screened from new non-residential developments to minimize any negative impacts such as noise, light, or sound pollution.

GOAL 2: STRENGTHEN DOWNTOWN’S ROLE AS THE CENTRAL BUSINESS DISTRICT (CBD)

In addition to being a regional destination for visitors and shoppers, Downtown remains the central business district for the City of Geneva. A careful balance of daily needs for locals and the desirability as a regional destination should be achieved through maintaining uniform and convenient business hours of operation, providing a mix of uses appealing to both visitors and local residents, minimizing vacancies and supporting a vital Downtown business climate.

Objectives:

1. Continue to communicate with existing businesses to support and assist in their operations wherever possible.
2. Continue to actively market the Downtown area to attract new businesses, including businesses classified as destinations and those designated as serving the daily needs of residents.
3. Initiate programs to encourage the improvement and rehabilitation of older commercial structures and spaces which are, or are becoming, functionally obsolete, in order to maintain a downtown building stock that can accommodate new business tenants and meet market demand.

4. Encourage retail sales tax generating businesses to locate in ground floor spaces, with office and residential uses located on the upper floors of mixed-use buildings, and also allow personal service uses on upper floors as well as below grade in buildings along Third Street.
5. Actively market the Downtown, as the City’s CBD, to Geneva residents and promote the Downtown throughout the region as a unique historic and architecturally significant shopping, dining, and entertainment destination.
6. Support adequate parking and delivery areas for existing businesses, employees and shoppers in a manner that maintains the traditional pedestrian-oriented development pattern throughout downtown and maintain the “streetwall” along State Street, with buildings located at or near the sidewalk.



GOAL 3: MAINTAIN DOWNTOWN AS THE CIVIC HEART OF THE CITY

Downtown is the symbolic heart of the City and should continue to be a place where government and community service providers thrive and as the center for the City’s renowned special events.

Objectives:

- 1. Support the continued presence of community and government facilities and services within Downtown as important traffic and activity generators.
- 2. Identify locations for formal civic gathering spaces within downtown as a means of promoting and accommodating the City’s year-round calendar of special events.
- 3. Continue to provide and support events and festivals in the Downtown area. Work with existing businesses and residents to ensure ongoing communication and improved coordination regarding the events and look for opportunities to improve community events to attract visitors and potential shoppers into the area, strengthen Downtown as the heart of the community, and bring the community together.

- 4. Encourage the creation of new smaller public plazas, gathering areas, and the use of public art as part of commercial or mixed-use developments and other key destinations within Downtown.
- 5. Seek ways to enhance public access to, and views of, the river.
- 6. Work with government service providers to ensure vital facilities and services remain in or near the Downtown area.
- 7. Maintain open communications with Kane County regarding future plans for all County-owned facilities within Downtown.

GOAL 4: ENCOURAGE A DIVERSITY OF RESIDENTIAL DEVELOPMENT TYPES IN AND NEAR DOWNTOWN

Downtown should accommodate a diversity of housing types to attract individuals of all life-cycle stages, thereby allowing residents to “age in place” and providing a residential critical mass for retail, service and transit uses.

Objectives:

- 1. Support the provision of a variety of housing options within the Downtown area to allow for residents to live through all stages of life.
- 2. Provide housing that includes but is not limited to single-family detached, single-family attached (townhomes and row homes), multiple family (condominiums and apartments), affordable senior housing, and affordable/workforce housing.
- 3. Encourage new residential infill developments that are consistent with and compatible with adjacent densities, setbacks, and intensities of development, and generally fit into the overall scale and character of the Downtown area.

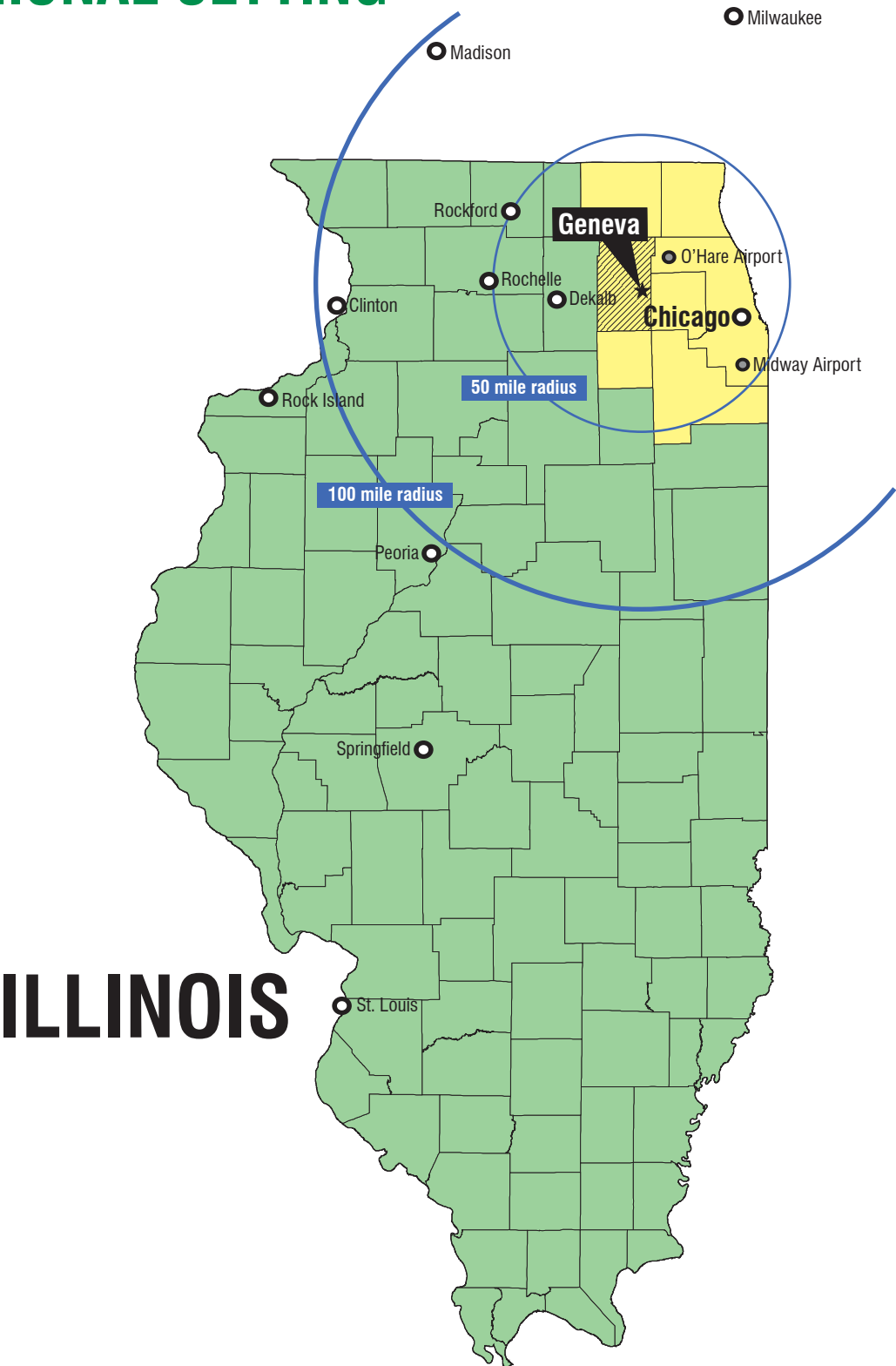
GOAL 5: MAKE IT EASY TO GET AROUND

Through strategic enhancements to pedestrian amenities, bicycle connections, transit facilities, parking areas, vehicular circulation, and wayfinding, Downtown should be a place that is easy and safe to maneuver for all modes of transportation.

Objectives:

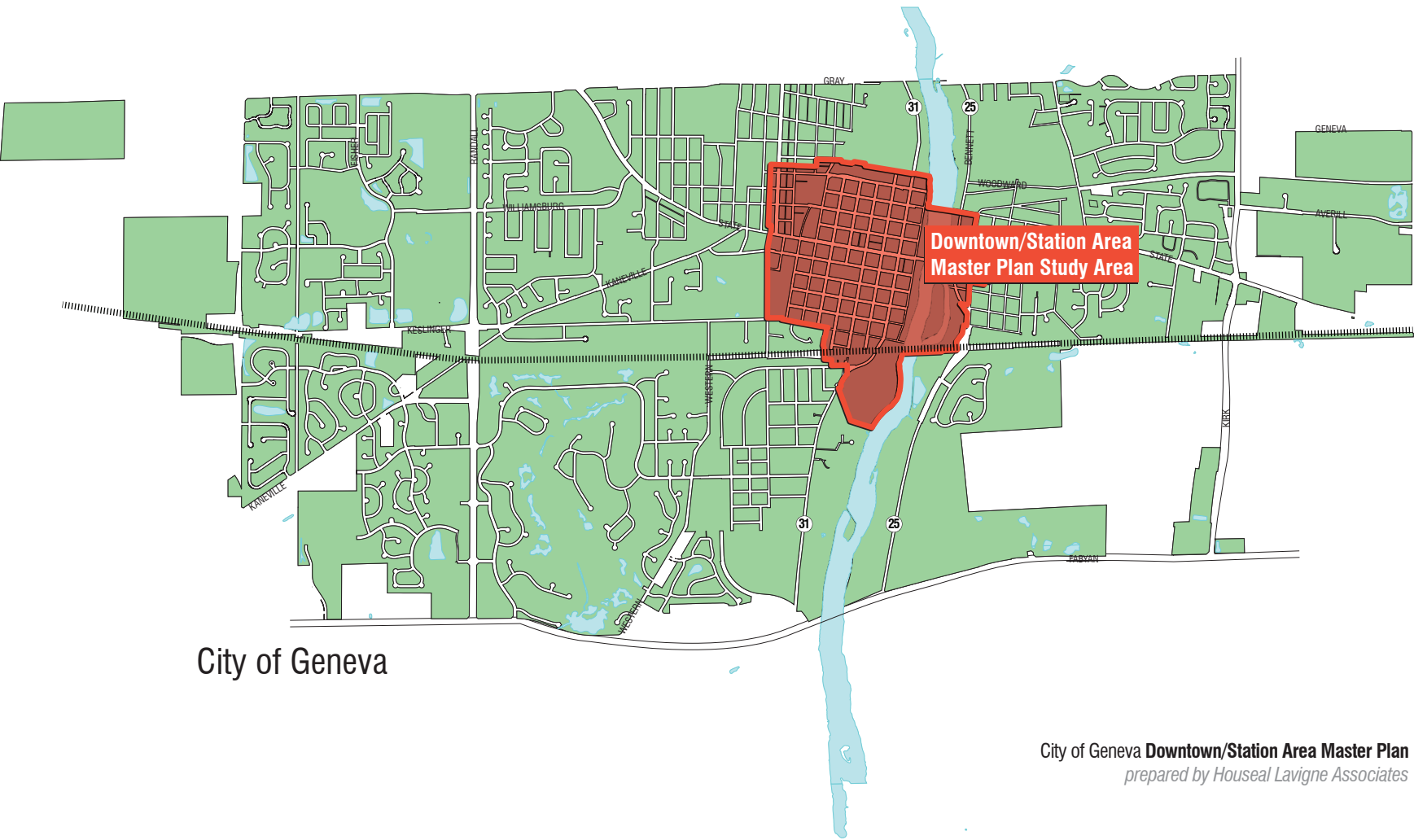
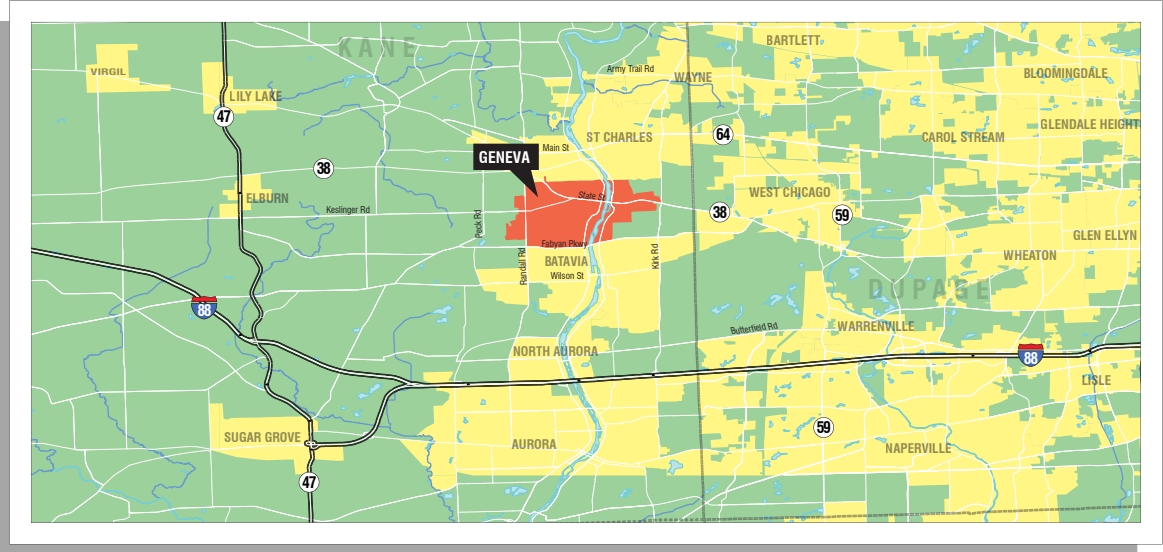
- 1. Establish a wayfinding signage system within the Downtown to direct motorists and pedestrians to key community facilities, public parking areas, shopping areas, and other Downtown destinations.
- 2. Regularly monitor parking demand within the Downtown area to determine if new parking spaces (on-street or off-street) are needed.
- 3. Promote shared access and egress points for commercial properties and cross-access between adjacent businesses.
- 4. Support Metra’s efforts to increase transit ridership and provide for commuters’ parking and service needs.
- 5. Work with Pace to improve transit service, infrastructure, and information for bus riders.
- 6. Implement the recommendations of the City’s Bikeway Implementation Plan to further improve connectivity and mobility throughout the City.
- 7. Improve connectivity on either side of the Fox River for pedestrians and cyclists.
- 8. Maintain communication and cooperation with the Illinois Department of Transportation (IDOT) to ensure coordination regarding on-going State Street (Route 38), Third Street (Route 31), and Crissy/Bennet (Route 25) operations.

REGIONAL SETTING



Map Legend

- Kane County
- Chicago Metro Region
- Municipality
- Airport





Setting and Overview

The City of Geneva is a mature community of over 21,495 residents in Kane County, Illinois. Geneva was originally a free-standing satellite city; however, today is enveloped by the westward expansion of the Chicago metropolitan region. It is located approximately 40 miles west of Chicago, allowing residents to enjoy access to a major metropolitan city while living in a traditional, small town environment. Beyond its borders, Geneva is strategically located in the western suburbs due to excellent access to transportation, recreational, employment and shopping opportunities. The City is bordered by West Chicago to the east, St. Charles to the north, Batavia to south and unincorporated Kane County to the west.

An extensive bike trail system meanders through the community and connects to the larger region, including portions of the Fox River Trail and the Illinois Prairie Path. The City also benefits from convenient access to State Routes 25, 31 and 38, along with Interstate 88. The Union Pacific-West line of the Metra commuter rail system provides Geneva's residents with frequent, convenient service to Downtown Chicago and provides access for an increasing number of "reverse" commuters.

Geneva is well known in the Chicagoland region and has maintained a reputation as a popular tourist destination due to its scenic location along the Fox River; its quaint, charming downtown; and, numerous boutiques, shops and restaurants. Downtown Geneva features attractive buildings and neighborhoods with distinctive architecture and successful examples of adaptive reuse of civic, commercial and residential structures.

Study Area

The Study Area centered upon the intersection of Third Street and State Street includes the "Original Town" of Geneva, along with areas south of the Union Pacific rail line and east of the Fox River. The area goes beyond traditional conceptions of Downtown to include an area east of the river and the area surrounding the Geneva Metra Station. The project area is generally bounded by Wheeler Park on the north, Bennett Street (Route 25) and Crissey Street on the east, the Kane County Government Center and South Street on the south, and Anderson Boulevard along with the east property boundary of the Geneva Golf Club on the west.

Organization of the Plan

The Geneva Downtown/Station Area Master Plan consists of six sections:

- **Section 1: Planning Context (page 7)**
- **Section 2: Land Use and Development Framework (page 21)**
- **Section 3: Transportation Framework (page 33)**
- **Section 4: Civic and Public Areas Framework (page 43)**
- **Section 5: Beautification and Urban Design Framework (page 49)**
- **Section 6: Implementation (page 65)**

Section 1 Planning Context

Previous Planning Efforts

A number of plans and studies have been conducted over the years that impact Downtown Geneva and the Metra station area. The Downtown/Station Area Master Plan builds upon the recommendations included in these plans. A more detailed review and analysis of each of these studies is included in the Existing Conditions Synthesis Report which is on file with the City of Geneva.

The review of previously prepared plans and studies provides a baseline of understanding for the Downtown/Station Area Master Plan. Overall, no major contradictions between the plans were identified. All of the plans and studies at their core support the enhancement of the existing historic character and charm of Downtown while encouraging contextually-sensitive improvements, new development and growth – an important component of the Downtown/Station Area Master Plan.

The following plans and studies were reviewed in preparation for developing the Downtown/Station Area Master Plan:

- The City of Geneva Comprehensive Plan
- East State Street Corridor Design and Development Guidelines
- 1992 Central Business District Parking Study (and 1997 Update)
- 2000 Downtown Parking Strategy
- Kane County 2030 Land Management Plan
- Strategic Plan for 2017
- 2007 CLUE Market Analysis and Marketing Assessment
- 2000 Historic Preservation Commission's Strategic Plan
- City of Geneva 2008 Historic Preservation Plan
- 2010 Geneva Design Guidelines for Historic Properties
- Geneva Bikeway Implementation Plan
- Geneva Lighting Action Plan
- Geneva Park District 2004 Parks and Open Space Master Plan
- Cultural Arts Commission Cultural Facility Feasibility Study 2011

Market and Demographic Context

As part of the existing conditions analysis, both a demographic overview and a market analysis were conducted. For the purposes of this analysis, the primary market area (PMA) is defined as the area within a five (5) minute drive time of Third Street and State Street. The secondary market area (SMA) is defined as the area within a 15 minute drive time of this same intersection. This area can be roughly described as the area bound by South Elgin and Elgin to the north, the IL Route 59 corridor to the east, the I-88 corridor to the south and the IL Route 47 corridor to the west. Defining these two market areas allows for comparative analysis.

Demographic Overview

The following overview identifies demographic shifts occurring within market area populations. These shifts will have an impact on the demand for goods and services offered by Downtown Geneva businesses. Potential demand for residential development within Downtown Geneva will also be affected by these changes. Data from ESRI Business Analyst, a nationally recognized source of market and demographic data, have been collected and analyzed for both the PMA and SMA populations. Current estimates for the year 2010 (the most recent year for which data is available) as well as five year projections are provided.

Highlights of Population Change

- Overall, it is anticipated that both market area populations and number of households will experience a small increase between 2010 and 2015.
- With an estimated 2010 median age of 38.4 years, the PMA population is slightly older than the larger SMA population (35.8).
- The population of the PMA is projected to grow by 960 to 31,335 in 2015. This represents an increase of 3.2%. The SMA is projected to grow by 6.8% to 200,213 over the same period.
- The number of households within the PMA and SMA are projected to increase at similar rates of 3.0% and 6.4% respectively.
- Between 2010 and 2015, median household income within the PMA and SMA are projected to increase by 15.7% and 13.8% respectively.

Age Profile

- The population aged 35 to 54 is projected to experience a modest decline while it is anticipated that the population aged 55 to 74 will experience substantial growth.
- The PMA population below the age of 25 is projected to remain relatively stable, increasing by 62 individuals (0.6%). This age cohort is projected to increase by approximately 5.7% in the SMA.
- The largest percentage increase in population is expected to occur among individuals aged 55 to 74 in both the PMA (32.9%) and SMA (39.4%).

- The largest percentage decreases in population is expected to occur among individuals aged 35 to 54 in both the PMA (-9.0%) and SMA (-1.6%).
- The population aged 55 and up is projected to increase by 13.8% and 18.4% within the PMA and SMA respectively.
- In the 25 to 34 age cohort, the PMA population is projected to increase 5.1% to 1,189. The number of primary and secondary market area individuals aged 25 to 34 is projected to increase by 9.0% and 6.2% respectively.

Market Implications

Though increases are moderate, the population growth projected to occur in the primary and secondary market areas will increase demand for housing, goods and services. Growth within the PMA could have significant implications for businesses in Downtown Geneva. In addition to increases in the number of PMA and SMA households, household income is projected to increase. This will further enhance the buying power of market area populations.

Furthermore, the proportion of older households is growing and these households, many of which are 'empty nesters' without children at home, typically have a higher level of disposable income. In addition to retail demand, these households may increase demand for multi-family housing product as they seek out condominiums and townhomes.



Housing Profile

- The majority of homes within Geneva are owner-occupied, single-family homes with three or four bedrooms.
- Approximately 86% of housing in the City of Geneva is owner-occupied.
- Nearly three-quarters of all housing units in the City are detached single-family homes. Another 12% are in single-family attached structures and 15% are contained in multi-unit structures.
- Over 78% of all owner-occupied units have three or four bedrooms while renter occupied units typically have two bedrooms.

Age of Housing

- Although the City of Geneva was founded in the early 19th century, nearly half of all homes in Geneva have been constructed in the last two decades.
- Between 1940 and 1980, no decade accounts for more than 9% of the City’s housing stock.
- Nearly one quarter of the City’s housing stock was constructed in the 1990s.
- An additional 20% of homes in Geneva were built since 2000.
- Permitting activity indicates that since 2005, the pace of construction has slowed considerably.

Rental Market

It is estimated that 14% of Geneva’s approximately 7,811 occupied housing units are rental units. The downturn in the housing market has increased the importance of the rental housing as a means of diversifying local housing stock. Rental housing is typically a more significant component of housing within a mixed-use, downtown environment. Approximately one in four rental units in Geneva are two-bedroom units which have a median rent of \$1,350.

Home Sales

- While sales volume and average prices have decreased in both the PMA and SMA since 2007, PMA communities have performed slightly better than their SMA counterparts.
- While the number of homes sold in the PMA communities has declined by 23% since 2007-2008, the 192 homes sold in 2009-2010 sales is still 20% higher than in 2008-2009.
- Among SMA communities, the total number of sales in 2009-2010 was also higher than in the previous year. 136 single family attached homes were sold in 2009-2010, representing an 18% increase over 2008-2009, but a 13% decrease from 2007-2008.
- The average sales price among PMA communities was \$209,000 in 2009-2010. This is 7.7% lower than the previous year and 14.6% lower than in 2007-2008.
- Between October 2007 and October 2010, the SMA average sales price decreased by 23.4%, representing a faster rate of decline than that of the PMA.
- There has also been a corresponding increase in the average market time. In Geneva, average market time has gone from a low of nearly 5 months (146 days) in 2007-2008, to a high of more than 6.5 months (197 days) in 2009-2010. This represents an increase of 35% in the average number of days that Geneva townhome or condominium spent on the market.

Residential Demand Analysis

The residential demand analysis estimates the number of households that would be “eligible” to purchase or rent units in Downtown Geneva area based on various household characteristics. Put simply, the demand for housing will be determined by the lease rates or sales price of residential units and the types of product offered. Traditionally, young professionals (under 35) and empty nester (age 55 and over) households are the predominant occupants of multi-family units while families (age 35 to 54) are the predominant buyer of single family homes. By examining how many householders fall into various age and income cohorts, the demand for units of a given type of housing can be estimated.

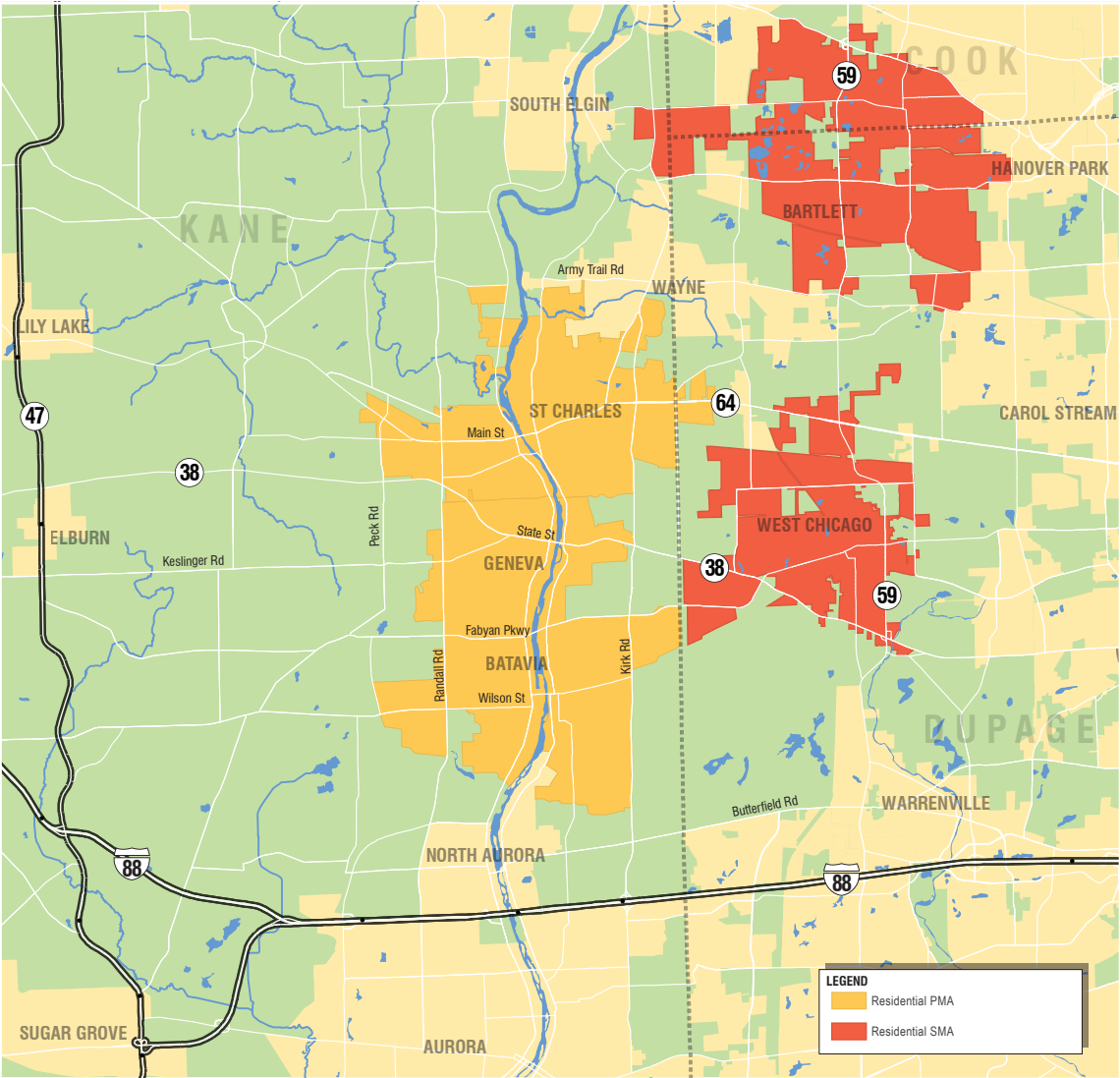
Condominiums

Based on the capture rates, household projections and the methodology employed, the potential buyer pool for condominiums in the combined PMA and SMA is between 5 and 7 units per year. This amounts to a total of between 25 and 35 townhome and condominium transactions over the next five years (2010-2015). This estimated annual demand for owner-occupied multi-family housing is slightly less than the number (12) of single family attached homes that sold for \$300,000 or more in the City between October 2009 and October 2010.

Estimated annual demand is such that units would likely be absorbed at a rate of less than one per month. This moderate demand may make it difficult to support a large scale development; however, it could be sufficient to support incremental development in Downtown Geneva. Residential development could take several forms such as new units located above ground floor commercial space, standalone buildings and/or townhomes or rowhomes situated adjacent to commercial uses.



Residential Market Areas



City of Geneva Downtown/Station Area Master Plan
prepared by Houseal Lavigne Associates

Rental Units

A precise capture rate for rental product is difficult to estimate, however the larger proportion of rental units that are in multi-family buildings indicates that a capture rate higher than that of condominiums may be warranted. It is estimated that 71% of all rental homes in Geneva are in multi-family structures. It is estimated that the annual occupant pool is between 6 and 17 which could amount to between 30 and 85 rental unit leases over a five-year period.

As with the condominium and townhome market, few rental properties have been built in recent years, with less than 60 rental units having been built since 2005. A new construction rental project in Geneva with quality finishes, enclosed parking and a downtown location could potentially enable the project to capture rents at the high end of the market similar to Dodson Place.

Office Uses

Downtown Geneva and the larger retail market area are located in the Lisle-Naperville submarket of the Chicago Suburban office market as defined by Colliers International, a nationally recognized provider of commercial real estate research. The Lisle-Naperville submarket is comprises the portion of DuPage County located to the west of I-355 as well as the adjacent areas of central and southern Kane County.

Office space is typically classified into three categories:

- Class A - Characterized as buildings that have excellent location and access, attract high quality tenants, and are managed professionally. Building materials are high quality and rents are competitive with other new buildings.
- Class B - Characterized by good location, management, and construction with high tenant standards. Minimal functional obsolescence and deterioration.
- Class C - Characterized by aging buildings (15 to 25 years old), but maintaining steady occupancy.

- In the third quarter of 2010, office space in the Lisle-Naperville submarket (14.7 million square feet) made up 14% of all space in the Chicago suburban market. The Lisle-Naperville submarket, with an overall vacancy rate of 21.0% in the third quarter of 2010, is the submarket that most closely mirrors overall vacancy rates for the larger suburban office market (21.7%).
- In the third quarter of 2010, the average full-service asking lease rate for Class A office space in the Lisle-Naperville submarket was \$26.19 per square foot. This is slightly lower than the average asking rent of \$27.62 among all Class A properties in the Chicago suburban market.
- Vacancy rates within the Lisle-Naperville submarket declined to an eight-year low of approximately 20% in 2006 before climbing to 22.4% in the third quarter of 2010.
- Absorption in the Lisle-Naperville submarket was relatively flat between 2007 and 2009 and, as of third quarter 2010, slightly over 15,000 square feet of space has been added to existing inventories.
- At 22%, the current vacancy rate in Class B space within the Lisle-Naperville submarket is slightly lower than Class A spaces. Rents for Class B space in the Lisle-Naperville submarket (\$18.32) are also on par with asking rents for similar space in the region as a whole (\$18.29).



- Average asking rents for properties marketing in Downtown Geneva are estimated to be slightly more than \$16 per square foot. This is more than the average of \$14.88 for all properties surveyed in the market area.
- There is over 146,000 square feet of commercial space currently available for lease within the market area downtowns.
- The largest space currently available among all properties is 22,000 square feet and the typical size of currently marketing spaces is between 1,500 and 4,500 square feet.

Office Market Implications

The majority of the office space currently available in Downtown Geneva is located in mixed-use buildings where office uses are located either on the upper floors above retail uses or in smaller ground floor spaces adjacent to larger retail users. The larger Lisle-Naperville submarket is relatively stable and performing on par with other areas in the region with regard to vacancies and lease rates.

Within Downtown Geneva, office space is being leased for above average rates compared to spaces for lease in nearby downtown St. Charles and Batavia. While the construction of speculative office development is not likely within Downtown Geneva, office uses should be supported as ancillary uses to ground floor retailers and restaurants.

Retail Gap Analysis

The following analysis uses a comparison of projected spending by market area households to the existing supply of retail space to assess the potential for retail development in Downtown Geneva and the primary and secondary market areas. This ‘gap’ analysis provides an indication of “surplus” or “leakage” within a given retail category. The presence of a surplus within a given retail category suggests that there is at least enough retail space to accommodate demand for the range of goods and services provided by stores in that category. Conversely, leakage indicates that demand exceeds supply and consumers are spending dollars outside of the market area.

Primary Market Area

It is estimated that there is currently an unmet demand for retail goods and services totaling approximately \$47.5 million. The primary market area has an estimated 13,712 households in 2010. With an estimated retail demand of \$380 million, this equates to a potential expenditure per household of \$32,719, with a current supply of only \$28,630 per household. This figure includes all retail, eating and drinking establishments.

Secondary Market Area

In analyzing existing retail supply and demand within a 15 minute drive time (the secondary market area), there is currently an unmet demand for retail goods and services totaling approximately \$87.9 million. Within the secondary market area, there are approximately 62,452 households contributing to a current retail demand of \$2.5 billion. This demand equates to a potential expenditure per household of \$39,358, with a current supply of \$37,952 per household. This figure also includes all retail, eating, and drinking establishments.

Development Potential

While downtowns usually rely more on the local population for the majority of their customers, Downtown Geneva is capable of drawing from a regional base. Regardless of typical market area, any retail category demonstrating leakage and with size and site requirements that are compatible with a traditional downtown environment represent potential targets for retail space within Downtown Geneva.

Data indicate unmet demand for new retail development in both the primary and secondary market areas. Although the volume of retail leakage varies, some degree of market potential is indicated for Food and Beverage Stores; General Merchandise; and, Full- and Limited-Service Restaurants.

Tenants who demonstrate particular potential to lease space in a neighborhood retail environment within the market area include:

1. Specialty Grocery Stores. This retail category includes such tenants as meat, fish and seafood markets, and candy/nut stores. Convenience stores are not included in this retail category. These types of retailers rely on the larger secondary market area for their customers. There is an indication of demand for specialty food stores within the secondary market, with more limited demand within the primary market area.

Specialty grocery stores have a typical size between 2,500 and 3,000 square feet within a neighborhood retail setting. A national chain in this category, such as Trader Joe’s, has a typical footprint between 8,000 and 10,000 square feet. While a larger format specialty food market would not typically be a likely target for a location in a downtown environment, Downtown Geneva may be desirable for this type of retailer if a site of sufficient size with appropriate parking and access could be identified.

2. General Merchandise Stores. This retail category comprises two subcategories: Department Stores and Other General Merchandise Stores. The majority of department store retailers are large format users with footprints upwards of 75,000 square feet. The majority of Other General Merchandise Store retailers are large supercenters and warehouse clubs with average store sizes between 130,000 and 140,000 square feet. The market cannot likely support another large format user in this category, however there may be potential for a small- to mid-sized user that is also compatible with the character of Downtown Geneva.



3. Limited-Service Restaurants. Potential has also been indicated for limited-service eating places in both the primary and secondary market areas. Limited service restaurants include a wide variety of eateries such as deli and sandwich shops, cafes, pizza parlors, and fast food restaurants. These eateries have a typical size between 1,500 and 3,000 square feet.

While Downtown Geneva has numerous full-service restaurants and fine dining options, casual dining options are not as abundant. There may be an opportunity for sit-down limited service restaurants in the Downtown. Examples of this type of restaurant include Peet’s Coffee & Tea which has a size of 1,800 square feet, and Potbelly Sandwich Works, which has a size of 2,200 square feet.

