Route 59 Corridor Study

COMPREHENSIVE PLAN

DRAFT FOR DISCUSSION PURPOSES ONLY - FEBRUARY 5, 2019





sda
Schoppe Design Associates, Inc.
LAND PLANNING & LANDSCAPE ARCHITECTURE

Conceptual perspective renderings provided by CallisonRTKL

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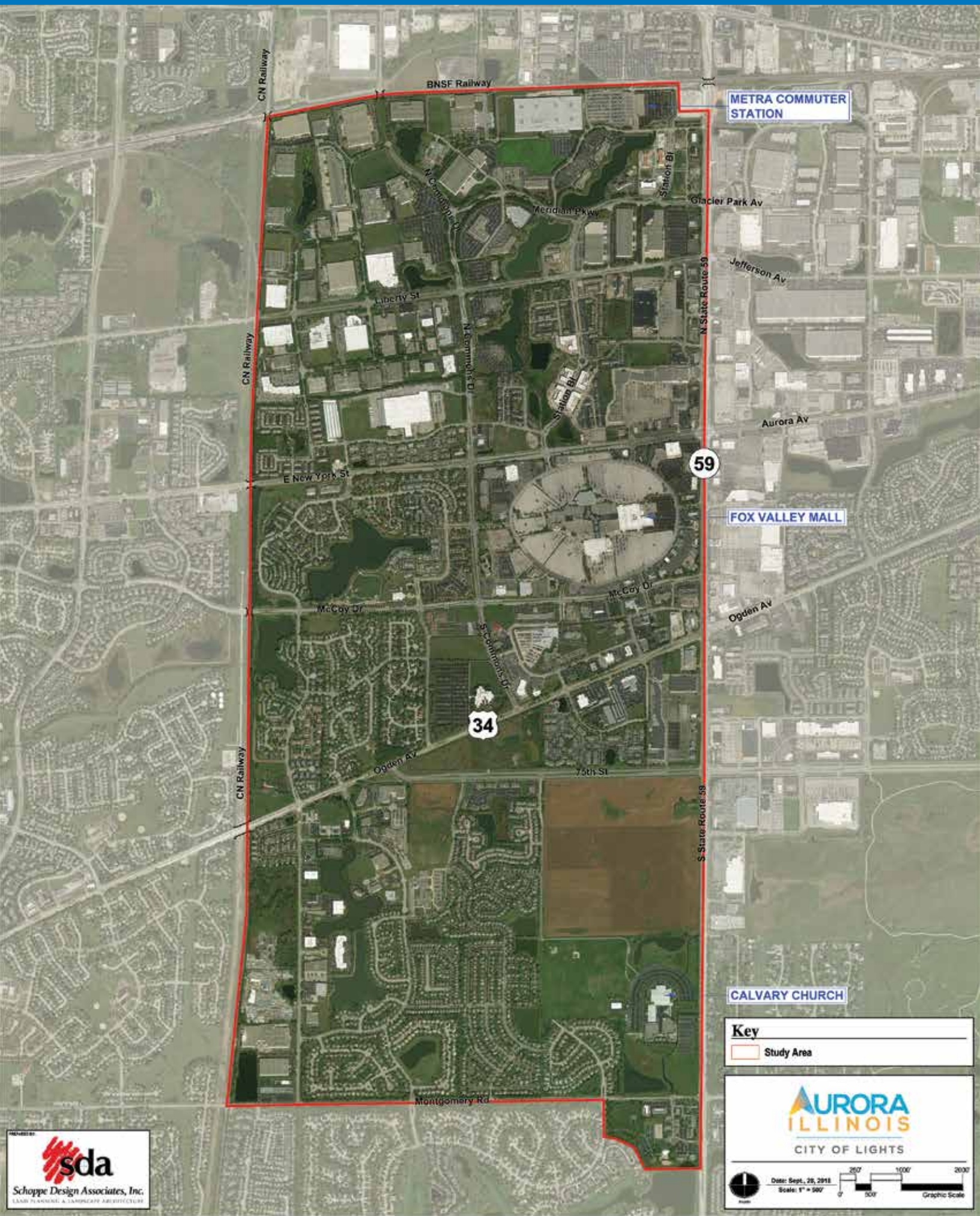
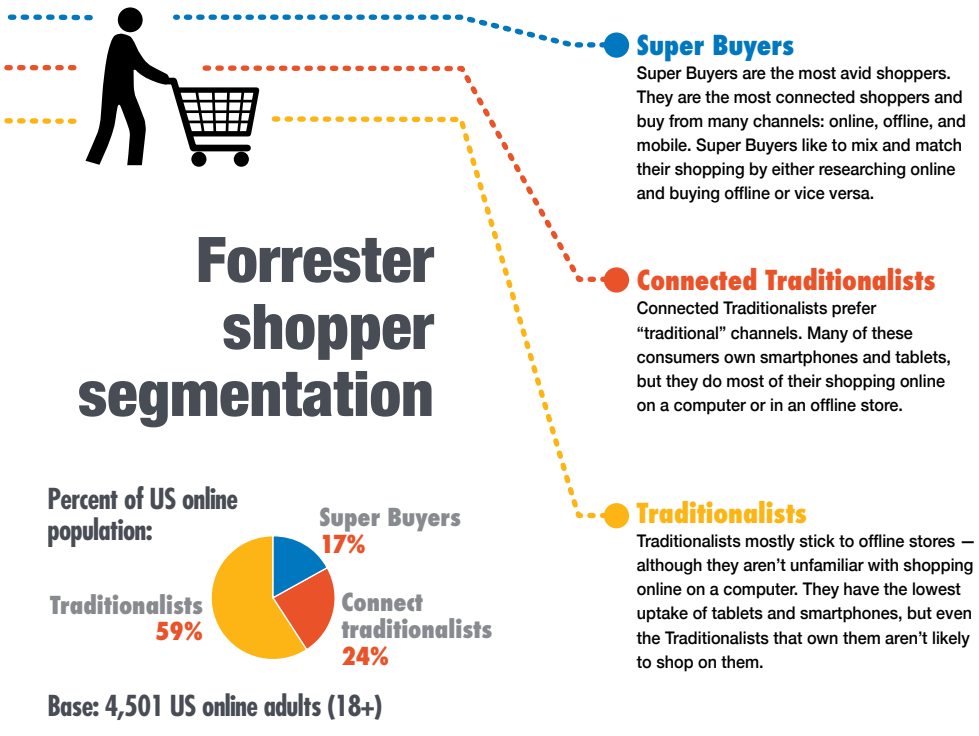


Executive Summary

The Route 59 Corridor Plan sets a bold but achievable vision that seeks to transform this regionally significant corridor into a renewed and revitalized destination to not only shop and eat, but also a sustainable place to *live*, *work* and *play*....

Given the changing nature of commercial buying habits, coupled with the advancement of multi-modal transportation initiatives in the Route 59 corridor, the City of Aurora began on a re-evaluation of land uses and related elements for the Route 59 Corridor Plan study area. Retail trends continue to demonstrate more consumers shopping online, taking market share from traditional retailers. Retailers were once rewarded for opening as many locations as possible, with square footage almost synonymous with the success of a business. As shopping habits have shifted on-line, brick-and-mortar stores have become expensive and redundant.

The location of the corridor as a regional draw and destination presents unique opportunities to expand and maximize successful development initiatives. A fresh perspective based on current and substantiated information will provide the necessary foundation to effectively design a comprehensive approach to shape and direct appropriate and beneficial development for this region within the Aurora community.



Source: *North American Technographics® Consumer Deep Dive: Investigating The Customer Life Cycle (Buy Phase) Survey, Q1 2012 (US)*

VISION STATEMENT

The Route 59 Corridor will emerge as a uniquely 21st century regional destination that will establish a distinctive sense of place comprised of a variety of complementary and interdependent land uses that will ensure a stable, sustainable corridor that contributes to the quality of life and identity of the overall Aurora community.

PRINCIPLES

Each new development proposal for the Route 59 Corridor Plan study area will address these community-based principles:

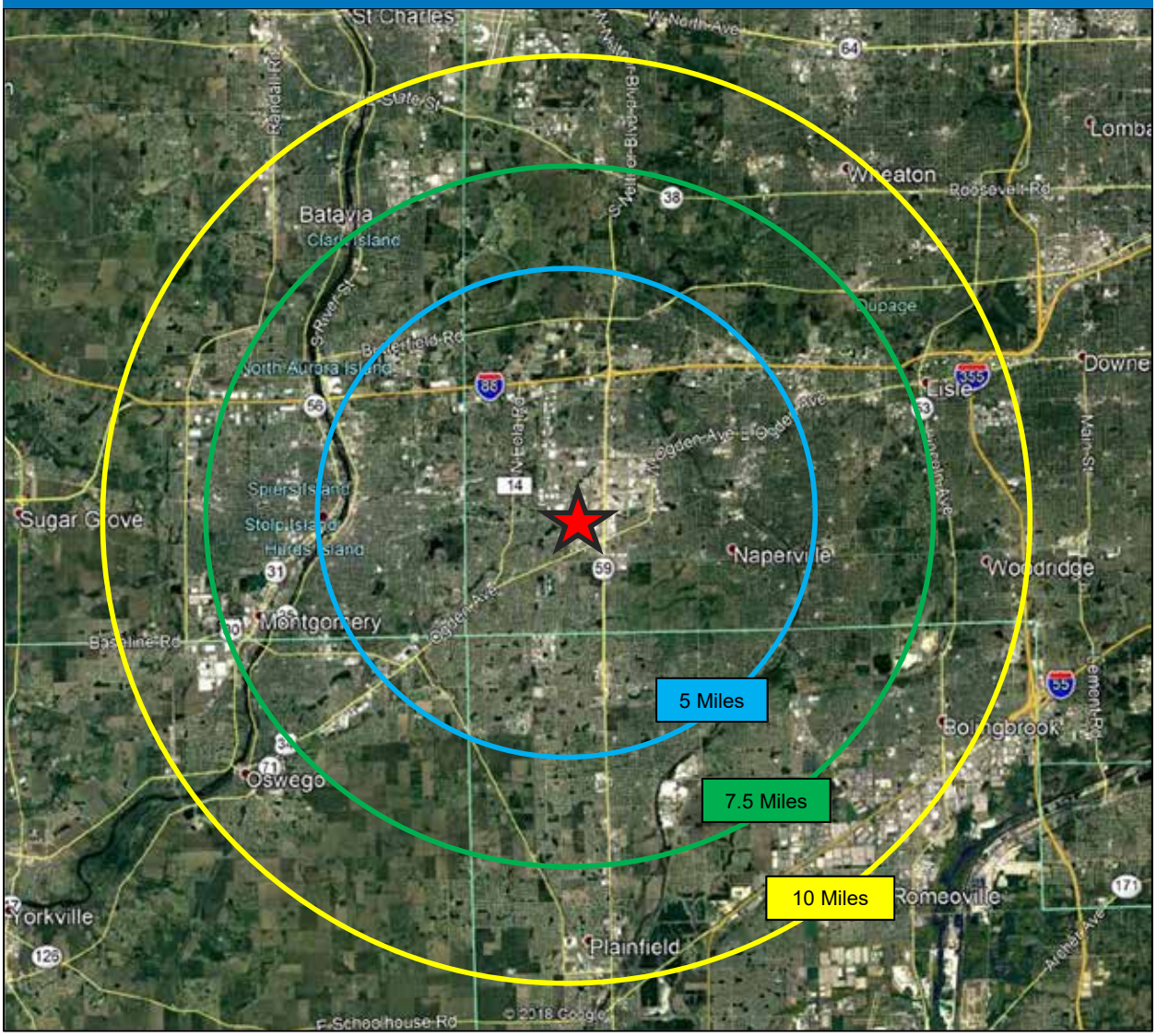
BUILD ECONOMIC VALUE	In light of evolving demographic, economic, and market trends, strengthen the Route 59 Corridor's competitive position as a regional destination for shopping, working, living, and playing.
ENHANCE LIVABILITY	Offer new and expanded choices that help people of all ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.
IMPROVE CONNECTIVITY	Enhance safety and connectivity for all users of the roadway including motorists, transit riders, pedestrians and bicyclists with a focus creating an interconnected local and regional trail system.
PROMOTE SUSTAINABILITY	Use every building, paved area, public space and other elements of redevelopment to improve the area's environmental performance and resiliency.
CREATE COMMUNITY	Provide a mix of private, public, and civic uses; parks, squares, commons and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

Strong Market Demand

The Market Study showed that demand exists for approximately 729 for-sale units per year in the Competitive Market Area (CMA 5-mile radius). The study also showed that of this overall number, approximately 234 for-sale units should be targeted toward active adult buyers. The rental demand analysis for the same CMA indicated a demand for 378 rental units per year. This demand is expected to continue for the next five (5) years, resulting in an **overall combined five-year demand of 5,535 new residential units in the 5-mile CMA.**

From a retail perspective, the study area is over-supplied with retail uses, due in large part to struggling department stores (Sears, Carson's, Toys "R" Us). The downsizing of these retailers will bring the retail gap more in balance in the coming months and years. Successful mall redevelopments are creating shopping "experiences" that include a combination of outdoor space, restaurants, entertainment options and boutique retail uses. Success stories also include a mix of residential, office and hotel uses. Although the market study does not indicate a strong demand of office uses the City would support office uses within the study area.

MARKET STUDY RADIUS



A redeveloped Fox Valley Mall is strongly encouraged prior to the development of other areas in the corridor as it will serve as the central catalyst for the type, shape and form of remaining development. This redevelopment should include a mix of restaurants, entertainment, residential and open spaces/plaza gathering spaces. There is enough demand for approximately **17,000 to 26,000** square feet of new restaurant space. This demand could be much greater depending on the types of restaurants that are attracted to a redeveloped mall area.

The Market Study also showed that the study area is undersupplied in the Food and Beverage Store category. There exists a good opportunity for a standard or boutique grocery store within the study area, especially with the recommended increase of residential units.

5-YEAR HORIZON IN 5-MILE CMA

3,645 for sale units + 1,890 rental units + 26,000 square feet of new restaurant space + new grocery store

Growth Strategies and Smart Growth Principles

The City of Aurora should continue to encourage development that strengthens the community and is sustainable into the future. To promote efficient, well-planned growth, it is recommended that the City target and promote infill development and redevelopment opportunities within the Route 59 Corridor study area. In addition, developers are encouraged to utilize smart growth development practices that include the following guiding principles:

1. **Mix land uses**
2. **Take advantage of compact building design**
3. **Create a range of housing choices**
4. **Create walkable neighborhoods**
5. **Foster distinctive, attractive communities with a strong sense of place**
6. **Preserve open space and improve existing critical environmental areas such as the Waubonsie Creek corridor**
7. **Strengthen and direct development toward existing areas**
8. **Provide a variety of transportation choices**
9. **Make development decisions predictable, fair and cost effective**
10. **Encourage community and stakeholder collaboration in development decisions**

Future Land Use Plan

The Route 59 Corridor Plan study area is, and is anticipated to remain, a balance of mixed land uses with a variety of housing options. Goals and objectives of the recommended land use strategy include the following:

RESIDENTIAL GOAL:

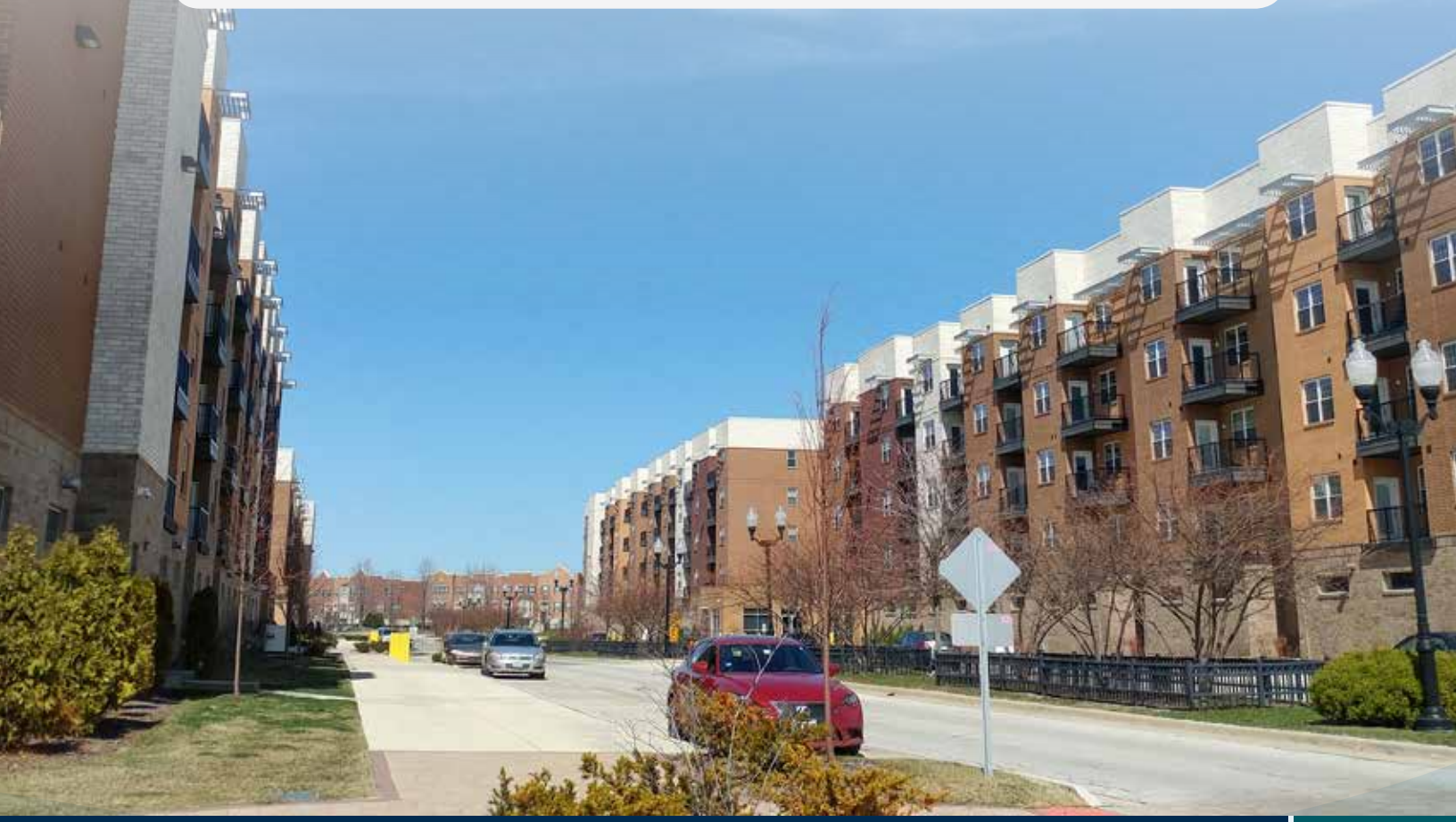
The City will maintain and strengthen established residential areas while diversifying housing options to attract new residents and provide housing opportunities for varying stages of life.

OBJECTIVES:

- Encourage new multi-family housing and mixed-use developments in and around the Fox Valley Mall to provide customer base and vitality necessary to support redevelopment strategies.
- New housing encouraged at strategic locations within easy access of transit and commercial uses.
- Support varying unit types, sizes, styles, and price points for different housing needs.
- Promote high-quality construction and design related to architectural design, scale, materials and details.
- Maintain and promote connectivity between residential and adjacent non-residential and mixed-use areas.
- Support infill and redevelopment of underperforming properties.

RESIDENTIAL PLAN HIGHLIGHTS

- No new low-density residential projects are recommended. New residential development will be focused on those areas near and around the Fox Valley Mall. These projects are intended to generate a concentrated and dense population base to support and sustain the recommended redevelopment policies.
- Future residential uses are recommended in the medium density (6-12 units/acre) and high density (12+ units/acre).
- Future medium density dwelling units account for approximately 20% of new units proposed with high density dwelling units accounting for 80%.
- The Plan illustrates a range of dwelling unit counts throughout the corridor in three different development categories:
    1) ***Projects already approved and/or under construction.*** Approximately 525 units are underway in the study area consisting of townhomes and apartments.
    2) ***Short term (0-5 years) recommendations.*** Approximately 960 units are recommended in the plan consisting of townhomes, apartments and senior housing. It's important to note that no formal development proposals have been submitted at this time.
    3) ***Long-term (6-20+ years) recommendations.*** Other areas recommended for future residential uses are likely to occur in the long term and could include a mix of townhomes, apartments and senior housing.



COMMERCIAL GOAL:

The City will use this Plan's recommendations to support and attract new commercial and industrial development and redevelopment in the Route 59 Corridor, to diversify the local economy with the flexibility to respond to ongoing changing market conditions.

OBJECTIVES:

- Create a new and revitalized atmosphere and identity for the Fox Valley Mall.
- Attract new residents, shoppers and employment opportunities to the area.
- Promote the development of coordinated commercial nodes at key locations rather than widespread strip commercial development.
- Actively seek out developer partners interested in and capable of executing the City's vision.
- Implement a framework of recommended design guidelines and corridor character elements to create a more unified and identifiable feel to the corridor.
- Coordinate the efforts of local economic development agencies to actively promote and market development opportunities, and cross-market these efforts with the emerging downtown Aurora revitalization plans.

COMMERCIAL PLAN HIGHLIGHTS

- Primary focus of new commercial development will be centered on revitalization of the Fox Valley Mall and the immediate surrounding areas. In addition to introducing residential uses, commercial uses should include restaurant and entertainment uses, boutique retail, and a mix of office and hotel use.
- Additional revitalization efforts will continue for the existing shopping centers at the northwest corner of Route 59 and New York Street and the northwest corner of Route 59 and 75th Street.
- New commercial uses beyond the mall area will be in targeted nodes that capitalize on visibility, traffic volumes, drive-time population, safe and controlled access, and proximity to customers.
- Demand analysis indicates need for **restaurant/food uses; drug, health and personal care stores; grocery store; and an upscale hotel.**

Fox Valley Mall Sub-Area Plan

The Fox Valley Mall Sub-Area Plan sets forth an ambitious vision that seeks to transform the approximately 195 acres of commercial and retail development that includes the mall itself and the adjacent underperforming properties into more walkable, mixed-use developments.

MALL SUB-AREA PLAN GOAL:

Proactively shape and address the development issues and processes confronting the changing environment of the mall area, and to direct appropriate and beneficial development for this critical gateway to the Aurora community.

OBJECTIVES:

- Create an overall design theme such as a "downtown main street".
- Focus redevelopment uses on those supported by the market study, i.e. a combination of outdoor spaces, fine and casual dining, entertainment options, an upscale hotel, and supportive high-density intergenerational housing.
- Create development nodes along the existing mall ring road that provide interconnected traffic and pedestrian systems.
- Restore the natural drainage corridor along the northwest section of the ring road to create visual amenity and sustainable stormwater management.
- Provide and improve pedestrian and vehicular connectivity to and through the mall.

CONCEPTUAL MALL PLAN HIGHLIGHTS *(Ultimate Plan may be different)*

- Enhanced Main Street entrance from Route 59 serving as gateway to the development.
- Concept includes proposed new or redeveloped commercial/retail; redevelopment assumes the removal of the vacant Sears and Carson's stores.
- Redeveloped Sears site including restaurant and entertainment uses centered around a public plaza.
- Introduction of an inner-ring road that continues the Main Street theme around and adjacent to the main mall building at various development nodes.
- Potential for **new residential units** that includes for-sale and rental, conventional and age-targeted, creating an intergenerational village of customers and community.
- Realignment of Venturi Drive for a more direct connection with property to the south to create a new mall entrance.
- Enhanced and cohesive streetscape design and adaptive reuse of existing buildings to meet market demands in a cost-effective and environmentally friendly way.

Connectivity and Access

Opportunities for improved connections between new and existing development exist in the study area and should be promoted in new development and redevelopment proposals. As the area continues to develop, improvements will become increasingly important to improve and enhance the existing system to serve the demands on the multi-modal transportation network.

CONNECTIVITY AND ACCESS GOAL:

Enhance safety and connectivity for all users of the roadway including motorists, transit riders, pedestrians and bicyclists with a focus creating an interconnected local and regional trail system.

OBJECTIVES:

- Ensure roadway connections between existing and future developments/redevelopments when possible.
- Connect gaps in the trails and sidewalk system and include connections to the larger regional trail system.
- Create connection opportunities for existing and future residents that increase safe and easy walkability/bikeability between the mall attractions and surrounding areas.
- Improve/increase connections between the mall and the Metra Station.
- Create an attractive and desirable bicycle and pedestrian circulation system.

CONNECTIVITY PLAN HIGHLIGHTS

- Extend Commons Drive south of Ogden Avenue to 75th Street with accompanying multi-use trail.
- Strengthen and enhance the greenway associated with the Waubonsie Creek drainage corridor.
- Provide connection between Yorkshire Plaza shopping area and the Station Boulevard corridor.
- Upgrade the Station Boulevard and New York Street intersection with enhanced and improved pedestrian crossing experience.
- Connect future uses of the Brach-Brodie property to the extended Commons Drive trail system.