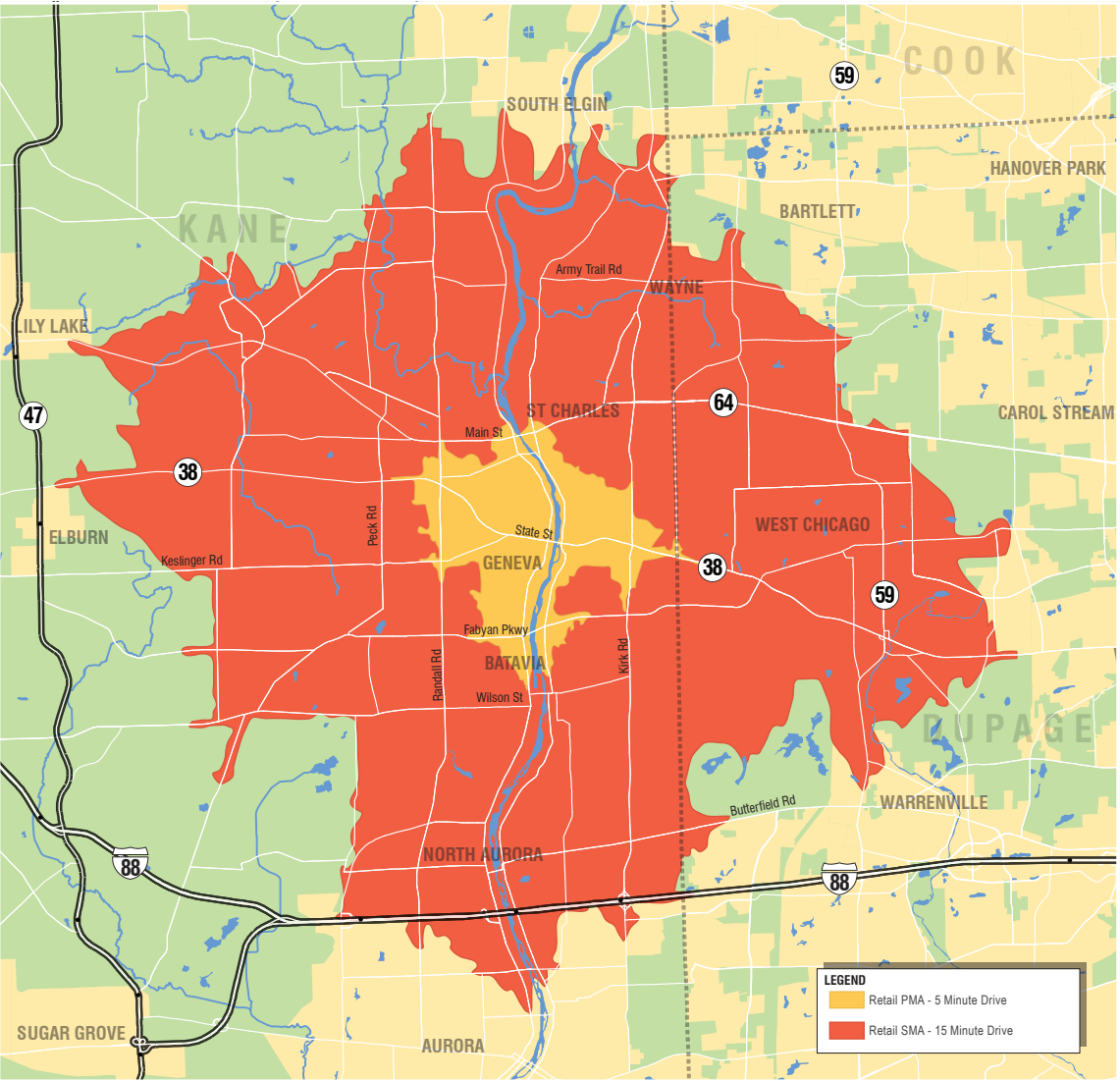
Retail Competition

Within the primary market area, Randall Road, with its 1.47 million square feet of retail, represents competition for local serving retailers and service providers in Downtown Geneva. Recent development in Downtown St. Charles may also compete with Downtown Geneva. However, despite nearby competition, the area remains a desirable regional destination.

Regional destinations in the SMA, including the Charlestown Mall and Fox Valley Mall, have also created competition in the areas to the south, east, and northeast. Demographic data indicate that the areas to the west of Downtown Geneva will experience growth in the coming years. Destination-oriented businesses in Downtown Geneva, such as fine dining restaurants and unique retailers like The Little Traveler, are well positioned to take advantage of long term projected growth in this area.

Despite increasing competition, Downtown Geneva continues to offer a unique destination within the Fox River valley area and the western suburbs. The 149,000 square foot Dodson Place development built in 2004 boosted the Downtown’s retail to 1.1 million square feet, and offers a positive example of how the downtown area can be sensitively expanded with respect to the surrounding commercial and residential development. To remain competitive, redevelopment and enhancements to the area should continue to reinforce Downtown Geneva’s distinct character as a destination for retail and dining.

Retail Market Areas





Historic Context

Settlement and Early Development

Settlers first began to arrive in Geneva in the 1830s. Located along the banks of the Fox River approximately 40 miles west of Chicago, this early town was situated at the site of a spring as well as at an important ford that connected Chicago to the west. Originally named “La Fox,” the first federal post office designation was obtained for the town in 1835. In 1836 Geneva was established as the seat of Kane County.

The town developed quickly after. By 1837 the first dam and bridge across the Fox River were in place at State Street, allowing for construction of a saw mill and development on both sides of the river. The first courthouse and jail were built in 1837, the same year that the town was first platted. This original plat laid out the town

in a grid of 88 blocks extending from the River to Ninth Street and from North Street to South Street. Geneva held its first elections to select town leaders in 1848. Ten years later, in 1858, Geneva was incorporated as a city and finally in 1887 Geneva became a city.

Residential blocks, with interspersed civic buildings, were developed within the town center while at the same time a commercial corridor grew up along State Street and factories and mills established themselves along both banks of the river. Commercial and industrial development by 1840 included three general stores, two hotels, two blacksmiths, a wood shop and a saw mill.

As Geneva developed further, many of the industrial enterprises that were established processed dairy and grain from the surrounding farms or produced machinery to be used at these farms. The town’s location on the river,

its vicinity to Chicago as well as surrounding agriculture, and its connection to the railroads that would come in the 1850s all contributed to making Geneva a desirable location for commercial and industrial development as well as residential settlement.

Geneva was first linked to Chicago by railroad indirectly in 1850, when track was built between Geneva and St. Charles. In 1853 passenger rail service was established in Geneva with a direct route to Chicago. These tracks ran east-west through town and were located just south of South Street, with a passenger depot on Third Street. This route is now part of the Union Pacific Railroad and is used by Metra, which continues to provide passenger service to Chicago. Additional tracks were built in 1871, running north-south along Seventh Street and east-west in the vicinity of Stevens Street between Seventh Street and the Fox River.

These tracks connected to St. Charles and almost completed a loop around the central city, allowing for further industrial development along Seventh Street and Stevens Street. Interurban passenger rail was also established in Geneva and was active between 1896 and 1937. This line ran north from the passenger depot on Third Street, west on State Street and then north on Anderson Boulevard, continuing on to St. Charles and Elgin.

Construction of the railroad was important not only for the industrial and commercial development that it encouraged, but also for the wave of immigrants it brought to the area. Geneva was home to businessmen, professionals and working class alike. As the county seat Geneva became home to judges, lawyers and county officials. By 1860 several churches had been built for each of the various denominations represented in the community. These churches

were all built near the center of the city, just off of State Street.

It is also worth noting that Geneva is located along the historic Lincoln Highway. The highway was perhaps the first urban bypass, skirting Chicago and its congestion, passing through communities such as Chicago Heights, Joliet, Aurora, Geneva, DeKalb, Rochelle, Dixon, Sterling, Morrison, and finally exiting the state at Fulton with its spindly Mississippi River bridge. The route across America was determined by a number of factors, such as the need to connect major cities and supportive communities, including scenic landscapes and historic sites, while providing the most direct route possible.

The seven Livability Principles Kane County supports are:

- 1. Provide more transportation choices
- 2. Promote equitable, affordable housing
- 3. Enhance economic competitiveness
- 4. Support existing communities
- 5. Coordinate and leverage federal policies and investment
- 6. Value communities and neighborhoods
- 7. Conserve natural resources

Historic and Architectural Character of Study Area

The Study Area encompasses the original plat of Geneva, with additional properties east of the Fox River and south of South Street. Geneva remains much as historically developed, with residential structures throughout the downtown area and with State Street as the main commercial strip. This area retains a large amount of the city’s early construction, with the oldest existing buildings dating back to the late 1830s. Overall the historic development is notable for its uniform and harmonious scale, massing, and building orientation.

Street grid and block configurations remain largely as originally platted, with limited alterations. The city center was laid out on a grid relative to the Fox River, which has an angled orientation here in relation to the compass points. In contrast, the street grid in the northwest corner of the Study Area is set on axis with the compass points. Blocks are generally each 300 feet square divided into individual lots. Original streets were typically 80 feet wide, with some only 60 feet wide, and Anderson Boulevard 100 feet wide. Blocks throughout the Study Area generally do not have alleys, with the exception of the blocks between Anderson Boulevard and Richards Street in the northwest corner of the Study Area.

Originally, commercial-type buildings were primarily built along and near State Street with little setback from the street. Over time, additional commercial districts developed along Third Street as well as along Hamilton and James Streets. At these locations, existing residential buildings have been converted for commercial uses. Residential streets that now have high levels of commercial uses have also been modified to accommodate angled street parking. A number of surface parking lots are also located throughout the Study Area to serve the various businesses. Residential districts are tucked between the commercial and transportation corridors. These residential neighborhoods are generally quiet and small-scale, with little traffic, in contrast to the adjacent commercial districts that have much higher levels of traffic and density.

The Kane County courthouse near the center of the Study Area is a strong visual focus for the downtown. Of the historic development at the city center, this is the only building taller than three stories. Most of the residential buildings are of frame construction with limited examples of stone and brick construction. The historic developments consist of a mix of high style and modest vernacular buildings. Residential buildings are typically one to two stories. The size of residential lots is varied and most homes have a large setback from the street. Sidewalks through residential neighborhoods are generally consistent, however, there are some gaps in the network. Most streets, especially in residential areas, are tree-lined.

Historic industrial buildings remain in use at the north end of the Study Area. These buildings are located along the vacated railroad right-of-way at Seventh Street and at the intersection of Stevens Street and River Lane. Historic industrial buildings also remain along the banks of the Fox River and have been adaptively reused for other purposes.

At the south end of Study Area, south of the Union Pacific tracks, the Kane County government offices occupy the former Sacred Heart Seminary site along Batavia Avenue. Original seminary buildings and a grotto remain from the historic development as does the Italianate style Cole/Pope House built in 1867.

The ten Smart Growth Principles Kane County supports are:

Principle 1: Create a Range of Housing Opportunities and Choices

Principle 2: Create Walkable Neighborhoods

Principle 3: Encourage Community and Stakeholder Collaboration

Principle 4: Foster Distinctive, Attractive Communities with a Strong Sense of Place

Principle 5: Make Development Decisions Predictable, Fair, and Cost Effective

Principle 6: Mix Land Uses

Principle 7: Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas

Principle 8: Provide a Variety of Transportation Choices

Principle 9: Strengthen and Direct Development Towards Existing Communities

Principle 10: Take Advantage of Compact Built Design



Historic Designations

The Study Area includes historic districts that are listed on the National Register of Historic Places as well as designated locally. Properties that are potentially eligible for historic designation have also been identified through the City’s survey efforts. The following is a description of existing historic designations and potential historic designations located within the Study Area.

National Register of Historic Places

Two historic districts listed on the National Register of Historic Places are located within the Study Area. These are: the Central Geneva Historic District, listed in 1979, and the North Geneva Historic District, listed in 1982. The Central Geneva Historic District is located south of State Street and is roughly bounded by State Street to the north, South Street and the Union Pacific tracks to the south, River Lane to the east, and 6th Street to the west. The North Geneva Historic District is located

north of State Street and is roughly bounded by State Street to the south, Stevens Street to the north, the Fox River to the east, and the vacated railroad track right-of-way and 6th Street to the west.

Local Landmarks

One locally designated historic district is located within the Study Area. This is the Geneva Historic District, which was designated by the City in 1987 and encompasses the previously designated National Register districts and additional properties. The boundaries of this district are the Fox River to the east, 7th Street and the vacated railroad right-of-way to the west, Stevens Street to the north, and the Union Pacific tracks to the south. The period of significance for this district is 1837-1940. Every property within the Geneva Historic District was surveyed in 2000 by Historic Certification Consultants. The report prepared for that survey is titled: Architectural Resources in the Geneva Historic District.

Potential Historic Designations

Outside of the designated historic districts, additional properties within the Study Area are included in the City’s Historic Resources List (HRL). The HRL is a list of properties and districts that have been identified as potential candidates for landmark designation. These properties have been identified through windshield surveys conducted by City staff and consultants. The HRL is appended to the 2008 City of Geneva Historic Preservation Plan.

One potential landmark district, several individual properties, and one corridor within the Study Area are listed in the HRL.

Northwest Additions Area

This district includes properties within the northwest portion of the Study Area. The properties of this potential district were surveyed by the Durrant Group in 2002. This survey and the survey area are described in their report titled: Architectural and Historical Survey of the Northwest Additions. The period of significance for this district is proposed as 1910-1947.

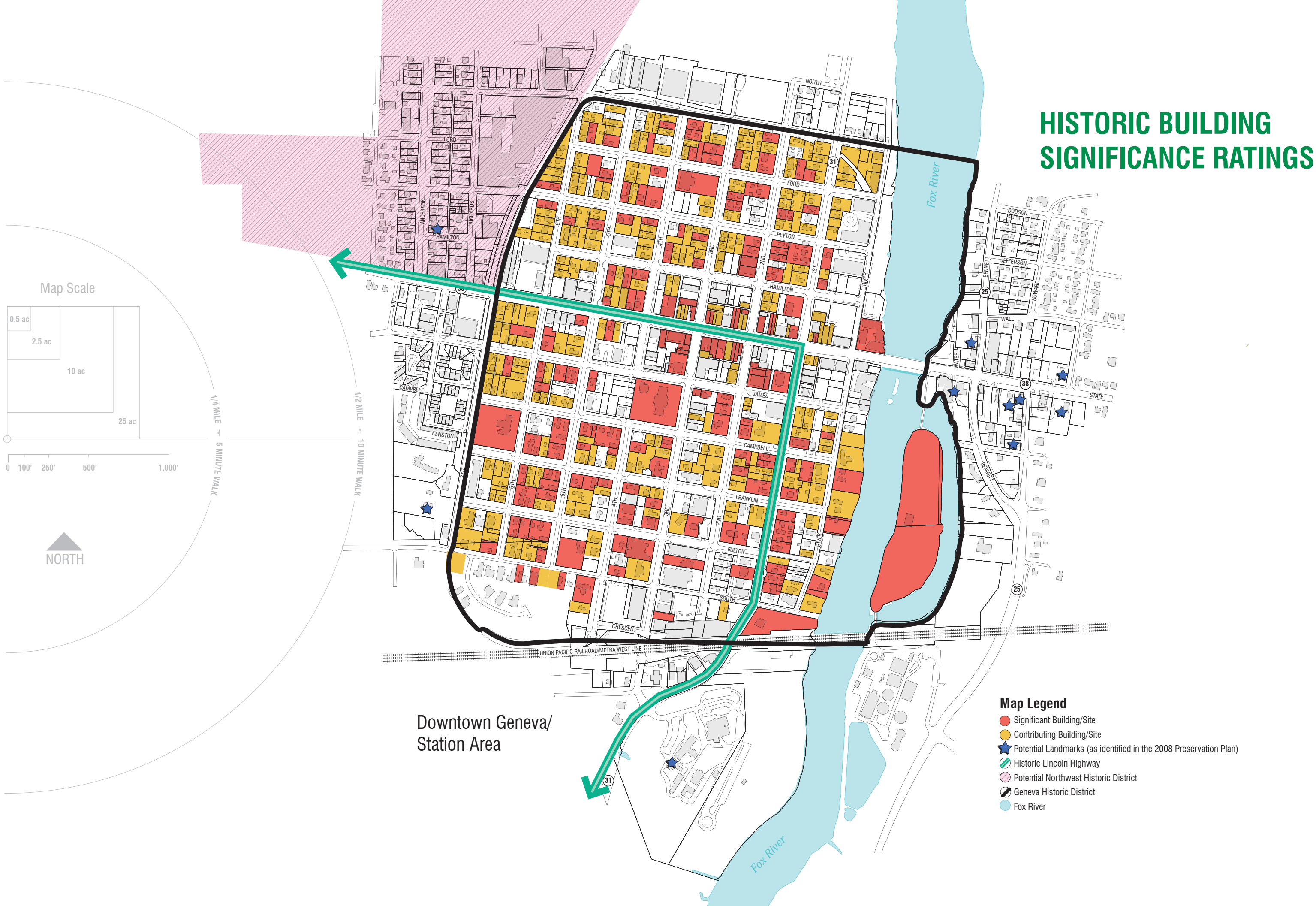
The following individual properties within the Study Area are identified in the HRL:

- ▶ 28 N. Bennett; Bennett Mill warehouse building
- ▶ 38 Crissey Avenue
- ▶ 709 South Street; Pope-Bangs-Dunbar House
- ▶ 4 E. State Street; Mill Race Inn
- ▶ 122 E. State Street; Miller-Gulley House
- ▶ 130 E. State Street; Middaugh House
- ▶ 223 E. State Street; Charles Bennett House
- ▶ 230 E. State Street; Henry Bennett House
- ▶ 719 Batavia Avenue; Seminary Building at Kane County Government Center
- ▶ 719 Batavia Avenue; Grotto on the grounds of the Kane County Government Center
- ▶ 719 Batavia Avenue; Cole/Pope House
- ▶ 823 Hamilton; First Swedish Baptist Church

The following corridor within the Study Area is identified in the HRL:

- ▶ Lincoln Highway; along Route 31 & 38

HISTORIC BUILDING SIGNIFICANCE RATINGS





Government Facilities, Activities, and Cultural Context

The City of Geneva is widely known for its unique character, with the Downtown area providing many contributing factors to the City's overall mage, character, and sense of place. While the Downtown's many historic resources have been highlighted on the previous pages, many other factors, such as festival and events, agencies and organizations, and government facilities, further add to the overall cultural context of Downtown.

Festivals and Events

Downtown Geneva hosts a number of community festivals and events throughout the year. These events draw visitors into the area and provide an opportunity for residents and businesses to celebrate their community. The following is a sample of the festivals and events held in Downtown:

- ▶ Midsommer Festival – Swedish Days
- ▶ Geneva Arts Fair
- ▶ Festival of the Vine
- ▶ Christmas Walk and House Tour
- ▶ Geneva French Market
- ▶ Geneva Wedding Walk
- ▶ Geneva Green Market
- ▶ Geneva Film Festival
- ▶ Gardenology
- ▶ The Granquist Memorial Music Competition
- ▶ Geneva's Classic Car Show
- ▶ Geneva Concours d'Elegance
- ▶ The Fox Valley Folk Music and Storytelling Festival
- ▶ Black Hat Day
- ▶ Annual Geneva Veterans Benefit Buffet
- ▶ Downtown Trick or Treating
- ▶ Geneva Winter Market



Recreational Activities

In addition to the many festivals and events, Downtown also offers a variety of leisure activities. Activities include walking or biking along the Fox River Trail, fishing along the Fox River, and picnicking on Island Park. Public parks and open space in the Downtown are provided by the Park District, the School District, and Kane County.

Organizations and Committees

Several organizations and committees act as stewards of the cultural and historic resources of Geneva and the Downtown. This broad, citizen-led support network is an essential element of preserving and enhancing Downtown's character and its cultural heritage. Some of the organizations and committees specifically committed to maintaining and enhancing the historical and cultural resources of the City and the Downtown include the Chamber of Commerce; Geneva Historical Society (Geneva History Center); Cultural Arts Commission; Strategic Plan Advisory Committee; and the Geneva Beautification Committee.

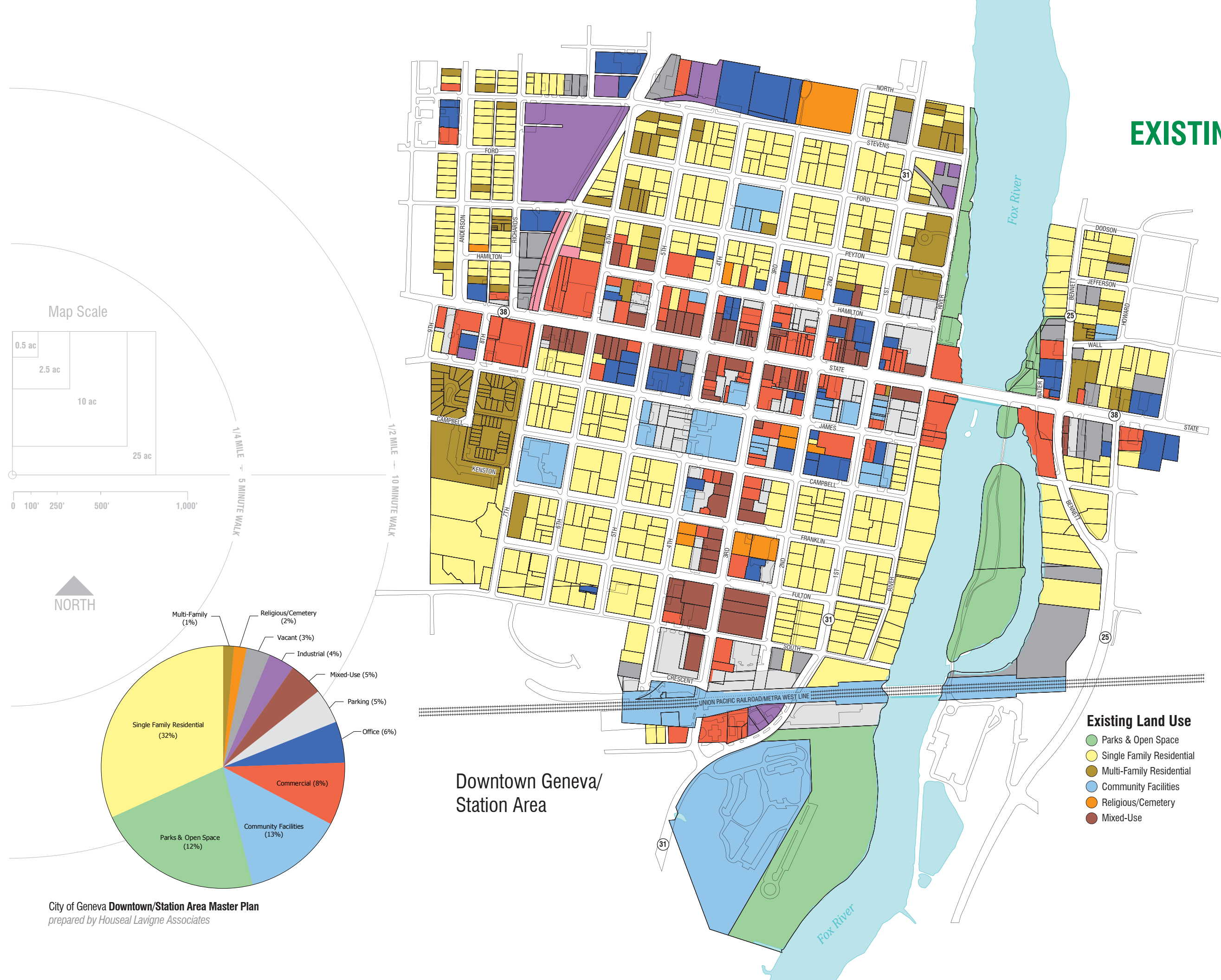
Government Facilities

As the county seat of Kane County, a significant component of the overall character and culture of the Downtown is the abundance of government facilities that call downtown Geneva home. These government facilities include the Geneva City Hall, Geneva Public Library, U. S. Post Office, police station, Kane County Courthouse, Kane County Government Center, Fourth Street School, DuPage Library System, City of Geneva Metra Station, Kane County Regional Office of Education/Sixth Street School, and the Geneva Historical Society (Geneva History Center). While these many facilities help to define the overall character, culture, and function of Downtown, many community facilities in the Downtown are in need of expansion and in some cases relocation, but specific plans are not available at the time of writing.

For example, the library is pursuing acquisition of land at State Street and Seventh for a new library, but detailed plans are not finalized or available. Similarly, it is acknowledged that the City Hall no longer meets the needs of the City, but plans for a new or relocated City Hall have not been developed. Also, Kane County is consolidating its operations to a new facility west of the City, but the County's plans are more long-term and the timing of moving operations out of Downtown are not yet known.

Working with each community facility provider in the Downtown area to fully understand their long-range plans and potential opportunities for redevelopment, relocation, or shared facilities is an important consideration for the Downtown moving forward. These issues are presented in greater detail in Section 2: Land Use and Development Framework

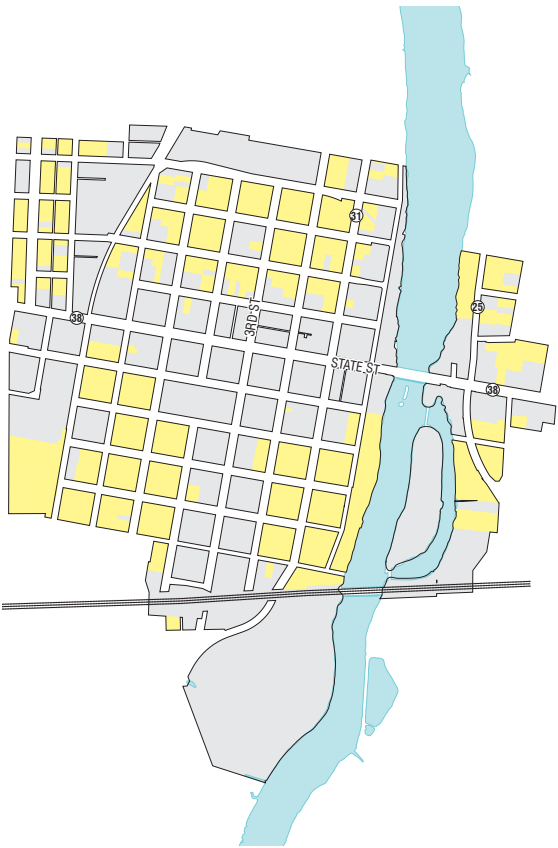
EXISTING LAND USE



Land Use Context

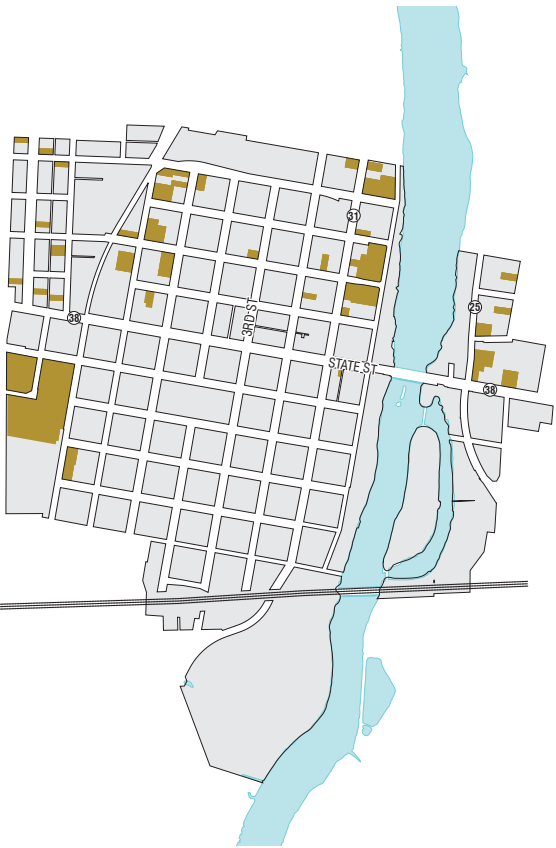
The map on the preceding page, as well as the key maps and land-use descriptions on the next two pages, give a context for the recommendations and analysis that occur in subsequent chapters.

Single-Family Residential



The collection of single-family detached residential neighborhoods is one of the City's most cherished attributes and one of its most defining characteristics. Historically, as residential development occurred near downtown, the traditional street grid was continued. Although a grid street pattern is firmly established throughout the study area, rarely are the individual block configurations of single-family homes consistent with each other. Lot sizes vary as does the orientation of individual homes. Through conversion and infill development, many blocks which were solidly single-family now also have some multi-family housing contained within them.

Multi-Family Residential



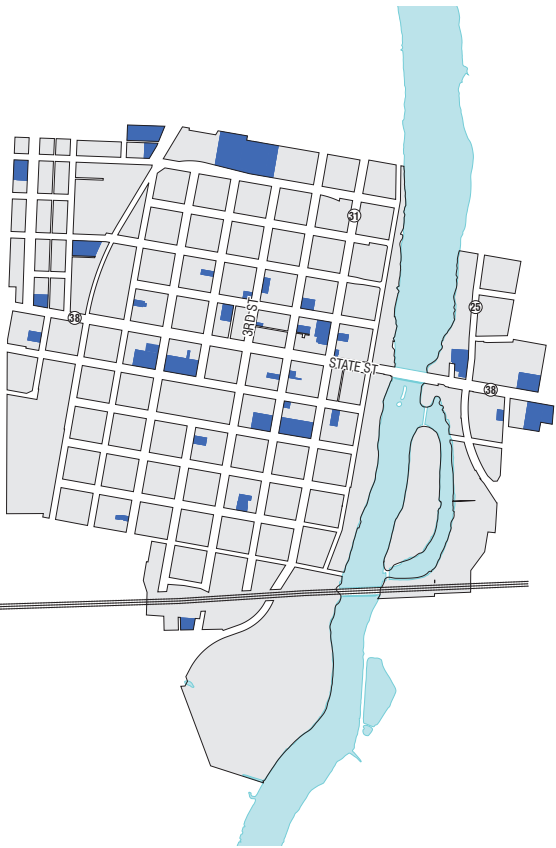
Multi-family residential development is scattered throughout Downtown and can be classified into two types: standalone or mixed-use. The majority of standalone multi-family is located north of State Street. Most of these units were originally single-family homes which have been converted to multi-family use. Large, multi-family developments are found at River Street and Peyton Street, Seventh Street and Campbell Street and East State Street. Multi-family housing as part of mixed use developments are found on Third Street near the Metra Station which is consistent with the principles of TOD (transit-oriented development). The various types of multi-family residential units provide a range of housing options for Downtown residents.

Commercial



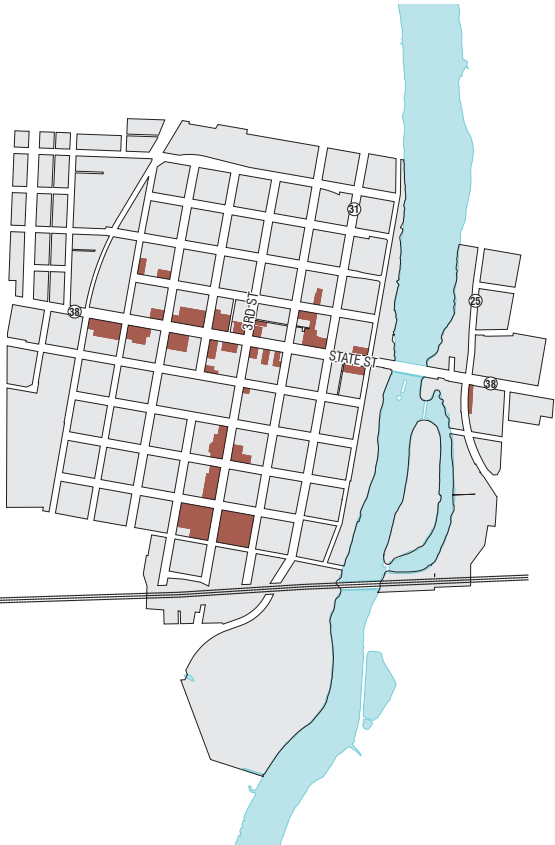
A wide range of commercial uses exist in Downtown Geneva including retail, professional and personal service, restaurants, taverns, and more. The scale of uses also varies from standalone independent businesses in converted houses to larger mixed-use and strip center development with national retailers. The bulk of commercial uses are found on Third Street and State Street. Third Street provides an attractive mixed-use, pedestrian-oriented environment that serves as a destination for dining, shopping, and entertainment, and also caters to commuters and nearby residents with convenience retailing and service uses. State Street provides a more auto-oriented commercial environment due to traffic volumes and the presence of parking lots in the front of some developments, particularly in the western portions of the study area.

Office



Office uses in Downtown generally occupy the center of the study area near the intersection of Third and State Streets in three distinct types: storefront offices on the ground floor; above the ground floor as part of mixed-use developments; or in converted single-family homes, particularly along Hamilton Street. Along most of Third Street, B3 zoning prohibits offices on the first floor.

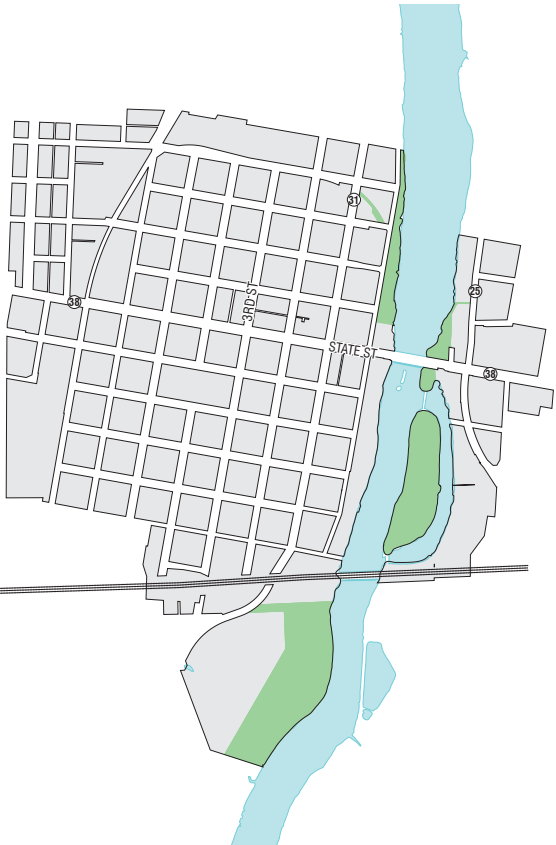
Mixed-Use



Mixed-use development is predominately located along Third Street and State Street with office and/or residential uses located above ground floor retail/commercial uses. Historically, this type of development has been limited to two or three stories in height. Mixed-use development creates a vibrancy in Downtown Geneva by providing daytime and evening activity, and a physical environment consisting of multi-story buildings in a walkable setting, contributing to the Downtown’s overall sense of place.

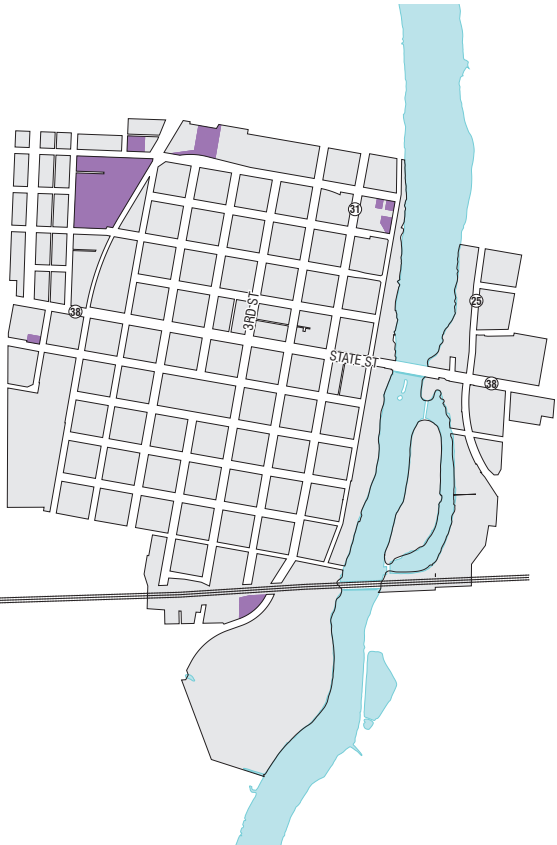
Although newer mixed-use developments are attractive and add to the overall character of Downtown, they do have vacancies. Currently, newer mixed-use developments have the highest vacancies rates due primarily to higher rents.