CHAPTER 1

Introduction

The 2018 Route 59 Corridor Plan revisits and modernizes the recommendations included in the City-wide 1984 Comprehensive General Land Use and Circulation Plan, that has been amended over time since its initial adoption. The 1984 land use plan proved a useful tool during the rapid growth that the City experienced during the 1980's and through 2010. However, given the changing nature of commercial buying habits, coupled with the advancement of multi-modal transportation initiatives in the Route 59 corridor, and the emergence from a nation-wide economic downtown and development slowdown, a re-evaluation of the land uses and related elements of the corridor study area is timely and merited.

The study area is generally defined by the BNSF Railroad tracks on the north, Route 59 on the east, Montgomery Road on the south, and the CN railroad tracks on the west.

The proximity of the study area to both Route 59 and the Route 59 Metra Station provides unique opportunities to expand and maximize successful development to take advantage of the transportation opportunities and the forward-thinking vision in this region of the City. A fresh perspective based on current and substantiated information, and market analysis will provide the foundation necessary to effectively plan a comprehensive approach to shape and direct appropriate and beneficial development for this segment of the Aurora community.

What is a Comprehensive Plan?

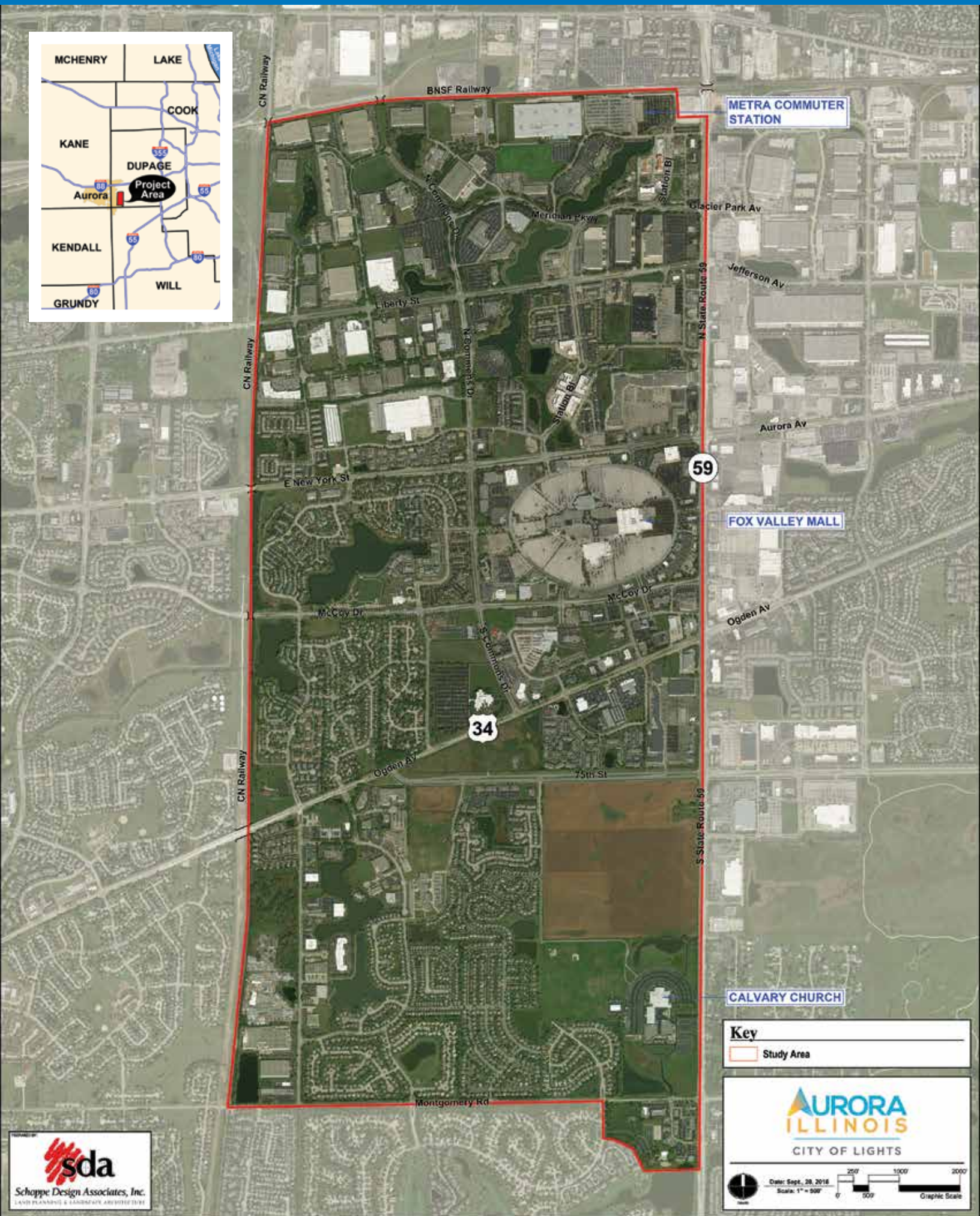
A comprehensive plan is a long-range policy document that is adopted and amended by City Council. The plan is designed to be a guiding document to assist with planning and policy decisions over the next twenty plus years.

Section 11-12-5 of the Illinois Municipal Code provides municipalities with the power, but not the requirement, to prepare comprehensive plans. The plan is the foundation for land use regulations as set forth in the zoning code.

A comprehensive plan outlines a community's vision, recommendations and policies that will help achieve that vision. It provides a detailed framework for the preservation and enhancement of community assets, while guiding development and investment decisions.

Specifically, the Route 59 Corridor Plan has been developed to direct future growth and redevelopment within the study area. The Plan allows community leaders to identify and plan for additional growth and changes which may have physical, social or environmental effects. The Plan also provides direction to proactively shape and address development issues and processes confronting a growing and changing environment.

STUDY AREA


MCHENRY
LAKE
COOK
KANE
DUPAGE
Project Area
Aurora
KENDALL
WILL
GRUNDY
CN Railway
BNSF Railway
METRA COMMUTER STATION
N Commons Dr
Meridian Pkwy
Station Bl
Glacier Park Av
Jefferson Av
N State Route 59
Liberty St
Aurora Av
E New York St
59
FOX VALLEY MALL
McCoy Dr
Ogden Av
S Commons Dr
34
75th St
S State Route 59
CALVARY CHURCH
Montgomery Rd
Key
Study Area
AURORA ILLINOIS
CITY OF LIGHTS
Graphic Scale
sda
Schoppe Design Associates, Inc.

Snapshot of Aurora

- The City of Aurora is a thriving, diverse community of 203,195 inhabitants, making it the second largest city in Illinois.
- Aurora is located approximately 35 miles west of Chicago.
- The City comprises an area of approximately 47 square miles.
- Situated in southeastern Kane, western DuPage, northwestern Will and northeastern Kendall Counties, the City is a balanced combination of diverse residential housing and a thriving local economy consisting of retail, office, manufacturing, distribution, and cultural and entertainment industries.
- Aurora is served by a major interstate, I-88, and multiple Strategic Regional Arterials including State Routes 59, 34 (Ogden Avenue), 31 and 25.
- Aurora is served by top-rated Illinois school districts.
- The Fox Valley Mall and Chicago Premium Outlets call Aurora home.
- OnLight Aurora provides the City with a high quality ethernet fiber optic network.
- A booming arts and entertainment scene are contributing to the successful revitalization of Aurora's downtown, located on the scenic Fox River.

It is important to note that the plan is fluid. A comprehensive plan is constantly evolving to respond to changing conditions within a community, and as such the City should review this plan on a regular basis to ensure that local needs are being met and to take advantage of new opportunities.

Comprehensive Planning Process

The Route 59 Corridor Plan is the product of a multi-step, community-driven planning process that combines detailed technical work with the ideas of stakeholders in the study area and Aurora community. The yearlong planning process began in February 2018. The process included the following key phases:

1. **Inventory and analysis**
   - **a.** Review existing conditions
   - **b.** Interviewing key stakeholders
   - **c.** Market study
2. **Existing Conditions Report**
3. **Preparation of a Draft Plan**
4. **Public open house**
5. **Revision of the Draft Plan**
6. **Adoption process and Final Plan**
   - **a.** Planning Council
   - **b.** Planning Commission – Public Hearing
   - **c.** Planning and Development Committee
   - **d.** Committee of the Whole
   - **e.** City Council

From beginning to end, the planning process achieves the following goals:

- Engages Aurora officials, residents, business and property owners, community service providers, and other interested parties;
- Considers existing conditions, and opportunities;
- Identifies opportunities and constraints;
- Establishes a common vision, goals and objectives; and
- Outlines detailed recommendations and implementation strategies.

The planning process involved the Aurora community and elected/appointed officials in decision-making, which promotes a cohesive sense of community and an avenue by which information about local conditions, needs, and attitudes can be channeled. Allowing the community to participate in the creation of the plan helped foster a sense of stewardship.

Considering What Exists Today

Before being able to plan for the future, it is important to have a comprehensive understanding of what types of land uses and community characteristics exist in the study area currently and contribute to its present day circumstances. This understanding will promote the development of an appropriate and effective plan that addresses the issues and concerns, goals and objectives of the community. Accordingly, detailed research and technical analysis was conducted as part of the study process and culminated in the preparation of the Existing Conditions Report, an appendix to this Plan. The report provides a current snapshot of conditions in the Route 59 Corridor, and functions as the foundation to create the shared vision for this critical Aurora gateway.

Elements of the Corridor Plan

The Route 59 Corridor Plan is composed of a series of distinct yet interrelated elements. The key elements addressed in the Plan are divided into the following sections:

- **Executive Summary**
- **Chapter 1:** Introduction
- **Chapter 2:** Corridor Vision
- **Chapter 3:** Future Land Use Plan
  - **SECTION 3.1:** Growth Strategies
  - **SECTION 3.2:** Residential Development
  - **SECTION 3.3:** Commercial Development
- **Chapter 4:** Fox Valley Sub-Area Plan
  - **SECTION 4.1:** Fox Valley Mall and Sub-Area
  - **SECTION 4.2:** Urban Design and Character
- **Chapter 5:** Connectivity and Access
  - **SECTION 5.1:** Connectivity Approach
  - **SECTION 5.2:** Connectivity Plan
- **Chapter 6:** Corridor Character
- **Chapter 7:** Implementation Strategies

Appendices: Existing Conditions Report, June 2018
Route 59 Corridor Market Analysis, May 2018
Stakeholder Input Summary
Public Open House Summary


OFO


ECONOMIC
ENVIRONMENTAL
SOCIAL

Corridor Vision

The Vision for the Route 59 Corridor Plan embodies the collective desires and aspirations voiced by stakeholders in the study area, the needs of community service providers also interviewed for the study, input from City staff and officials, input received through public engagement and recommendations based on the consultant's expertise.

The Vision establishes a set of core values to inspire and guide the City as it makes land use and development decisions in subsequent years. These values set the foundation for the five (5) founding principles that guided the recommendations of the Plan:

STRENGTHEN ECONOMIC VALUE: In light of evolving demographic, economic, and market trends, strengthen the Route 59 Corridor's competitive position as a regional destination for shopping, working, living, and playing.

ENHANCE LIVABILITY: Offer new and expanded choices that help people of all ages, incomes, lifestyles and other distinctions lead healthier, more satisfying lives.

IMPROVE CONNECTIVITY: Enhance safety and connectivity for all users of the roadway including motorists, transit riders, pedestrians and bicyclists with a focus creating an interconnected local and regional trail system.

PROMOTE SUSTAINABILITY: Improve the area's environmental performance and resiliency.

CREATE COMMUNITY: Provide a mix of private, public, and civic uses; parks, squares, commons and walkable streets; and other attractions that invite people from all walks of life to feel welcome and enjoy shared moments.

CHAPTER 3

Future Land Use Plan

Achieving an appropriate mix of land uses is fundamental to ensuring that the City's overall goals and vision is achieved. Thus far, growth and development in the Route 59 Corridor has been well-planned and diverse, resulting in a balanced tax base. However, external factors affecting both housing and retail sectors are straining the study area, requiring a renewed emphasis on sound, proactive planning and land use decisions to revitalize and energize development activities.

The Future Land Use Plan presented in this chapter is based on community desires, existing conditions, sound market analysis, and professional recommendations that are intended to strengthen and enhance the corridor character, support and encourage economic development opportunities, and provide direction to property owners, business owners and developers.

Land Use Goal

The City will maintain a high quality of life for its residents, business owners and visitors through carefully managed growth that diversifies the tax base and provides a desirable, sustainable balance between the built and unbuilt environment.

OBJECTIVES

- Encourage development that strengthens the community, is consistent with the Route 59 Corridor Vision, and is sustainable into the future.
- Locate, prioritize, and sequence growth in a logical yet targeted manner based on existing resources, infrastructure, and the ability to provide community services.
- Attract new and revitalized commercial development while maintaining healthy existing uses, to strengthen and diversify the local tax base and economy.
- Maintain and strengthen established residential areas, while diversifying housing options to attract new residents and provide housing opportunities for people in varying stages in life.
- Ensure compatibility and connectivity are maintained throughout the study area and between developments.
- Coordinate and work with local groups and organizations to achieve mutual goals.
- Adopt smart growth principles to carefully manage growth and ensure sustainability.
- Perform additional planning studies if necessary to further the intent of the Plan.
- Create policies or incentives to encourage infill and redevelopment.

Land Use Designations

The Future Land Use Plan identifies specific land uses and development characteristics for the Route 59 Corridor study area and its potential growth and redevelopment areas. These designations indicate the preferred form and type of development and/or redevelopment that should be incorporated as new development and redevelopment occurs. Land use designations do not necessarily reflect the existing land use; rather, they indicated a preferred land use for the future based on input received, technical analysis, consultant expertise, and regional influences. In an effort to have the Route 59 Corridor Plan function as a sub-area component to the City-wide 1984 Comprehensive General Land Use and Circulation Plan, consistent land use designations are being utilized for the Future Land Use Plan.

OFFICE, RESEARCH AND LIGHT INDUSTRIAL

Includes a blend of office, research, and light industry development in a park-like setting.

*Additional information on office, research and light industrial can be found in **Section 3.3, Commercial Development.***

MIXED USES (OFFICE/RESEARCH/RESIDENTIAL)

Urban developments that provide a range of complementary land uses including office, research and residential uses that are physically and functionally integrated.

*Additional information on mixed uses (office/research/residential) can be found in **Sections 3.2, Residential Development and 3.3, Commercial Development.***

MIXED USES (OFFICE/RESEARCH/COMMERCIAL)

Provides for a blend of office and research development with complementary commercial uses.

*Additional information on mixed uses (office/research/commercial) can be found in **Section 3.3, Commercial Development.***

MIXED USES (RESIDENTIAL/OFFICE/COMMERCIAL)

This is a new category in the City's Comprehensive Plan. Other existing mixed-use categories in the City's Comprehensive Plan do not capture the intent of this new designation – one that allows for residential, office and commercial in the same building or development. Key to the creation of this new category is the type of developments envisioned at the Fox Valley Mall and Pacifica Square.

*Additional information on mixed uses (residential/office/commercial) can be found in **Section 3.2, Residential Development and 3.3, Commercial Development.***

COMMERCIAL

Intended to accommodate businesses selling goods or services to consumers. Uses include a blend of retail shopping and service, entertainment, dining establishments, specialty stores and office.

*Additional information on commercial can be found in **Section 3.3, Commercial Development Plan.***

LOW DENSITY RESIDENTIAL:

Includes residential development generally characterized by single-family and duplex homes, intended to protect the locality's single dwelling character and landscape setting. Residential developments are typically 0 to 5 dwelling units per acre.

*Additional information on low density residential areas can be found in **Section 3.2, Residential Development.***

MEDIUM DENSITY RESIDENTIAL

Includes residential development generally characterized by attached single-family and multi-family units. Residential developments are typically 6 to 12 dwelling units per acre.

*Additional information on medium residential areas can be found in **Section 3.2, Residential Development.***

HIGH DENSITY RESIDENTIAL

Refers to land in which multi-family housing predominates. Residential developments are typically 12 or more dwelling units per acre.

*Additional information on high density residential areas can be found in **Section 3.2, Residential Development.***

CONSERVATION/OPEN SPACE/RECREATION/DRAINAGE

Refers to land used or naturally serving the purpose of drainage ways, detention, and parks that can be private or public.

*Additional information on conservation/open space/recreation/drainage can be found in **Chapter 6, Corridor Character.***

PUBLIC

Refers to land supported by public funds such as government offices and services, and educational facilities.

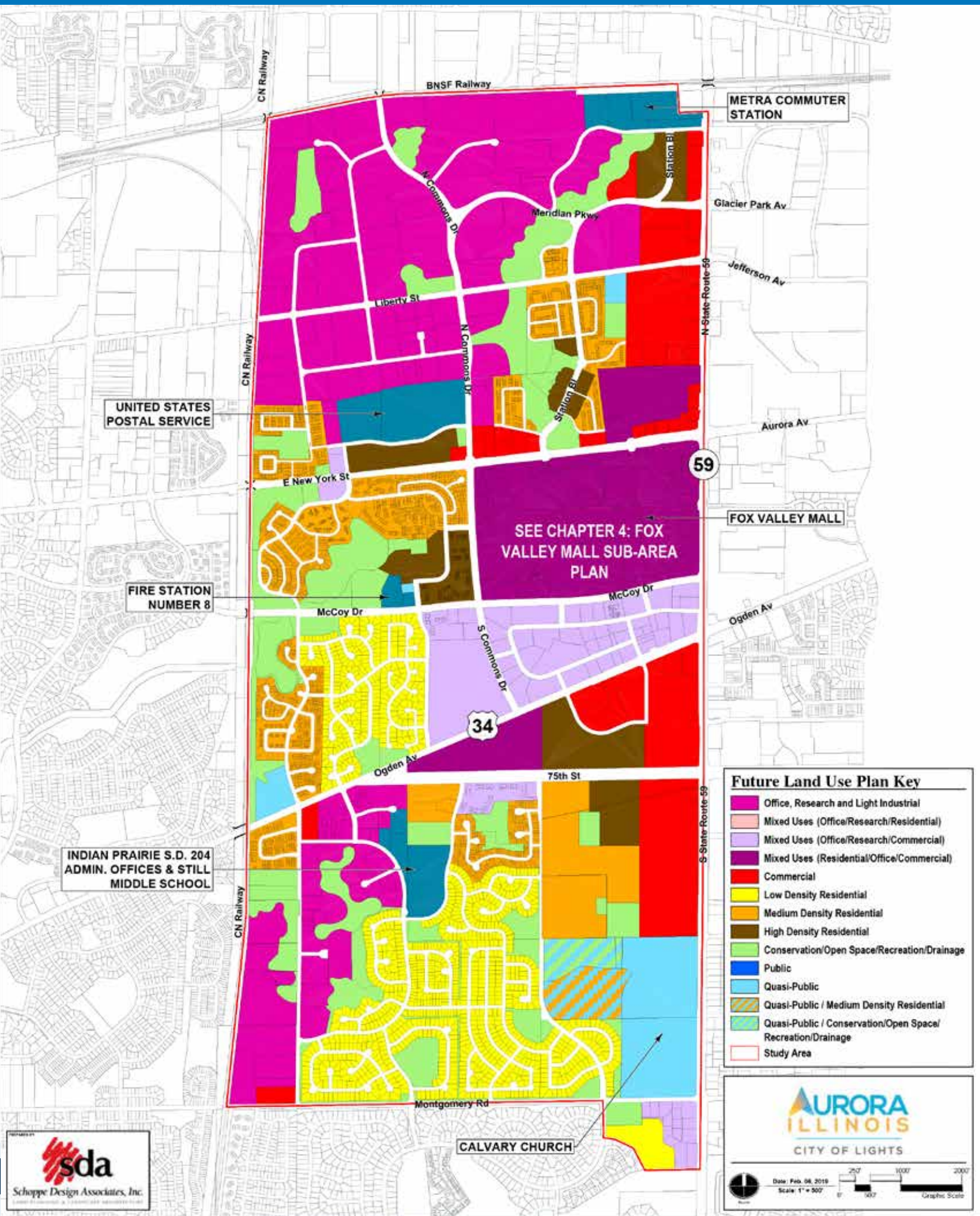
*Additional information on public uses can be found in **Chapter 6, Corridor Character.***

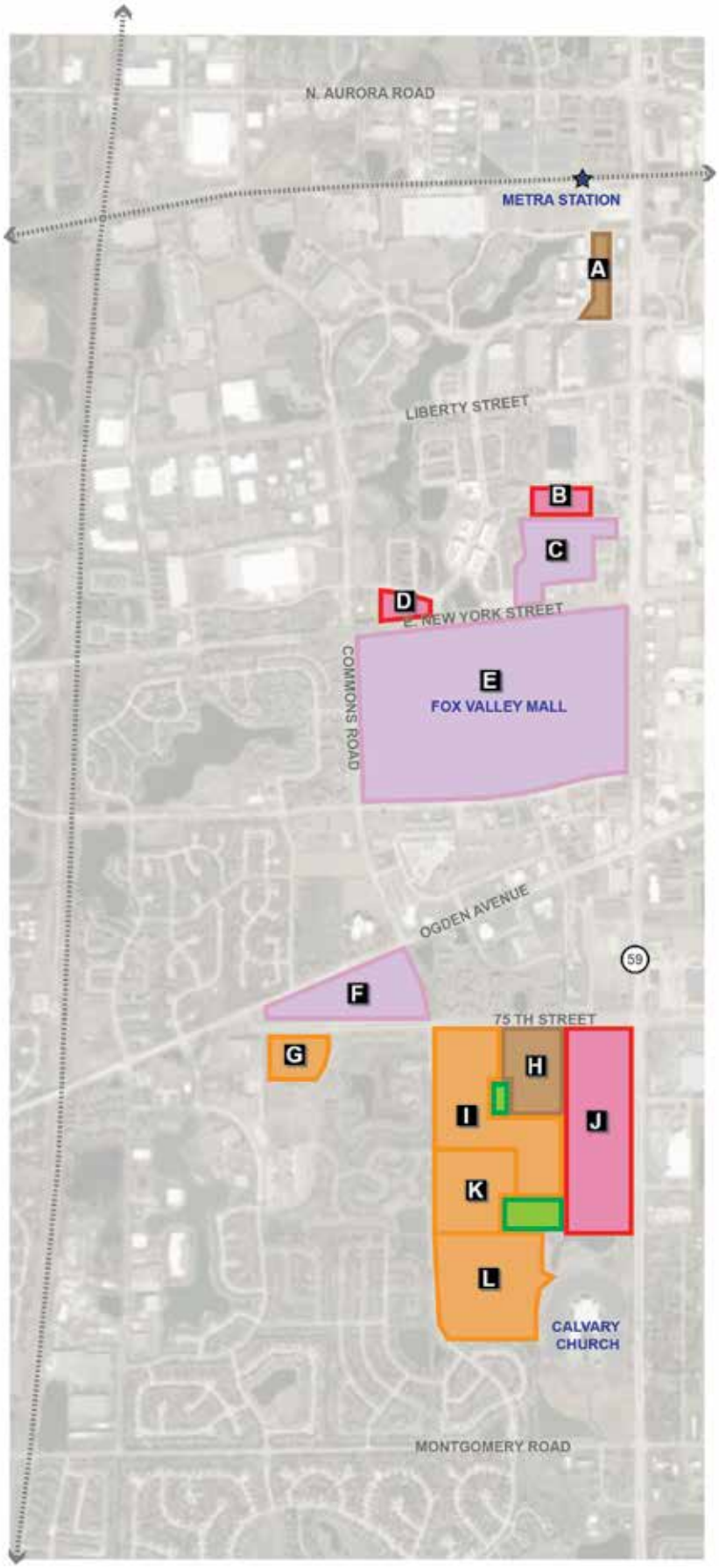
QUASI-PUBLIC

Refers to land essentially used for public although under private ownership or control, such as religious institutions, cemeteries, and civic organizations.

*Additional information on quasi-public uses can be found in **Chapter 6, Corridor Character.***

FUTURE LAND USE PLAN





Includes already approved, under construction, and new recommendations

DEVELOPMENTS

- A METRO 59
- B BADMINTON FACILITY/COMMERCIAL
- C PACIFICA
- D INNOVATIVE HEALTH/RETAIL
- E CENTENNIAL GROUP/FOX VALLEY MALL
- F CEDARWOOD
- G MEADOWRIDGE EAST DRIVE/75TH STREET
- H BRACH/BRODIE - HIGH DENSITY RECOMMENDED
- I BRACH/BRODIE - MEDIUM DENSITY RECOMMENDED
- J BRACH/BRODIE - COMMERCIAL RECOMMENDED
- K GRAMERCY SQUARE - UNDER CONSTRUCTION
- L CALVARY CHURCH SENIOR HOUSING

FUTURE LAND USE LEGEND

- COMMERCIAL
- MIXED-USE
- MEDIUM DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- POTENTIAL PARK SITE

SECTION 3.1 GROWTH STRATEGIES

Strategic land use and development planning is an essential part of successful growth because it ensures long-term economic, social, and environmental sustainability. The City of Aurora should continue to participate in and encourage development that strengthens the community, is consistent with the community's Vision, and is sustainable into the future.

The Overall Land Use Plan contained in this section provides guidance for elected and appointed officials for new developments and redevelopment projects. To promote efficient, well-planned growth, it is recommended that the City target and promote infill development and redevelopment opportunities.