Parks & Open Space



Open spaces, such as the Kane County Courthouse lawn, contribute to the fabric of Downtown. Spaces utilized by and designated for the public are critical components to a pedestrian-friendly area such as a downtown. These spaces serve an important role as a forum and location for civic events and social gathering spots and can be powerful amenities to further enhance the character and experience of Downtown. Public spaces and gathering places can be both formal and informal. Common types of formal public spaces include the buildings and grounds of schools, government facilities, and parks. Encouraging the development and maintenance of public uses can be essential for creating a desirable and dynamic mix of uses within a downtown. Public spaces, both indoors and out, can generate a large volume of foot traffic through the day which benefits nearby businesses.

Industrial



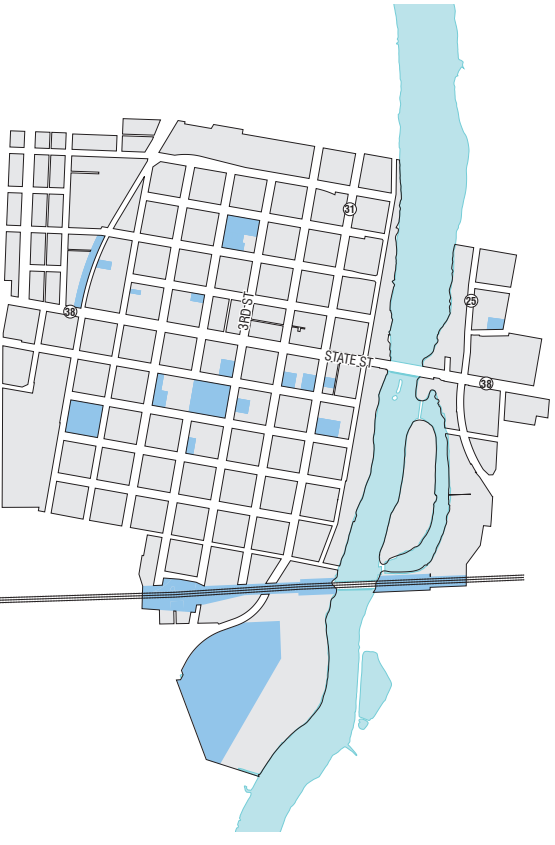
Industrial uses within Downtown occur on the northern end of the study area. Originally, these uses were likely drawn to this location in part due to the proximity to the river and the railroad tracks (which are now vacated).

Religious/Cemetery



Downtown is home to several religious institutions and the Westside Cemetery. Since its beginning, the City’s religious institutions have contributed significantly to the character of the community and the quality of life for residents and visitors.

Government and Community Facilities



This land use category includes the public and semi-public facilities in a community that provide critical services and enhance the overall quality-of-life for residents and visitors. Specifically these uses include City-owned facilities, County facilities, other government/organization facilities, schools and other service providers.



Community Outreach

As a long-range document that will guide growth and development in Downtown, it is important that the plans and policies contained within the Master Plan reflect the attitudes and desires of the residents, property owners, and businesses in the Downtown.

As part of the Downtown/Station Area Master Plan process, several outreach activities and opportunities for input were utilized including:

- Project Initiation Workshop
- Community Workshop
- Elected and Appointed Officials Workshop
- Key Person Interviews
- Lions Club Presentation
- Business Workshop
- Property Owners Workshop
- On-line Resident Questionnaire
- On-line Business Questionnaire
- On-line Mapping Tool
- Vision Charrette/Workshop

Community Outreach Summary of Issues and Opportunities

The following is a summary of issues and concerns expressed during the community outreach activities during the Master Plan process. These comments reflect opinions expressed by individuals; are not necessarily reflective of the opinions of the consultant team or City staff; and should not be considered as plan recommendations.

The comments are organized by theme and have been considered in the creation of the Downtown/Station Area Master Plan.

Note: The identified issues are presented in no particular order or priority.

Parking

While there was wide consensus that parking generally is an issue in Downtown, there was no agreement on a specific root of the problem or how to best solve it. Many participants believe that there is a parking shortage Downtown. Others stated that the issue is less one of supply than one of difficulty in finding parking (i.e., a lack of wayfinding signage). High demand in specific areas of Downtown (e.g., Third Street) was also mentioned as an issue. In addition to these general parking concerns, many participants commented on safety concerns with the diagonal parking along State Street. Also, downtown retail employees are not using the old courthouse parking lot, or the Metra commuter parking structure on weekends.

Pedestrian Mobility

Although many participants identified pedestrian mobility as an overall strength of Downtown, many noted crossing both State Street and Third Street as a safety concern. Participants asked how the City could work with IDOT to improve pedestrian safety and crossings across State Street.

Redevelopment and Preservation of Historic Architecture/Character

Many participants were in support of new redevelopment and reuse of existing buildings Downtown, however, the majority stressed that they had concerns regarding the type, style and architecture of future developments. Preserving the City's historic architecture and character, while also promoting new infill development, will be an important balance moving forward.

Additional Residential Development

Participants desire more residential units in the Downtown area. However, many questioned what type of residential product would be appropriate, and where the best place for adding new residential uses in the Downtown would be.

State Street

Participants felt that State Street is a key Downtown asset. However, many stated that they would like to see the appearance of certain buildings and parking areas along this corridor improved. Other participants perceived there to be several vacancies along State Street especially on downtown "fringe" properties. Key issues for State Street that were raised by participants include the need to improve pedestrian crossings and to improve the design of the angled on-street parking.

Streetscaping

Although high-quality streetscaping exists within Downtown, many stated that the best streetscaping exists along Third Street and that the same level of high-quality streetscaping should be installed consistently throughout other streets in the Downtown/Station Area.

Traffic Congestion

Participants frequently cited the issue of traffic congestion along State Street. Although participants acknowledged that traffic brought potential shoppers into the area, most noted that traffic congestion was an issue to travelling to or through Downtown.

Land Use and Development Framework

Land Use & Development Plan

The Land Use Plan indicates the desired land use for parcels in Downtown, however the City should remain flexible in reviewing development proposals, favoring those that meet the intent of the Plan and aspirations of the community.

This section presents the Land Use and Development Plan for Downtown Geneva. The Land Use and Development Plan is specific enough to provide guidance on land-use decisions, but also flexible enough to allow for individual negotiations and the consideration of creative approaches to land development that are consistent with the overall policies and guidelines included in the Downtown Plan.

The Plan is intended to illustrate a “vision” for the Downtown and demonstrate how new development can be strategically undertaken within the historic and architecture context of Downtown in a manner that enhances and further improves the overall character, image, identity, and desirability of Downtown. The Land Use and Development Plan uses both concise text and illustrative visualization to communicate the long-term vision for Downtown. In addition to providing an overall/ more general vision for the Downtown as a whole, detailed concepts, renderings, and recommendations are included for several of the Downtown’s key areas and properties more likely to see pressure for redevelopment in the near future.

The Land Use and Development Plan is intended to be a guide for new development and reinvestment in Downtown. It is NOT a proposed development plan of rigid and finite recommendations. The Land Use Plan presents recommended land uses and potential development scenarios within Downtown that would reorganize and maximize the use of parcels within the defined limits of Downtown.

The Land Use Plan for Geneva’s Downtown is strongly influenced by the existing and well established land use pattern. While most existing uses are expected to remain in the short term, several development opportunities exist within Downtown providing the potential to increase residential units and strengthen the retail and commercial sectors.

The Land Use Plan for Downtown Geneva divides uses in Downtown into the following 8 categories, each of which is explained below.

- Single-Family Residential
- Multi-Family Residential
- General Commercial
- Downtown Commercial/Mixed-Use
- Residentially-Scaled Commercial
- Light Industrial/Business Park
- Parks and Open Space
- Public/Semi-Public

Operational Definitions

In order to better understand the land use designations that are presented on the following pages, certain terms need to be defined so as to clearly understand the intent of the different land uses. For purposes of this plan, the following definitions apply:

- Mixed-Use – a building containing a mix of different uses, most commonly referring to a building with commercial/retail uses on the ground floor with residential or office uses located on the upper floors.
- Residentially Scaled Commercial – a commercial building typically 1½ to 2 stories in height, often integrating characteristics of residential architecture such as a pitched roof and dormers.

Single-Family Residential

The Single-Family Residential areas should strive to preserve the valued character of the Downtown periphery by encouraging maintenance, rehabilitation, or infill development of a consistent scale and character as the historic housing already in place.

Surrounding Downtown is a collection of single-family detached residential neighborhoods that are one of the City’s most cherished attributes and most defining characteristics. Historically, as residential development occurred near downtown, the traditional street grid was continued, and although a grid street pattern is firmly established throughout the study area, rarely are the individual block configurations of single-family homes consistent with each other. Throughout the Single-Family Residential areas, lot sizes vary, as does the orientation of individual homes. Through conversion and infill development, many blocks which were solidly single-family now also have some multi-family housing contained within them, as well a limited amount of office and other commercial uses. The Plan recommends that this area remain predominantly single-family residential.

Single-Family Residential Attached

These areas consist of rowhouses and townhomes within or adjacent to the single-family neighborhoods and provide a transition between single-family and more intense land use areas.

In addition to rowhouses and townhomes, these areas are appropriate for cooperative senior housing, at a scale that “fits” the neighborhood.

Multi-Family Residential

The Multi-Family Residential areas should permit the development of appropriate forms of townhomes or multi-family buildings in such a way that they enhance the character of the Downtown and create high-quality housing choice for residents of a variety of ages.

Currently stand-alone multi-family residential development is scattered throughout the Downtown area. The Land Use Plan attempts to restore order to Downtown’s multi-family areas by concentrating, permitting, and encouraging multi-family developments into defined areas, including the area around River Street between Peyton Street and North Street, Seventh Street and Campbell Street, and East State Street.

Multi-family uses are also permitted and encouraged as a part of mixed-use development, currently found on Third Street near the Metra Station which is consistent with the principles of TOD (transit-oriented development), and is also encouraged as an upper floor component of mixed-use developments in the areas designated as Downtown Commercial/Mixed-Use.



Commercial

There is a wide range of commercial uses in Downtown Geneva including retail, professional and personal service, restaurants, taverns, and more. The scale of uses also varies from standalone independent businesses in converted houses to larger mixed-use and strip center development with national retailers. To better plan for and guide new commercial development, commercial land uses within Geneva have been classified into three types, each with appropriate locations within Downtown; General Commercial, Downtown Commercial/Mixed-Use and Residentially Scaled Commercial.

General Commercial

The General Commercial areas should appropriately balance vehicular and pedestrian access, provide for primary and secondary commercial uses, and reflect the character of the traditional context.

The General Commercial designation is intended to accommodate a mix of commercial uses, including retail, service and office uses. It is appropriate for uses within the General Commercial areas to provide parking on site and cater to the automobile and pedestrian equally. General commercial areas are identified on the edges of Downtown along State Street, where there are heavy traffic volumes and the traditional in-line storefront and streetwall is absent.

Downtown Commercial/Mixed-Use

Downtown Commercial/Mixed-Use areas should strengthen the traditional character of Geneva’s Downtown by reinforcing the streetwall, maintaining a strong orientation towards the pedestrian, and using high-quality design and materials.

Mixed-use development is predominately located along Third Street and State Street, with office and/or residential uses located above ground floor retail/commercial uses. The mixed-use area along State Street is more traditional, with development typically consisting of two or three story buildings located at or near the sidewalk, therefore maintaining a traditional streetwall. The mixed-use commercial along much of Third Street has a more residentially scaled character, with notable front yard setbacks and separation between buildings. Mixed-use development creates a vibrancy in Downtown Geneva by providing daytime and evening activity, and a physical environment consisting of multi-story buildings in a walkable setting, contributing to the Downtown’s overall sense of place.

Residentially Scaled Commercial

Residentially Scaled Commercial areas should provide an appropriate transition between more intensive commercial or mixed-use areas and neighborhoods.

These areas are characterized by commercial development whose uses and built forms are compatible with surrounding residential development. Small retail, restaurants, or offices are appropriate uses, and building forms may take on residential features such as pitched roofs, dormers and small front yard setbacks. The scale and intensity of development should respect the surrounding neighborhood context in terms of height, adjacent yards, screening and buffers.

Light Industrial/Business Park

Light Industrial/Business Park areas should accommodate the on-going low-impact uses and maintain a good physical relationship with surrounding neighborhoods through sensitive building design, screening and buffers.

The Light Industrial/Business Park land use is identified in the north side of Downtown, where this type of use already exists and is well established. Originally, these uses were likely drawn to this location in part due to the proximity to the river and the railroad tracks (which are now vacated).

Parks & Open Space

Park & Open Space areas should serve as common places where people come to interact with one another and the unique natural setting through passive spaces, prominent view corridors, support facilities and structures, and public artwork and sculpture.

There are few parks within Downtown and they are primarily located on the periphery and along the Fox River. While smaller open spaces should be accommodated through redevelopment or parcel-by-parcel green infill, major open spaces should provide the more prominent facilities and structures that foster local and regional access to the Fox River.

Public/Semi-Public

Public/Semi-Public areas should provide the broad array of services and facilities that enhance local quality of life and provide a unique identity to Geneva and its Downtown.

Land use areas identified as Public and Semi-Public include a broad spectrum of services including local administrative and judicial government offices, community-based centers and service providers, state or federal services, and churches and cemeteries.

A Note Regarding Opportunity Sites

The purpose of the illustrative development concepts for the Opportunity Sites is not to attempt to predict exactly which properties will redevelop and in what manner. Instead it is to identify sites that have a high likelihood or potential for redevelopment. It is important to note that sites designated as an opportunity redevelopment site are not “targeted” for acquisition by the City, and are not being considered for condemnation. The illustrative development concepts shown for the Opportunity Sites should be used to guide possible rezoning and site development when a new development or use is contemplated by a property owner or a developer. Additionally, the concepts should not be used by the City to unilaterally advance zoning changes or development projects. The designation as an Opportunity Site simply identifies those properties that could greatly assist in “kick-starting” investment and maintaining Downtown Geneva as a vibrant and active commercial area. The illustrative development scenarios depicted in the seven Opportunity Sites are meant to be conceptual, yet clearly articulate a preferred land use and development concept. The concepts are not meant to serve as a recommended site plan and should not be considered the only manner in which the sites could be appropriately redeveloped. They do, however, illustrate the viability, approach, and overall character of development deemed appropriate and preferred in key locations throughout the Downtown Study Area.

Opportunity Sites

This section highlights the opportunities for redevelopment that would have a catalytic effect on Downtown Geneva. While almost any site in the Downtown could be redeveloped at its owner’s discretion, there are certain sites that may lead the way for continued Downtown vibrancy and reinvestment. To provide more focus and direction to the City, property owners and prospective developers, this section of the Plan identifies 7 opportunity sites.

These sites, illustrated on the following pages, are those properties that if redeveloped, could provide a significant boost to the properties around them and the Downtown as a whole, likely spurring other redevelopment and reinvestment.

Although many sites within Downtown could be redeveloped, the intent of this section is to identify sites that are the most likely candidates for redevelopment, or would have the most significant impact on the Downtown in terms of aesthetics, character, or business vitality.

In identifying these sites, the following factors, among others, were considered:

- ▶ Underutilized buildings or land
- ▶ Vacant buildings or land
- ▶ Structural soundness of buildings
- ▶ Obsolescence
- ▶ Size of and shape of the property
- ▶ Ownership (e.g., unified private ownership or City-owned)
- ▶ Opportunity for assembly of adjacent parcels
- ▶ Location, visibility and access
- ▶ Current zoning and adjacent zoning
- ▶ Surrounding land uses
- ▶ Market potential

Preservation Sites

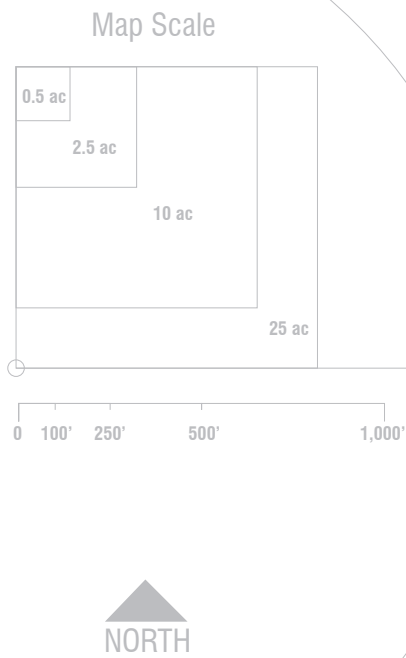
The following pages describe properties that are Opportunity Sites—those most appropriate for change or redevelopment. In addition to these, certain sites have been identified as appropriate for preservation. The uses on these sites may remain as they currently are or may change through adaptive reuse of the existing structures; however, the buildings should remain largely as they are.

These sites were identified based on several factors. They may be designated as a landmark, a significant building of the historic district, a contributing building to the historic district, or they may possess some distinctive historic or architectural qualities desired by the community to remain.

Individual Sites vs. Downtown Aggregate

Throughout the Opportunity Sites section of the Downtown Master Plan, development components such as parking, residential units, and square footage of commercial space are presented for various conceptual development scenarios. While this is important in order to show the viability and impact of possible new development, it is also important to note that as new development comes on line, it will have an effect on the potential market viability of future development. As an example, there are a total of five potential parking deck locations identified within the opportunity sites. While each deck shown is a viable option that would benefit the Downtown, it is not realistic to think that all five would be constructed or needed. Likewise, any new residential development would have an impact on the market absorption of any subsequent residential development as the number of available units would have already increased, at least in the short term. Therefore, while it is important to recognize the potential of any given development opportunity site, it is also important to understand the “aggregate limitations” on the Downtown given realistic market expectations.

LAND USE PLAN



1/4 MILE ~ 5 MINUTE WALK

1/2 MILE ~ 10 MINUTE WALK

Downtown Geneva/
Station Area

Land Use Plan

- Single-Family Residential
- Single-Family Attached/Row House
- Multi-Family Residential
- General Commercial
- Downtown Commercial/Mixed-Use
- Residentially Scaled Commercial
- Industrial/Office
- Public/Semi-Public
- Parks & Open Space
- Religious/Cemetery
- Opportunity Concepts & Sites
- Preservation/Adaptive Reuse
- Parking Deck

Opportunity Site 1

Burgess Norton Opportunity Site

Development Concept Overview

The development concept for this opportunity site is to provide a neighborhood-scaled light industrial/business park area that is compatible with the existing residential neighborhood, while accommodating the extension and realignment of an extended 7th Street.

Desired Use

The desired use for this site going forward is a neighbor-scaled light-industrial/commercial service/business park development that can exist in a manner that is compatible with the surrounding residential neighborhood. The current light industrial use of the site seems to be accepted by the neighborhood and will likely remain for many years. Any redevelopment of the area presents a unique opportunity for the establishment of newer business park accommodating incubator businesses and smaller industrial and commercial service users that may support Downtown businesses and provide local employment opportunities.

Development Pattern

Any redevelopment of the area should result in building size, massing, and orientation that does not dominate or negatively impact on the surrounding residential areas. As depicted in the development concept site plan, the existing building setback is maintained along Richards Street and the similar building setbacks are maintained along the extended and realigned 7th Street. Rather than one large industrial user, the site should be considered for a coordinated development of multiple smaller buildings more reflective of a contemporary business park with a campus like setting.

Parking, Access, and Circulation

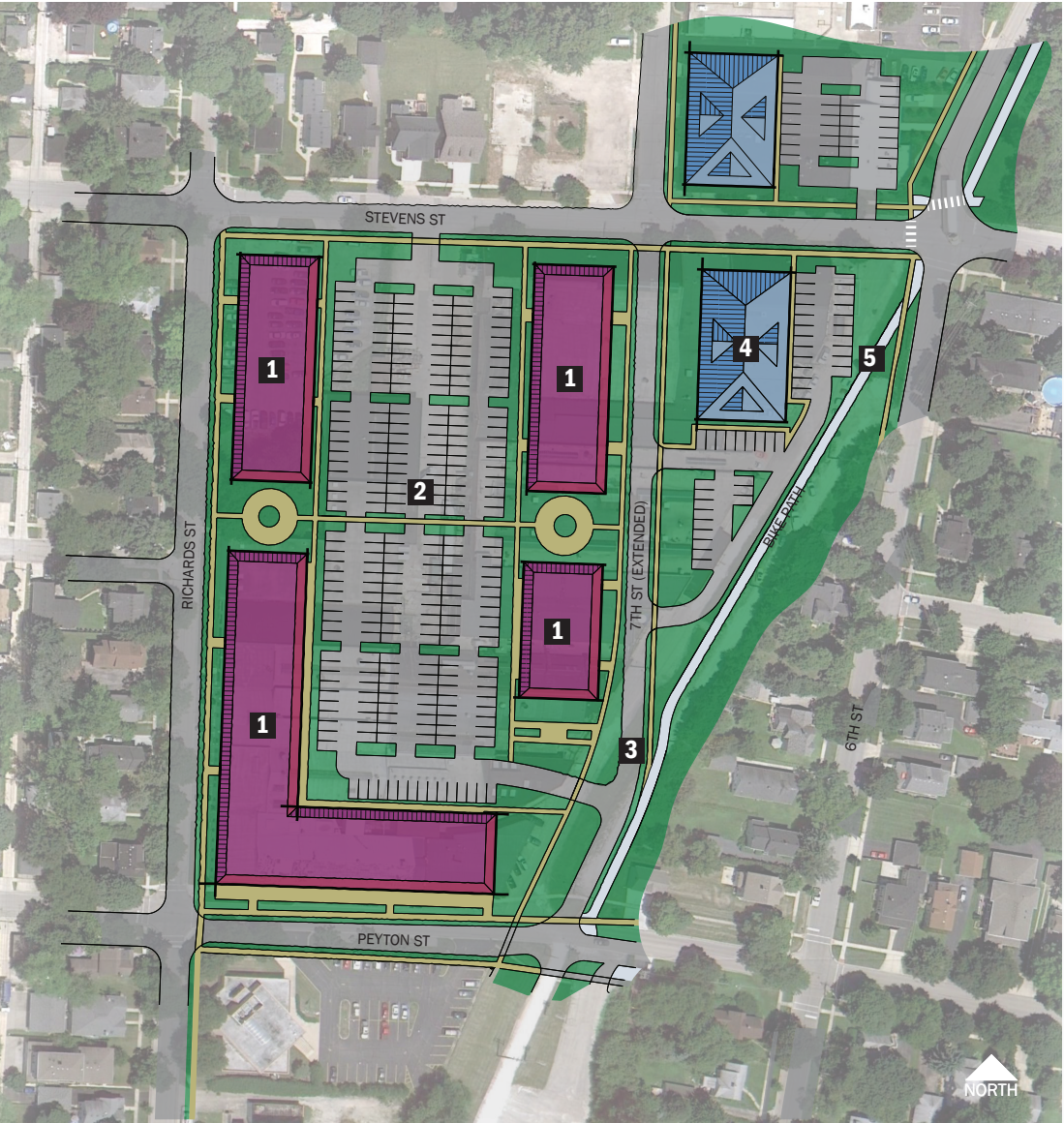
Rather than locating parking lots along the street, parking lots should be located at the rear of the buildings and designed in a manner that provides a coordinated and shared parking area so as to provided better site efficiency and design. With such an approach to parking, curb cuts can be kept to a minimum, thereby enhancing the appearance of the property along the street frontage and providing cross access to alleviate congestion at any one driveway.

7th Street Extended

One of the most significant ideas represented in this opportunity site concept is the establishment of an extended and realigned 7th Street. By extending 7th Street north of State Street and bending it to align with Illinois Street north of Stevens Street, the neighborhood and this site are better served with a more efficient street network. The extended 7th Street creates two development sites as it bisects the existing Burgess Norton site. A bike path is also proposed along the new 7th Street extension, but then separates north of Peyton Street and extends northeast toward Wheeler Park.

“Green” Development

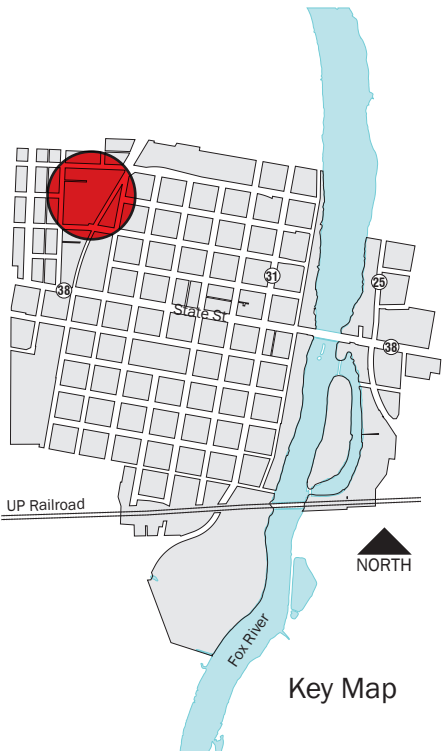
Redevelopment of this site represents a tremendous opportunity and potential for a LEED project, incorporating sustainable best practices and technologies. As new development is considered, sustainable development practices should be utilized and incorporated to the extent possible.



- 1** Low-intensity, residentially compatible industrial
1-story
~ 90,000 s.f.
- 2** Internalized and central parking lot
~ 280 parking spaces
- 3** 7th Street extended north to Stevens Street
- 4** Residential scaled office use
1-2 stories
~ 27,000 s.f.
~ 60 parking spaces
- 5** Bike path to Wheeler Park



Example Character Images



Key Map

Opportunity Site 2

West Shoreline Multi-Family

Development Concept Overview

The development concept for this opportunity site is to provide new multi-family and single-family attached residential development in the Downtown in a manner that is sensitive to the established residential neighborhood while taking advantage of the proximity to the Fox River and the opportunities for increased building height provided by the elevation change between the river and 1st Street.

Desired Use

The desired use for this development opportunity site is multi-family and single-family attached residential. Ideally it would consist of row houses (2½- to 3-story single-family attached) along 1st Street with multi-story condominium/apartment developments along Rive Lane. Residential uses are best suited for this area, as commercial uses at this location would likely not be market viable or desired by the nearby residential neighborhood. Additional residential development in the Downtown was noted throughout the planning process as being desirable, and this location is very accommodating. The larger condominium/multi-family buildings could accommodate a variety of residential types, including owner-occupied, rental, senior housing, and more.

Potential Adaptive Re-Use

This opportunity site recognizes the potential and desirability of adaptively re-using the existing commercial bottling building on Site 3. Consideration should be given to re-using the structure for a new appropriate commercial use if the opportunity arises. Any redevelopment of the area should accommodate such an adaptive re-use if one is proposed that is compatible with the surrounding uses.

Development Pattern

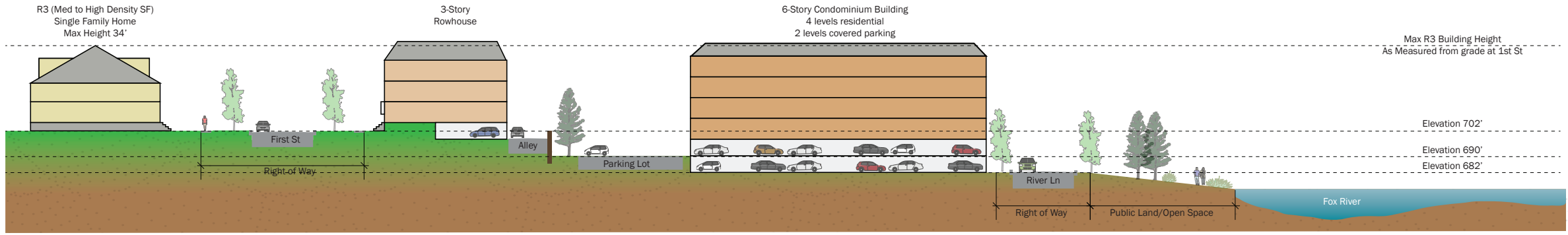
The desired development pattern for this site takes into consideration existing uses and maximizes the benefit of grade change and proximity to the river. The general pattern of development that is recommended is to locate the rowhouses along 1st Street, adjacent and across from existing single-family homes, and then strategically use the change in elevation for increased density. Heading east, the opportunity exists for more intense multi-family residential development along the river in a manner consistent with the existing multi-family residential development along River Lane between Peyton Street and Ford Street.

Parking, Access, and Circulation

Parking for the development concept has been designed to minimize the visual impact of the parking lots, allowing the building architecture to be showcased instead. Enclosed, attached parking for the rowhouses is accessed via a rear alley and parking for the larger multi-family buildings is provided in enclosed structured parking located in the bottom portions of the buildings. No curb cuts are proposed along River Lane or 1st Street for any portion of the development. Alleys and parking area driving aisles run parallel to River Lane and 1st Street, with access provided from Ford Street, Stevens Street, and North Street extended.



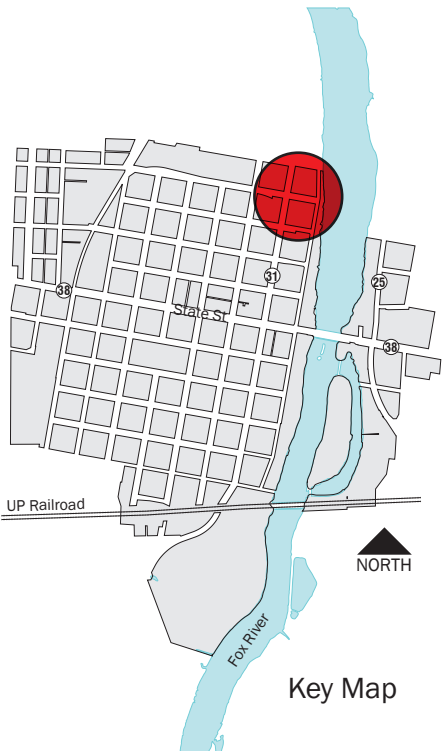
- 1** Rowhouses with rear alley
2-3 stories
~ 22 units
- 2** Multi-family building with enclosed parking
5 stories
~ 50-70 units
1-2 spaces/unit
- 3** Multi-family building with enclosed parking or adaptive reuse of existing building
5 stories
~ 60-100 units
1-2 spaces/unit
- 4** Potential pedestrian/bike bridge to Bennett Park



Redevelopment Cross Section



Example Character Images



Opportunity Site 3

7th & State Opportunity Site

Development Concept Overview

The development concept for this opportunity site includes several key components, including a new library, extending 7th Street to the north, new commercial/mixed-use redevelopment on the northeast and southwest corners of State and 7th, and new row houses along James Street. The concept seeks to provide opportunities for appropriate new infill development and improved vehicular and bicycle circulation in a manner that reinforces the more traditional Downtown development pattern that exists along State Street to the east.

Library

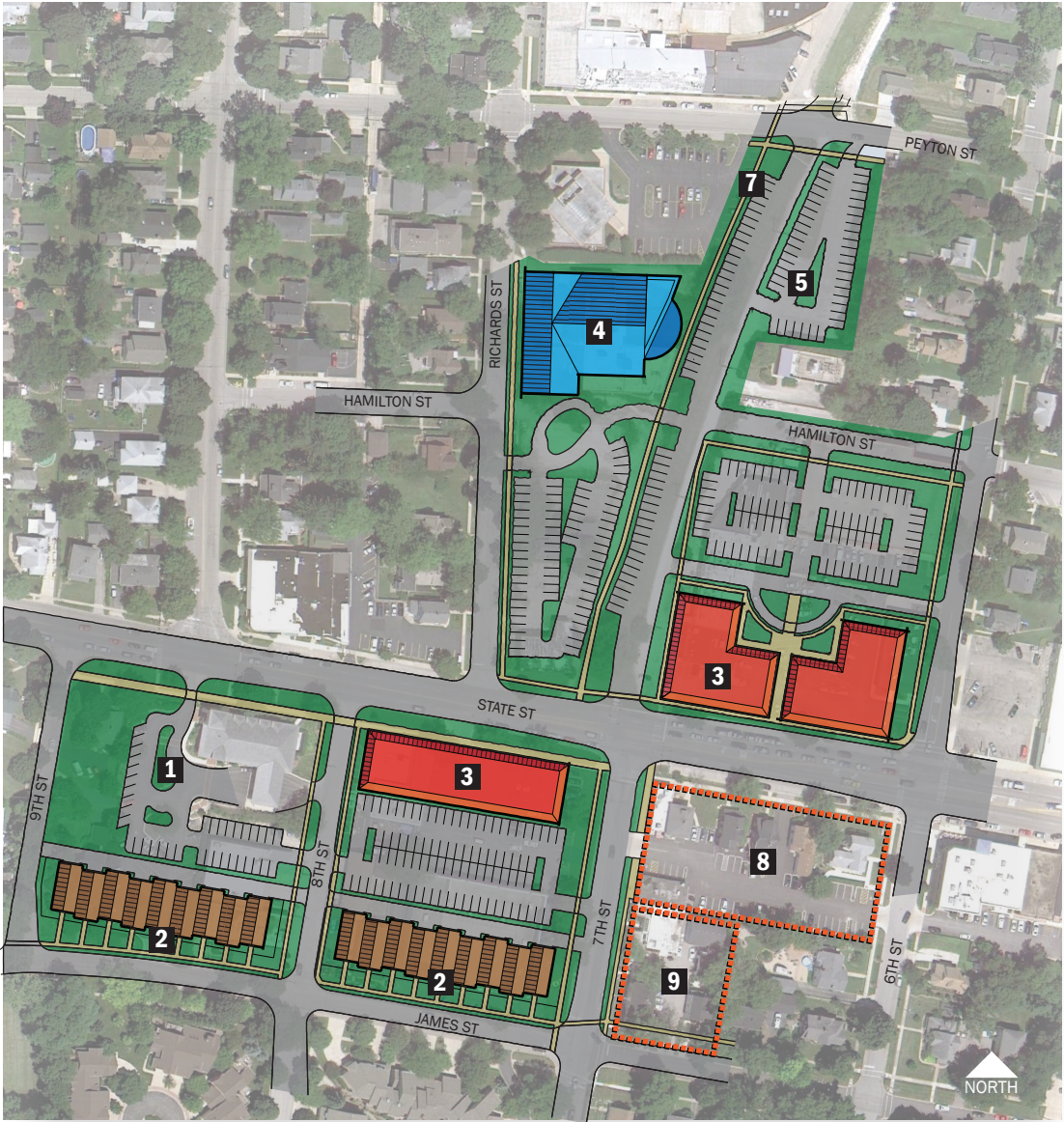
This concept incorporates the potential development of a new library at the northwest corner of State Street and 7th Street extended. The new library building would likely need to be placed at the northern portion of the property, which is significantly wider than the southern portion of the property fronting State Street. With parking located at the south of the new building, it is important that design of the site include some physical design element near the State Street frontage to visually maintain the “streetwall” and engage and activate the pedestrian environment. A public plaza, outdoor reading area with benches, or a low masonry wall with landscaping are all potential design elements that should be considered.

Desired Uses and Development Pattern

The desired uses for this opportunity site include the new library and commercial/mixed-use development. Properties within this opportunity site front on State Street and therefore take on increased visibility and significance in terms of character and placement. To the extent possible, any redevelopment should seek to re-establish a traditional “streetwall” along this section of State Street, with building at or near the sidewalk. However, given the geometry and limited State Street frontage of the library property, this may not be possible without further property assembly, including properties to the west of the site.