Infill Development and Redevelopment

Properties recommended for infill development are those properties that are currently vacant or underutilized within the study area. These properties should be targeted as priority growth areas to capitalize on existing infrastructure and utility systems, and to promote compact, coordinated growth. Locating compact, contiguous development where community infrastructure and services already exist is more efficient, fiscally responsible, and less impactful than sprawl development. The majority of new development opportunities in the study area fall within the infill and redevelopment realm.

Incorporating Smart Growth Principles

The City of Aurora should encourage developers to implement smart growth development practices in future development proposals. Smart growth supports development and conservation strategies that protect the natural environment while making communities more attractive, economically stronger, and socially diverse. The ten (10) guiding principles of smart growth are outlined below.

1. **Mix Land Uses**

   Smart growth principles identify the promotion of mixed land uses as a critical component of achieving better places to live. Locating different land uses in close proximity to one another reduces dependency on the automobile, promotes non-motorized transportation options, and maintains an invigorated atmosphere. If implemented properly, it attracts a diverse population and commercial base, which supports public transit and promotes pedestrian activity.

   The Route 59 Corridor Overall Land Use Plan encourages a mix of land uses proximate to the Fox Valley Mall area and the surrounding properties, as well as along the major transportation corridors in the study area.

2. Take Advantage of Compact Building Design

Historically, conventional development practices in suburban environments consume a substantial amount of land which contributes to sprawl, high infrastructure costs, and the inefficient use of land and natural resources. Compact building designs enable a community to develop in a manner that preserves more open space and uses land more efficiently. It supports multiple transportation choices including public transit and reduces the cost of providing necessary community services like water and sewer for municipalities. The City should promote compact building design proximate to the Fox Valley Mall and the surrounding properties.

3. Create a Range of Housing Choices

The provision of diverse, quality housing is a cornerstone of smart growth strategies. Feedback received through the outreach meetings identified a desire for the City to diversify the type and range of housing options in the community to ensure that housing is available to meet the needs of residents "cradle-to-grave". The overall land use plan and residential development plan include recommendations that are supportive of a diverse housing stock. These recommendations are supported by the findings of the market study conducted as a component of plan development. As the City reviews future development proposals, it should make sure that proposals are reflective of this desire.

4. Create Walkable Neighborhoods

Walkable neighborhoods are desirable places for people to live, work, worship and play. Walkable communities are fostered by mixing land uses, building compactly, and creating an inviting pedestrian realm. Within the Route 59 Corridor study area, walkable neighborhoods are most necessary proximate to the Fox Valley Mall and the surrounding properties, though all future development should include pedestrian linkages, especially when connecting to the Route 59 Metra Station. Many benefits of pedestrian-friendly communities have been identified, including lower transportation costs, greater social interaction, improved personal and environmental health, and expanded consumer choice.

5. Foster Distinctive, Attractive Communities with a Strong Sense of Place

Placemaking encourages and promotes communities that have a strong sense of place and are distinctive and memorable. Smart growth principles encourage communities to craft a vision and set standards for development that are reflective of community values and culture. In an area with significant growth and redevelopment potential like the Route 59 Corridor, this principle suggests focusing on the attributes that make it unique and reinforcing and enhancing them. Unique attributes can include natural and man-made boundaries and landmarks, community groups or values, and more.

6. Preserve Open Space, Natural Beauty and Critical Environmental Areas

One of the key components of smart growth is the preservation of open space and other natural areas. Preserving these areas protects a community's most valuable assets, helps reduce development costs by directing development to more appropriate areas, improves quality of life, and bolsters local economies.

7. Strengthen and Direct Development Toward Existing Areas

Smart growth promotes directing new development toward existing development that is already served by infrastructure, supporting the City's goal of prioritizing infill development. Benefits of this can include increased efficiencies of land and infrastructure, higher cost effectiveness, and reinvigoration of underperforming properties and uses in the study area.

8. Provide a Variety of Transportation Choices

Promoting multi-modal transportation and supportive development patterns creates a variety of transportation options. The City should ensure that future planning activities coordinate land use and transportation delivery elements and are supportive of all modes.

9. Make Development Decisions Predictable, Fair and Cost Effective

For the City to be successful in promoting smart, sustainable growth, developers and land owners must embrace the City's long-term vision. Smart growth principles identify that governments making the right infrastructure and regulatory decisions will support fair, predictable, and cost-effective smart growth; and, developers and land owners will have more confidence proposing new development.

Oftentimes, there are regulatory or financial barriers developers must overcome to successfully realize developments that reflect the principles of smart growth. By expediting the approval process and maintaining up-to-date development codes and ordinances, the City can support and encourage smart growth. Investing in community infrastructure will further assist the City in promoting stewardship to smart growth.

Smart growth development projects require partnerships and cooperation to succeed. Local zoning does not traditionally permit smart growth developments and infrastructure investments are typically needed. To be successful in promoting smart growth developments, the City will need to partner with developers, other governmental agencies and service providers.

10. Encourage Community and Stakeholder Collaboration in Development Decisions

Proactive and early community and stakeholder collaboration results in an improved planning solution with increased chances of successful and smooth implementation. It requires agency leadership, creative thinking, and persistence. Public participation and ownership throughout the process legitimizes the final solution. The City should involve the community at-large in growth decisions and development to ensure more popular and sustainable results and reinforce the community as a great place to live, work, worship, and play.

SECTION 3.2 RESIDENTIAL DEVELOPMENT

The Route 59 Corridor study area is, and is anticipated to remain, a balance of mixed land uses with a variety of housing options. A combination of existing real estate assets (Fox Valley East, Springlake, Laurel Ridge), and more recently constructed projects such as Plaza on New York, Lehigh Station, Union Station, and Metro 59 comprise a well-balanced housing stock. The area contains a wide range of housing types and home prices, with both for sale and for rent units.

Residential Goal

The City will maintain and strengthen established residential areas while diversifying housing options to attract new residents and provide housing opportunities in varying stages of life.

OBJECTIVES

- Encourage new multi-family housing and mixed-use developments in and around the Fox Valley Mall sub-area in order to provide additional residential customer base and the necessary vitality to support redevelopment strategies (this general objective will be more definitively explained in Chapter 4 – Fox Valley Mall Sub-Area Plan).
- New housing should be encouraged at strategic locations throughout the study area, including locations that are within easy access of transit, community services, and retail and entertainment establishments.
- Foster interesting and attractive designs for new residential development.
- Support developments with varying unit type, size, style, and price for those with different housing needs.
- Promote high-quality construction and design that is consistent with community goals as it relates to architectural design, scale, materials, and details.
    - ✓ *Require facades to be minimally 80% full wythe masonry veneer.*
    - ✓ *Increase sound isolation for units from corridors or other units.*
    - ✓ *Design units with in-unit laundry and dishwasher connections.*
    - ✓ *Independently meter utilities (electric, gas) by unit and include infrastructure for independently privately metered water by unit.*
- Multi-family residential developments should include parking facilities located within the primary structure.
- New housing should limit the bedroom mix to lessen three-bedroom units.
- Multi-family housing should consist of individually accessible exterior balconies, deck and/or patio for each dwelling unit.
- Multi-family residential developments should include amenities such as common meeting space, health and fitness, and recreation facilities.

- Maintain connectivity between residential areas and adjacent non-residential and mixed-use areas.
- Actively enforce property maintenance requirements to ensure that properties do not fall into a state of disrepair.
- Require adequate buffering be maintained between residential developments and non-residential developments.
- Support infill and redevelopment of underperforming properties before greenfield development.

Residential Market Analysis

The Route 59 Corridor Market Analysis, prepared in conjunction with this plan, identified a for-sale residential demand of 729 new built for-sale residential units per year within a 5-mile radius of the study area. These units will be comprised of a combination of higher density housing (condos and townhomes) and lower density townhomes or even small lot age-targeted single-family units. It is estimated that this projected demand will remain in place for no more than a 5-year window, resulting in a total for-sale residential demand of 3,645 housing units. The 55+ buyer market demand accounts for approximately 32% or 233 of the overall annual unit count, for a total of 1,165 units over the next five years.

The analysis further identified a rental residential demand of 378 rental units per year in the 5-mile radius, for a total of 1,890 rental units in the 5-year horizon.

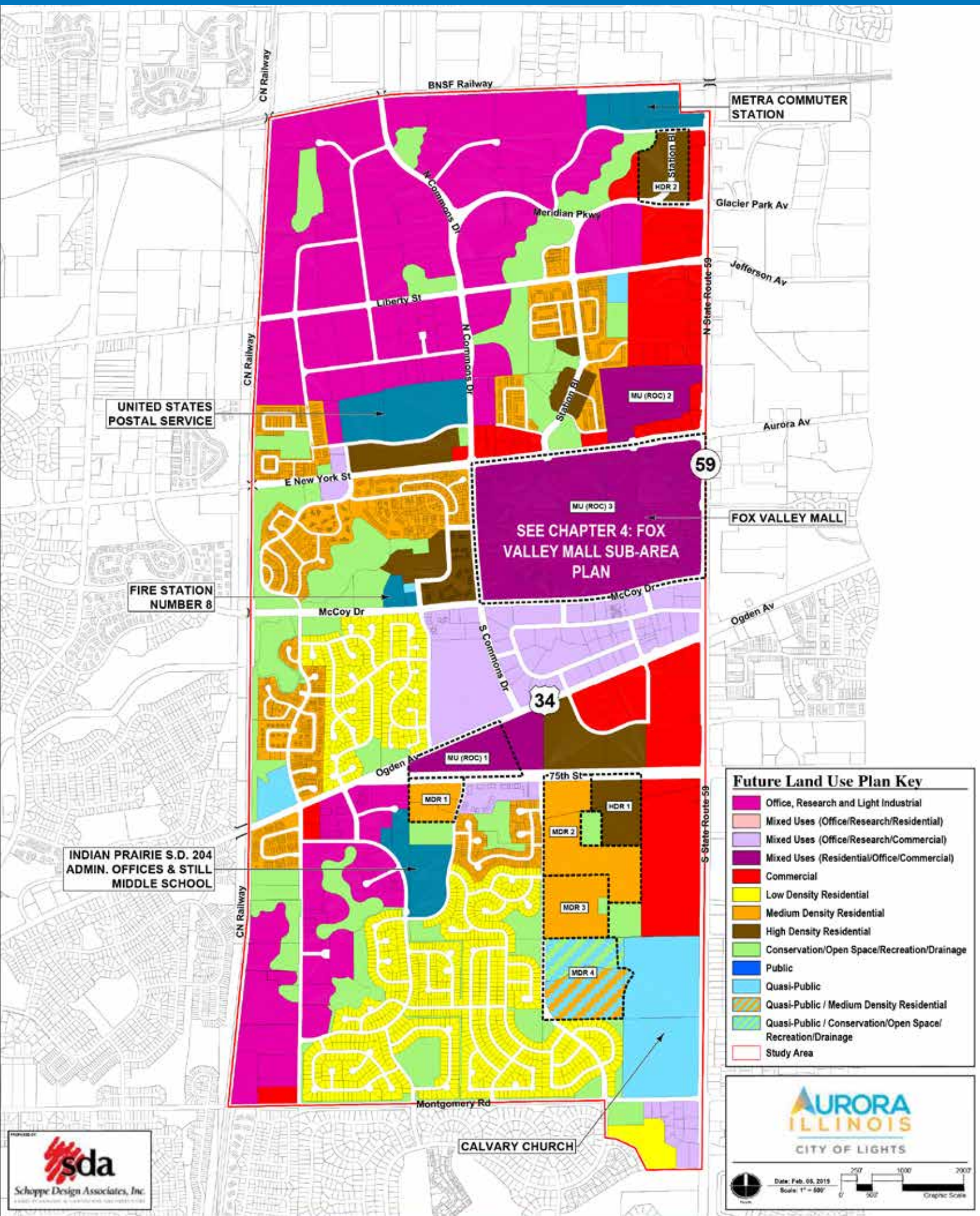
The recommended land use distribution of the housing units substantiated by the market analysis follows.

Low Density Residential Recommendations (LDR)

As previously noted, the Low Density Residential land use category includes residential development generally characterized by single-family and duplex homes, typically in the 0 to 5 dwelling units per acre range. Presently, approximately 11% of the acreage within the study area is improved with existing low density residential development. Given the locational attributes of the limited amount of remaining vacant or potential redevelopment parcels, additional Low Density Residential land use is not recommended.

However, established low density residential neighborhoods anchor the study area on the south and west, and are reflected to remain as such on the Overall Land Use Plan. The residences are of mixed age and type, and their condition varies along with architectural styles. Ongoing maintenance and improvement efforts should occur throughout these areas to ensure these neighborhoods remain an asset to the City and reflect the area's desired character. Existing dwelling units in this area that are in need of improved maintenance, external façade or internal infrastructure improvements should be identified and the City should actively enforce better maintenance efforts and property management until the properties comply with the appropriate development codes and regulations.

FUTURE LAND USE PLAN - PLANNED RESIDENTIAL



Medium Density Residential Recommendations (MDR)

Characterized by attached single-family and multi-family units, developments in this land use category range in density from 6 to 12 units per acre and are not intended to be mixed with other uses. Traditionally, these types of medium density residential uses are constructed close to commercial uses, major transportation corridors, or higher density residential areas to provide a logical buffer between these uses and lower intensity uses such as single family residential development.

The Future Land Use Plan reflects a combination of both existing medium density residential projects comprised primarily of single-family attached/townhome units as well as areas for future medium density residential development. The majority of existing medium density residential uses are located in the west section of the study area, generally from New York Street on the north to Ogden Avenue on the south. An additional area of townhomes is located south of 75th Street slightly east of its intersection with Ogden Avenue.

Four new medium density residential pockets are recommended in the study area, all located south of the 75th Street corridor. The rationale for designating these areas as medium density residential includes several factors:

- **Proximity to the heavily traveled 75th Street corridor;**
- **Proximity to adjacent and existing similar or higher density residential and commercial uses;**
- **Proximity to recommended future uses of similar or greater land use intensity; and**
- **Existing entitlement agreements.**

Future medium density residential areas include the following:

Recommended

1. MDR 1: Located on the south side of 75th Street between the existing uses of the Meadow Lakes Business Park, existing townhome units of the Blackstone Subdivision, and existing office park uses of McCarty Center. Recommended density cap of 7 dwellling units/acre.

Continue to Support

2. MDR 2: Located on the south side of 75th Street and east of existing townhome units of the Blackstone Subdivision and an existing Dunkin Donuts. The site is located east of the future southern extension of Commons Drive and is the western portion of what's known as the Brach-Brodie property. Recommended density cap of 7 dwelling units/acre.

Approved, Under Construction, or Entitled

3. MDR 3: Located immediately south of MDR 2, this property was recently entitled by the City for a 171 unit townhome community to be known as Gramercy Square.

4. MDR 4: Located immediately south of MDR 3, this property was entitled by the City back in 2002 with the overall Calvary Church annexation and designated for 124 single-family attached units to be used for adult independent living, visiting ministry and related church staff and employees.

High Density Residential (HDR) Recommendations

Generally referring to land in which multi-family housing predominates, residential developments in this category are typically 12 or more dwelling units per acre. Higher density residential projects are traditionally located close to commercial uses or downtown cores to provide a larger population base within walking distance of these businesses and/or to provide a logical buffer between these uses and lower intensity uses.

The density of multi-family residential developments will vary but can include a range of options from lower density three story "garden-style" units* to multi-story, urbanized higher density projects. Standards for the review of high density residential projects should include:

- **Building siting and orientation consideration;**
- **Flexible parking design to reflect current industry standards and documented ratios;**
- **Building mass and scale regulations, locationally determined and integrated with surrounding uses; and**
- **Provision of centralized and integrated open space amenities.**

**low rise apartments in a park-like setting with open space amenities*

Similar to the recommendations for the Medium Density Residential uses, the Future Land Use Plan reflects a combination of both existing and proposed high density residential projects. The existing high density projects include two "garden-style" developments, Legacy Fox Valley located west of the Fox Valley Mall, and TGM Springbrook located between Ogden Avenue and 75th Street. Two additional existing high density residential projects exist along the Station Boulevard corridor.

With the exception of future high density residential areas that will be recommended in the Fox Valley Mall Sub-Area described in Chapter 4, only one new high density residential project is recommended for the remainder of the study area:

HDR 1: Located on the south side of 75th Street, across from the existing TGM Springbrook apartment project. This property, with a recommended density cap of 12 units/acre is intended to function as an integrated overall use within the Brach-Brodie parcel, providing a buffer between the more intensive recommended commercial uses along Route 59 and future medium density use to the west. Pedestrian connectivity should be incorporated to allow future residents to the west as well as those generated by HDR 1 to access the planned commercial use to the east. Internal pedestrian circulation should also connect to external facilities that will enable safe and easy access to the mall and its associated activities.

Approved and/or Under Construction

HDR 2: Metro 59 is a multi-family apartment complex that is in proximity to the Route 59 Metra Station and by all accounts the development has been successful. Metro 59 consists of two phases of 460 apartments. Phase 1 is now completed with 232 apartments as well as a 12,000 square foot clubhouse. The apartments are constructed of 5-story buildings and enclosed parking. The clubhouse includes a fitness center, clubroom/bar, pool, dog park, community garden and bocce courts. Phase 2 which has already received entitlements and has been approved by the City will complete the project with the remaining 228 apartments. Phase 2 is what is shown in the Route 59 Plan as a future residential development.

Mixed Uses

Generally urban in nature, these developments provide a range of complementary land uses including a combination of office, research, commercial and residential uses that are physically and functionally integrated. This section describes mixed-use categories that include a residential component. Areas designated as mixed-use with a residential component include: Mixed Use Residential, Office, and Commercial (MU ROC), and Mixed Use Office, Research and Residential (MU ORR).

MU ROC is a new category in the City's Comprehensive Plan. Other existing mixed-use categories in the City's Comprehensive Plan do not capture the intent of this new designation – one that allows for residential, office and commercial in the same building or development. Key to the creation of this new category is the type of developments envisioned at the Fox Valley Mall and Pacifica Square.

MU (ROC) 1: This parcel is generally referred to as the triangular property formed by Ogden Avenue, 75th Street, and Commons Drive, extended. The unique shape of the property coupled with the required, but necessary extension of Commons Drive along its east edge have presented development challenges over the years. As previously noted in this chapter, the market study analysis performed in conjunction with this plan noted a demand for 55+ housing in the 5-mile radius Primary Market Area. Projects in this market sector can include a mixture of age-restricted independent living units, assisting living and memory care facilities. While the newly created intersection of Commons Drive extended with Ogden Avenue will create commercial potential at the immediate intersection, the access constraints and shape of the remaining property do not lend to likely business use. Accordingly, the recommended mixed uses for the site would include commercial along the extension of Commons Drive with age-restricted independent and care facilities on the remaining property.

MU (ROC) 2: The proposed mixed-use development called TG Pacifica Square is planned for the Yorkshire Plaza retail center. The new owners have a vision to rebrand the center to the largest Asian lifestyle shopping center in the US. The first phase of the mixed-use development has been approved and at the time of this report is currently underway. The first phase is the renovation and modernization of the existing retail center. Future phases planned for the development include an office building and a mixed-use development that is planned to include ground floor retail and residential units above. The intent of the residential component is to attract seniors and millennials.

The Route 59 Corridor Plan recommends that TG Pacifica Square be a high-quality development that includes (and is not limited to): facades that are a minimum eighty percent (80%) full wythe masonry veneer; parking facilities enclosed within the primary structure *; limited bedroom mix to consist of dwelling units that lessen three-bedrooms; individually accessible exterior balconies, deck and/or patio for each dwelling unit; increased sound isolation for units from corridors or other units; independently metered utilities (electric/gas) by unit; infrastructure for independently privately metered water by unit; in-unit laundry; and common amenities such as meeting space, health and fitness areas, and recreational opportunities, that combine to support an attractive high quality project.

**Note – According to the City's Zoning Ordinance multi-family residential structures of any height with common corridors or with four stories or more without common corridors: parking spaces shall be located within the primary structure.*

MU (ROC) 3: The recommended redevelopment of the Fox Valley Mall includes a residential component. The Route 59 Corridor plan recommends that the residential development be high-quality consisting of apartments/condominiums geared toward millennials and/or seniors that is designed to be a walkable neighborhood environment. The Plan recommends that the residential component includes (and is not limited to): facades that are a minimum eighty percent (80%) full wythe masonry veneer; parking facilities enclosed within the primary structure*; limited bedroom mix to consist of dwelling units that lessen three-bedrooms; individually accessible exterior balconies, deck and/or patio for each dwelling unit; increased sound isolation for units from corridors or other units; independently metered utilities (electric/gas) by unit; infrastructure for independently privately metered water by unit; in-unit laundry; and common amenities such as meeting space, health and fitness areas, and recreational opportunities, that combine to support an attractive high quality project. For the Fox Valley Mall to encourage a walkable environment first floor residential could be considered if the majority of required parking is accommodated in a unified enclosed structure.

**Note – According to the City's Zoning Ordinance multi-family residential structures of any height with common corridors or with four stories or more without common corridors: parking spaces shall be located within the primary structure.*

SECTION 3.3 COMMERCIAL DEVELOPMENT

A primary function of the approach to commercial development in the corridor is to create and encourage a diverse and sustainable business environment that strengthens the City's tax base, and provides local employment opportunities and desired, supportable goods and services to residents and the region.

Commercial Goal

The City will develop and follow a marketing plan that maintains existing and attracts new commercial and industrial development and redevelopment in the Route 59 Corridor, to diversify the local economy with the flexibility to respond to ongoing changing market conditions.

OBJECTIVES

- Create a new and revitalized environment and identity for the Fox Valley Mall.
- Attract new residents and shoppers to the study area.
- Promote coordinated and focused commercial nodes at key locations rather than widespread commercial development.
- Implement a framework of recommended design guidelines and corridor character elements to create a more unified and identifiable feel to the corridor.
- Actively seek and engage developer partners interested in the execution of the City's corridor vision, with the capabilities to do so.
- Coordinate the efforts of public and private economic development agencies to actively promote and market development opportunities, and cross-market these efforts with the ongoing downtown Aurora revitalization plans.

Commercial Market Analysis

The findings of the Route 59 Corridor Market Analysis prepared to support this plan found that while the study area is over-supplied for most retail uses, this is due in large part to struggling department stores (Sears, Carson's) and big box vacancies (Toys "R" Us). The downsizing of these retailers will bring the retail gap more in balance in the near future.

- The analysis showed that demand exists for approximately **17,000 – 26,000 square feet of restaurant space.** This demand could be greater depending on the types of restaurants that are attracted.
- The study also showed that the area is undersupplied in the Food and Beverage Store category. This presents an **opportunity for a standard or boutique-type grocery store*** to serve not only existing residents, but the future residents generated by the proposed residential uses, whose population was not yet included in the demand analysis.
- Based on steadily increasing occupancies and demand coupled with research on existing facilities in the 5-mile Competitive Market Area, there is support for an **upscale hotel with approximately 125 – 150 rooms in the study area.**

**smaller-scale, more specialized*

The redevelopment of the Fox Valley Mall is a critical catalyst to the success and attraction of future commercial uses to the overall study area. The redevelopment strategies for the mall and its surrounding area are more definitively examined in Chapter 4, but it is worth emphasizing that it serves as the central core to the overall success of the corridor. As such, it is vitally important the commercial redevelopment activity occur here first in order to stimulate sustained confidence for future investment in the corridor. This "inside/out" approach is the core foundation to the commercial development strategy.