Parking, Access, and Circulation

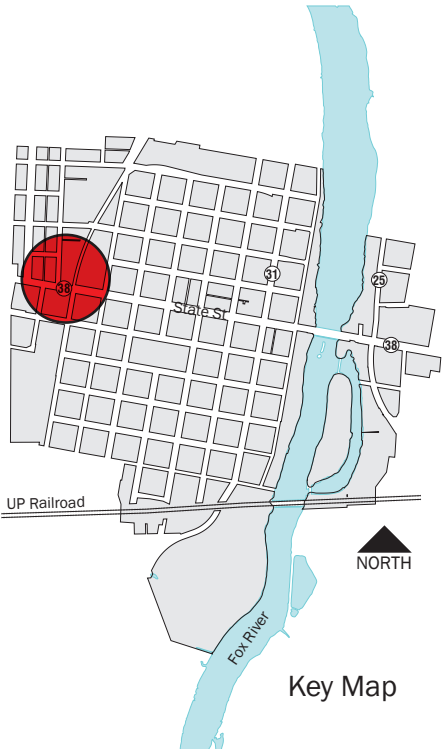
The extension of 7th Street to the north would significantly improve circulation and access within the area. Consistent with other areas along State Street in the Downtown, no driveways or curb cuts are recommended along this portion of State Street. Site access to on-site parking for the library and the commercial redevelopment sites is provided from 7th Street extended and 6th Street. On-street parking should be maximized to the extent possible and provided along the State Street frontage and 7th Street extended. On-street parking should also be converted from parallel to diagonal where possible to reflect the existing parking pattern along State Street between 1st Street and 4th Street. It is also important to note that 7th Street extended should be designed to accommodate a dedicated bicycle path or lane to better connect the Downtown to the library and areas to the north.



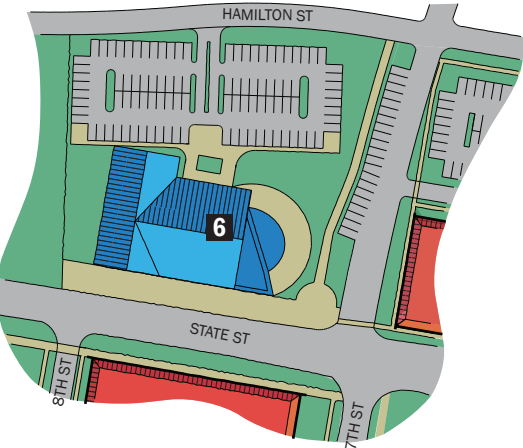
- 1** Reconfigured bank parking lot
- 2** Rowhouses with rear alley
2-3 stories
~ 18 units
- 3** Commercial redevelopment on State Street
2-3 stories
~ 50,000 s.f. grnd flr
~ 170 parking spaces
- 4** New public library
2-3 stories
~ 50-70,000 s.f.
~ 70 parking spaces
- 5** Additional parking for the library
~ 40 parking spaces
- 6** Alternate concept for new public library
2-3 stories
~ 50-70,000 s.f.
~ 100 parking spaces
- 7** Bike path and on-street parking
~ 50 parking spaces
- 8** Possible preservation of existing structures, with or without expansion; or consolidation of properties with coordinated commercial or mixed-use redevelopment fronting State Street
- 9** Possible residentially scaled commercial (transitional business) redevelopment respectful of the building design and intensity of nearby James Street residences and former residences that have converted to business uses



Example Character Images



Key Map



Alternative Library Concept

This concept shows the placement of the new public library along the State Street frontage. This concept requires the vacation of a portion of Richards Street and the assemblage of additional property west of Richards. This concept allows for the potential development of additional office/light industrial uses north of Hamilton Street extended.

Opportunity Site 4

Hamilton & 3rd Opportunity Site

Development Concept Overview

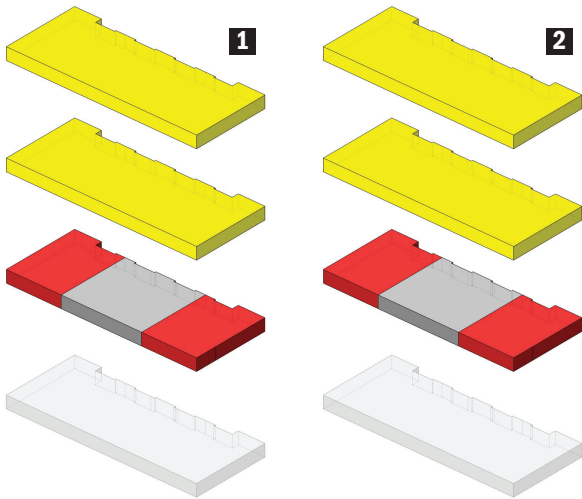
The development concept for this opportunity site focuses primarily on providing new structured parking new multi-family residential development along the south side of Hamilton Street, between 2nd Street and 4th Street, with limited commercial facing 2nd, 3rd, and 4h Streets. The “transitional” nature of development and uses along Hamilton Street creates an area that can accommodate a variety of uses. This concept utilizes this location to accommodate new higher density residential uses adjacent to the Downtown’s primary shopping core.

Retail/Commercial Opportunities

The new buildings depicted in this concept have the ability to accommodate some ground floor retail/commercial along Hamilton Street. Although residential uses and the parking structure can easily be appropriately and attractively designed, retail along the street may be desirable and should be considered as part of the residential buildings between 4th, 3rd, and 2nd.

New Residential Development

New residential development opportunities are provided along the south side of Hamilton Street, between 2nd and 3rd Street. This location allows higher residential densities to be located immediately adjacent to the commercial/retail core of Downtown without disrupting the existing context of the State Street Corridor. This location allows convenient and easy walking access to Downtown destinations, a desirable attribute for multi-family residential development. This concept envisions two 3-4 story buildings located along the Hamilton Street frontage with surface parking and internal structured parking accessible from the rear of the building with site driveways off of 4th, 3rd Street and 2nd Street. Small retail spaces are provided along 2nd, 3rd, and 4th Streets.



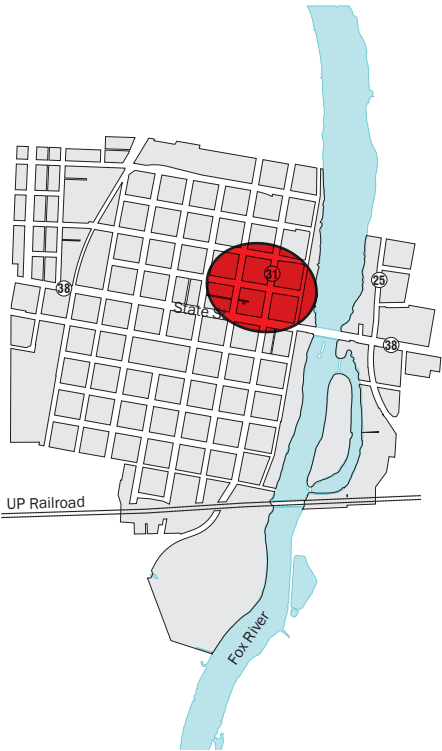
- 1** Building 1 illustrates a mixed-use building with commercial & parking on ground floor, residential units above, and a level of parking below-grade. Commercial uses front 3rd Street and 4th Street. Access to the parking could be from either the alley or Hamilton Street.
- 2** Building 2 illustrates a mixed-use building with commercial & parking on ground floor, residential units above, and a level of parking below-grade. Commercial uses front 2nd Street and 3rd Street. Access to the parking could be from either the alley or Hamilton Street.

■ upper floor residential ■ ground floor covered parking
■ ground floor retail ■ below grade parking



Example Character Images

- 1** Mixed-use building with commercial & parking on ground floor, residential above, parking below grade
3-4 stories
~ 15-20,000 s.f.
~ 200 parking spaces
- 2** Mixed-use building with commercial & parking on ground floor, residential above, parking below grade
3-4 stories
~ 15-20,000 s.f.
~ 200 parking spaces
- 3** Enhance rear yards and rear entrances of State Street properties



Opportunity Site 5

1st/State/River Opportunity Concept

Development Concept Overview

The development concept for this opportunity site focuses on three primary objectives: 1) balancing the opportunity for use/reuse of existing government facilities; 2) providing strategically located structured parking; and 3) development of new commercial/mixed-use structures. The challenge of addressing these three components is doing so in a sensitive manner, within the context of the existing uses and development.

Existing Government Facilities

This area is home to the City Hall, Police Station, Finance Division, and Geneva Library. Some of these facilities, including the City Hall and Library, represent opportunities for adaptive reuse of structures, as uses within these buildings are likely to see some movement over the next decade. The library is already working toward relocation of the library into a new facility at State and 7th, and the City has already determined that the existing City Hall building is too small to meet the City's needs. As the government uses within these buildings relocate, the buildings themselves should remain and be used to accommodate appropriate uses such as office or other public uses (the City Hall could possibly relocate into the library building).

Structured Parking

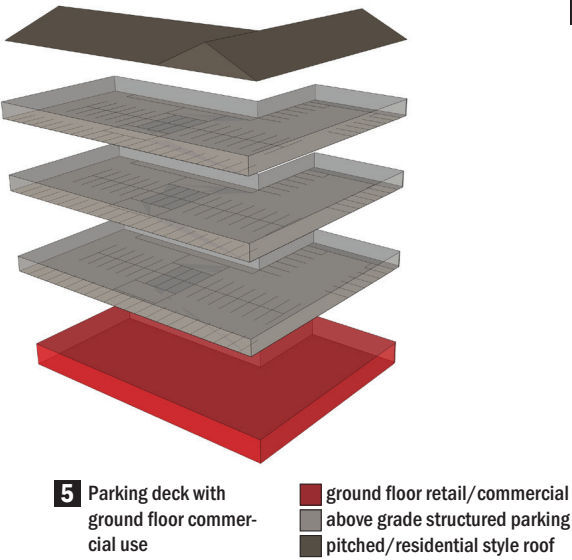
Two possible locations for structured parking are recommended as part of this concept. The first location is south of State Street along River Lane on the site of the existing surface lot behind the police station, and the second location is north of State Street at the southwest corner of Hamilton Street and River Lane. The structure behind the police station could tuck in nicely behind the police station and the shops on State Street and provide essential parking for shoppers, hotel guests, and government employees (in case the existing City Hall parking lot is developed). The structure north of State Street at Hamilton Street and River Lane could accommodate the parking needs of shoppers and area employees.

Infill Opportunities

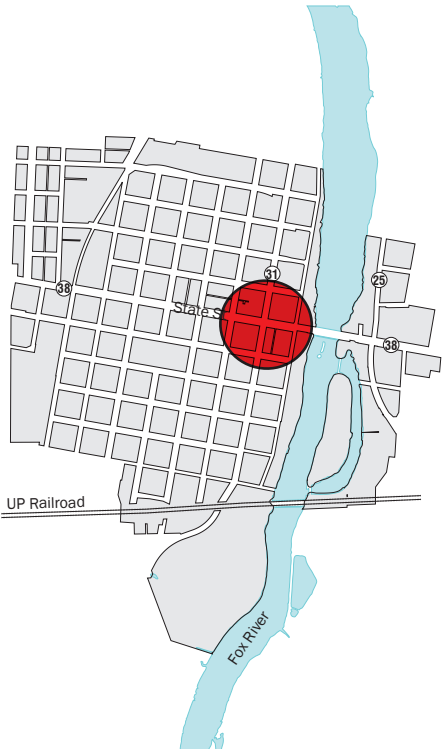
There are three primary sites for new development (other than structured parking) within this opportunity concept. First, the site of the existing surface parking lots, including the City Hall parking, along State Street and the corner of 1st Street. This surface parking area could be redeveloped for a commercial/mixed-use building if parking could be provided in a nearby structure in sufficient numbers to accommodate development of this site as well as provide parking for adjacent uses that relied on the surface parking. Second, the east frontage along 1st Street between James and State Street could be developed with commercial uses. Third, the site at the corner of Hamilton Street and 1st Street could be developed for commercial mixed-use with commercial/retail on the ground floor and residential or office units above and the proposed parking structure on River Lane and Hamilton could have commercial uses on the ground floor. Collectively, the new infill development identified in this concept would fit in with the established character of the area, take advantage of currently underutilized sites, and integrate well into any new parking structures envisioned for the area.



- 1** Commercial building fronting State Street
2-3 stories
~ 12,000 s.f. grd flr
~ 40 parking spaces
- 2** A new parking deck to serve public uses, shoppers and the hotel
2-3 stories
~ 150 parking spaces per level
- 3** Commercial building fronting 1st Street and James Street
2-3 stories
~ 6,000 s.f. grd flr
- 4** Access drive for parking deck
- 5** Parking deck with ground floor commercial uses
3-4 stories
~ 27,000 s.f. grd flr
~ 60 parking spaces per level



Example Character Images



Opportunity Site 6

East Shoreline Opportunity Concept

Development Concept Overview

The development concept for this opportunity site is intended to improve the area east of the Fox River as more of an extension of Downtown by providing opportunities for new retail, lodging, and residential uses in an attractive setting along the Fox River, along with public space, trails, and riverfront access. Sites along East State Street are shown as new residential development, utilizing the change of grade as a development asset. Each of the individual developments and uses illustrated in this concept can be evaluated independently of one another or in whole, while still achieving an overall improvement to the area.

East State Residential

The area along the south side of State Street between Bennett and Crissey is shown as a combination of row houses and multi-family residential. Working with the site's topography, a rear alley provides access to the rear-loading parking for the row houses with the multi-family building being located on the western portion of the site.

Mill Race Inn & Southwest Corner of State and Bennett

The Mill Race Inn has a long history in Geneva and this concept illustrates a newly redeveloped Mill Race Inn and new retail development on the corner. This redevelopment concept keeps the banquet and restaurant use and provides a layout that makes better use of the river frontage with parking that could support the addition of a lodge or boutique hotel with outdoor dining along the river. New retail development is also shown at the corner. This concept would allow for the development at the corner to serve as an attractive “gateway” into Downtown Geneva.

Bennett Row Houses

New row houses are shown in the concept along this section of Bennett adjacent to the Fox River. The units are shown with rear loading garages to provide an attractive frontage along the street. With the mature trees and the grade change along the river, the garage doors of the units would be screened as viewed from the west shoreline.

Multi-Family/Lodging/Civic Use Building

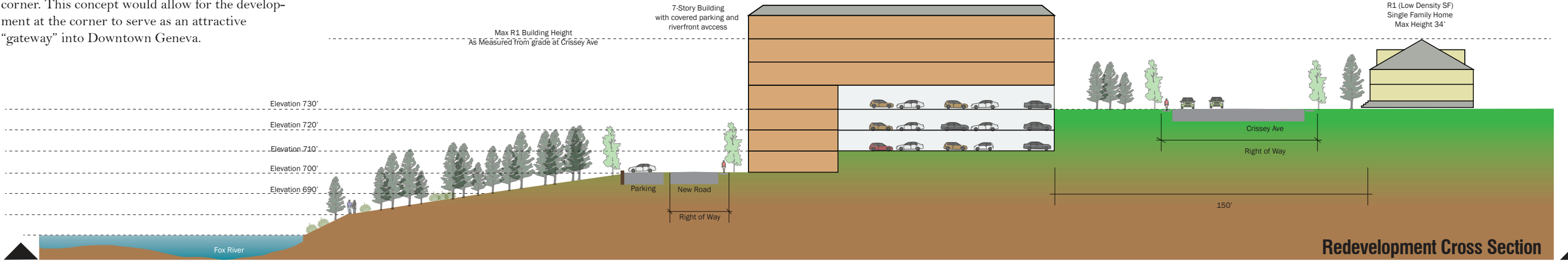
This larger building is situated on a site that is currently vacant and essentially void of any trees. The location, grade change, and condition of the site make it a suitable location for multi-family residential, hotel or lodge, or some other civic building. With the mature trees along the river and the building designed to work with the changing grade, such a development could be heavily screened and very attractive as viewed from the west shoreline.

Open Space, Trails, and Trailhead

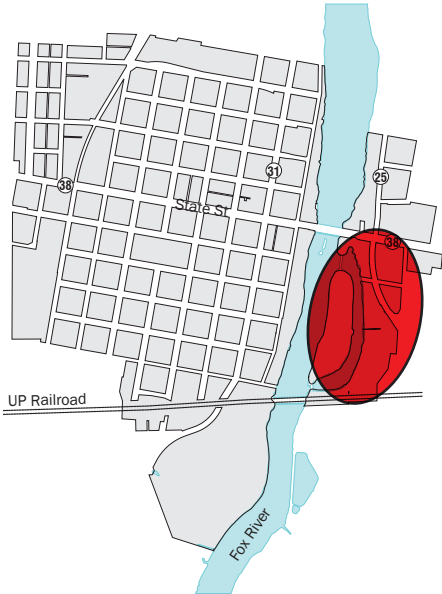
With a trailhead public parking lot located south of the larger building, trails and riverfront open space can be easily accessed. Open space and trail connectivity are a primary component of this concept as is the notion of maximizing the riverfront as an accessible community asset. Additional open space could be realized with this concept if certain components, such as the site of the larger multi-family, civic, or hotel building, were instead designated as a park or natural public open space.



- 1** A reconstructed Mill Race Inn or boutique hotel with river-view terrace/patio and expanded parking
2-3 stories
~ 70 parking spaces
- 2** A multi-family building at the corner with staggered row houses move east up the hill
2-3 stories
~ 20-30 units
- 3** Row houses with rear alley fronting Bennett Street
~ 14 units
- 4** A multi-story building (residential or other) nestled into the hill-side
6-7 stories
~ 50-60 units
~ 1-2 parking spaces per unit
- 5** Public open space with a parking lot and trailhead
- 6** Potential pedestrian bridge to Island Park



Example Character Images



Opportunity Site 7

Metra Station Area Opportunity Concept

Development Concept Overview

The development concept for this opportunity site is to provide additional parking for commuters, additional commercial/retail along 3rd Street, and new residential development opportunities along South Street and 4th Street, all in a manner that maintains the overall desired character of the area while providing for the future increase in Metra ridership and the better utilization of key sites near the station.

Retail Development/Southern Gateway

An objective of this concept is to provide new retail development integrated into the new parking structure south of the tracks in the area bounded by 3rd Street, IL 31, and the railroad tracks. The intention is to provide an extension of the retail “streetwall” along 3rd Street and the corner at IL 31. This new retail development, together with the potential for distinctive streetscape and right-of-way improvements (possibly including a roundabout) will create an attractive gateway, welcoming visitors into Downtown Geneva as they travel northbound on IL 31.

Roundabout and Pedestrian Overpass

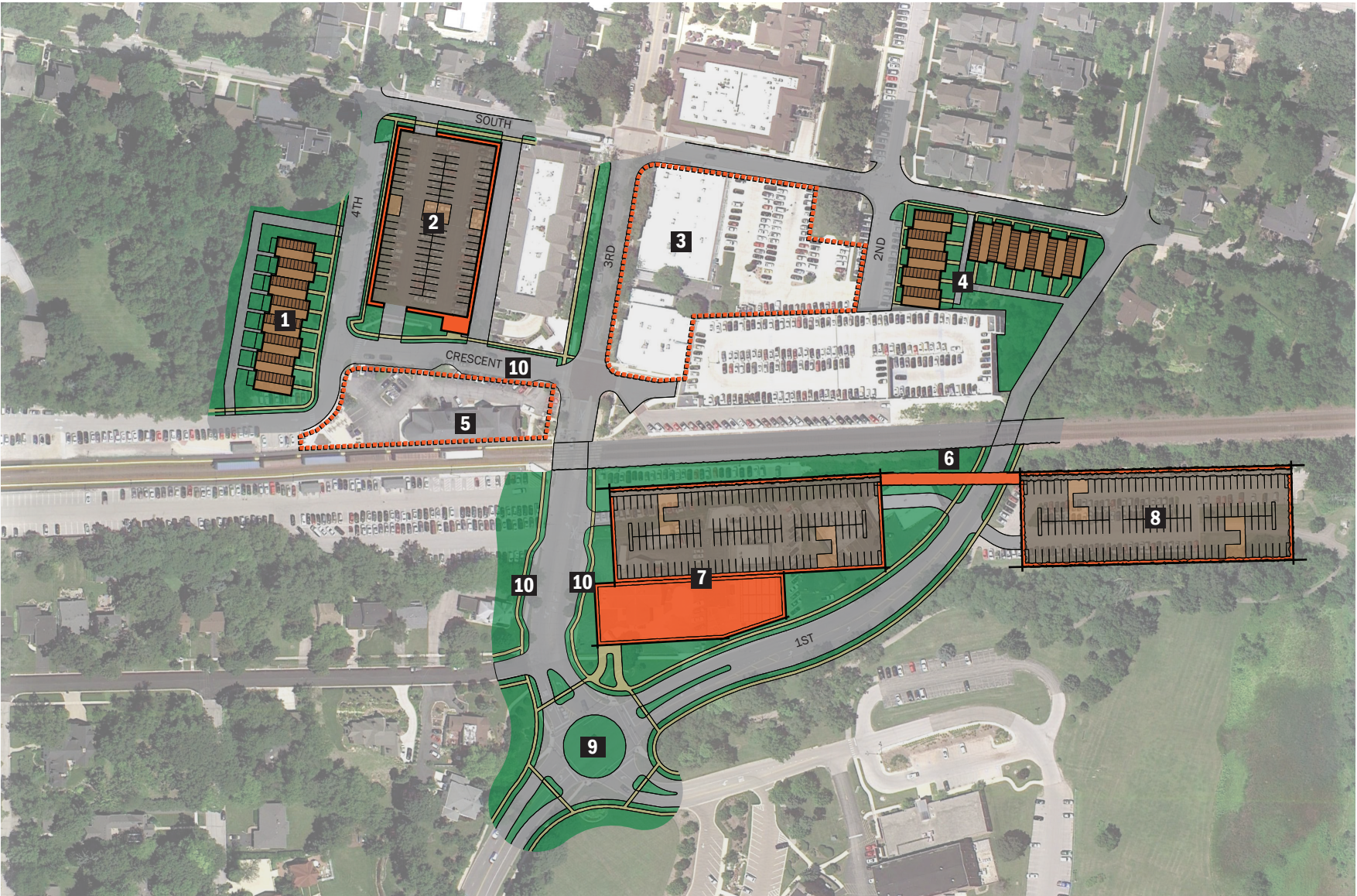
Two new ideas represented in this concept are a roundabout at the intersection of 3rd Street and IL 31 and a pedestrian overpass crossing over IL 31 providing safe pedestrian connectivity from any future parking deck located east of IL 31. Both ideas will require further engineering study at a later date, but both ideas could significantly improve the circulation and mobility of the area as well as provide opportunities for designs that would make each a contributing component to the area’s unique character and identity.

Structured Parking

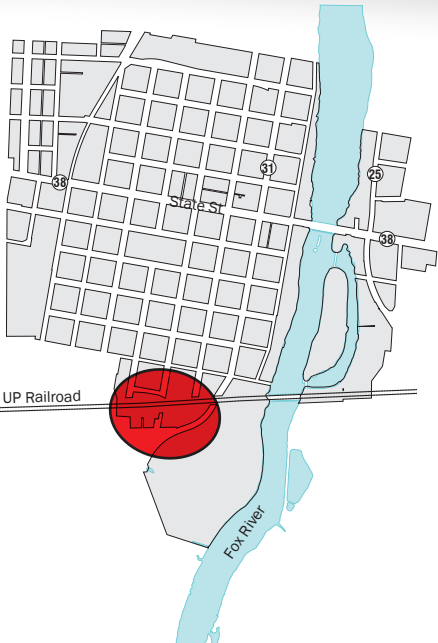
Because of the close proximity to the Geneva Metra Station, several properties within this opportunity concept area are recommended for parking decks to accommodate the increasing demand for commuter parking and the overall planned Metra ridership. In addition to the already planned expansion of the existing parking deck, three new deck locations are illustrated in this concept – two south of the tracks flanking both sides of IL 31, and another deck south of South Street, behind the retail/mixed-use building fronting on the west side of 3rd Street. Although the proposed structure north of the station would be a parking structure only, the deck south of the tracks would be integrated into a structure that provided ground floor commercial fronting along 3rd Street and wrapping around the corner to IL 31. Additionally, another deck location is indicated east of IL 31 at the location of the existing commuter lot. A pedestrian overpass could also provide a new option for safe passage over IL 31 for commuters. For the three new deck concepts shown, the one north of the Metra station is intended for employees, customers, and shoppers, while the two decks south of the tracks are intended to be designated for commuters.

New Residential Development

New residential development opportunities are provided along the south side of South Street between 2nd Street and 1st Street, and along the west side of 4th Street just north of the railroad tracks. In both of these locations the concept illustrates rowhouses, although higher densities could be achieved through the development of appropriately designed multi-family condominium or apartment buildings, providing a wider range of residential options within close proximity of the Merta station and nearby shopping and amenities. Finally, the existing one-story commercial building along the east side of 3rd Street between Crescent and South, and including the surface lot to the east, are shown as potential for new 3-4 story mixed-use development, including multi-family residential on the upper floors.



- 1** Row houses in close proximity to Metra Station with back alley
8 units
- 2** A new parking deck behind the existing multi-family mixed-use building for shoppers
2-3 stories
~ 80 parking spaces per level
- 3** Potential multi-story mixed use building with office or residential above
2-3 stories
~ 35,000 to 50,000 s.f. grnd flr
- 4** Additional row houses offer immediate access to the Downtown and station area
11 units
- 5** Existing Metra Station. Site has potential for mixed-use redevelopment incorporating the Metra station and maintaining the site as the “transit hub” for Downtown
- 6** Pedestrian overpass
- 7** Multi-story mixed use building with parking deck for commuters and retail
2-3 stories
~ 20,000 s.f. grnd flr
~ 150 parking spaces per level
- 8** Potential overflow parking deck
2-3 stories
~ 150 parking spaces per level
- 9** New Roundabout
- 10** Pace Bus Turn-Ins



Section 3 Transportation Framework

Downtown Geneva offers robust transportation options whether traveling by foot, bicycle, public transit or car. This includes the Geneva Metra station, two Pace bus routes, the Ride in Kane Program, an extensive sidewalk system and a proposed network of bicycle facilities. Downtown’s developed street network and connections to the regional transportation network enable the movement of goods and people to and through the City. This section provides recommendations for safety and connectivity within Downtown for drivers, pedestrians, bicyclists and transit riders.

State Street

State Street (Illinois Route 38) carries a considerable amount of vehicular traffic on weekdays. This is due to the regional character of the roadway and the general lack or infrequency of vehicular bridge crossings over the Fox River. Average daily traffic volumes (both cars and trucks) range from 24,400 vehicles west of First Street to 17,900 vehicles east of First Street. Traffic on State Street experiences delay, particularly during the peak hours of weekdays.

However, State Street has more importance to Geneva than just as a vehicular thoroughfare. It is one of Downtown Geneva’s main pedestrian corridors, serving hundreds of pedestrians on a daily basis. Even though there is a considerable amount of pedestrian activity on State Street, the roadway cannot be considered pedestrian-friendly due to its auto-dominated character. The high traffic volumes and speed of traffic in conjunction with the width of the roadway and visibility issues can make it challenging for pedestrians to cross the road with a sense of safety, ease, and convenience. The City has worked with IDOT to improve the crossing conditions for pedestrians by installing pedestrian-actuated countdown signals and bumpouts at a few locations. These two improvements have made it safer for pedestrians to cross at the signalized intersections and reduced the distance required to cross. Going forward, the City should also continue to explore the possibility of re-routing through truck traffic away from State Street onto another road.

Intersection plan for State Street and the extended Seventh Street.

(For redevelopment details, see page 27.)

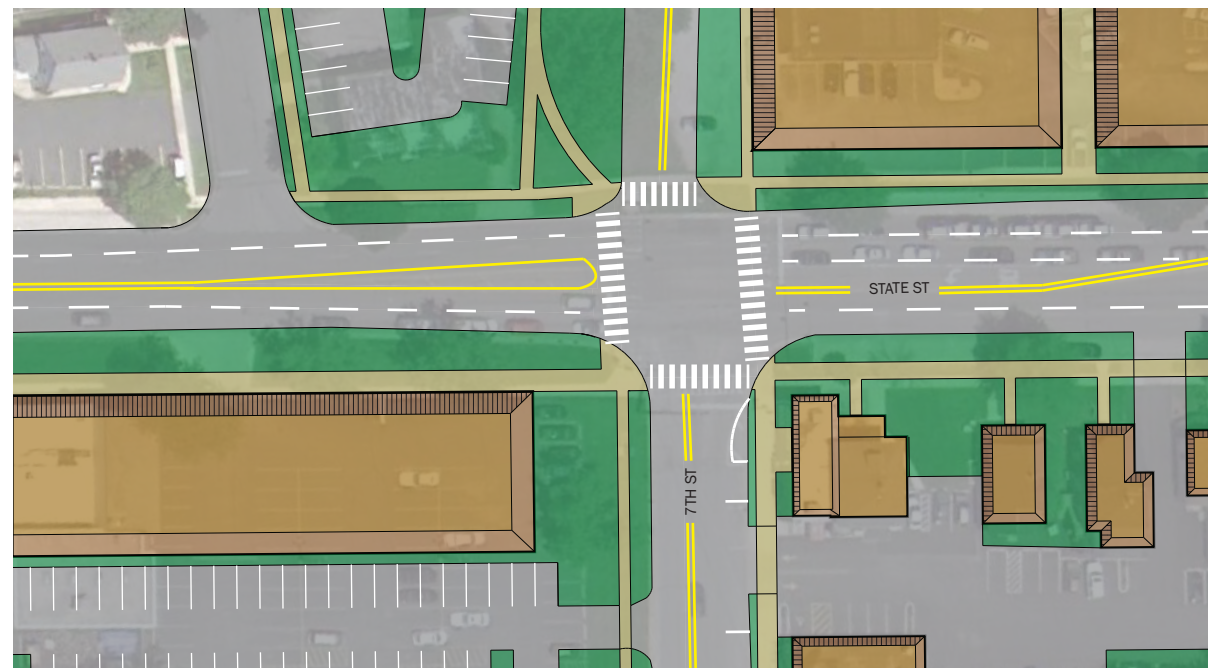
Recognizing that State Street is designed to move vehicular traffic and that it can function as a “pedestrian barrier” for north/south movement, improving the connections across State Street would provide greater connectivity for pedestrians to all of Downtown.

Implement leading pedestrian intervals at signalized intersections on State Street

A leading pedestrian interval (LPI) uses traffic signals to give pedestrians a head start into an intersection before vehicles. The WALK signal is turned on approximately three seconds before vehicles are given a green signal phase. LPIs can be provided through crosswalk buttons activated by pedestrians at signalized intersections on State Street. This will require coordination with IDOT.

Extend diagonal parking on State Street further west

The City should consider installing diagonal parking on State Street, between 4th Street and 7th Street, as the demand for more on-street parking increases. This could be accomplished by removing the center left-turn lane or removing the existing parkway between the sidewalk and State Street. Removing the center left-turn lane in this section may require limiting access on 5th, 6th, and 7th Streets to right-in/right-out only. Diagonal parking could offset any on-street parking lost to enlarging the “end block” bump outs along State Street to the east.



Increase size of bumpouts by extending them east and west

The City should consider extending the existing bumpouts on State Street further to the east and west to create more pedestrian space and provide more sight distance for drivers. This would require removing 2-4 on-street parking spaces per block. This should be piloted on the northeast and southeast corners of State Street and 3rd Street and the effects of the bumpouts should be evaluated.

“Stop for Pedestrians” Signage

While crosswalks are provided at State Street’s unsignalized intersection with 5th Street, “stop for pedestrian” signage should be provided that makes drivers aware that they must stop for pedestrians in the crosswalk.

Install bumpouts at Key Intersections along State Street

Bumpouts should be installed on State Street at 5th Street, 6th Street, and wherever appropriate to reduce the distance that pedestrians must cross.

Prohibit right-turns on red between when Pedestrians are Present

Signage should be provided at all signalized intersections on State Street to prohibit right-turns on red when Pedestrians are Present to improve pedestrian safety.

Solar powered illuminated pedestrian crossing signs

Solar powered illuminated pedestrian crossing signs should be installed at the 4th Street and State Street intersection and the River Lane and State Street intersection.



A conceptual photosimulation to demonstrate a roundabout within the existing right-of-way at Batavia Avenue and Third Street

Third Street

Third Street is a two-lane roadway that runs between Batavia Avenue and Stevens Street. It is under the jurisdiction of the City of Geneva and has an average daily traffic of 6,700 vehicles. During the weekday peak hours, operational issues were observed near the Metra Station. This is primarily at the intersection of Third and Crescent where pick-ups of train riders occur, vehicles exit the parking lots, and pedestrians cross Third Street on their way to vehicles, shopping or home.

Walking on Third Street is a truly unique and pleasant experience due to the historic character of the area, the large setback of buildings, mature trees, and the unique intersection design that uses brick pavers. However, the challenge with Third Street occurs once a pedestrian attempts to cross it. There is no traffic control that stops vehicular traffic between State Street and Crescent Place and vehicle speed goes somewhat unchecked. The following recommendations are provided to improve mobility and safety on Third Street.

Reduce crossing distances on Third Street

A daylighting program should be piloted on Third Street to evaluate the impact of providing more sight distance for drivers and pedestrians at intersections. Striped bumpouts should be installed with signage that makes drivers aware not to park in these locations. The pilot installation should occur at 3rd Street

and Franklin Street and the effects should be evaluated. If it is successful, consideration should be given to providing more permanent bumpouts and expanding the treatment to other intersections on 3rd Street. Any parking lost as a result of this “daylighting” (likely to be only a few spaces) could be offset by the addition of new parking spaces proposed in lots, structures, or on-street.

Install “Stop For Pedestrians” signage at uncontrolled crossing locations

Crosswalks are provided at all of Third Street’s uncontrolled intersections. Signage should be provided that makes drivers aware that they must stop for pedestrians in the crosswalk. Signs should initially be installed along 3rd Street at Campbell, Fulton, and Crescent.

Consider a roundabout at Third Street/1st Street/Cheever Avenue

The City should conduct a roundabout feasibility study at the intersection of Third Street/1st Street/Cheever Avenue. This could provide a new gateway as well as reduce vehicle speeds as they enter the Downtown area. The challenge with a roundabout at this location will be the rail crossing at Third Street and how the queuing impacts the roundabout.