COMMERCIAL TYPES

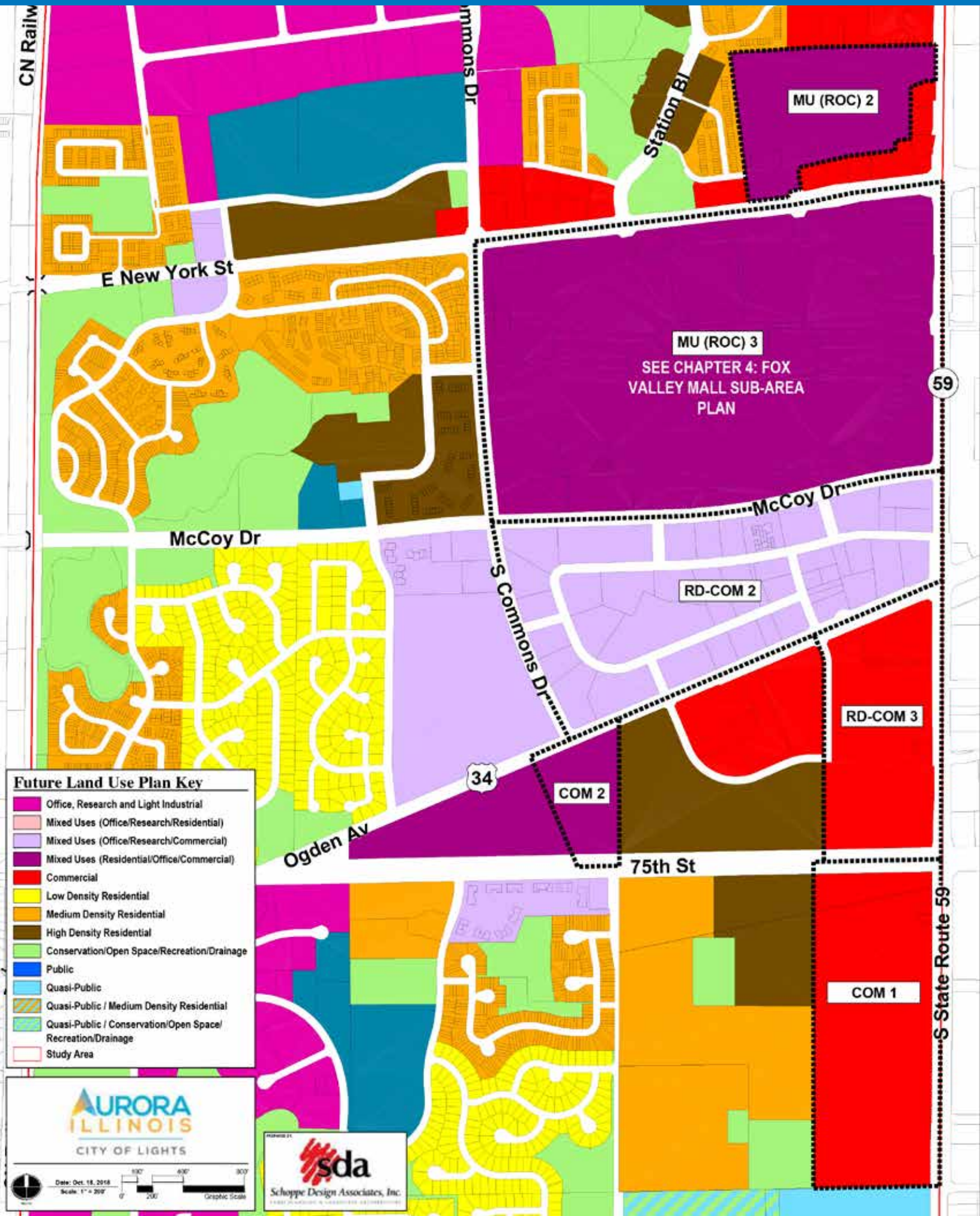
Given the diversity of the types of uses that can be considered "commercial" in nature, commercial uses can be found in a number of the Plan's land use categories:

- **Commercial**
- **Mixed Uses (Office/Research/Commercial)**
- **Mixed Uses (Residential/Office/Commercial)**

The City's effective use of Planned Development Districts also allows for the combination of a variety of use types within a single designation, provided that the plan balances sound planning design and code requirements.

These categories accommodate existing commercial areas as well as contemplated new and/or redeveloped commercial projects.

FUTURE LAND USE PLAN - PLANNED COMMERCIAL



Commercial Recommendations

Given the limited amount of vacant parcels in the study area, coupled with the results of the Market Analysis, the location of new commercial development should be focused and targeted to facilitate the best opportunities for sustained success. Attributes of these sites include high visibility, key intersections, drive-time population, safe and controlled access, supported by a stable customer base. Accordingly, the following two Commercial (Com) sites are recommended:

Continue to Support

1. Com 1: Located at the southwest corner of Route 59 and 75th Street, commonly referred to as the Brach-Brodie Property. The overall development of the property is proposed to include a mixture of uses, including high and medium density residential units. The eastern portion of the property, approximately 55 acres in size, is intended for commercial use due to its Route 59 and 75th Street frontages, the extremely high visibility of the corner, and previously granted access points to Route 59 that will enable the safe ingress and egress necessary for successful commercial development. This commercial area exists in the City's current Comprehensive Plan.

A project of this size could potentially generate approximately 450,000 square feet of commercial/retail space. While this number seems high, it takes into account the lost retail square footage of the mall anchor stores and allows for the redistribution of more targeted, relevant commercial uses anticipated in the future market. The commercial uses would be "boutique" in nature, and should also feature an internal pedestrian friendly environment while taking advantage of it superior vehicular access. These pedestrian connections will not only facilitate walking between the commercial uses, but also connect to the customer base provided by the transitional residential uses beginning adjacent and to the west of the project.

2. Com 2: This recommended commercial is at the eastern portion of the proposed Cedarwood development, a mixed use project including age-restricted independent living units, assisted living and memory care facilities. Smaller in scale than Com 1, this approximately seven (7) acre property is located at the southwest corner of Ogden Avenue and the recommended southern extension of Commons Drive between Ogden Avenue and 75th Street. It is the extension of Common Drive that elevates the visibility and importance of this future intersection, and sets the table for the conditions necessary for a viable commercial opportunity. This commercial site could potentially generate approximately 65,000 square feet of commercial/retail space. If approved, site design should emphasize the internal pedestrian connection between the proposed residential uses and potential commercial development.

Potential Commercial Redevelopment Recommendations

Nationwide, urban and suburban shopping centers are transforming in response to major demo graphic shifts that carry new lifestyle and market preferences with significant implications for urban form, cultures and economies. In addition to the Fox Valley Mall sub-area described in Chapter 4, these implications affect a number of other nodes in the Route 59 Corridor study area. Both challenges and opportunities exist to re-envision and reposition a number of these underperforming assets, referred to as Redeveloped Commercial (RD-Com) sites.

1. RD-Com 1: Located at the northwest corner of Route 59 and E. New York Street, and presently known as the Yorkshire Plaza Shopping Center. A potential mixed-use proposal (Pacifica Square) is currently under review by the City, and expected to receive an initial level of approval in the near future. The contemplated redevelopment includes a plan for significant façade improvements, and the possible introduction of high density residential uses and an office component. Site design should include careful attention to public realm elements such as inviting pedestrian circulation and streetscape enhancements. Redevelopment plans for the site should also incorporate opportunities for bicycle and pedestrian connectivity to the Station Boulevard multi-modal transportation corridor. This will facilitate access to the Metra train station, and additionally connect residents to the north and west of the project to the Pacifica Square development and its amenities.

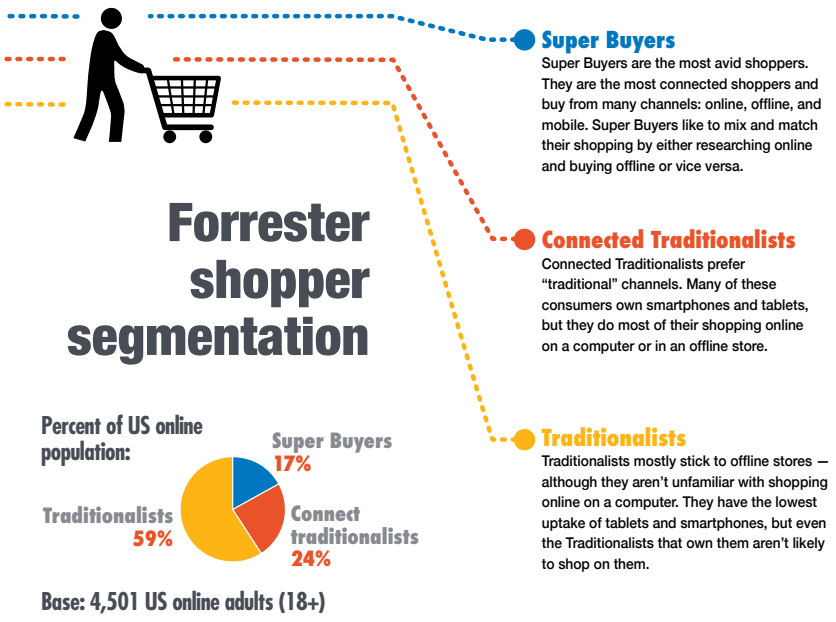
The possible inclusion of high density residential uses should be sensibly contemplated to facilitate integration into an overall concept vs. a "piecemeal" approach to site location. Site lines should be evaluated to prevent obscuring visibility to the repurposed and redesigned center, and parking should be carefully evaluated to ensure all uses are appropriately parked with safe access and circulation. It will be important for any new residential use to incorporate an attractive amenity package including plazas and public gathering spaces given the siting of such a use in a predominantly non-residential setting.

2. RD-Com 2: Located immediately south of the Fox Valley Mall, bounded by McCoy Drive on the north, Ogden Avenue on the south, and Commons Drive on the west. The area is presently comprised of a large number of individually owned and developed small parcels, without a unified concept or draw. Some of the parcels are improved with successful operating businesses, and others with vacant buildings falling into disrepair. The reality of multiple parcels and multiple owners creates challenges to cohesive and unified approach to redevelopment. However, given that one of the more successful ventures in this development pod is the Advocate Outpatient Care medical facility, combined with the proposed addition of new intergenerational residential units, a focus on health and medical uses offers an opportunity for an interrelated healthcare campus redevelopment theme for this area.

3. RD-Com 3: Located at the northwest corner of Route 59 and 75th Street and known as the Aurora Marketplace Shopping Center. In recent years, the center has struggled to maintain tenants, and a high vacancy rate and lack of maintenance have contributed to an extremely challenging situation to encourage investment to revitalize the property. In order to effectively compete and complement the other commercial uses in the corridor, a collaborative approach including the City and center ownership should be utilized to craft a redevelopment strategy to upgrade the center and best position it for future sustainable success. Incremental steps should include a façade improvement plan, and redesigned parking areas softened by the incorporation of landscaping and safe pedestrian connections among the buildings. As evidenced by the recently completed Panera restaurant along the Route 59 frontage, the City's efforts to direct and encourage successful investment in the center are beginning to reap benefits.

Fox Valley Mall Sub-Area Plan

In recent years, America's rapidly changing demographics, economy, and market preferences have presented new opportunities and challenges. Shifting demographics are changing market preferences, moving from single-family houses and auto-oriented commercial development in suburban settings to a variety of housing options in pedestrian-oriented, transit-connected, mixed use settings. The success of these more complex and urban districts depends on a critical mass of both housing density and lifestyle choices within a walkable radius.



Source: North American Technographics® Consumer Deep Dive: Investigating The Customer Life Cycle (Buy Phase) Survey, Q1 2012 (US)

Regional shopping malls such as Fox Valley Center are either closing or being re-developed in record numbers across the country. The rise in online shopping and the dilution of the holiday shopping seasons, combined with older centers has made it increasingly challenging to capture the community atmosphere and vibrancy of days gone by, but is not impossible. It is likely that the centers that survive will be those that find a way to become more integrated within the community rather than separated from it. This will require better physical integration focused around community centers that engage and interact with the community on a regular basis. These interactions can begin to recreate the sense of being in the heart of the community that people used to associate with these regional centers. As these interactions improve, the ability

to attract new retail concepts and upscale restaurants and entertainment experiences will also improve as the market shows a willingness and desire to devote time, energy, and resources to these new activity centers.

One of the primary goals of the Route 59 Corridor Plan is to proactively shape and address the development issues and processes confronting the changing environment of the mall area, and to direct appropriate and beneficial development for this critical gateway to the Aurora community. Accordingly, a more detailed Targeted Sub-Area Plan focused on the Fox Valley Mall area and its proximate environs is recommended. This chapter explores development concepts that will serve as focal points for initial development of the sub-area, and how this development could influence additional development in the future.

SECTION 4.1 FOX VALLEY MALL SUB-AREA

Vision

The Fox Valley Mall Sub-Area Plan sets forth an ambitious vision that seeks to transform the approximately 195 acres of commercial and retail development that includes the mall into more walkable, mixed-use developments. The mall area can offer much more, and collaboration among property owners, local businesses, the larger community and the City will unlock an unprecedented chance to achieve the mall area's full potential – not only as a thriving destination to shop and eat, but also a sustainable place to live, work and play.

The overall Route 59 Corridor Plan study area includes a number of significant existing and future commercial nodes such as the Yorkshire Place Shopping Plaza and the areas to its north and west, and future development at the southwest corner of Route 59 and 75th Street. These potential projects are discussed elsewhere in the Plan. However, no commercial project will have a more significant impact or serve as a greater catalyst to future success of the corridor than the redevelopment of the Fox Valley Mall. As such, a more in-depth detailed analysis was performed on this area to develop a solid foundation of recommendations for its future redevelopment.
The Sub-Area Plan takes a comprehensive look at the conditions of the mall today, and makes recommendations for how to transform this environment into a place that continues to attract residents, visitors, and businesses. The Fox Valley Mall has been of regional significance for over 40 years. This Plan strives to enhance the success for decades to come by serving as a guide for policy makers, staff, and numerous stakeholders to help prioritize implementation measures to achieve the larger community vision for the corridor and surrounding area.