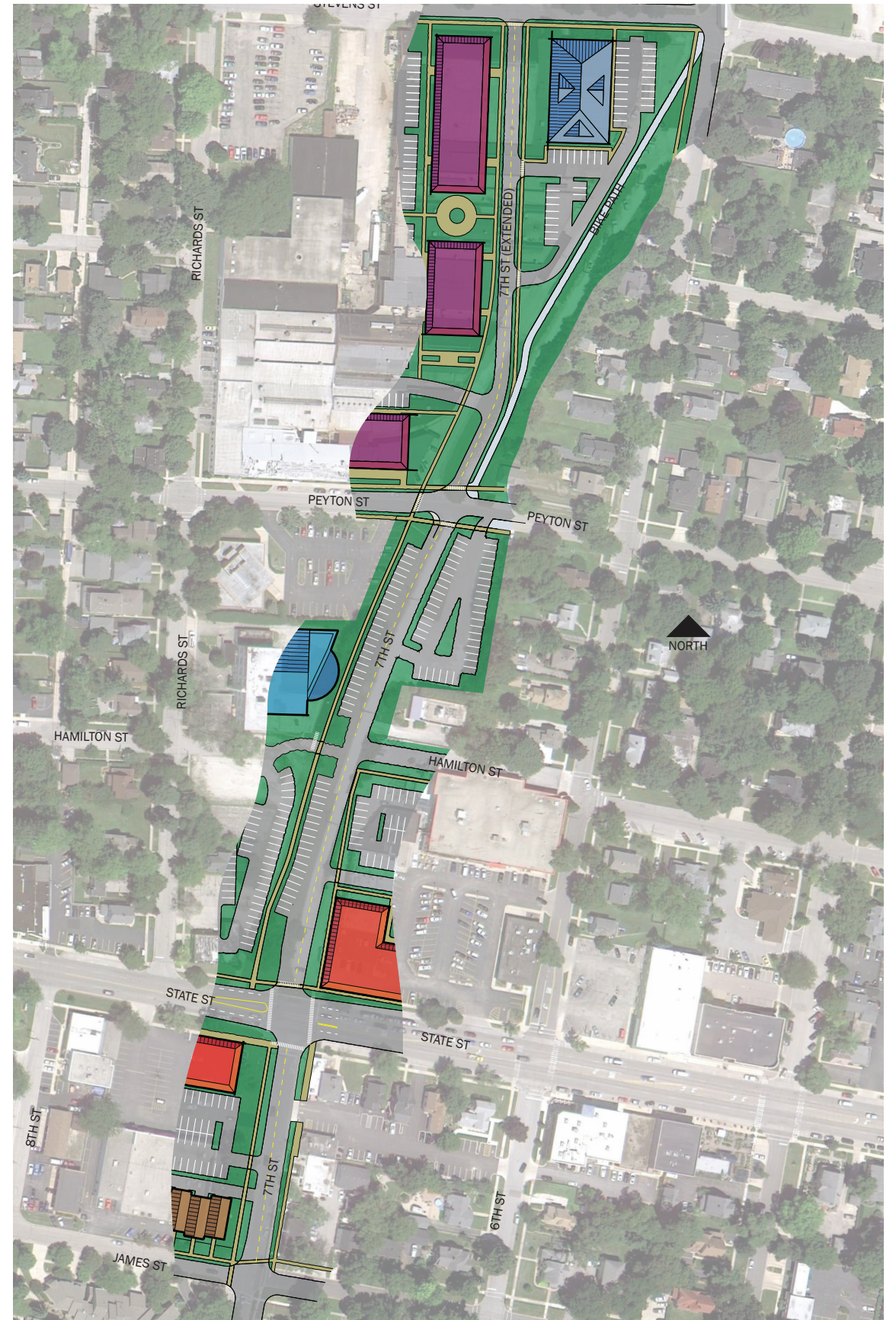
Seventh Street

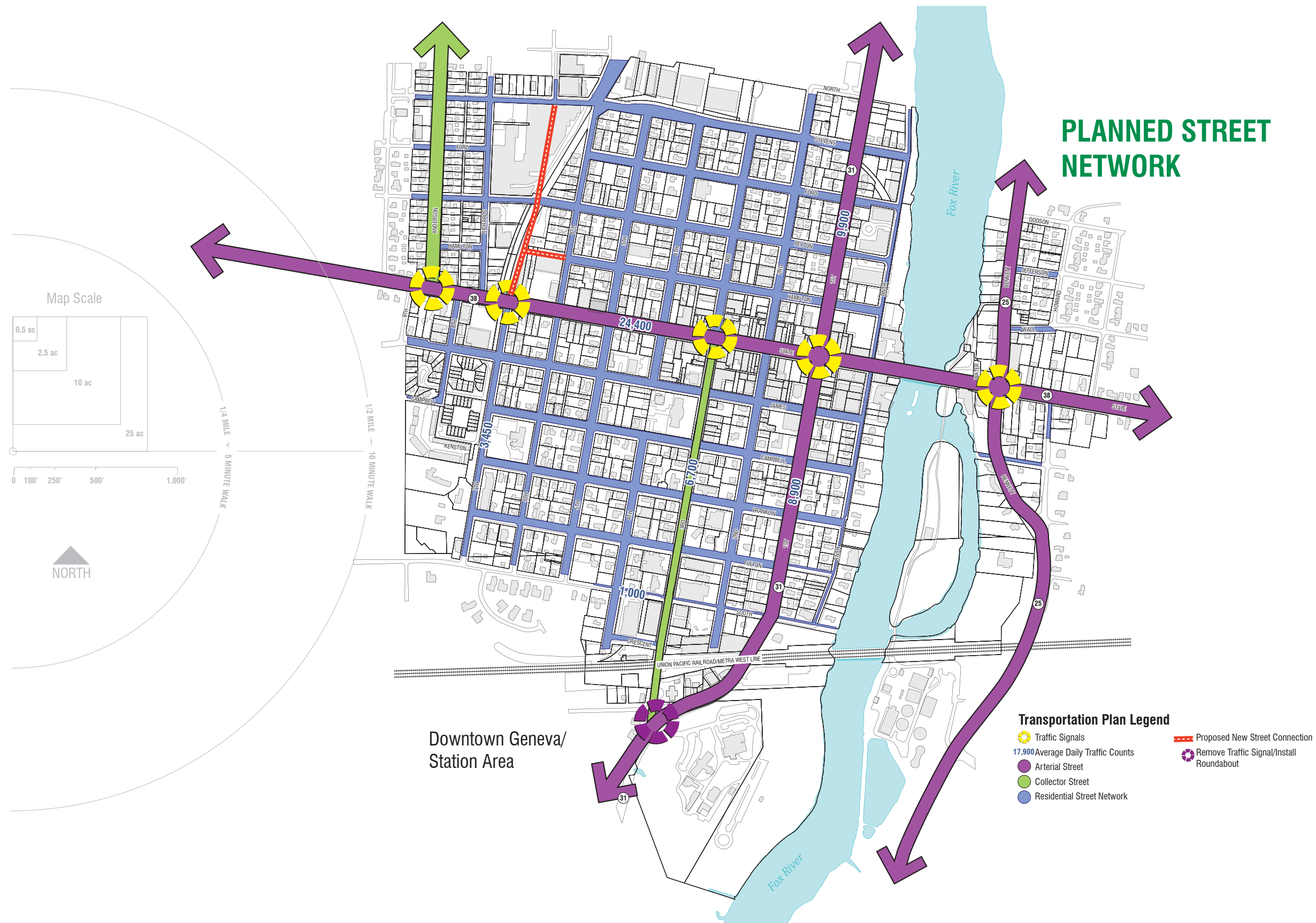
Seventh Street currently terminates at State Street. Extending Seventh Street to the north could improve access to the future library site as well as provide a signalized connection between the land uses to the north and State Street.

Extend Seventh Street to Stevens Street

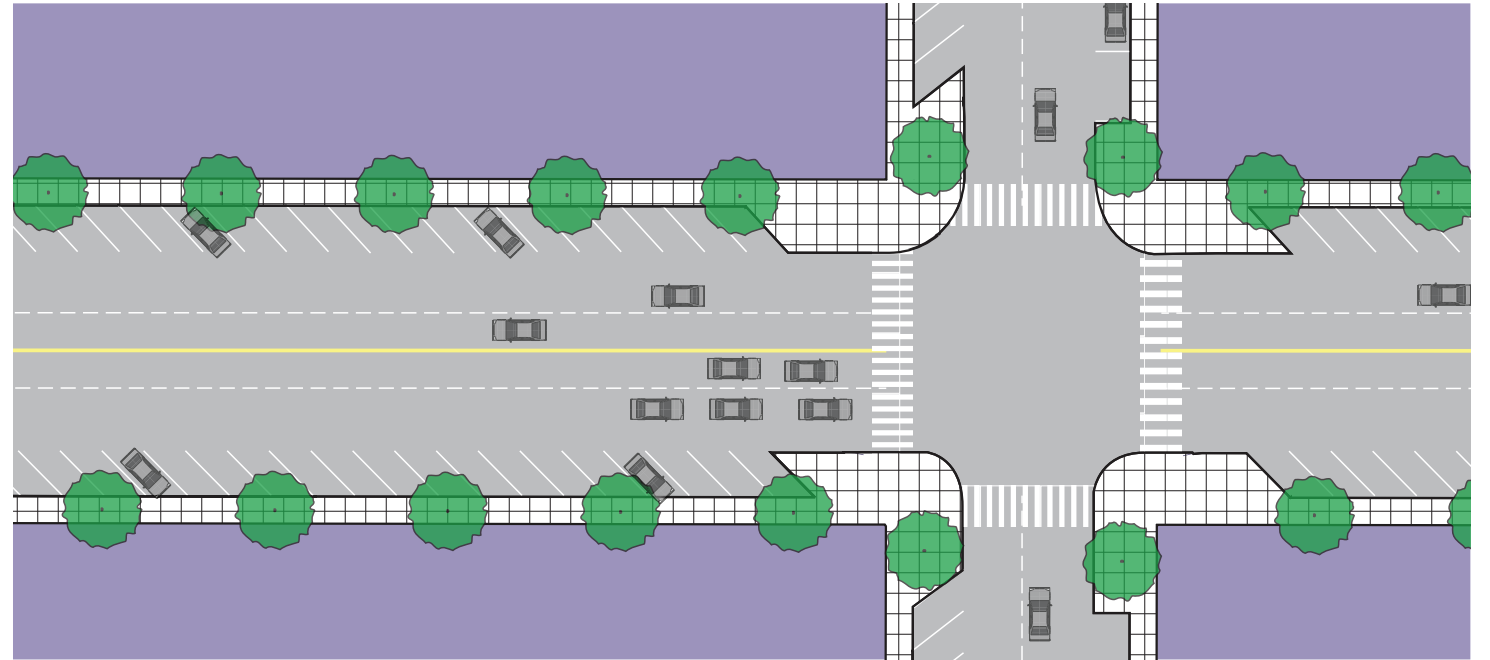
Seventh Street should be extended from State Street to Sixth Street. (See the illustration to the right.) The design should include two narrow travel lanes (10-11’) and on-street parallel parking on the west side of the street. It should be designed as a low-speed, residential roadway.

There are two alternatives for the intersection of State Street and 7th Street. The existing approach of 7th Street is currently offset to the east of the proposed new approach of 7th Street. This configuration could remain and the traffic signal operations would have to be modified to allow protected-only left-turn phases from State Street and split phasing for both approaches of 7th Street. The alternative would be to relocate the south leg of 7th Street to the west to line up with the proposed extension of 7th Street. This would require taking additional right-of-way from the southwest corner of the intersection. An engineering study will need to be completed to determine the preferred alternative.





This concept illustrates how expanded bump outs balance downtown parking and the stated goal of enhancing pedestrian safety. Pedestrian cross distance is reduced by about 20-30% while 2-4 parking spaces are lost per block. Bump out areas can accommodate various amenities such as planters, bollards, landscaped areas and street furniture. This concept should be explored for segments of State Street between 1st Street and 7th Street.



Include shared use path on Seventh Street

A shared use path should be included as part of the Seventh Street design to allow bicyclists and pedestrians to safely use the new corridor.

Extend Hamilton to the west

Extending Hamilton to the west reinforces the grid of Downtown and provides access to the new library site for those who live north of State Street.

Bicycle Mobility and Safety

The City of Geneva completed a Bikeway Implementation Plan (BIP) in 2005 which recommended a complete bicycle network for the City, as well as encouragement and education strategies to increase bicycling activity. Most of the recommendations in the BIP have not yet been implemented, although demand for bicycle facilities and infrastructure are on the rise.

Continue to implement the Bikeway Implementation Plan

The City should continue to implement the recommendations in the Bikeway Implementation Plan and the infrastructure recommendations, such as signage and striping. Priority should be given to recommendations on 3rd Street, 7th Street, Franklin Street, James Street, and Peyton Street.

Provide bike route signage on Third Street, between James Street and Franklin Street

The segment of Third Street, between James Street and Franklin Street, should be considered a bike route and signed appropriately.

Stripe parking lanes

In addition to the striping of bike lanes and arrows as part of the BIP, the City should stripe parking lanes where there is enough width. This will reduce vehicular speeds on residential streets and provide more separated space for bicyclists.

Determine feasibility of new east-west bicycle connection across Fox River at Stevens Street

The City should investigate the feasibility of providing an additional east-west connection over the Fox River at Stevens Street that would provide direct access to Downtown and to the neighborhoods east of Illinois Route 25.

Provide more bike parking

The City should continue to install bike parking along State Street, along Third Street, and near the Metra station. A bike parking request form should be developed by the City and used to solicit from residents the places they would most like to see bike racks installed. The City should also require new developments to include bike parking with any off-street parking that is provided. The City's Bicycle-Pedestrian Committee should continue to refine the Bike Rack Plan and develop detailed recommendations for bike racks and bike storage near the Metra Station.



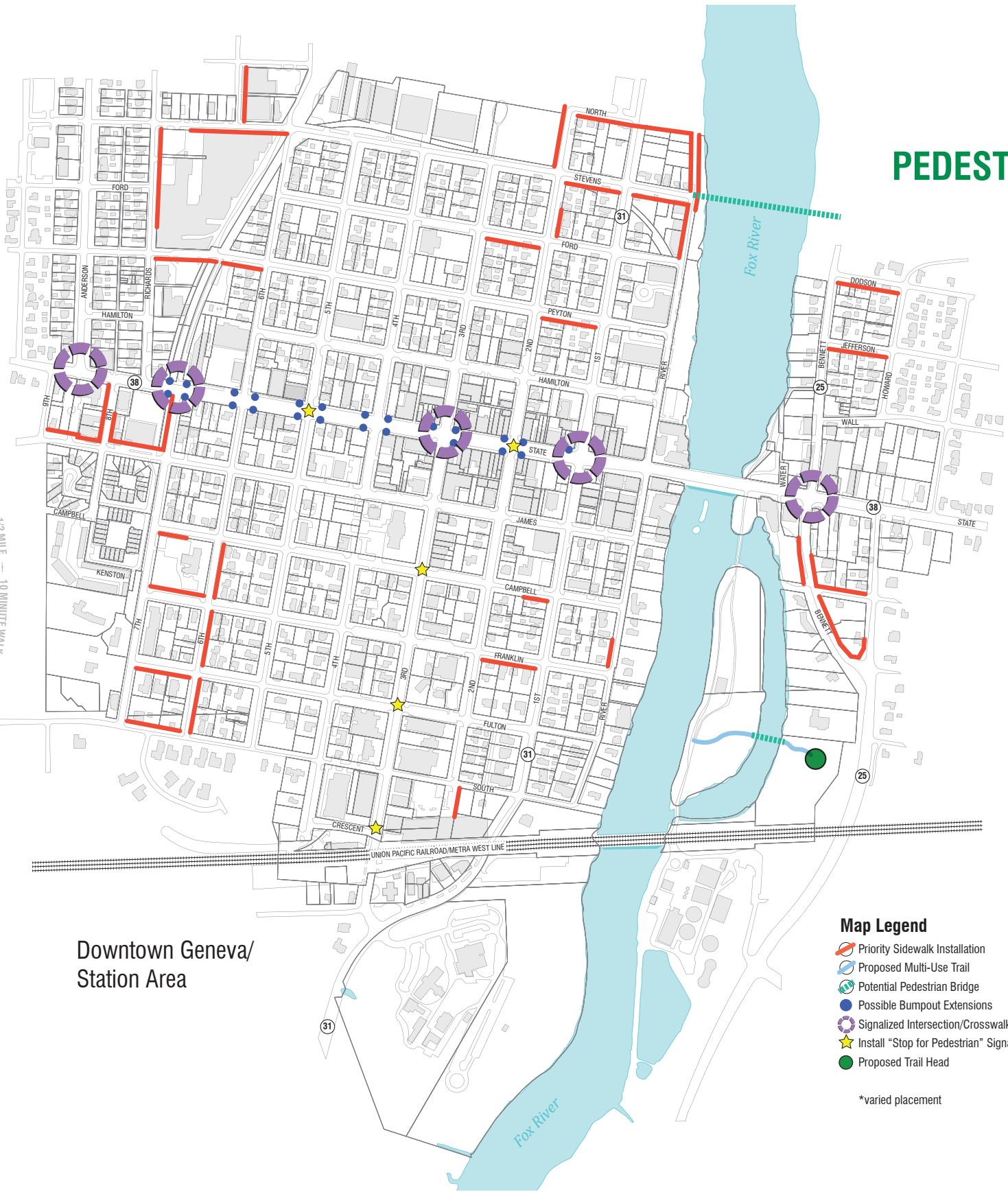
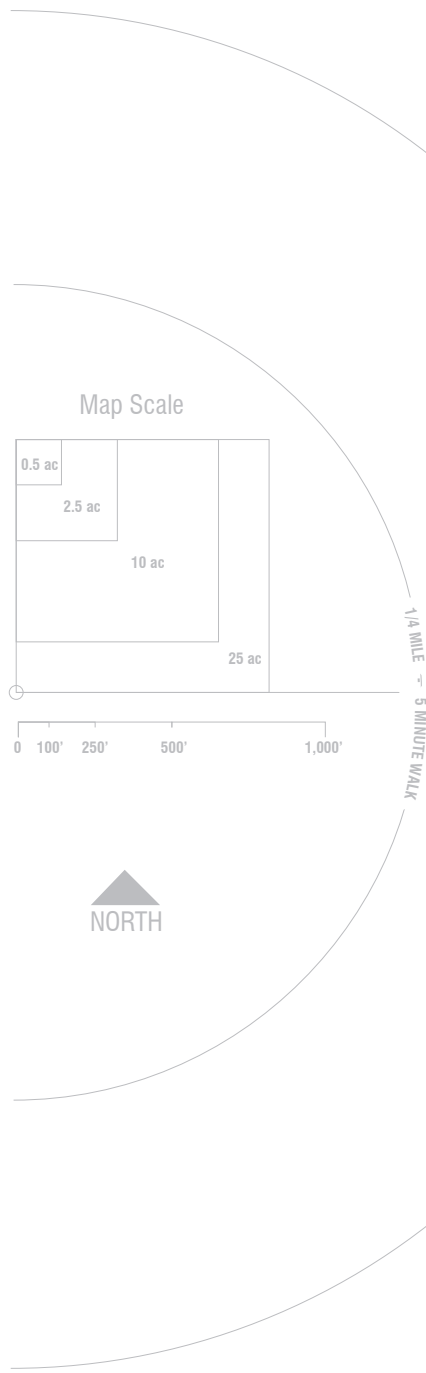
BICYCLE MOBILITY PLAN



Bicycle Mobility Legend

- Fox River Trail
- Existing Bicycle Facilities
- Bike Route Signage
- Proposed Multi-Use Trails
- Potential Pedestrian Bridge
- Bike Lanes with Parking
- Existing Bike Bridge
- Intersection Improvements
- Proposed Trail Head

PEDESTRIAN PLAN



Downtown Geneva/
Station Area

Map Legend

- Priority Sidewalk Installation
- Proposed Multi-Use Trail
- Potential Pedestrian Bridge
- Possible Bumpout Extensions
- Signalized Intersection/Crosswalk
- Install "Stop for Pedestrian" Signage*
- Proposed Trail Head

*varied placement



Parking

For people who are driving into Downtown, the immediate concern when arriving is finding a place to park their vehicle. Parking was noted as a primary concern in the public outreach portion of the project, particularly from the view of business owners, customers, and daily Metra riders. Within the overall study area, both on-street and off-street parking is provided and these areas are both privately and publicly owned. The Existing Conditions Synthesis Report provided an overview of the number of parking spaces provided and their ownership structure. An important issue related to this is the proximity of parking to land uses which generate demand for parking.

It is no surprise that the areas that experience the most parking demand are located near State Street and Third Street, where the primary traffic generators are located. Overall, parking demand in the study area may be lower than the overall supply, but the demand in the immediate areas of State Street and Third Street are approaching or at capacity of the supply of parking spaces provided within one block of each of those corridors. Additionally, peak demand due to special events causes additional strain on the parking supply in Downtown.

Downtown Geneva has a number of off-street parking lots that serve its visitors and employees. There are ten surface parking lots that serve the Downtown core area, one that serves the courthouse at James Street and Fifth Street, three surface lots that serve the retail along Third Street, and a parking structure at Third Street and South Street that serves Metra users. Parking lots located closer to State Street had a higher observed demand than ones located further away.

In addition, demand for Metra parking far exceeds the existing supply. The daily permit parking fills up very early in the morning, typically before 7 AM, and there is a four year wait for parking permits. Projected increases in transit ridership will likely exacerbate this issue. Commuter parking is a critical issue facing the City of Geneva. As the City seeks ways to address the need for parking, one additional resource is the RTA document *Access and Parking Strategies for TOD* (2011).

Metra has identified funding to increase the commuter parking by adding a third level to the existing parking structure that will provide an additional 176 spaces. However, 131 existing parking spaces along the south side of the rail tracks will be eliminated with the addition of the third main rail. Metra projects that 250 new parking spaces are necessary to accommodate the year 2030 parking demand and they have identified 130 parking spaces to meet that need. The illustrative development concept shown in Opportunity Site 7 provides for the potential of up three new parking decks. With the decks ranging from 72 to 124 spaces per floor, if each deck were three levels, the area around the Metra station could provide as many as 960 additional spaces in the area for commuters. Realistically however, it is not anticipated that all potential deck sites will be realized. But if only one of the decks is constructed, the plan could provide an additional 216-372 commuter parking spaces at a minimum.

Plan for an additional off-street parking structure in Downtown

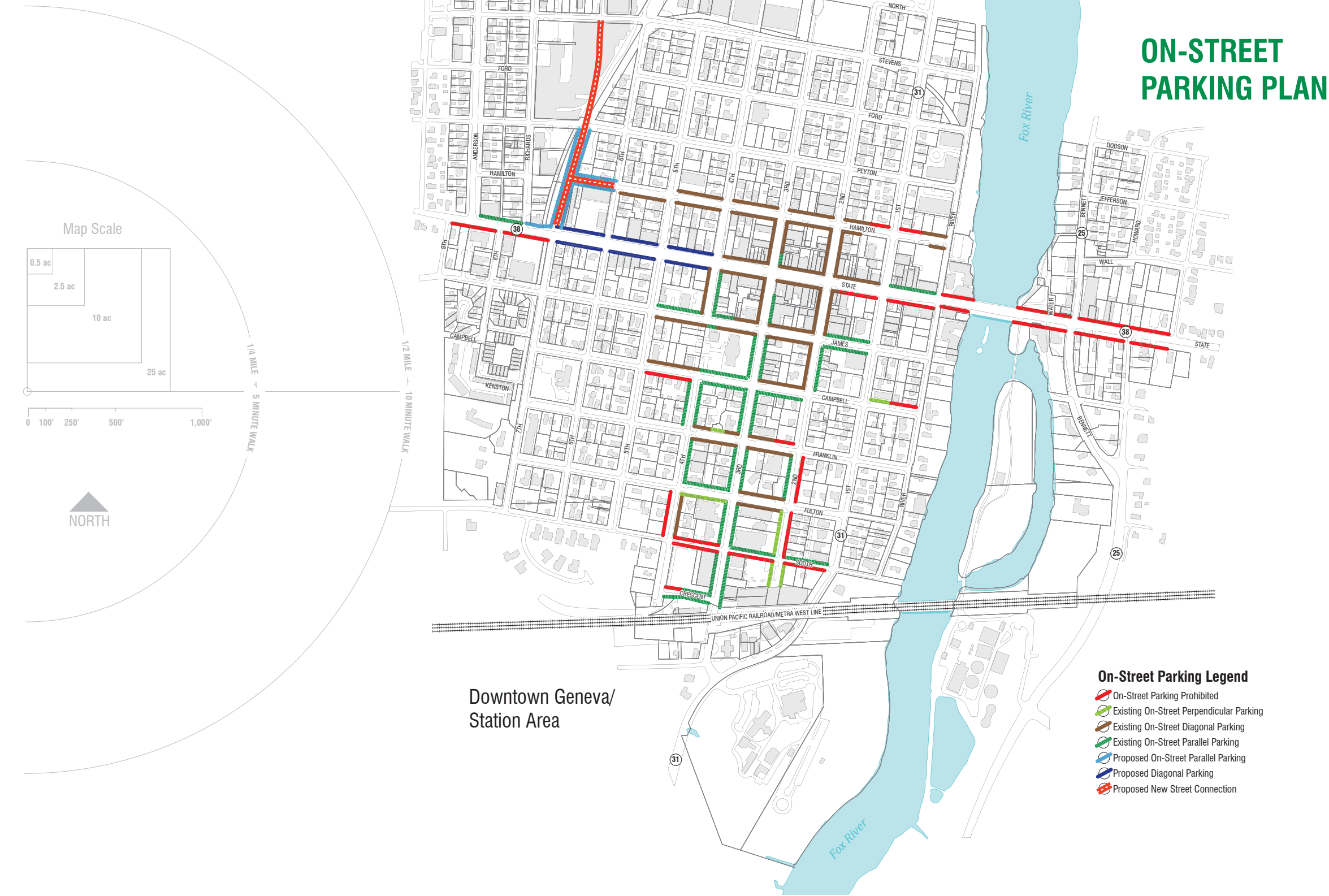
Additional parking may be required as activity increases in the Downtown area. An additional parking structure may be constructed as a standalone building or as part of a mixed-use development. The Transportation Plan identifies potential locations including the southwest corner of the intersection of River Lane/Hamilton Street and the northwest corner of the intersection of River Lane and James Street.

Plan for an additional off-street parking structure for Metra commuters

As the demand for Metra parking continues to grow, the City should look for additional locations for an off-street parking structure for Metra commuters. Two potential locations for this structure are the northeast corner of 1st Street and 3rd Street, and east of 1st Street abutting the south side of the railroad tracks.

Continue parking wayfinding

The City should continue to update its parking wayfinding as new public parking is provided. Consideration should also be given to developing a mobile application that includes this information for visitors.





Transit

Metra provides rail service in Geneva along the Union Pacific-West (UP-W) line that runs between Downtown Chicago and the Village of Elburn. The Geneva Metra Station is the fourth highest passenger stop on the line with approximately 3,100 boardings and alightings per day. The rail line is owned by the Union Pacific Railroad and serves as a primary trunk freight route into Chicago. Metra plans to expand passenger service on the line from 59 trains per day to up to 80, and from the current 20 express trains to 30 in the future. This is partially due to the increased demand from “reverse commuters”.

Pace 801 utilizes State Street, Anderson Street (at limited times), Third Street, and First Street in the study area. This route connects Downtown to major destinations such as Randall Road, the Kane County Judicial Center, Kirk Road, St. Charles, and the Elgin Transportation Center. Weekday bus intervals are mostly over one hour, but shorten to a little less than one hour from 2:30 through 6:00 PM. There are five runs of this route on Saturdays. Bike racks are provided on all Pace buses.

Pace 802 utilizes State Street, Third Street, and First Street/Batavia Avenue in the study area. This route connects Downtown to major destinations such as the Kane County Government Center, Batavia, and the Aurora Transportation Center. On weekdays, Route 802 has peak hour service only between the hours of 5:45 and 9:30 AM and then again between 3:00 and 7:15 PM. The headways for these routes are between 45 and 50 minutes. Saturday service is slightly more limited with runs between the hours of 8:00 and 11:00 AM and then again between 3:30 and 6:30 PM. The headways remain between 45 and 50 minutes.

Pace 592 is the new St. Charles – Geneva Call-n-Ride, and operates from Monday – Friday from 5:30am to 7:00pm and on Saturdays from 8:00am to 6:30pm. The Call-n-Ride service area extends south to Highway 38 and East State Street with service to/from the Geneva Metra Station, east to Kirk Road with service to/from the Charlestowne Mall and Walmart, west to Randall Road, and north to the Union Pacific Railroad and East Main Street with service to/from Delnor Avenue and 5th Avenue. Timed connections can be made with Pace Routes 801 and 802 at the Geneva Metra Station and with Route 529 and 801 at the Kane County Judicial Center.

The following recommendations are intended to improve access to and use of transit facilities in the Downtown area:

Provide transit information electronically

The City should provide more information about how to get to and around the Downtown via transit. This could be done through the City’s website or by creating a mobile application.

Investigate the feasibility of “Park and Ride” lots

The City should investigate the potential demand for park and ride lots on Randall Road, or other available locations, and compare it to the capital and long-term operating costs to capital and operating costs of building a new parking structure for Metra users within the Downtown area. Park and ride lots could also be used during construction of new parking facilities that impact Metra riders.

Section 4

Civic and Public Areas Framework

The Importance and Challenge of Civic and Public Facilities in Downtown

The Civic and Public Areas Framework provides an overview of the options, considerations, recommendations, and overall role of government buildings and open spaces accessible by the public throughout Downtown. These areas are distinctive from private property because of the special importance and meaning they provide and the broad sense of ownership that may be felt by residents and visitors.

These buildings and facilities contribute significantly to the overall character and image of Downtown. They are an important element in establishing Downtown’s overall experience and “sense of place” and help reinforce Downtown as the “heart” of the City. Most of these existing facilities and buildings (including the many churches in Downtown) should be considered for adaptive re-use of the existing structure, should the current civic/public use vacate the property. In this way, the beauty, architecture, and rich history these buildings provide can remain and contribute to the Downtown’s character for decades to come.

In addition, these civic and public uses and facilities employ a great many people and help to maintain a healthy day-time population within the Downtown.

As noted in previous sections of the Plan, there are several government, civic, and public facilities, buildings, and open spaces in the Downtown, including:

- Geneva City Hall
- Geneva Public Library
- U. S. Post Office
- Police Station
- Kane County Courthouse
- Kane County Government Center
- Fourth Street School
- DuPage Library System
- City of Geneva Metra Station
- Kane County Regional Office of Education/ Sixth Street School
- Geneva Historical Society (Geneva History Center)
- Island Park
- River Park
- Garden Club Park
- Old Mill Park
- Gunnar Anderson Forest Preserve
- Courthouse Lawn
- Herrington Plaza
- Dodson Place Central Courtyard

Each of these places contributes to the Downtown’s overall “sense of place”, identity, and character.



While recognizing the importance of these facilities, there is an inherent challenge in planning for their future in the overall context of Downtown, as the different taxing bodies who have jurisdiction over these properties and facilities can be in somewhat of a state of flux as to future institutional needs regarding building size, amenities, location, capacity, land availability, financing, and more.

Examples of this uncertainty can be seen by the library’s intent to build a new facility and leave its current building, the City’s acknowledgement that the current City Hall does not meet the space needs of its current and future operational needs, and the County’s on-going efforts to develop a new centralized facility west of the City and eventually, possibly relocate if Courthouse and administration operations out of Downtown. All of these, and more, represent the hard to predict and hard to plan for nature of the public facilities within Downtown.

Given this state of acknowledged need for and commitment to change by the government units, coupled with the uncertainty of how and when these changes may occur, it is difficult to incorporate detailed recommendations for these facilities. Instead, the Plan seeks to highlight the likely options and preferred alternatives that should be considered over time regarding these important facilities. Traditionally, government facilities are a distinctive part of a downtown, although no two cities’ are ever the same. In Geneva, this is certainly the case as Downtown’s public buildings are also some of its most unique and treasured.

As individual taxing bodies and organizations make decisions about their Downtown facilities, certain considerations and actions should be evaluated by the City of Geneva:

- The City of Geneva should maintain open communication with other government facility providers regarding their future plans and needs.
- In its business recruitment efforts, the City (and other levels of government) should lead by example by maintaining facilities within Downtown.

- The City, as well as other government facility providers, should maximize past and planned investments in infrastructure – including transit— by maintaining facilities in Downtown.
- The City should track space needs and availability for government facilities.
- The City should explore consolidation and/or shared space for efficiency in terms of service delivery and fiscal responsibility.
- The City should explore the provision of permanent public restroom facilities at key locations to better accommodate festivals and events.
- The City and other government agencies should strive to ensure that historic and architecturally valued buildings are preserved and adaptively reused, rather than demolished and redeveloped, if the building is vacated by the government agency.

The text on the following pages identifies the various public facilities within the Downtown study area and provides a discussion of conditions and considerations regarding each.



City Hall

Parcel Area: 18,950 sq. ft. / 0.44 acres

Meets Current Needs: No

Possible Expansion: Yes

Possible Relocation: Yes

Status: City Hall does not meet current needs. A space needs study undertaken by a consultant in 2004 concluded the actual needs require a doubling of the current space. Building expansion is possible, however the historic street facades of the building would have to be altered.

Recommendation: There are several options available to the City, but every scenario should prioritize keeping the City Hall Downtown. Rather than significantly modifying the existing building, the City Hall operations should be relocated and the existing City Hall building preserved and protected for its historic and architectural contributions and significance. Consideration should be given to adaptively reusing an existing structure, such as the DuPage Library. Consideration could also be given to building a new facility in Downtown, possibly on the east shoreline of the Fox River. In any event, the new City Hall should not be located on a prime retail site, but should be easily accessible and contribute to the character and appearance of the Downtown.

Post Office

Parcel Area: 20,130 sq. ft. / 0.46 acres

Meets Current Needs: No

Possible Expansion: No

Possible Relocation: Yes

Status: The post office plans to downsize to a facility that is approximately 2,000 square feet and the existing post office is contemplated for sale. The post office has looked at either remaining at the current site, using only a portion of the existing facility, or at relocation to another site in the community.

Recommendation: The post office should remain in Downtown as it serves as a draw to the area. The Plan recommends that the post office remain at its current location and simply utilize a smaller portion of the building, allowing the balance of the building to be adaptively reused for another office of service use. At its current location, the post office is easily accessible and provides a viable commercial re-use potential.



Police Station

Parcel Area: 9,300 sq. ft. / 0.21 acres

Meets Current Needs: Yes

Possible Expansion: No

Possible Relocation: No

Status: The police station meets current needs and at this time there are no plans for expansion, relocation, or for a new satellite facility.

Recommendation: The Plan makes no recommendations for changing the police station, although concepts for a new parking deck for the area behind the police station is recommended.

Geneva Public Library

Parcel Area: 17,470 sq. ft. / 0.4 acres

Meets Current Needs: No

Possible Expansion: No

Possible Relocation: Yes

Status: The existing library facility does not meet current needs. The library has entered into a purchase agreement for the vacant industrial property commonly referred to as the Cetron property. The library has the funds to purchase the property, and is working to establish the funds to construct a new building.

Recommendation: The Plan supports the construction of a new library facility at State and 7th. Although being relocated, the library will remain Downtown and continue to serve as a major draw and destination for the area. As contemplated, the new building will need to be set back from the State Street frontage due to the shape of the lot. However, the preferred alternative is to locate the new library along the State Street frontage, which would likely require the vacation of the Richards right-of-way and consolidation of some of the existing lots to the west. If the new library building must be located to the north end of the site away from State Street, the State Street frontage should be engaging and attractive for the pedestrian, contributing to the desired “streetwall” character of Downtown.

4th Street School

Parcel Area: 77,000 sq. ft. / 1.77 acres

Meets Current Needs: Yes

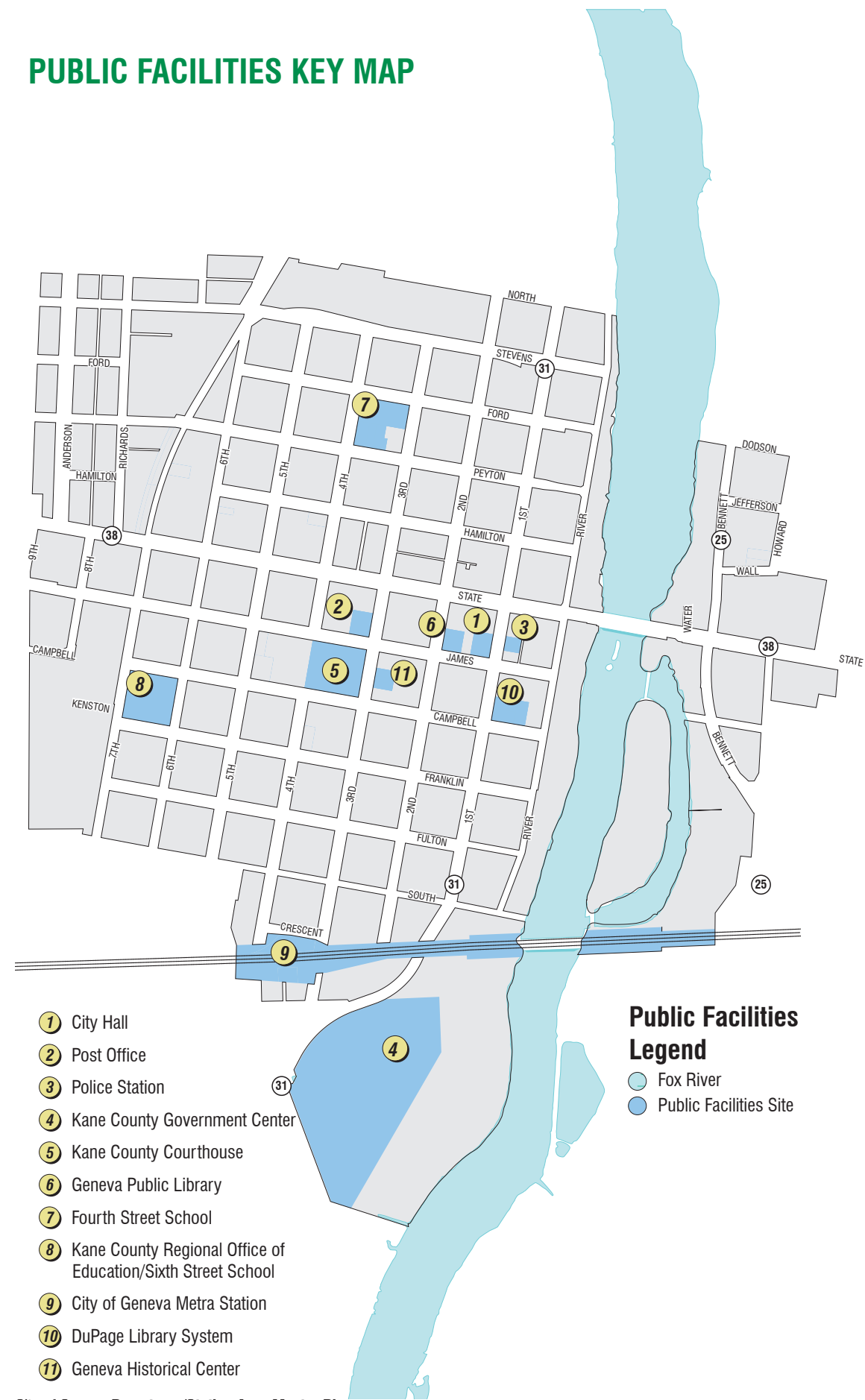
Possible Expansion: No

Possible Relocation: Yes

Status: The school district board has not made a decision regarding the future of the Fourth Street School, however, its long term use by the school district is unlikely.

Recommendation: The Fourth Street School site should be target for adaptive reuse. The existing building, open space, and parking should remain in some manner, although likely modified or added to. Several uses, including residential, senior housing, lodging (boutique hotel/B & B), office or institutional uses could be appropriately established on the property. If redevelopment occurs and the structure is removed, the site should be developed for single-family residential.

PUBLIC FACILITIES KEY MAP



City of Geneva **Downtown/Station Area Master Plan**
prepared by Houseal Lavigne Associates



Kane County Government Center

Parcel Area: 760,000 sq. ft. / 17.5 acres

Meets Current Needs: Yes

Possible Expansion: No

Possible Relocation: No

Status: The County Complex meets current needs for the County at this time. Discussions with County representatives revealed that the County Complex, as it is now currently used, will likely remain as is for at least the next 20–25 years at a minimum.

Recommendation: The Plan makes no recommendations for the Kane County Complex at this time, given the long-range horizon by the County to use the facility as it is currently being used. Any future Downtown planning should strongly consider adaptive reuse of the historic and architecturally significant buildings on the site for a wide range of appropriate uses – institutional, educational, residential, and more.

Kane County Courthouse

Parcel Area: 209,875 sq. ft. / 4.82 acres

Meets Current Needs: Yes

Possible Expansion: No

Possible Relocation: No

Status: The facility meets current needs, however, the planning process should include discussions and cooperation with the County to determine their long-range plans for their facilities in Downtown Geneva.

Recommendation: The Plan makes no recommendations for the Kane County Courthouse at this time, given the intent of the County to continue to utilize the facility as it currently does, for at least the next two decades. Any future Downtown planning should ensure the protection and preservation of the courthouse building and its lawn, and focus on adaptive reuse of the structure.

Kane County Regional Office of Education/Sixth Street School

Parcel Area: 92,040 sq. ft. / 2.1 acres

Meets Current Needs: Yes

Possible Expansion: No

Possible Relocation: Yes

Status: Kane County owns this facility and leases it to the Regional Office of Education. No formal expansion or relocation plans have been presented. Based on discussions with the County, the property will likely be sold as is for reuse or redevelopment.

Recommendation: The Sixth Street School site should be a target for adaptive reuse. The existing building, open space, and parking should remain in some manner, although likely modified or added to. Several uses, including residential, senior housing, lodging (boutique hotel/B & B), office or institutional uses could be appropriately established on the property. If redevelopment of the site occurs, it should be developed for residential uses ranging from and including multi-family, single-family attached, and single-family detached. Redevelopment should be sensitive to the existing character and pattern of development on all adjacent block fronts, and develop in a manner reflective of adjacent residential character.



City of Geneva Metra Station

Parcel Area: 28,750 sq. ft. / 0.66 acres

Meets Current Needs: Yes

Possible Expansion: No

Possible Relocation: No

Status: The Metra Station meets current needs. At this time there are no plans for expansion. Metra estimates that 131 commuter spaces will be lost along the south side of the ROW to accommodate the third main, but with an additional level added to the parking deck, the net gain in commuter parking is approximately 45 spaces.

Recommendation: The Plan recommends new parking decks in the areas adjacent to and near the train station. These new decks would provide significantly more parking for commuters – conveniently located and easy to access.

DuPage Library System

Parcel Area: 34,100 sq. ft. / 0.78 acres

Meets Current Needs: Yes

Possible Expansion: No

Possible Relocation: Yes

Status: The facility consists of a parking lot and an 18,438 square foot building. The facility meets the needs of the District, however, due to potential funding, and consolidation, the facility will be relocated/consolidated with other network facilities. As a result the property will likely be sold.

Recommendation: This property and facility represents another opportunity for adaptive reuse, but the structures are not of high architectural or historic value. The Plan supports the adaptive reuse of the site for a variety of uses, including residential, governmental, institutional, and office. However, if the site is redeveloped, residential uses, including single family attached and detached would be appropriate.

Geneva History Center

Parcel Area: 15,860 sq. ft. / 0.36 acres

Meets Current Needs: Yes

Possible Expansion: No

Possible Relocation: No

Status: The existing facility meets current needs. At this time there are no plans for expansion or relocation.

Recommendation: The Plan makes no recommendations regarding changes to this facility. The City should continue to support the Historical Society



Open and Civic Space Framework

Open space is an important, but often overlooked, aspect of successful Downtowns. In aggregate, both publicly- and privately-owned open space provide many functions and benefits and contribute to a downtown’s overall character and sense of place. Use of open space ranges from informal to formal and may provide an area for respite, recreation, commerce, and celebration.

Although there are several civic and open space components in Downtown Geneva, the City should continue to explore opportunities for the development of additional open space where civic events and gathering could take place. As part of the planning process, efforts were made to identify a potential new large civic gathering space that could serve as the primary Downtown focal point for outdoor gathering place and public events. Instead of establishing a new large centralized gathering space, Downtown Geneva will likely continue to rely on the coordinated scheduling of several venues throughout the Downtown Study Area. These spaces, ranging from quite small to quite large, provide a variety of civic and open space gathering options within or near the Downtown area.

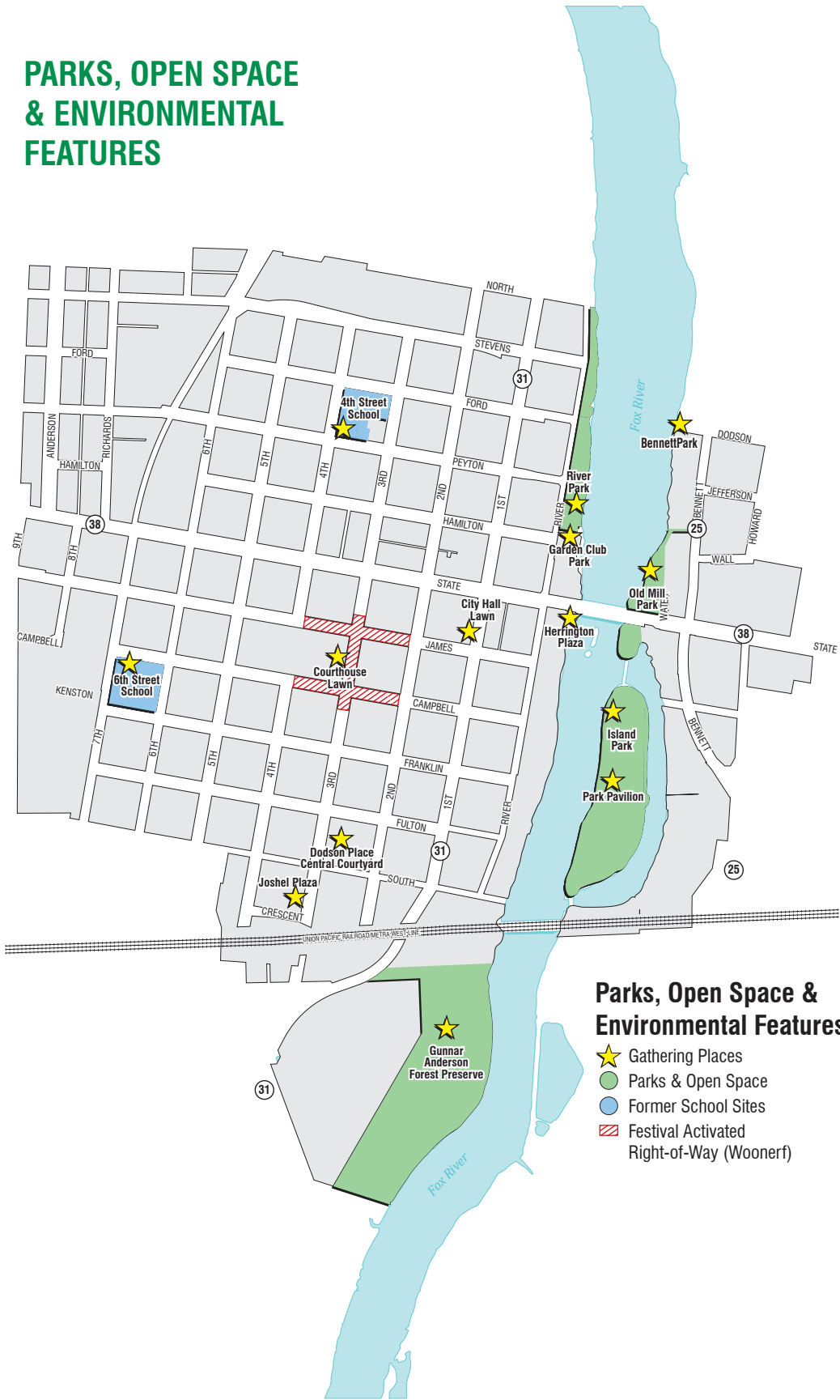
The key is to recognize the different types of programming needs that are required to meet the open space, event, festival, and civic gathering needs of the Downtown and the greater Geneva community. Both large and small events need to be accommodated, and can be given the range of facilities within Downtown.

Two priority components of improving the outdoor civic and open space capacity of the Downtown include the following:

Scheduled Audience Events - An Improved Island Park

Audience events such as outdoor concerts or theater events could be in locations such as Island Park. By working with the Park District to improve the functionality of the park itself, as well as providing better access to the park, this location could better serve the outdoor concert and theater event needs of the Downtown.

PARKS, OPEN SPACE & ENVIRONMENTAL FEATURES



The photos on the right depict Woonerfs or “Living Streets” – streets designed to be shared by pedestrians, playing children, bicyclists, and low-speed motor vehicles.



Larger Festivals and Downtown-wide Events - Establishment of a Festival Activated Right-of-Way (“Woonerf”)

Festivals and larger gathering events, whether multi-day or covering a wide area, or both, would best be accommodated by activating select rights-of-way within Downtown. Sections of 3rd Street, ideally near the courthouse, could be improved with design details such as unique bollards with an integrated street closing system, special brick pavers, possibly wider sidewalks and enhanced pedestrian amenities and lighting, that would essentially provide some of the basic design components of a woonerf – a “living street” designed for pedestrians and vehicles. These areas would be designed to be easily “activated” to accommodate pedestrian priority events and festivals.

Enhancing Open Space and Civic Gathering Spaces

Given the range in types and the distribution of locations of the different open spaces and gathering spaces, the following recommendations should assist with both new and improved open spaces within Downtown:

- The City should emphasize visual interest in all open spaces. This may include temporary or permanent public art, water features, or similar interactive installations. Wayfinding signage, pedestrian amenities (benches, trash receptacles, drinking fountains, shade areas, etc.) help create active and comfortable places for people to gather and spend time.
- The City should work with the Kane County Forest Preserve District to enhance connections to and use of Gunnar Anderson Forest Preserve.
- To the extent possible, redevelopment and infill development should incorporate publicly-accessible open space, typically in the form of plazas, courtyards, and pedestrian gathering areas. Dodson Place Courtyard is a good example of such a gathering place.

- Redevelopment and infill development should maintain existing setbacks and/or streetwall to reinforce the distinctive character of Downtown and provide open space that is reflective of and compatible with adjacent and nearby developed areas.
- Open space within Downtown should be viewed as a network with pedestrian and bicycle access to and through individual sites. Wayfinding signage is an important component in these open space and civic gathering areas as these places often serve as the starting point or destination for people on foot or bicycle.
- New access points should be provided to Island Park, from both the east and west shorelines of the river, in order to create improved access and connection from Downtown. Island Park is a beautiful public open space in a unique and attractive setting. Access to the park should be improved to the extent possible.
- New development should incorporate views of, and public access to, the Fox River whenever possible.
- Any adaptive reuse or redevelopment of the Fourth Street or Sixth Street school properties should maintain open space as an important neighborhood amenity.

Beautification and Urban Design Framework

Urban Design and Beautification Framework

Urban design is an aesthetic understanding and evaluation of the built environment – it is the art of creating and shaping environments to enhance the human experience. Specifically, it addresses the relationship between people, buildings and open space, and includes components from both the public and private realms. Collectively, the various components of urban design help to establish the Downtown’s identity, character, and overall “sense of place”.

The different areas within Downtown each have a very distinct character, yet work together to create an overall aesthetic and “tactile” experience. As urban design and beautification recommendations are formed, these areas must be respected and their individual character reflected in any guidelines for new development and improvement.

Concurrently, as individual areas of the Downtown are addressed, thematic elements that “connect” these areas must be addressed. Streetscape, way-finding, gateways, public art and more help to enhance the public realm and bind the different areas of the Downtown together. Similarly, guidelines that address building materials, orientation, on-site landscaping, building scale and more, ensure that individual developments contribute positively to the Downtown’s overall character and identity, regardless of where in the Downtown the development is located.

In addressing the Urban Design and Beautification Framework for Downtown Geneva, this section address five key components that collectively shape the Downtown environment: 1) Development Pattern; 2) Architecture and Historic Preservation; 3) Streetscape and Pedestrian Realm; 4) Open Space and Tree Canopy; and 5) Street Network.





Elements of Urban Design

There is no finite list of identified urban design components, as multiple variables come together to collectively create the urban environment we experience. However, identified below are several of the primary contributing categories of urban design components that exist within Downtown Geneva. Each of these components exists within the different areas of Downtown, and establishes the distinct character of each sub-area as well as an overall Downtown character.

Development Pattern:

Ensure that new infill development is reflective of and respectful of the existing development pattern in Downtown.

The development pattern includes building orientation, height, visual bulk, setback, streetwall, land use, and the location and visibility of parking areas. These individual elements establish a discernable pattern of development. The fact that many buildings within Downtown have been adaptively reused has helped to retain the traditional development pattern that exists in most areas. For example, the primary development pattern along State Street is multi-story buildings located at or near the sidewalk, maintaining a traditional “streetwall”, while the buildings along 3rd Street have a pattern of generous front yard setbacks with green front yards and open space.



Architecture and Historic Preservation:

As new infill development occurs, new buildings should be respectful of the history of Downtown and be compatible with the scale, orientation, and overall design of historic structures.

Architectural details play a tremendous role in the creation of the area’s image, identity and sense of place. Building materials, ornamentation, style, articulation, doors and windows, rooflines, architectural features and massing are all elements of built form that contribute to urban design. In Downtown Geneva, several traditional architectural styles are represented and reflect the rich history of the area. It is this architectural and historic character that many residents recognize as one of the most valuable and important Downtown assets. Many of the existing buildings in Downtown are historically significant and have been identified as structures that should be preserved.



Streetscape and Pedestrian Realm:

Improve all areas of the Downtown with an attractive and pedestrian-friendly streetscape along its roadways, including a combination of amenities, such as sidewalks, street trees, lighting, street furniture, planters, and more, at a level appropriate for the designated street activity and hierarchy.

The area between individual buildings can generally be described as the pedestrian realm. Specifically this includes the presence and condition of sidewalks, crosswalks, seating, lighting, shade, landscaping, shelter, and other pedestrian amenities. Paramount to this is a “sense of enclosure” which is characterized by an appropriate ratio between building separation and building height which provides a comfortable, inviting and pedestrian-friendly Downtown. Along the roadways, streetscape improvements provide an attractive setting for adjacent development and an appealing and informative environment for passing motorists, cyclists, and pedestrians, directing them to Downtown and nearby points of interest. While varying streetscape treatments exist in different parts of Downtown, the streetscape system should work together to reinforce an attractive and identifiable identity in all of the different Downtown areas.



Open Space/Tree Canopy:

Maximize opportunities to provide open space as a means of providing opportunities for resting, recreating, gathering, and special events, and protect mature trees and canopies that provide shade, character, and visual interest.

Open space within Downtown is both publicly and privately owned and includes both formal and informal examples. These spaces provide opportunities for resting, recreating, gathering and special events. Often complementing these open spaces are mature trees that provide shade, create a sense of enclosure, and provide visual interest for pedestrians. Most of the open space in Downtown Geneva exists along the Fox River, including Island Park, Riverfront Park, and various wooded areas adjacent to the shoreline. Other open spaces, such as the Court House lawn on 3rd Street provide a more formal gathering area. Mature trees and the existing tree canopy contribute significantly to the river valley setting the character of the residential neighborhoods. Although a fairly dense and built out environment, the Downtown greatly benefits from strategically located open space and the inventory of large trees, both in the more natural open spaces as well as within the developed areas.

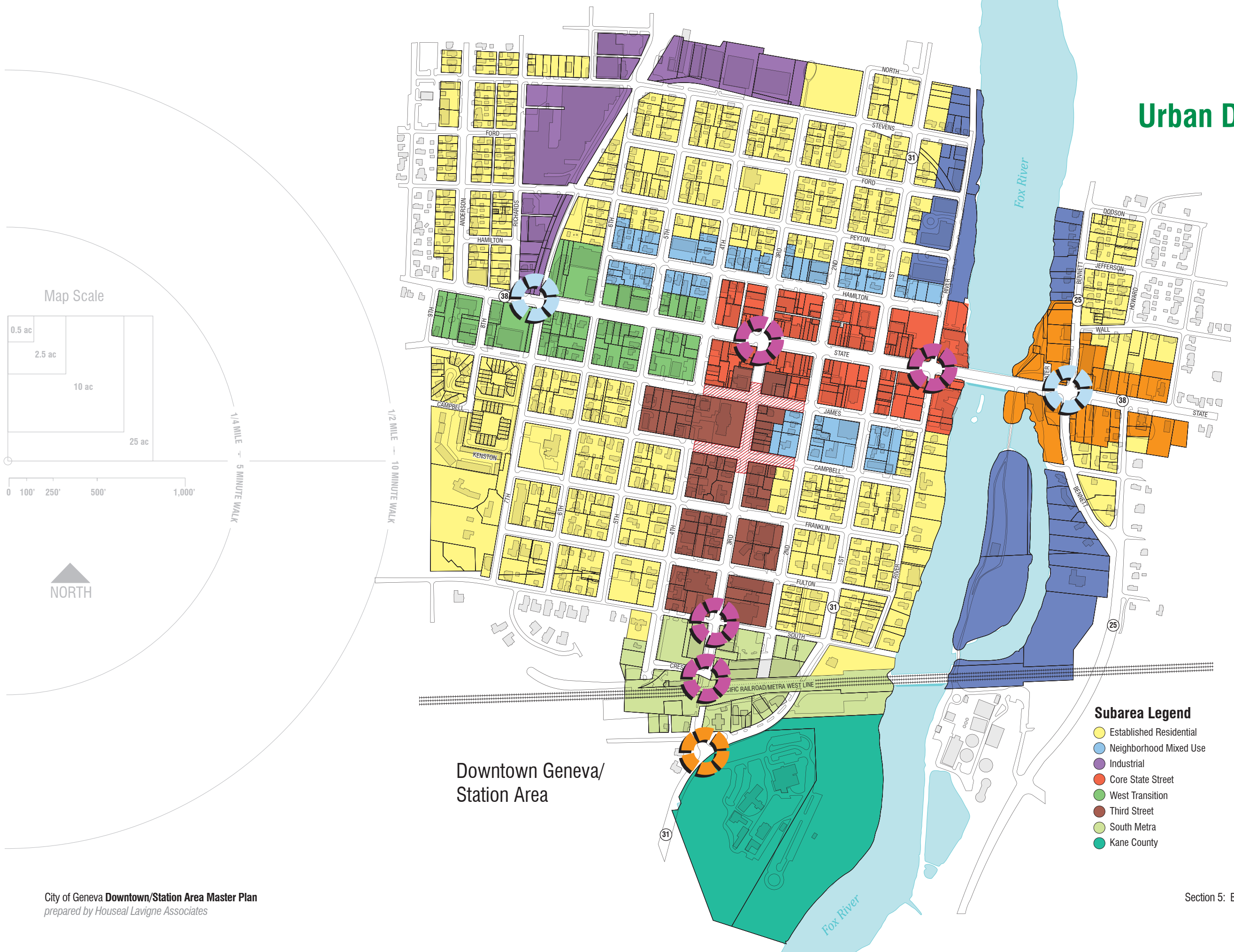


Street Network:

Maintain the traditional grid street pattern where it exists, seek to (re)introduce the grid pattern where it doesn't, and strive to incorporate the street into the different Downtown character areas, rather than have it dominate or detract from an area's appeal.

The street network directly impacts an area’s function and character. This includes the size and shape of blocks; the ease with which pedestrians and automobiles can navigate an area; and the hierarchy of the streets themselves. Whether a street has on-street parking and how it is designed (angled or parallel) contribute significantly to the overall character and experience of a Downtown. The width and function of the street also has an impact on urban design. State Street’s cross section and traffic volumes for example, differ greatly from those of 3rd Street. The street network and all of its related variables are intricately woven into urban design. Streets within the Downtown should accommodate the automobile, but also be designed in a manner that provides safe and comfortable mobility for pedestrians and cyclists.

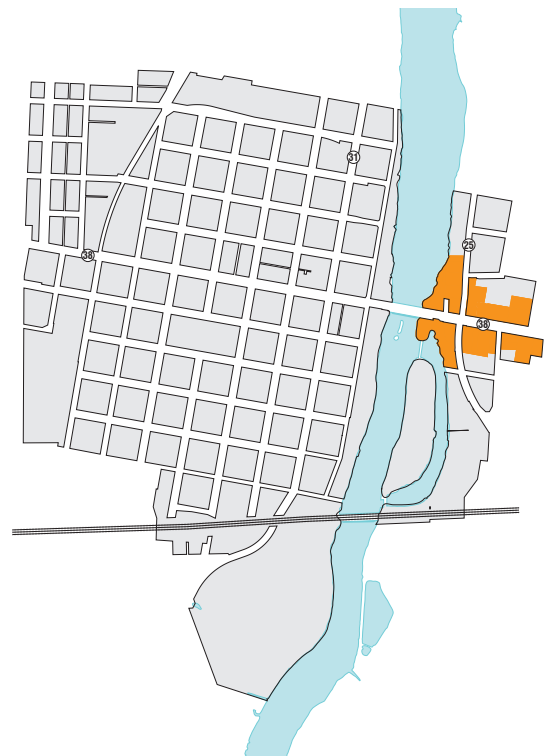
Urban Design Plan



Subareas

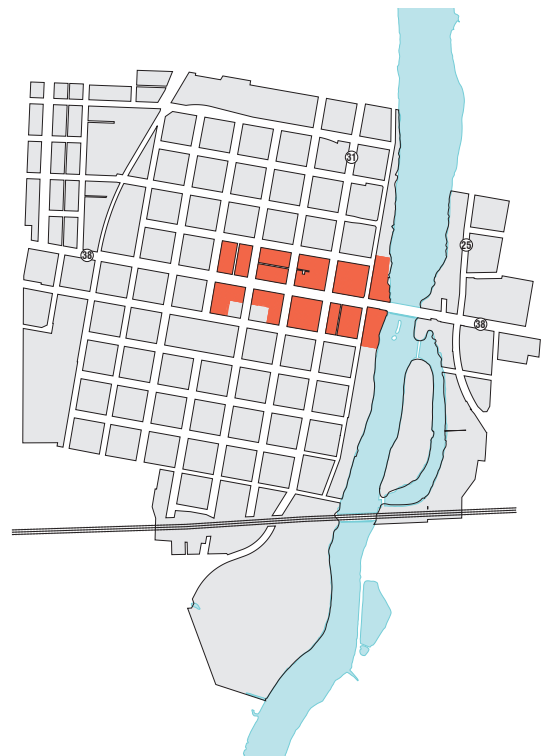
During the existing conditions analysis, the Downtown study area was divided into subareas to assess their unique character, function, and recommended land uses. These subareas are further described below.

River East Subarea



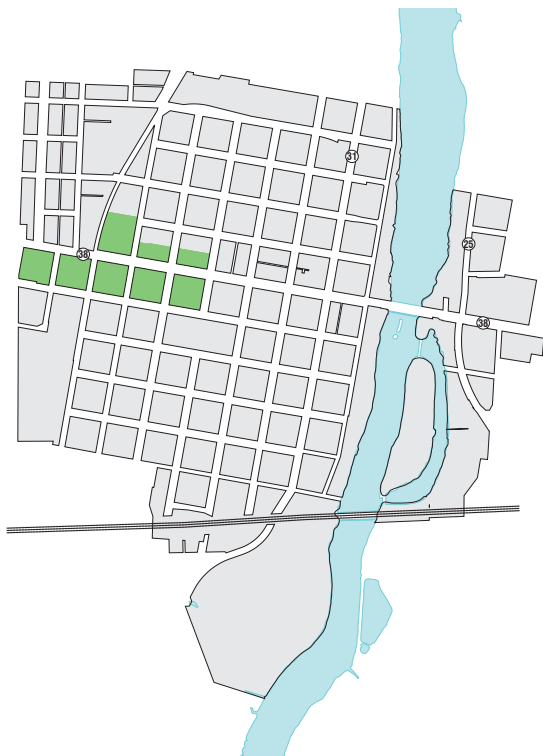
This subarea includes all properties within the study area that are located east of the Fox River. The river presents a physical and psychological barrier between Downtown and the east side of the river. Improving connectivity between both sides of the river should be a focus of the Downtown/Station Area plan. This subarea functions as a gateway for both Downtown and the City as a whole for those travelling from the east.

Core State Street Subarea



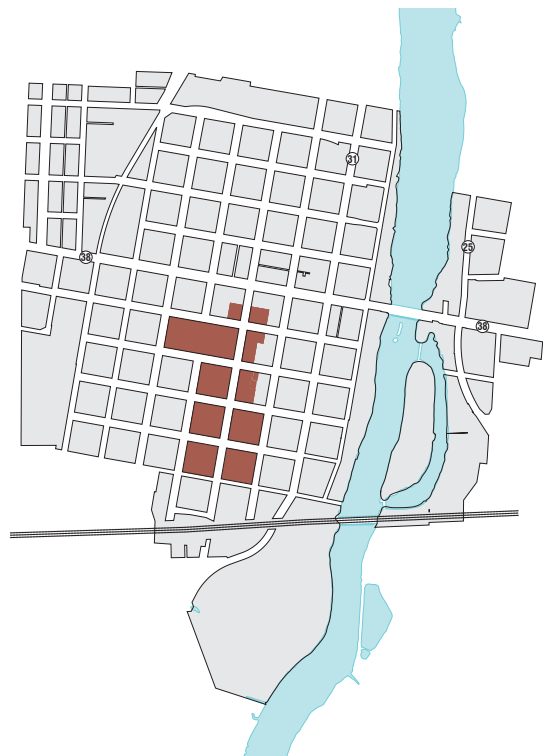
This subarea is the historic commercial core of the Downtown and its properties are centered upon State Street. The area consists primarily of two and three story mixed-use buildings with commercial and retail on the ground floors with office and some multi-family residential above. This subarea has a unique character created by the architecture, urban design, streetscape and intact streetwall that exist throughout the area.

West Transition Subarea



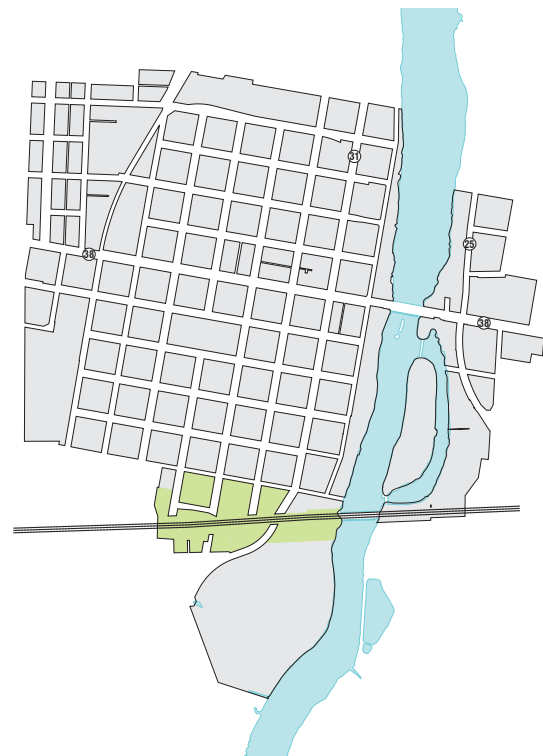
This subarea is the extension of the Core State Street subarea west of Fourth Street. Buildings and uses vary greatly in this area which creates a transitional character. Many structures have been converted, such as residential to office/retail, and an old gas station to a garden store. This subarea also includes new mixed-use developments and auto-oriented commercial shopping centers. The commercial shopping centers include large surface parking areas fronting State Street. These parking areas do not reinforce the streetwall that exists throughout much of the State Street corridor. Despite being home to some of the newest buildings in Downtown, the dated appearance of some commercial buildings and surface parking areas is a concern for this area.

Third Street Subarea



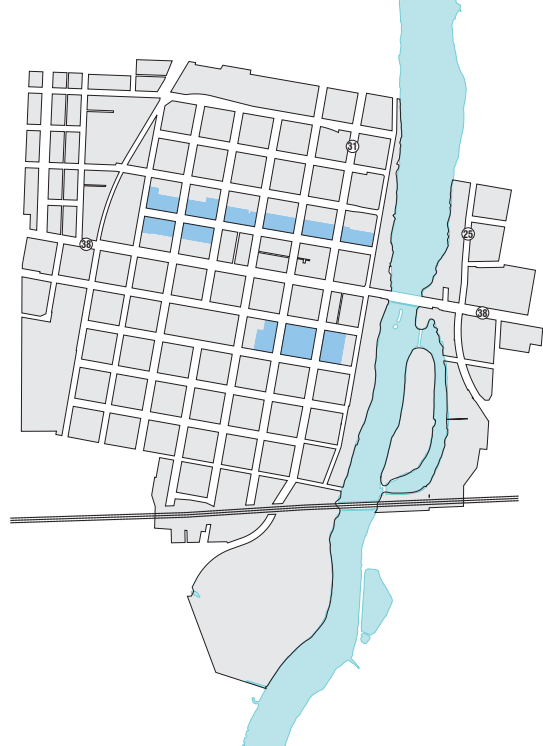
This area has a distinctive character that is different from the rest of the Downtown area. Many of the retail uses along Third Street are located within converted residential structures. The large setbacks of these buildings contribute to the distinctive character of this area. The subarea has wide sidewalks, brick-paver crosswalks, benches, drinking fountains, mature trees and pedestrian-scaled lighting. This subarea is the primary pedestrian and vehicular corridor between the Geneva Metra Station and State Street. Many of the City's festivals and events are staged or held along Third Street which is both an opportunity (attracts potential shoppers) and a challenge (parking and access issues) for businesses located along this corridor. Visibility for motorists crossing the street and day-to-day parking is also an issue within the Third Street area.

South Metra Subarea



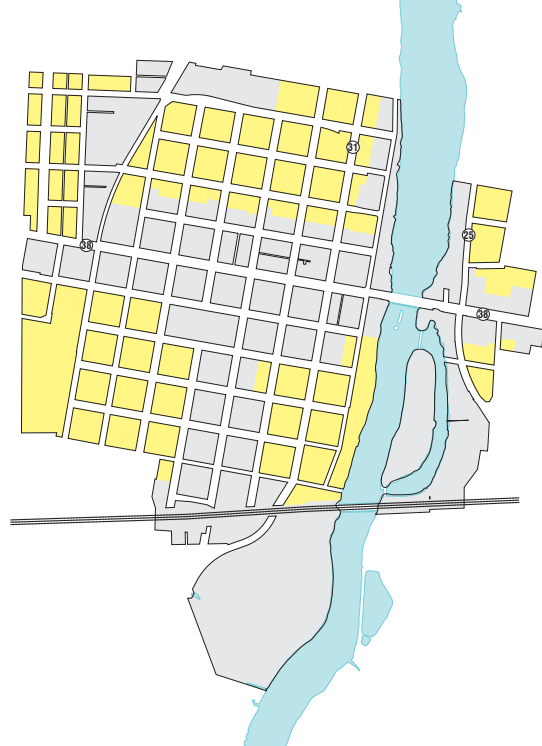
The character of Third Street changes south of Fulton Street to more of an urban area compared to the residential feel of Third Street to the north. This area includes high-quality, attractive mixed-use developments such as Dodson Place. Other uses in this area include the Metra Station, commuter parking spaces, and the City's parking structure. A variety of uses exist within the subarea south of the rail line including an auto repair shop, a gas station, antique/interior design shops, and some industrial uses.

**Neighborhood Mixed-Use
Transition Subarea**



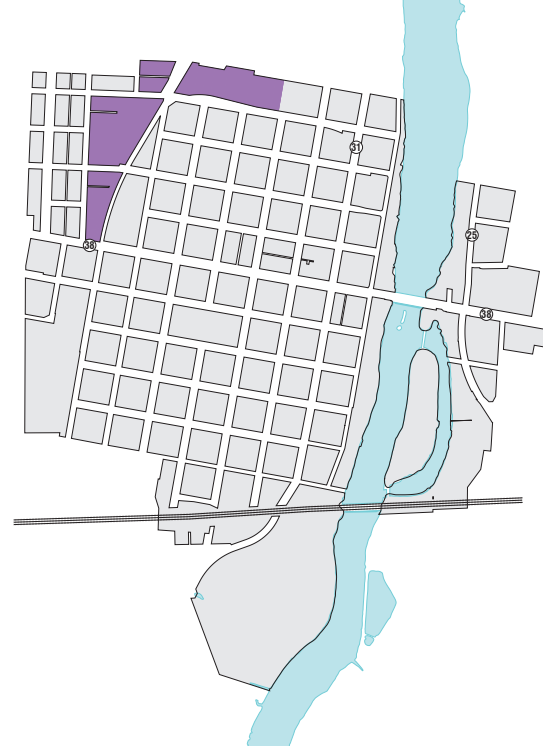
This subarea is the transitional area between the retail/commercial and civic areas and the surrounding stable residential neighborhoods. This subarea consists primarily of single-family homes, commercial service and office uses in converted residential buildings. The City has created three transitional business zones that allow a progression from commercial developments to uses that have a residential character. The three districts are the B2-J District (James Street); B2-HN (north side of Hamilton Street); and B2-HS (south side of Hamilton Street). These districts were created by the City to address the incompatibility between “storefront” type buildings and residentially-zoned homes.

Stable Residential Subarea



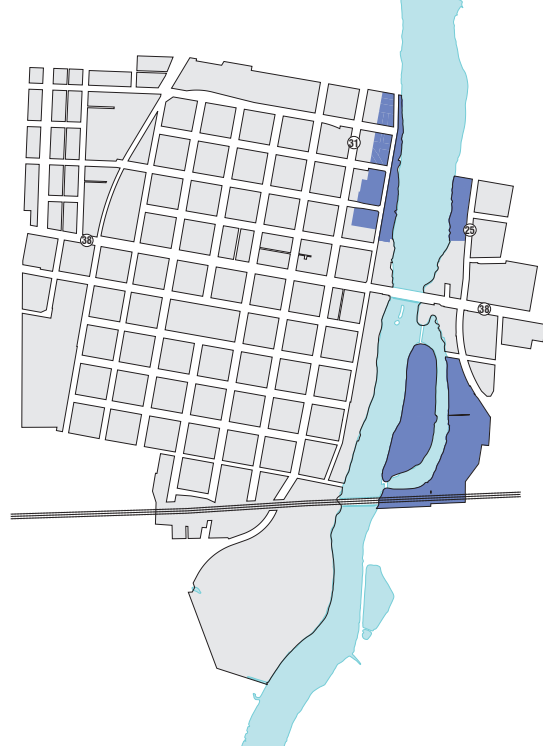
The Downtown study area includes many stable residential areas; an important component of a successful Downtown. Although the majority of this area consists of single-family detached homes, multi-family units in the form of apartments, condominiums, or townhomes/ duplexes are also present.

Industrial Subarea



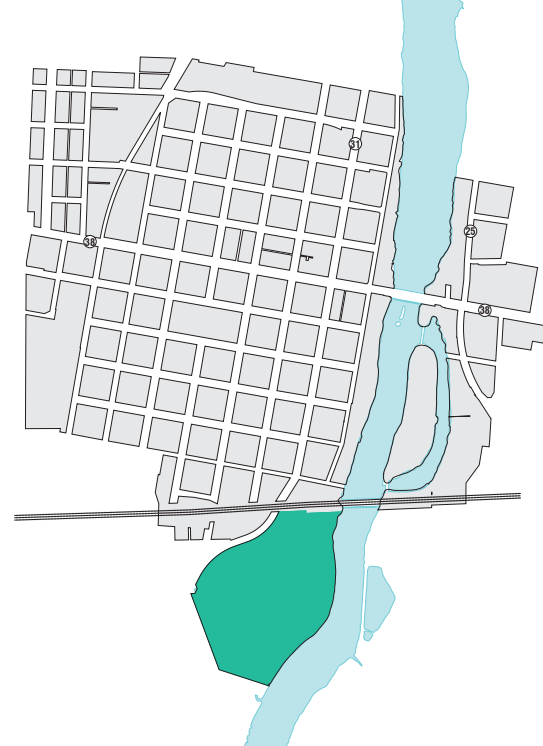
This subarea is comprised of light industrial uses that make up the majority of the northwestern sector of the study area. This area is highly vulnerable to change given its distance from major streets and proximity to residential neighborhoods.

Riverfront Subarea

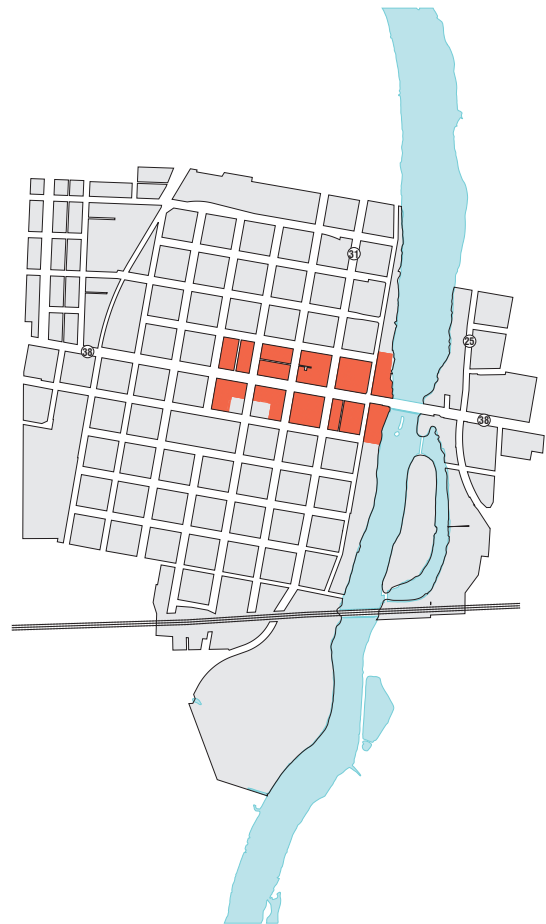


This subarea includes properties fronting the Fox River that are not part of another subarea. Uses in this area include Island Park, Park District and private open space, residential properties, and vacant properties. In general, parcels fronting the river are underutilized and do not take advantage of proximity to, and views of, the river.

**Kane County Government
Center Subarea**



This subarea includes the Kane County Government Center, the Gunnar Anderson County Forest Preserve, and a commuter parking lot. Gunnar Anderson County Forest Preserve is primarily a passive park with athletic fields and a picnic shelter. Situated along the Fox River, the preserve presents opportunities to improve public access and recreational amenities along the riverfront. The main building of the complex is a converted seminary. Its distinctive architecture promotes the historic character of the Downtown area.



State Street Core Subarea

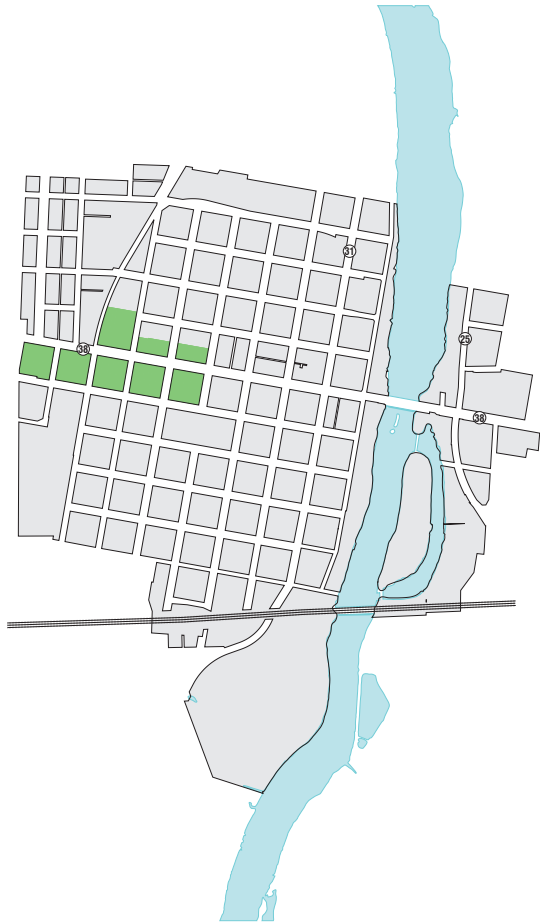
► **Development Pattern:** Buildings in this subarea should typically be multi-story, mixed-use, and oriented towards the street. Land uses should include a mixture of commercial/retail, restaurant, entertainment, and civic, with residential and office uses located on the upper floors of buildings. Parking is generally located in the rear with parallel and angled parking along the street. The defining characteristic of this subarea's development pattern is its continuous "streetwall".

► **Architecture:** Within this subarea, building materials and architectural styles vary but most are reflective of traditional downtown typologies with brick construction, ornate details, and large display windows. Large buildings should be divided up into individual and distinctive facades or incorporate vertical articulation to "break up" the linear mass of the building. Building heights are consistent and should be primarily two to three stories in height. Taller buildings may be appropriate in certain location, but should not "overshadow" smaller existing structures.

► **Streetscape and Pedestrian Realm:** The existing connected system of sidewalks should be maintained throughout the sub-area. Sidewalks should be as wide as possible and clearance maintained in order to provide an enhanced pedestrian environment and provide greater opportunities for outdoor dining. Sidewalks should be buffered from the curb by streetscaping and on-street parking. This includes landscaping, lighting, seating, and other pedestrian amenities, with bumpouts being provided at the ends (corners) of the blocks, provided any lost parking can be provided for nearby. Improved pedestrian crosswalks and enhanced pedestrian "holding areas" at the bump outs should be a part of the pedestrian realm of this subarea.

► **Open Space/Tree Canopy:** Open space should not be prominent along State Street. In this sub-area, open space should take the form of plazas or courtyards where possible, with larger open spaces located along the river. Although street trees should be a consistent part of streetscaping throughout the area, larger mature trees and a dense tree canopy is not anticipated, except along the river and within larger open space areas.

► **Street Network:** State Street is the only roadway within Downtown classified as a "major arterial". The traditional grid/block pattern should be maintained and curb cuts along State Street should be kept to an absolute minimum. The angled on-street parking in this area of Downtown buffers the sidewalk from vehicular traffic and provides essential parking for Downtown businesses, and should therefore maintain its current configuration. Angled on-street parking should be extended to the west if possible. Off-street parking should be located behind buildings and not located along State Street frontage.



West Transition Subarea

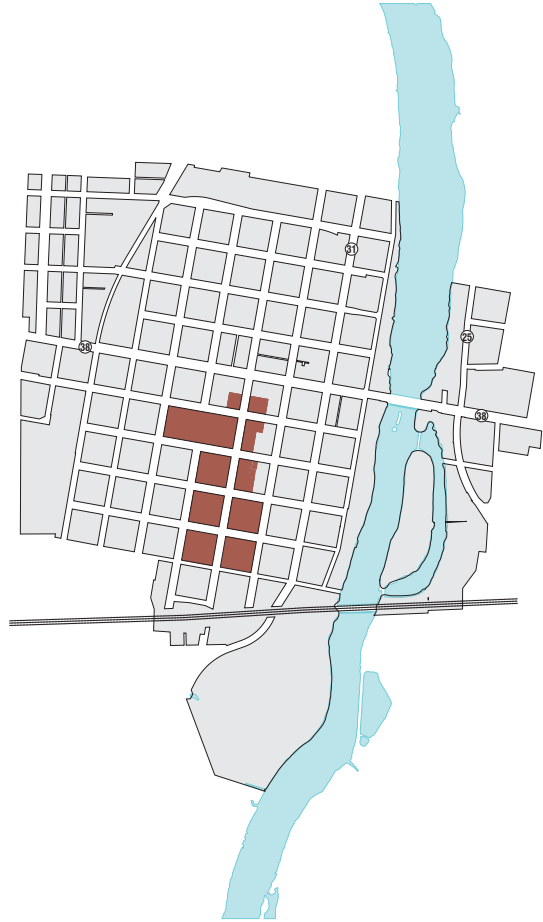
► **Development Pattern:** This portion of State Street is more suburban in character than the Core State Street subarea and provides much less consistency in its development pattern. Where possible and appropriate, new development should locate buildings at or near the sidewalk line, consistent with areas to the east along the corridor. New development should complement the historic structures to remain, and collectively work to establish a traditional streetwall. Buildings in this area should typically be 1-3 stories in height and provide a mix of uses similar to the core Downtown area. Taller buildings may be appropriate, but should not “overshadow” smaller existing structures.

► **Architecture:** The architecture of this area varies considerably, and that is part of this area’s charm. The adaptive reuse of many of the existing structures results in a more “quaint” and less intense commercial environment. New development should reflect the architectural integrity of many of the existing structures by providing architectural detail and interest as viewed from all sides of a structure, utilizing traditional architectural styles for new building design. New buildings should not “overshadow” the existing smaller structures, but rather contribute architecturally to the traditional character of the area.

► **Streetscape and Pedestrian Realm:** Sidewalks are provided consistently along State Street and a streetscape treatment is present but is less developed than in the State Street Core Subarea. The sidewalk and parkway are both relatively narrow and fail to provide a safe and comfortable pedestrian experience. Where possible, sidewalks should be widened and the parkway enhanced with landscaping and other amenities. Consideration should also be given to eliminating the parkway and substantially widening the sidewalk, similar to the Core State Street Subarea.

► **Open Space/Tree Canopy:** Open space should not be prominent along this section of State Street. In this sub-area, open space should take the form of plazas, courtyards, front yards and the open space between buildings. Street trees and additional shade trees on individual properties should be installed to enhance the tree canopy presence where possible.

► **Street Network:** State Street is the only major arterial within Downtown and is a major east-west thoroughfare. Consideration should be given to extending the cross section from the core subarea east to include this section of Downtown – angled on-street parking with wider sidewalks and no parkway. This would increase the amount of on-street parking in the area and better “connect” both visually and functionally the western section of State Street to the core area to the east. Curb-cuts should be minimized to the extent possible and parking areas should be located behind buildings and not along State Street frontage.



Third Street Subarea

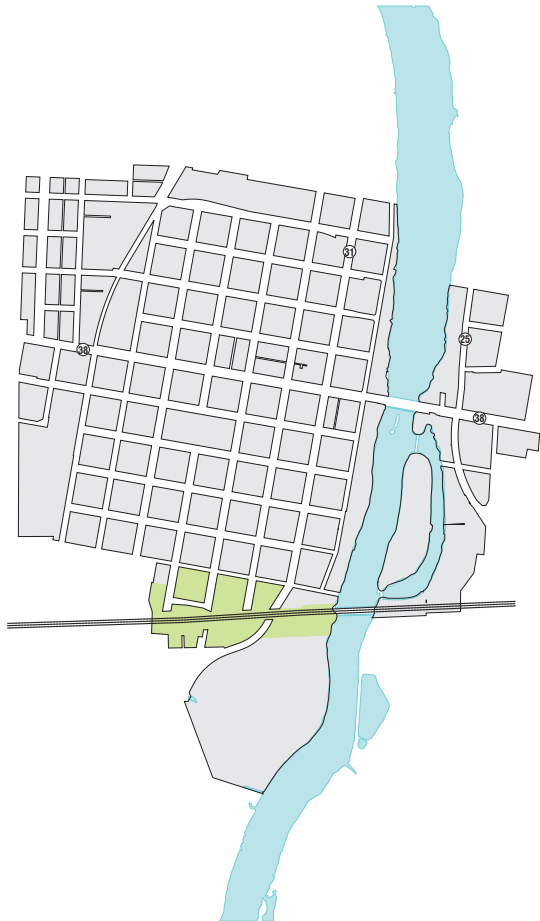
► **Development Pattern:** The existing development pattern of this subarea is desirable and reflects its residential origins. This is evidenced by large front yard setbacks and relatively narrow lots. This area contains a mixture of commercial, residential, civic uses, and mixed-use developments. Older structures have been adaptively reused while infill development is consistent with the existing development pattern in terms of scale, height and style. Surface parking lots are present but are located at the rear or sides of properties. The existing development pattern should be maintained within this subarea as new development is considered in the future.

► **Architecture:** The architecture within this subarea is distinctive and largely residential in nature. Architectural styles vary but include ornate details and traditional building materials. Building heights are typically two- to three-stories in height. The architecture of new development should continue to focus on a pedestrian scale, with design details oriented toward pedestrian-orientation, yet attractive to passing motorists. Any new development must be sensitive to existing structures and nearby residential areas.

► **Streetscape and Pedestrian Realm:** Wide public sidewalks and the enlarged front setbacks along Third Street allow for a significant amount of pedestrian amenities. A comprehensive streetscaping treatment exists along Third Street from State Street to Crescent Street and includes landscaping, seating, decorative waste receptacles, wayfinding signage and decorative brick crosswalks. Pedestrian scaled lighting has been added to the traditional cobra-head lights to provide lighting for the sidewalk and the street. The existing character and detail of the pedestrian realm should be continued going forward as other improvements or developments are considered.

► **Open Space/Tree Canopy:** A defining characteristic of this subarea should continue to be the dense, mature tree canopy that exists throughout. Privately and publicly-owned open spaces are a defining characteristic and include the Courthouse lawn, Geneva Lutheran Church, and Fiora's. New development should be designed to continue this "showcasing" of open space and trees.

► **Street Network:** Going forward, the existing traditional street pattern should be maintained, with on-going efforts to enhance pedestrian safety and mobility. Curb-cuts should be minimized to the extent possible along this section of Third Street.



South Metra Subarea

► **Development Pattern:** The development pattern in this sub-area should continue to reinforce a transit-oriented character – buildings of increased height, 3-4 stories, mixed-use, and pedestrian-orientation. New development should continue to provide a strong streetwall with buildings oriented toward the street frontage. Public plazas and outdoor seating and gathering areas should be incorporated where possible. Parking lots for shoppers and commuters are important and should be located behind and at the side of buildings, with parking structures conveniently integrated, but not prominently located within the area, unless incorporated into structures that also include ground floor commercial uses. The sense of enclosure along this portion of Third Street should be provided by maintaining an appropriate building height/right-of-way ratio.



► **Architecture:** There is no single unifying architectural theme in this area. In addition, the area south of the tracks is disconnected from downtown. The scale, ornamentation and materials of the buildings should continue to create and maintain the unique sense of place for the southern end of Third Street. Both newer development and older structures serve as examples of high quality design. Buildings should be rich in detail and appropriately scaled, with attractive and inviting first floor elevations featuring large windows. As the area near the station is improved as a pedestrian-oriented, mixed-use environment, architecture detail and interest will be more important.

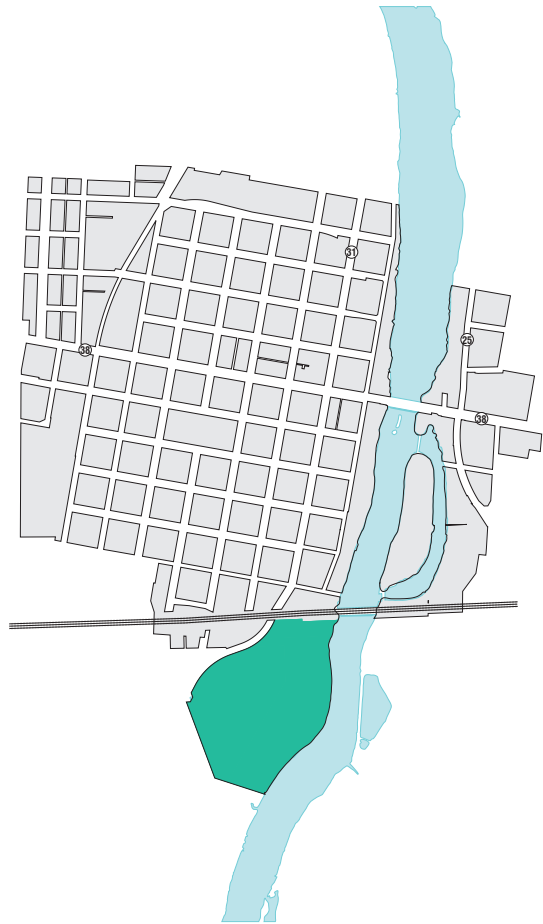


► **Streetscape and Pedestrian Realm:** The area north of the tracks has an excellent pedestrian realm that should be maintained and reinforced. The pedestrian realm should continue to consist of a wide range coordinated streetscaping elements, including public art, seating, shaded areas, and pedestrian-scaled lighting. The pedestrian realm is a vital and defining component of the area's overall character. South of the tracks, the streetscape and pedestrian realm needs to be improved. Connectivity can be enhanced by providing a sidewalk on the north side of Route 31. Pedestrian scaled lighting, like that along south Third Street, should be installed throughout this subarea. Because of the larger volumes of traffic along Route 31, streetscape improvements must be designed for both pedestrian and vehicular traffic. This area should be enhanced as a gateway into downtown for northbound traffic along Route 31. Safe pedestrian access between the "overflow" parking lot located east of Route 31 and the Metra Station should be provided.

► **Open Space/Tree Canopy:** The subarea should include both privately and publicly-owned open spaces including plazas, courtyards, seating areas. These open spaces are generally smaller and associated with a particular development or site. The tree canopy should continue to be nurtured in the area by continuing to plant shade trees in the parkway and on private sites. Large mature trees exist along the rear of the properties near the railroad tracks. One formal open space exists at the intersection of Batavia Avenue and Third Street and includes landscaping and gateway signage.



► **Street Network:** The primary spine in the street network in this subarea is Third Street, which connects the Geneva Metra Station with Downtown and State Street. With the formal grid pattern of Downtown ending at South Street, it is essential to minimize curb cuts and maximize on-street parking in this subarea. Parking areas should be accessed primarily by the intersecting east/west streets. Due to the small size of the area south of the tracks and the curvilinear nature of Route 31, there is no discernible street network in the southern portion of the sub-area. Site access from Route 31 should be carefully designed to maximize safety and access management. A roundabout should be considered at the intersection of Route 31 and 3rd Street as a way of managing traffic while providing a southern Downtown gateway and focal point.



Kane County Government Center Subarea

► **Development Pattern:** It is not anticipated nor is it recommended that redevelopment occur within this subarea. The preferred development pattern for this subarea is to maintain the campus like setting – large open spaces with a coordinated grouping of related buildings. It is anticipated that many of the existing County buildings be preserved and adaptively reused should the County vacate the property, although this is not anticipated to take place within the next 20-25 years. The adjacent Forest Preserve property and its dedicated open space should remain along the banks of the Fox River.



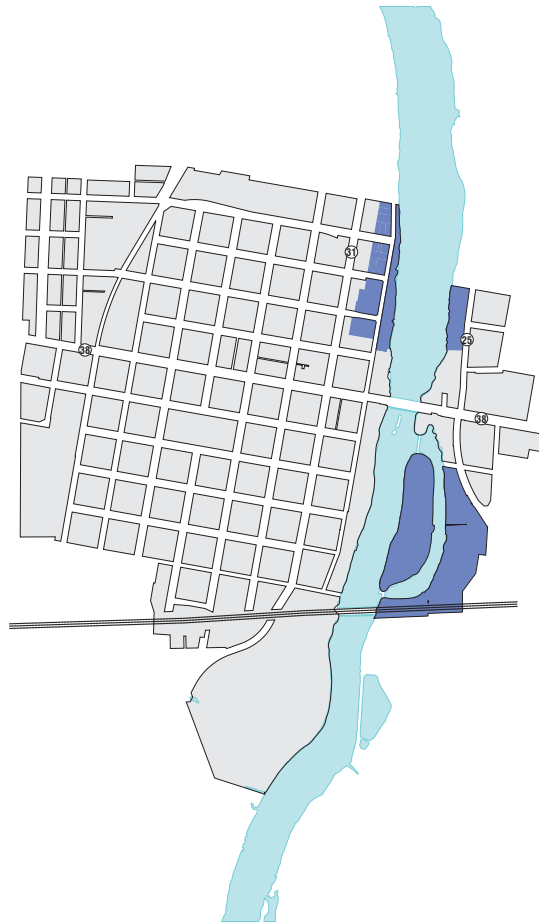
► **Architecture:** The Kane County Government Center is housed in a former seminary and is a fine example of adaptive reuse found throughout Downtown Geneva. The scale, ornamentation and materials of the building identify it as a civic use. Any new development in the future on the site, although not anticipated, should take its design cues from the Government Center building, which should remain and be adaptively reused if the County vacates the facility.

► **Streetscape and Pedestrian Realm:** Getting to this site is difficult for pedestrians and although sidewalks exist within the subarea, they primarily provide connectivity between the county buildings and its parking areas. Improved pedestrian access to the area should be provide with enhanced crosswalks, sidewalks, and trail systems. However, because the area is somewhat segregated from other areas of Downtown, it has the ability to have its own uniquely distinctive campus streetscape, wayfinding, and pedestrian realm identity system.



► **Open Space/Tree Canopy:** The subarea is defined by its large open space areas including the County's vast lawns, memorial park, and the forest preserve along the river. Large mature trees exist throughout the area to create a substantial tree canopy especially near the commuter parking area. The amenities should be maintained as part of the site.

► **Street Network:** Given this area's origins as a campus setting, no street grid exists within the subarea. Efforts should be made to better link the area to adjacent Downtown areas.



Riverfront Subarea

► **Development Pattern:** While there is no one development pattern for this subarea, orientation to the Fox River and development respectful of the riverfront open space is essential. Development along the west shoreline is within a more traditional street grid environment and buildings are located at or near the property line. Development along the east shoreline is less rigid in its placement, and instead focuses on “fitting” into the riverside open space while providing attractive views from adjacent rights of way and from across the river from the west. There is no discernible existing development pattern within this subarea nor is there a specific development pattern that is recommended.

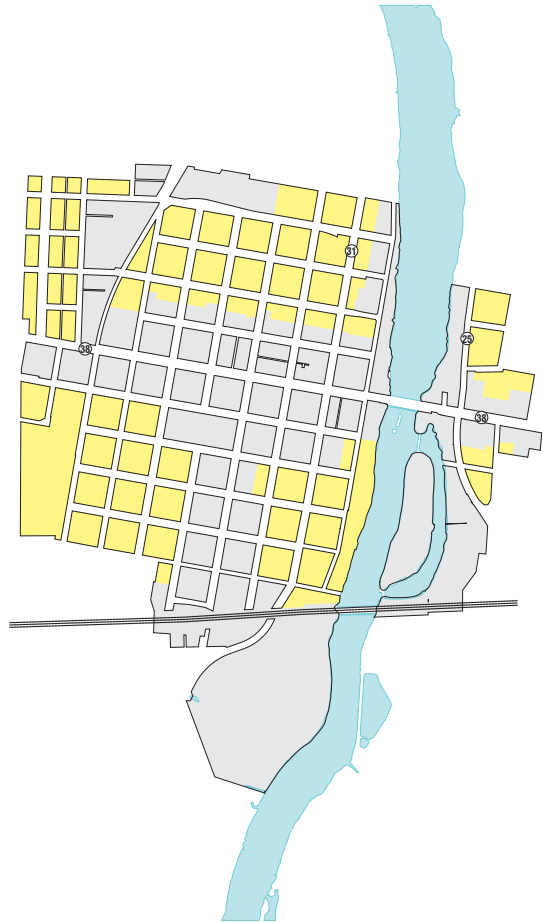
The large amount of land dedicated to parks and open space in the area lends itself to the opportunity to create a wide variety of river-oriented development. Proximity to the river and the significant grade change lends itself to creative applications of both small scale and large scale development. Any future development should maintain public open space along the river and maintain a sense of integration into the riverfront areas, views, and wooded areas, and open spaces.

► **Architecture:** There is no unifying style of architecture recommended for this subarea. Any new development should provide architecture that is attractive and appropriate for the riverfront setting, as viewed from public rights-of-way, the river, and the opposing river bank. Contemporary architecture, as well as traditional, should be considered appropriate in this subarea.

► **Streetscape and Pedestrian Realm:** Trail and sidewalk connectivity should be a priority for this subarea, linking the riverfront to adjacent Downtown areas. Streetscape should be reflective of other secondary streets in Downtown, with wayfinding playing a vital role directing visitors to the riverfront. This subarea is well served by a sidewalk system that connects Island Park to the City and the regional Fox River Trail system. Any gaps in sidewalk connectivity should be filled to provide a complete sidewalk network. Connecting to the Fox River Trail, which runs along Bennett Street (Route 25) north of the existing single-family homes north of State Street, should also be a priority. Two new pedestrian bridges should be constructed, one connecting the river’s east shoreline to Island Park and another aligned with Stevens spanning the river and connecting to Bennett Park on the east shoreline.

► **Open Space/Tree Canopy:** The subarea is defined by its large parks and open space along the river, including large mature trees that create a substantial canopy, especially within Island Park. These natural features should be maintained and enhanced wherever possible, and should be incorporated into any new development within the sub-area.

► **Street Network:** The street network plays little role in defining the character of this subarea. The street network in this subarea should focus primarily on providing safe and convenient access to public areas along and near the Fox River. Site access for existing and future development should seek to minimize curb cuts and manage potential pedestrian/vehicular conflicts.



Established Residential Subarea

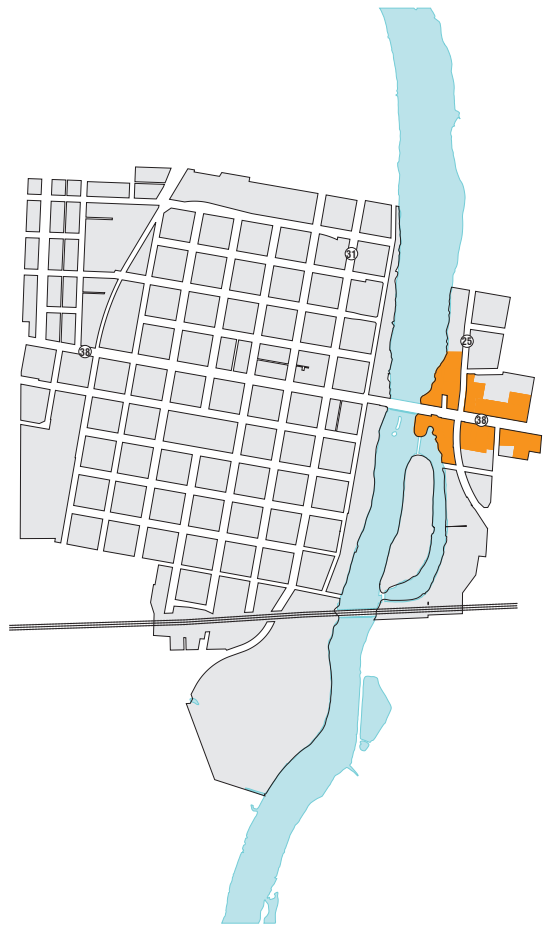
► **Development Pattern:** Any new development in this subarea should reflect the existing development pattern and be sensitive to the existing character of the area. This area is predominantly single-family but also includes multi-family, community facilities and a small pocket of industrial uses. The majority of single-family homes are organized with detached garages in the rear of the property and curb cuts from the street. Larger multi-family developments exist near the river north of State Street and west of Seventh Street south of State Street.

► **Architecture:** Given the largely residential nature of this subarea, the architecture varies by style and date of construction. Infill projects should be of high design quality and be compatible with the scale and style of existing homes.

► **Streetscape and Pedestrian Realm:** The streetscape in these neighborhoods should be very traditional, comprised of an abundance of street trees, appropriately scaled lighting, and minimal signage. Streets should be lined with attractive parkways and fully connected sidewalk system. Lighting should provide for nighttime safety and visibility, but not too bright as to be obtrusive.

► **Open Space/Tree Canopy:** The subarea is defined by its dense, mature tree canopy made up of trees on individually-owned private property. Open spaces include Westside Cemetery, school grounds, spaces between building, front yards, and properties fronting the river. The trees and open spaces should continue to be an integral part of the subarea.

► **Street Network:** These residential areas surrounding the commercial core of Downtown continue the traditional street grid with relatively square blocks and interconnected streets. This is a defining characteristic and should be maintained throughout, and reintroduced where possible within the larger “super blocks” in the western portion of the subarea.



River East Subarea

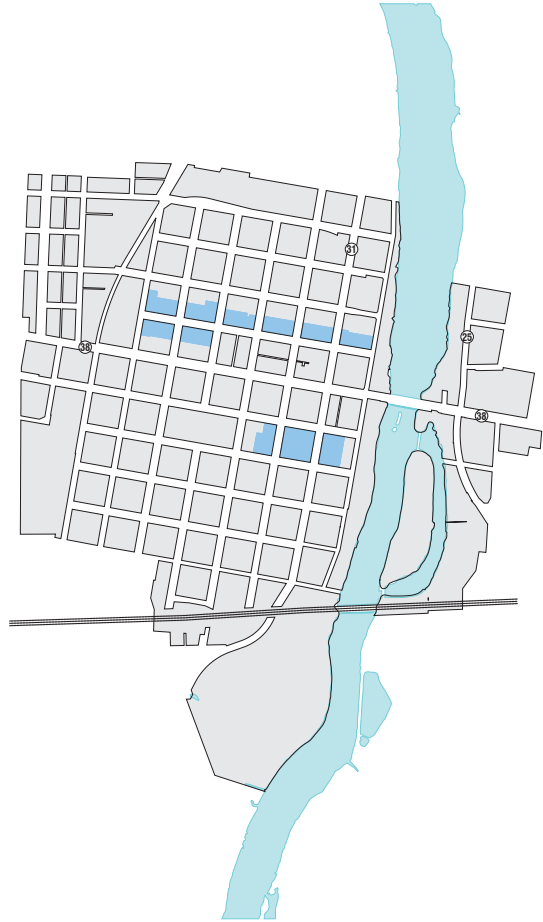
► **Development Pattern:** There is no single development pattern recommended for this sub-area. Where possible however, buildings should have a strong orientation toward the street, rather than being setback on a site with parking located along the street frontage. Topography is a factor that will influence development in this subarea and any new development should be designed to work with the elevation changes to maximize views to the river and maintain a sense of openness and proximity to the river.

► **Architecture:** There is now unifying style of architecture within this subarea, although traditional architectural styles and materials are more prevalent. Buildings should be attractive as viewed from all sides and be designed to maximize the benefit of river proximity.

► **Streetscape and Pedestrian Realm:** : Pedestrian mobility must be a priority for this subarea and streetscape improvements should be consistent with treatments along State Street west of the Fox River. The existing public sidewalks along both sides of State Street should be maintained in good condition and pedestrian connections to the Fox River Trail should remain a priority.

► **Open Space/Tree Canopy:** The most important open space within the sub-area is along the Fox River. River frontage should remain open to the public, even along private property, through the use of easements and dedicated public access. Street trees are present along State Street and should be planted where necessary to provide a consistent parkway canopy. Private properties within this subarea contribute to a dense, mature tree canopy, and any new development should prioritize the protection and enhancement of trees in the area.

► **Street Network:** The traditional street grid found west of the river is not present in this subarea which is influenced, in part, by adjacency to the river. Driveways and direct access to properties from State Street should be minimized.



Neighborhood Mixed-Use Transition Subarea

► **Development Pattern:** This subarea acts as a buffer between the storefront commercial uses along State Street and the established residential neighborhoods. Generally speaking, new development should be compatible with adjacent structures and serve as a transition between varying development intensities. Where possible, buildings should be located at or near the sidewalk. Parking areas can exist in various locations on a site, but should always be screened/buffered with appropriate perimeter landscaping adjacent to the sidewalk.



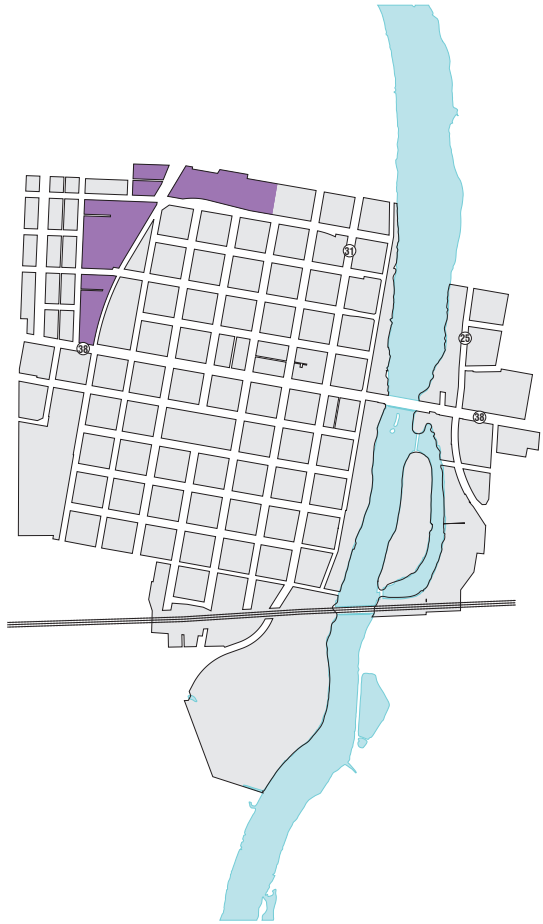
► **Architecture:** There is no set architectural style in the subarea, but traditional architectural styles and residentially scaled and proportioned buildings should be considered appropriate. Larger sites may lend themselves to non-residential scaled development. Building design should provide a level of detail necessary to be considered attractive from a pedestrian perspective. More important than the particular style of architecture of a building is the building's scale, height, orientation and overall character, in relation to surrounding properties and structures.

► **Streetscape and Pedestrian Realm:** The pedestrian realm is very important in this subarea and maintaining a continuous system of sidewalks is essential. Streetscaping should be consistent within the subarea and provide more interest than in the residential neighborhoods. Lighting, wayfinding, pedestrian crosswalks, and possibly street furniture should be used to establish a distinctive district.

► **Open Space/Tree Canopy:** The subarea's dense, mature tree canopy should be preserved as an important component of its character. New development should seek to preserve the trees to the greatest extent possible. Open space is minimal, but small plazas and gathering areas should be provided where possible as new development is considered.

► **Street Network:** The area surrounding the commercial core of Downtown should continue the traditional street grid, minimizing curb cuts and maximizing on-street parking.





Northwest Industrial Subarea

► **Development Pattern:** The development pattern of this subarea should consist of larger industrial properties with mid-sized buildings and attractively landscaped adjacent parking areas. Setbacks and building separation should provide some open space to increase compatibility with adjacent residential areas.

► **Architecture:** Architecture within this subarea is reflective of its industrial heritage in terms of the size and scale of buildings and the overall lack of ornamentation. Although existing buildings are a stark contrast to the historic and ornate architecture found in most of Downtown and its neighborhoods, new development should utilize quality materials and sufficient architectural design so as to provide compatible “neighborhood scaled” industrial buildings.

► **Streetscape and Pedestrian Realm:** Improving the pedestrian realm in the subarea should start with providing a complete sidewalk network, filling some of the existing gaps in the system. Streetscape should be minimal and consist primarily of street trees, grass parkways, and well maintained sidewalks, similar to the established residential neighborhoods adjacent to this subarea.

► **Open Space/Tree Canopy:** New development in the area should be encouraged to provide on-site shade trees and small areas of open space in front of and between buildings to help establish a “greener “ appearance to the area as it evolves.

► **Street Network:** The subarea consists of a large and irregular street network due to the large industrial properties and the abandoned rail line that runs through the area. As highlighted in other section of this Plan, consideration should be giving to establishing a new street (7th Street extended) and a new bike path/lane within the abandoned rail line, providing improved connectivity, circulation, and access within the neighborhood.

Section 6

Implementation

The Implementation section is intended as a “road map” for City staff and officials to use in their efforts to realize the vision set forth in this document. It is also a reference for other stakeholders and interested parties, such as residents, business owners, community organizations, and potential developers to use as a tool to work together to support and improve Downtown Geneva.

This section describes specific actions required to carry out the recommendations and policies of the Downtown/Station Area Master Plan and provides the detail necessary to allow the City to track the progress and effectiveness of the Plan, thereby maximizing its usefulness as a tool to achieve Plan recommendations.

The following pages include two parts: 1) Benchmarks and Indicators and 2) an Implementation Matrix. The Benchmarks and Indicators identify those components of Downtown that can be measured and monitored to assess the relative success of the City to improve Downtown. The indicators can be used to track changes and trends over time in order to assess progress made. The City should establish desired benchmarks against which these identified indicators can be used.

The Implementation Matrix uses the goals and objectives established in the Plan as a framework for specific actions that need to be undertaken to achieve the recommendations in the Plan. Each objective is paired with specific recommended strategies to implement the Downtown/Station Area Master Plan.

Benchmarks and Indicators

Benchmarks and indicators can provide the City with methods to measure the successful implementation and overall effectiveness of the Downtown/Station Area Master Plan. Identified below are data that can be tracked and benchmarked to serve as indicators to gauge trends and change within Downtown. Many of those identified use existing data available to City staff, however some may require voluntary cooperation, data collection, and monitoring from other entities and taxing bodies, including the Chamber of Commerce, and individual businesses. For some indicators, the City of Geneva already collects the data and information necessary to establish benchmarks and assess implementation success.

After adoption of the plan, a baseline should be established for all indicators and benchmarks desired to ensure consistent tracking of progress. Each of the following benchmarks should be evaluated on an annual basis.

Also, it is important to note that the City is already undertaking some of the objectives identified in the implementation section of the Plan, with some already established as on-going City initiatives.



GOAL 1 PRESERVE DOWNTOWN'S AUTHENTIC CHARACTER WHILE ACCOMMODATING NEW INFILL DEVELOPMENT

- **Building Permits** Tracking the number of building permits (by type) issued within Downtown will provide an indicator of new development. Within the Historic District, tracking building permit applications also provides detailed information on proposed modifications to buildings.
- **Other Permits** Permit Activity Tracking the type, location, and number or permits for work such as driveways, sidewalks, basements/attics, kitchen/bath, windows, roofs, siding, signs, awning, fence, sheds, and more will provide an indication of property reinvestment within the Downtown.
- **Demolition Permits** Tracking the number of demolition permits (by type) will serve as an indicator of redevelopment within Downtown and an important measure of maintaining the historic building stock.
- **Variances** Tracking the number of variances requested will serve to measure the effectiveness and appropriateness of the City's zoning ordinance. A trend of increasing number of variances may serve as an indication that zoning regulations are becoming inadequate or antiquated, and may need to be amended.
- **Certificates of Occupancy** Tracking the number of Certificates of Occupancy will assist in tracking business openings, closings, and relocations
- **Number of Landmarks** Tracking the number of locally-designated landmarks provides a measure for historic preservation efforts. The Historic Preservation Commission has identified potential landmarks through its Strategic Plan.
- **Number of Contributing Structures** As with landmarks, tracking the number of structures deemed to be contributing to the historic district provides a measure for historic preservation efforts.
- **Tree Survey** Maintaining an up-to-date tree survey provides quantitative information on the type, size, number and location of mature trees which contribute greatly to the distinctive character of Downtown.
- **Code Violations** Tracking the number, location, and type of maintenance code violations, prosecution summary, and corrective action taken will provide an indication of how well individual properties are being maintained.

2

GOAL 2 STRENGTHEN DOWNTOWN’S ROLE AS THE CENTRAL BUSINESS DISTRICT (CBD)



- **Number of Businesses** Tracking the number of businesses provides both a real time and year-over-year comparison of new businesses, closing businesses and total businesses within Downtown.
- **Average Lease Rate per Square Foot** Tracking lease rates provides localized information on larger market forces, the desirability of Downtown, and its competitive advantages or disadvantages.
- **Vacancy Rates** The City’s Economic Development Department diligently tracks available spaces for its business recruitment efforts. Tracking occupied and available spaces over time provides information on changes in vacancy rates.
- **Customer Satisfaction Survey** In addition to quantitative data, it is important to regularly gauge public perception through surveys of businesses, customers, and visitors.

- **Square Feet By Type of Business** Tracking the type and mix of businesses within Downtown provides a measure that can assist business attraction and retention.
- **Business Retention and Customer Satisfaction Surveys** The City should seek to establish the capacity to conduct business retention surveys and customer Satisfaction surveys on a more regular basis to better assess on an on-going basis the Downtown’s ability to attract new and maintain existing businesses and shoppers.

3

GOAL 3 MAINTAIN DOWNTOWN AS THE CIVIC HEART OF THE CITY



- **Number of Government Facilities Within Downtown** After a baseline is established, the number of government facilities can be tracked in order to document changes.
- **Number of Government Employees Within Downtown** After a baseline is established, the number, size, and type of government employees within the Downtown can be tracked as an indicator separate from the number of government facilities.
- **Amount of Government Owned Land** While community facilities in the Downtown are desirable, too much publicly owned land can hinder property tax revenue. By tracking the amount of publicly owned land, the City can assess the ratio of publicly-owned to privately owned land and its impact on

- property tax revenue.
- **Community Events and Festivals Held Within Downtown** Working with the Chamber of Commerce, the City should seek to develop the capacity to track the number of community events, attendance figures, and revenue estimates of events held within Downtown. This indication can demonstrate growth, measure event success in specific terms, and help to reinforce Downtown as the central gathering place for the community.
- **Perceptions Survey** In addition to quantitative data, it is important to regularly gauge public perception through surveys of vendors, sponsors and visitors.

4

GOAL 4 ENCOURAGE A DIVERSITY OF RESIDENTIAL DEVELOPMENT TYPES IN AND NEAR DOWNTOWN



- **Residential Population Within Downtown** Tracking the net change in the population in Downtown can provide important information on market demand and density needed for certain types of businesses.
- **Residential Building Permits** Tracking the number of new residential building permits (by type) issued within Downtown will provide an indicator of new development. Within the Historic District, tracking building permit applications also provides detailed information on proposed modifications to historic buildings.
- **Number of Zoning Change Requests** Historically and anticipated to be a very low number, tracking zoning change requests and approvals provides a gauge of land use conversions over time. A trend of increasing number of zoning change requests may serve as an indication that zoning regulations are becoming inadequate or antiquated, or that certain areas of the Downtown are transitioning to another type of use/character.

- **Home Sales and Rents** Tracking the number of home sales, average sale prices, and rental rates provides an indication of the market value and desirability of Downtown as a place to live and as a place for developers to do business.
- **Apartment Rental Prices (Per Square Foot)** Similar to home sales, tracking apartment rental prices provides localized information about larger market forces, affordability, the desirability of Downtown and its competitive advantages or disadvantages.
- **Owner-Occupied v. Rental** The City should track both the total number of rental units and the total number of owner-occupied within the Downtown.
- **Deteriorated and Dilapidated Units** The City should track the number, location, and type of dilapidated units as a means of measuring the number of units that need rehabilitation or redevelopment in order to provide quality housing options at all price points and as an indicator of reinvestment in housing units over time.

5

GOAL 5 MAKE IT EASY TO GET AROUND



- ▶ **New Bike Lanes** Tracking the linear feet of new bike lanes provides a quantitative measure of implementation of the Bikeway Implementation Plan.
- ▶ **New Or Improved Sidewalks** Tracking the linear feet of installed or repaired sidewalks provides a quantitative measure of pedestrian mobility.
- ▶ **Transit Ridership** Tracking transit ridership provides important information on transit usage which can impact Downtown in terms of land use, parking and redevelopment. Ridership information for both Pace and Metra should be gathered and assessed.
- ▶ **Commuter Survey** Tracking commuter perceptions and satisfaction is a complementary measure for quantitative data on transit ridership.
- ▶ **Parking Inventory** Tracking available parking including type, ownership, and location provides information on supply and demand. Data should be gathered and assessed for on-street, off-street lots, structured parking, private and public parking, and parking dedicated to commuters.
- ▶ **Bike Facilities** The number, location, and use of bike racks, lockers, and other bike facilities should be monitored.
- ▶ **Accident Data** Regularly reviewing compiled accident data provides a measure for vehicular, bicycle and pedestrian safety with Downtown. This is particularly important along State Street and Third Street.
- ▶ **Traffic Counts** Average daily traffic counts for all major roadways should be monitored to assess local traffic activity and to help identify potential issues resulting from increasing traffic volumes.
- ▶ **Wayfinding Signs** The City should develop and implement a comprehensive Downtown Wayfindind Program. Once the program is established and adopted, the City could establish benchmarks for its implementation.

Implementation Matrix

The following Implementation Matrix presents a summary specific objectives and related actions necessary to implement the recommendations of the Downtown/Station Area Master Plan. The Implementation Matrix also identifies potential participants in implementation and assigns a priority level to each item.

Possible Implementation Partners

The list of potential participants and partner organizations is not intended to be exhaustive, but rather serves as a starting point from which the City can build. The City Council and City Staff are not listed as possible implementation partners since they will directly be involved in each action step or strategy. Implementation Matrix items, such as recommended technical studies and analyses, that would likely benefit from outside expertise have also been highlighted.

Priority

Each action agenda item has been assigned a value of ‘1’, ‘2’, or ‘3’ which indicates the time frame within which that item should be achieved. These values are defined as follows:

‘1’ = Short Term (1-2 years)

‘2’ = Mid-Term (3-5 years)

‘3’ = Long Term (5+ years)

Those items which represent a long term policy stance or require immediate action with an on-going effort, such as the continued implementation of existing plans, have been assigned a value of ‘On Going’.

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 1: Preserve Downtown’s Authentic Character			
Objective 1 Encourage preservation and adaptive re-use of historic and architecturally significant buildings	Use the plan to guide the location, intensity, character and quality of adaptive re-use and expansion of existing buildings (PC, HPC, businesses owners, property owners, residents, developers, realtors)	Ongoing	PC, HPC, businesses owners, property owners, residents, developers, realtors
	Use the City’s Historic District Design Guidelines when preparing plans for the adaptive re-use of historic buildings	Ongoing	PC, HPC, businesses owners, property owners, residents, developers, realtors
	Update the Architectural and Historic Survey for the Geneva Historic District	1	HPC, property owners
	Update the nomination listing filed with the National Register of Historic Places for the Central Geneva (NR) Historic District and the North Geneva (NR) Historic District (area comprising the Geneva Historic District), and achieve certification by the National Park Service	1	HPC, property owners
	Explore voluntary establishment of Historic landmark designation with the owners of Historic properties located outside the Geneva Historic District, but within the downtown master plan study area (HPC, property owners)	Ongoing	HPC, property owners
	Review and update the city’s historic preservation ordinance	2	HPC, property owners
	Develop a public information program promoting the use of the City’s Historic District Design Guidelines when preparing plans for building expansions and adaptive re-use projects	1	HPC, Preservation Partners of the Fox Valley
	Develop a public information program illustrating rehabilitation methods and materials that combine energy and resource conservation, cost savings, and maintenance of historic buildings	1	Preservation Partners of the Fox Valley

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 1: Preserve Downtown’s Authentic Character (Cont’d)			
Objective 2 Ensure that new infill buildings respect the existing historic context and character of downtown	Continue the bi-annual Historic Preservation Awards Program	Ongoing	HPC, Preservation Partners of the Fox Valley
	Consider establishing a Landscape Enhancement Award program	1	Natural Resource Committee
	Consider developing a Design incentive program for building expansion/adaptive re-Use projects that meet Leadership in energy and Environmental Design (LEED) certification requirements	2	HPC, Natural Resource Committee, Preservation Partners of the Fox Valley
	Use the downtown plan to guide the location, intensity, character and quality of infill buildings	Ongoing	PC, HPC, Economic Development Commission, businesses owners, property owners, residents, developers, realtors
	Use the “Historic District Design Guidelines for New Construction” when designing infill buildings and sites	Ongoing	HPC, businesses owners, property owners, residents, developers, realtors
	Prepare a Catalog/Pattern Book showing how historic buildings and carefully designed infill buildings of varying sizes can be compatible with each other	2	HPC, Preservation Partners of the Fox Valley
	Conduct a public information program that establishes awareness of the completed Catalog/Pattern Book described above	2	HPC, Preservation Partners of the Fox Valley
	Require a composite photo analysis of buildings in block faces where infill buildings are proposed to demonstrate the design compatibility of infill buildings with existing buildings	Ongoing	HPC
Objective 3 Continue to emphasize the traditional downtown development pattern that gives preference to pedestrians and bicyclists, not motor vehicles	As set forth under Objective 1 above, consider developing a design incentive program to encourage infill buildings that meet Leadership in Energy and Environmental Design (LEED) certification requirements	2	HPC, Natural Resource Committee, Preservation Partners of the Fox Valley

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 1: Preserve Downtown’s Authentic Character (Cont’d)			
Objective 4 Establish programs that provide financial support to property owners and business owners for building improvements and rehabilitation projects.	Conduct an analysis of building setback regulations to determine if form-based code provisions (like required “build to” building setback requirements) would be useful in accomplishing historic preservation objectives, as well as other downtown master plan objectives	1	PC, HPC, business owners and property owners
	Conduct an analysis of parking lot design regulations to determine if off-street parking on private property should only be allowed in side and rear yards for commercial redevelopment	1	PC, HPC, business owners, property owners
	Prepare a plan for improvements to Third Street between James and Campbell Streets, and portions of James and Campbell Streets adjacent to the Old Kane County Courthouse building that convert the public street right of way into a “Festival Activated Right-of-Way” or woonerf	2	PC, HPC, Chamber of Commerce, Geneva Historic Center, business owners, property owners, residents, Cultural Arts Committee, County of Kane, consultant
	Continue to restrict the location of curb cuts along State and Third Streets	Ongoing	Illinois Department of Transportation
	Secure a permanent funding source for the City’s commercial Façade Improvement program	2	HPC
	Expand the use of SSA financing as a source of funding for major building improvement and rehabilitation	2	HPC, Chamber of Commerce, business owners, property owners
	Determine the feasibility of forming a Residential Façade Improvement Program and secure a permanent funding source	3	HPC, residential property owners
	Promote use of the Historic Preservation Property Tax Assessment Freeze Program	Ongoing	HPC, residential property owners
Objective 5 Promote the use of the Historic Preservation Income Tax Credit Program	Promote the use of the Historic Preservation Income Tax Credit Program	Ongoing	HPC, owners of income producing property

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 1: Preserve Downtown’s Authentic Character (Cont’d)			
Objective 5 Continue to implement streetscape improvements that exercise design restraint while working to visually unite the different areas of downtown	Develop a streetscape enhancement plan for W. State Street from the Fox River west to Anderson Boulevard	3	PC, HPC, Chamber of Commerce, Geneva Public Library Board, business owners, property owners, residents, Illinois Department of Transportation, consultant
	When preparing the streetscape enhancement plan for W. State Street, include a design study to evaluate the pros, cons and implications of providing angled parking along the street between 4th Street and 7th Street or Anderson Boulevard	3	PC, HPC, Chamber of Commerce, business owners, property owners, residents, Illinois Department of Transportation, consultant
	Explore potential funding sources for streetscape enhancements including the use of business district financing, tax increment financing and special service area financing	2	Economic Development Commission, Chamber of Commerce, business owners, property owners
Objective 6 Provide adequate buffers and screening to ensure that land use compatibility is achieved between residential uses and non-residential uses	Formulate buffer/screening design guidelines for downtown	3	PC, HPC, property owners
	Update the buffer/screening regulations in the zoning ordinance, as appropriate, to support the development concepts for opportunity sites in the downtown plan	3	PC, HPC, property owners

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 2: Strengthen downtown’s role as the Central Business District (CBD)			
Objective 1 Communicate with existing businesses, and offer support and assistance to their operations wherever possible	Continue to host regularly scheduled meetings with downtown business owners	Ongoing	Chamber of Commerce, business owners
	Continue to host regularly scheduled meetings with downtown property owners	Ongoing	Chamber of Commerce, property owners
	Maintain open channels of communication with business owners and property owners including print and online media, and look for ways to improve the effectiveness of communication	Ongoing	Chamber of Commerce, Economic Development Commission, business owners, property owners
	Continue to support merchant initiated special events by providing expanded technical services such as business logo design, advertising, business-to-business communication, and consumer marketing	Ongoing	Chamber of Commerce, Economic Development Commission, business owners, property owners
	Continue to encourage businesses to coordinate the dates and times when they are open for business	Ongoing	Chamber of Commerce, Economic Development Commission, business owners, property owners
Objective 2 Encourage a variety of business types to locate downtown, and	Analyze the potential of expanding the range of business uses allowed in the zoning regulations applicable to downtown (B2 Business District and B3 Business District regulations)	1	PC, Chamber of Commerce, Economic Development Commission, business owners, property owners
	Continue attraction efforts directed toward specialty retail shops/boutiques, businesses that address unmet market demand; specialty grocery stores, small to mid-size general merchandise stores, limited-service restaurants , as well as entertainment uses and unique “destination” uses that draw customers beyond the local retail trade area	1	Chamber of Commerce, Economic Development Commission, property owners, developers, realtors
	Identify which areas of downtown are best suited for locating entertainment uses	1	PC, Chamber of Commerce, Economic Development Commission
	Guide expanding and new businesses to areas designated in the downtown plan for commercial use and mixed-use development, and areas designated as “Opportunity Sites”	Ongoing	PC, HPC, Chamber of Commerce, Economic Development Commission, business owners, property owners, developers, realtors, residents

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 2: Strengthen downtown’s role as the Central Business District (CBD) (Cont’d)			
	Consider incorporating multi-family residential units in locations recommended for mixed-use development	Ongoing	PC, HPC, Chamber of Commerce, Economic Development Commission, business owners, property owners, developers, realtors, residents
	Facilitate discussions with property owners who are interested in working collectively to assemble land parcels needed for commercial and mixed-use redevelopment on Opportunity Sites	Ongoing	property owners, developers, realtors
Objective 3	Initiate programs to encourage the improvement and rehabilitation of older commercial buildings and spaces that are already, or are becoming, functional obsolete.	1	Chamber of Commerce, Economic Development Commission, business owners, property owners, consultants
		2	HPC, business owners
		1	Chamber of Commerce, Economic Development Commission, business owners, property owners, consultants
		2	Economic Development Commission
Objective 4	Encourage retail sales tax generating businesses to locate in ground floor spaces, with office and residential uses located on the upper floors of mixed-use buildings	1	Economic Development Commission, business owners, property owners
		1	PC, business owners, property owners

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 2: Strengthen downtown’s role as the Central Business District (CBD) (Cont’d)			
Objective 5	Actively market the Downtown as the City’s CBD to Geneva residents, and promote the Downtown throughout the Chicagoland region as a unique historic and architecturally significant shopping, dining and entertainment destination	Ongoing	Chamber of Commerce, Economic Development Commission
		2	Chamber of Commerce, Economic Development Commission
		2	Chamber of Commerce, Economic Development Commission, consultant
Objective 6	Support the provision of adequate amounts of parking for existing businesses, employees, shoppers, and commuters in a manner that continues the traditional pedestrian-oriented development pattern, and places buildings located at a near the public street sidewalk	2	Consultant, Economic Development Commission
		3	property owners, realtors, developers
		3	PC, HPC, Chamber of Commerce, business owners, property owners, residents, Illinois Department of Transportation, consultant
		3	property owners, business owners
		Ongoing	PC, Chamber of Commerce, business owners, Economic Development Commission, property owners, residents
		Ongoing	Chamber of Commerce, business owners, Economic Development Commission, property owners, residents

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 3: Maintain downtown as the civic heart of the city			
Objective 1 Support the continued presence of community and government facilities downtown as the central location for vital community facilities and services, and important activity generators	Utilize the downtown plan to assist government facility relocation decisions	Ongoing	Geneva Community School District #304, Geneva Public Library, County of Kane, U.S. Postal Service
	Explore expanding intergovernmental sharing of facilities for efficient service delivery	Ongoing	Geneva Public Library, Geneva Community School District #304, County of Kane, U.S. Postal Service
	Schedule periodic meetings with representatives from the units of government for updates on facility planning	Ongoing	Geneva Public Library, Geneva Community School District #304, County of Kane, U.S. Postal Service
	Update the downtown plan when the facility plans of units of government change	Ongoing	PC, Geneva Public Library, Geneva Community School District #304, County of Kane, U.S. Postal Service
Objective 2 Continue to support special events and festivals downtown	Seek ways to improve coordination of special events and festivals and reduce impacts on businesses	Ongoing	Chamber of Commerce, business owners, property owners, residents, civic organizations
	Continue to improve events and festivals so that the benefits of conducting them grow for the businesses, organizations and individuals involved	Ongoing	Chamber of Commerce, business owners, property owners, residents, civic organizations
Objective 3 Identify one or more locations for improvement as a civic gathering space(s) to be used for special events and festival activities	Prepare a plan for improvements to Third Street between James and Campbell Streets, and portions of James and Campbell Streets adjacent to the Old Kane County Courthouse building that converts the street into a “Festival Activated Right-of-Way” or Woonerf for pedestrian use during special events and festivals	2	PC, HPC, Chamber of Commerce, business owners, property owners, residents, Cultural Arts Committee, County of Kane, consultant

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 3: Maintain downtown as the civic heart of the city (Cont'd)			
Objective 4 Create new, small civic open spaces and plazas	Explore opportunities and locations for permanent and temporary public art displays	Ongoing	Cultural Arts Committee, Chamber of Commerce, business owners, property owners, residents
	Amend the city’s zoning ordinance to require the provision of publicly-accessible open space, pedestrian plazas and/or public art in new developments	2	Cultural Arts Committee, Economic Development Commission, Chamber of Commerce, PC, HPC, business owners, property owners, residents
	Prepare plans for gateway features recommended in the plan for the intersections of W. State and 7th Street, Route 25 and E. State Street, and in the vicinity of the recommended traffic circle/round-about at the intersection of Third Street and Route 31	2	Cultural Arts Committee, Economic Development Commission, Chamber of Commerce, PC, HPC, business owners, property owners, residents
Objective 5 Seek ways to enhance public access to and views of the Fox River	Explore the creation of a Riverfront Promenade (as an extension of RiverPark) along the west side of the Fox River between Stevens Street and commercial uses in the vicinity of the Route 38 bridge over the river	3	Geneva Park District, PC, HPC, Economic Development Commission, business owners, property owners, residents, consultant
	Amend the zoning ordinance so that size of buildings and spaces between buildings in multi-family developments preserve views of the river	2	PC, HPC, business owners, property owners
	Prepare feasibility studies and/or preliminary plans for the recommended pedestrian/ bikeway bridges in the plan (one bridge from the east river shoreline to Island Park, and one bridge connecting Stevens Street on the west river shoreline to Bennett Park and the Illinois Prairie Path on the east river shoreline. Pursue grant funding for the preparation of the studies and plans	3	Geneva Park District, Bicycle-Pedestrian Committee, Cultural Arts Committee, PC, HPC, County of Kane, business owners, property owners, residents, Illinois Department of Natural Resources, U.S. Army Corps of Engineers, consultant

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 3: Maintain downtown as the civic heart of the city (Cont'd)			
	Prepare a conceptual site plan for a new park and bicycle/pedestrian entrance to Island Park (along with recommended bridge) on property located along the west side of Route 25 (Crissey Avenue) immediately north of the Union Pacific Railroad tracks	3	Geneva Park District, Bicycle-Pedestrian Committee, Cultural Arts Committee, PC, HPC, Chamber of Commerce, County of Kane, business owners, property owners, residents, Illinois Department of Natural Resources, U.S. Army Corps of Engineers, consultant
	Work with the Kane County Forest Preserve District to extend hiking/biking paths and provide passive recreational amenities at the Gunnar Anderson Forest Preserve	Ongoing	Bicycle-Pedestrian Committee, Forest Preserve District of Kane County, Geneva Park District

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 4: Encourage diversity of residential development types in and near the downtown			
Objective 1 Support the provision of a variety of housing types within the downtown for all of the life stages of residents, including, but not limited to, single-family detached, single-family attached (townhouses/ rowhouses), multi-family (condominiums/ apartments), affordable senior housing and affordable workforce housing	Use the downtown plan to guide the location, intensity, character and quality of infill residential developments	Ongoing	PC, HPC, property owners, residents, developers, realtors
	Amend the zoning ordinance and subdivision regulations to allow the types and densities of residential development recommended in the plan	1	PC, HPC, property owners, residents, developers, realtors
Objective 2 Encourage new residential infill development that is compatible with adjacent uses, scale and mass of buildings, and building setbacks, as well as the historic character of downtown	Use the “Historic District Design Guidelines for New Construction” when designing infill buildings and sites	Ongoing	PC, HPC, property owners, residents, developers, realtors
	Prepare a Catalog/Pattern Book showing how carefully designed infill residential buildings of varying sizes and historic buildings can be compatible with each other	2	HPC, Preservation Partners of the Fox Valley
	Require a composite photo analysis of buildings in blocks where infill residential buildings are proposed that demonstrates their design compatibility with existing buildings	Ongoing	HPC
	Evaluate the landscape buffer/visual screening requirements in the zoning ordinance to determine if modifications are needed for visual buffer/screening between recommended residential infill development and adjacent uses	2	PC, HPC, property owners
	As set forth under Goal 1 above, consider developing a design incentive program for infill residential buildings that meet Leadership in Energy and Environmental Design (LEED) certification requirements	2	HPC, Natural Resource Committee, Preservation Partners of the Fox Valley

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 5: Make it easy to get around			
Objective 1 Establish a wayfinding signage system within the downtown to direct motorists, pedestrians and bicyclists to key community/ public facilities, public parking areas, commercial establishments, and other important destinations	Develop a downtown wayfinding signage system and plan for the downtown, and design the wayfinding signs. Engage businesses owners, property owners, citizens and units of government in the wayfinding signage planning and design process	2	PC, HPC, Chamber of Commerce, Geneva Public Library, Geneva Park District, County of Kane, Bicycle-Pedestrian Committee, business owners, property owners, residents
	Identify locations outside of the downtown where wayfinding signage can be placed to direct individuals downtown	2	PC, HPC, Chamber of Commerce, Geneva Public Library, Geneva Park District, County of Kane, Bicycle-Pedestrian Committee, business owners, property owners, residents
	Pursue grant assistance for the design, fabrication and installation of a wayfinding signage system	2	
	Develop an interactive, mobile phone application for finding destinations highlighted in downtown wayfinding signage	2	Chamber of Commerce, Economic Development Commission
Objective 2 Monitor parking space supply/demand for commercial and governmental uses, and determine parking space surpluses/ shortfalls.	Conduct semi-annual on-street and off-street parking demand studies	Ongoing	Chamber of Commerce, Economic Development Commission
	Conduct turnover studies of on-street parking spaces on State and Third Streets	Ongoing	Chamber of Commerce, Economic Development Commission
	Create new parking spaces to address shortfalls in space availability	Ongoing	Chamber of Commerce, Economic Development Commission
	Develop a strategy to finance the creation of new parking spaces	2	Chamber of Commerce, Economic Development Commission
Objective 3 Promote the provision of shared ingress/ egress locations and cross-access drives for commercial and mixed-use properties	Use the plan to guide site planning for redevelopment sites, and incorporate shared ingress/egress locations and cross-access drives where feasible	Ongoing	PC, HPC, businesses owners, property owners, residents, developers, realtors

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 5: Make it easy to get around (Cont'd)			
Objective 4 Support the efforts of Metra to increase commuter train ridership and provide a sufficient number of parking spaces to meet commuter parking demand	Analyze commuter parking space needs after construction of the 3rd level of the Geneva Commuter Parking Facility is complete, and if additional spaces are needed, consider the plan recommendations for parking areas to create the additional spaces	2	Metra, PACE, PC, HPC, business owners, property owners
	Determine the need for a permanent Park-and-Ride facility in the Randall Road corridor for service to/from the Geneva Metra Station. If the need for a facility is demonstrated, develop a funding strategy	3	Metra, PACE
	Work with Metra before and during the construction of the Third Track of the Union Pacific Railroad through downtown to communicate with business and property owners, residents and commuters on construction scheduling, and changes to Geneva Metra Station operations during construction	2	Metra, PACE, Chamber of Commerce, business owners, property owners
	Design any new commercial building space constructed in the vicinity of the Geneva Metra Station to accommodate the needs of retailers who serve commuters, as well as specialty retail shops, restaurants, and convenience/comparison good retailers	2	Metra, PACE, PC, HPC, business owners, property owners, developers
Objective 5 Work with PACE to improve bus service, bus service infrastructure, and the flow of information to bus riders	Work with PACE to Secure funding for the installation of transit information kiosks	2	Metra, PACE
	As set forth in Objective 4 above, determine the need for a permanent Park-and-Ride facility in the Randall Road corridor for service to/from the Geneva Metra Station. If the need for a facility is demonstrated, develop a funding strategy	3	Metra, PACE
	Coordinate with PACE officials on the design of any bus stop facilities that need to be incorporated in the design of redevelopment projects adjacent to the Geneva Metra Station	Ongoing	Metra, PC, HPC, business owners, property owners

Goal / Objective	Action Steps/Strategies	Priority	Possible Implementation Partners
Goal 5: Make it easy to get around (Cont'd)			
Objective 6 Continue implementing the recommendations in the city's adopted Bikeway Implementation Plan	Update the Bikeway Implementation Plan to incorporate the recommended bike route changes shown in the downtown plan	1	Bicycle-Pedestrian Committee
	Add bike lane striping and bike route signs for all designated routes shown in the Downtown Master Plan	2	Bicycle-Pedestrian Committee
	Amend the zoning ordinance to require installation of bike racks in multi-family apartment/condo, mixed-use, commercial/office and light industrial developments	1	PC, HPC, business owners, property owners
	Periodically review and update as needed the Geneva Bike Rack Plan prepared by the Bicycle-Pedestrian Committee	Ongoing	Bicycle-Pedestrian Committee
	Work with the Bicycle-Pedestrian Committee to determine bike rack/bike storage locker needs at the Geneva Metra Station, and develop a funding strategy for providing additional facilities	2	Bicycle-Pedestrian Committee
	Create a City of Geneva bike route map for residents and visitors	1	Bicycle-Pedestrian Committee
Objective 7 Improve connectivity across the Fox River for pedestrians and bicyclists	As set forth under Goal 3, prepare feasibility studies and/or preliminary plans for the recommended pedestrian/bikeway bridges in the plan (one bridge connecting the east river shoreline and Island Park, and one bridge connecting Stevens Street on the west river shoreline to Bennett Park and the Illinois Prairie Path on the east river shoreline	2	Cultural Arts Committee, Economic Development Commission, PC, HPC, business owners, property owners, residents
	Incorporate into the recommended wayfinding signage system signs that provide directions between Island Park and W. State Street/ Third Street	2	Cultural Arts Committee, Economic Development Commission, Chamber of Commerce, PC, HPC, business owners, property owners, residents
Objective 8 Continue communication with IDOT officials on traffic operations along State Street, as well as street or parking improvement plans, and any proposed developments	Hold periodic meetings with IDOT officials on future plans for State Street	Ongoing	Illinois Department of Transportation