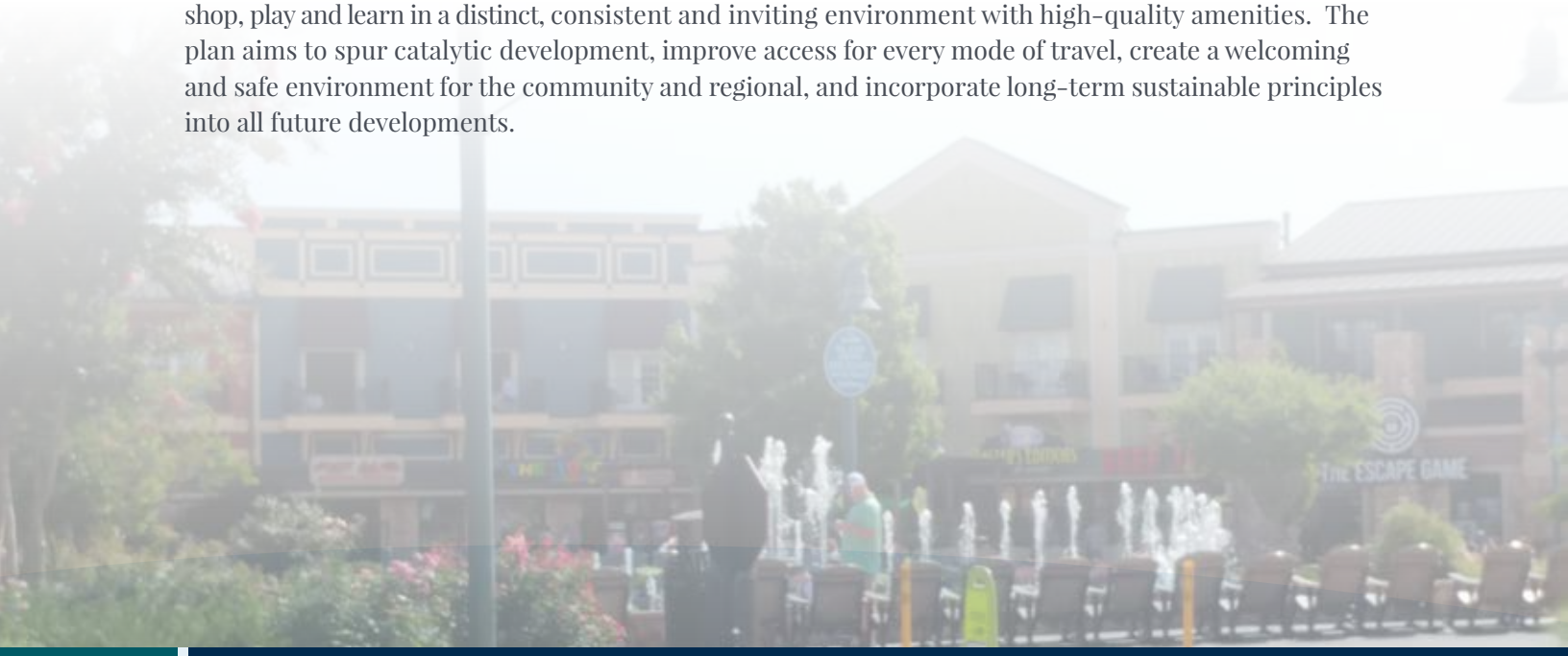
The Plan calls for the creation of a new, but authentic "city center", building on a downtown main street theme. The mall area and its associated network of interconnected nodes and neighborhoods will serve as the anchor and core to the Route 59 Corridor, connected to the surrounding community and to itself by a network of lively, walkable streets that embrace the spectrum of bustling community life.

Creating a District

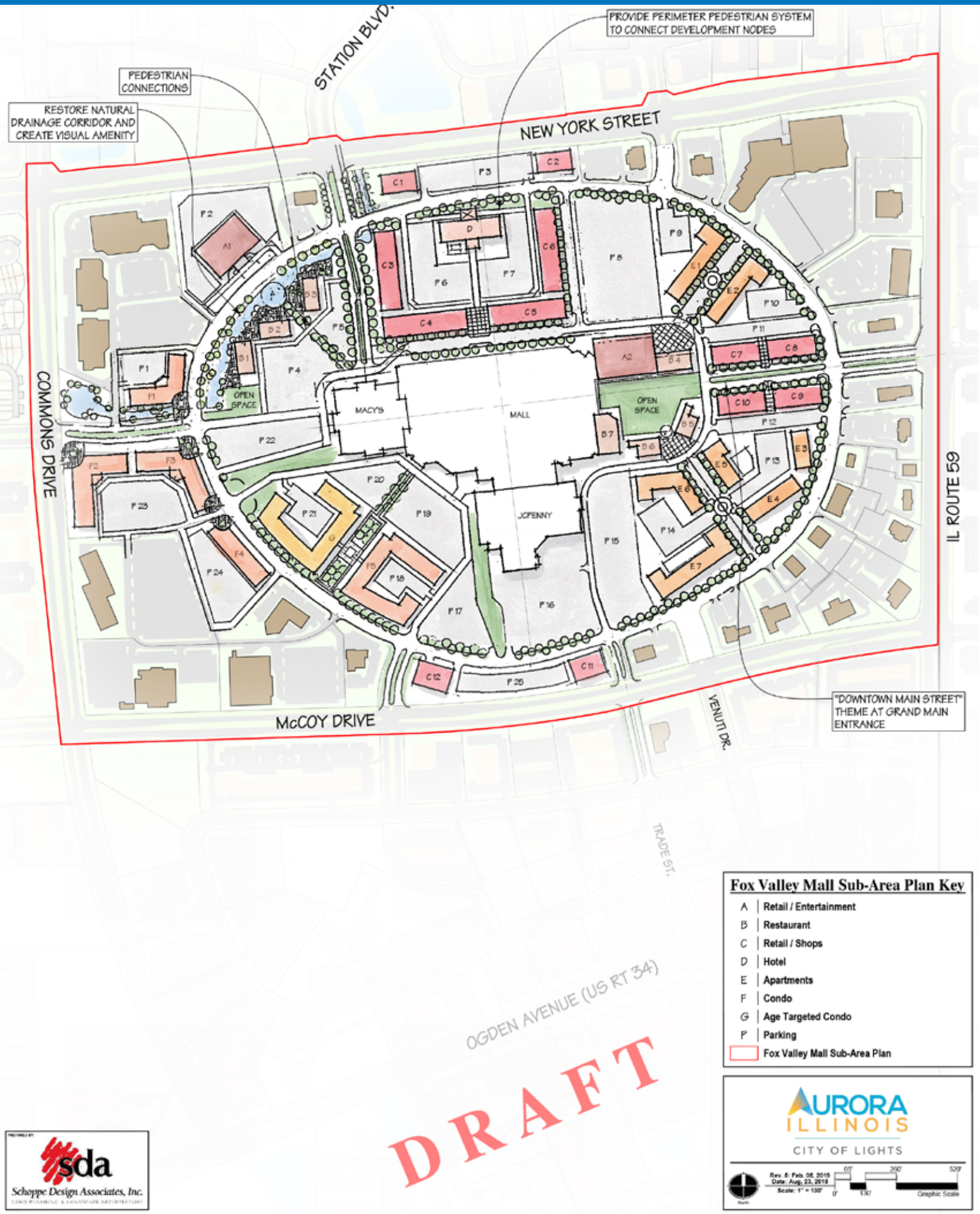
How do you get more people to go to the mall and the surrounding area? You have to make it about more than just the mall. You have to change both the physical environment as well as the current perceptions that many residents express about the mall area. While the mall area has served as a regional draw for decades, there is little that identifies it as a special district, neighborhood, or place.

- There is a lack of public gathering places within the sub-area.
- Primary development model is single-use and primarily accessed by automobile.
- Pedestrian and bicycle access is spotty and disconnected.
- There is no unified identity.
- Properties are not connected to one another, forcing customers to drive from one parking lot to the next.
- Inadequate landscaping creates a "sea of gray" and highlights predominance of surface parking lots.
- While retail/shopping is a primary element, there are few other destinations and/or entertainment attractions within the sub-area.

The Fox Valley Mall Sub-Area Plan builds on the area's existing regional appeal with strategies for turning an auto-focused retail setting into a more urban and walkable city center. Successful mall redevelopments have typically incorporated a mix of outdoor space (regardless of climate), fine and casual dining and entertainment options (movie theaters, live music venues, entertainment oriented restaurants, etc.). The trend is clearly "experiential" in nature. Today's savvy customers are interested in participating; they do not want to miss out, but there has to be a draw. Experiential retailing, for example, is viewed from five (5) key concepts: experiential consumption, symbolic consumption, entertainment retailing, themed retailing, and cross-shopping. These concepts are the foundation on which the mall redevelopment plans are driven. The goal is to cross jurisdictional boundaries to attract new and existing residents and visitors to live, work, shop, play and learn in a distinct, consistent and inviting environment with high-quality amenities. The plan aims to spur catalytic development, improve access for every mode of travel, create a welcoming and safe environment for the community and regional, and incorporate long-term sustainable principles into all future developments.



FOX VALLEY MALL SUB-AREA PLAN



Fox Valley Mall Sub-Area Plan Key

A	Retail / Entertainment
B	Restaurant
C	Retail / Shops
D	Hotel
E	Apartments
F	Condo
G	Age Targeted Condo
P	Parking
	Fox Valley Mall Sub-Area Plan

Schoppe Design Associates, Inc.

AURORA ILLINOIS CITY OF LIGHTS

Rev. 8: Feb. 08, 2019
Date: Aug. 23, 2018
Scale: 1" = 130'
Graphic Scale

Proposed Future Land Use

The Plan recommends the Fox Valley Mall be classified as mixed-use, walkable environment. Unlike existing mixed-use classifications in the City's current Comprehensive Plan, this mixed-use classification includes residential, office, cultural, institutional, entertainment, and commercial uses, where those functions are physically and functionally integrated, and that provides pedestrian connections. Existing mixed-use categories in the City's Comprehensive Plan do not have both residential and commercial in the same classification. The redevelopment envisioned for the Fox Valley Mall could be considered the impetus for this new classification. Mixed-use development can take the form of a single building, a complex of buildings, or the Fox Valley Mall redevelopment. In addition to the mix of uses, future development within this area should follow the design guidelines recommended in this Plan. An example of one of the key land use recommendations in the design guidelines is the creation of new community gathering space, such as a plaza area.

Conceptual Plan Description Elements

FOX VALLEY MALL SUB-AREA PLAN GOAL

The City will proactively shape and address the development issues and processes confronting the changing environment of the mall area, and will direct appropriate and beneficial development for this critical gateway to the Aurora community.

OBJECTIVES:

- Create an experiential entertainment destination that will complement downtown Aurora, and successfully compete with downtown Naperville and the Route 59 tollway corridor.
- Create individual development nodes or "villages" along the outer ring road that are interconnected to one another and the mall with a pedestrian scale, landscaped walkway system.
- Generally orient the commercial uses toward the more traveled E. New York Street and Route 59 corridors with the residential uses oriented more to the McCoy Drive and Commons Drive corridors.
- Explore the potential of "daylighting" the creek through the northwest portion of the site and if feasible, use the restored Waubonsie Creek corridor as part of the regional open space and pedestrian corridor of Waubonsie Creek.
- Provide a highly visible open space feature that can be used for entertainment and civic events.
- Incorporate similar, smaller-scale open space features in the individual development nodes around the ring road as a cohesive design element throughout the project.
- Create an inner ring road that has a more intimate character than the outer ring road and can be used to strengthen and continue the elements of the overall design theme.
- Concentrate redevelopment efforts within the outer ring road initially.
- Move the existing mall entrance at Venuti Drive and McCoy Drive west to align with the proposed extension of Trade Street to provide a stronger vehicular connection to the areas south of the mall.
- The Plan discourages uses within the Fox Valley Mall that do not support a walkable, mixed-use environment. Uses that do not bolster the Mall as a regional destination should not be encouraged. An example of a use that should not be located in the Mall is stand-alone storage facilities.

Conceptual Plan Highlights

- Enhanced "Main Street" entrance from Route 59 that serves as a gateway to the development, setting the design tone and distinctive character of the revitalized center.

- Foundation for the Plan focuses on "experiential" uses that attract and engage today's discerning customers.

- Proposed new or redeveloped commercial/retail uses.

- Redeveloped Sears site at the east end of the mall that includes restaurant and entertainment uses centered around the public plaza/green noted in the Plan objectives.

- Introduction of an inner-ring road that continues the "Main Street" theme around and adjacent to the main mall building at the various development nodes.

- Potential for 500 – 1,500 new residential units that include for-sale and rental, conventional and age-targeted units, creating an intergenerational village of customers and community. Noted residential buildings can range between 3-8 stories in height as a general guide. Dwelling unit estimates are based on a combination of 3 and 4-story buildings.

- Realignment of Venuti Drive for a more direct connection with property to the south to create a new mall entrance.

- Enhanced and cohesive streetscape design to integrate common physical elements of the project. It is important to note that the proposed Fox Valley Mall Sub-Area plan is presented as a guiding "idea" for the realization of the City's vision. It sets the framework within which the City can evaluate proposals with the necessary flexibility to respond to market conditions and the evolving economic environment.

SECTION 4.2 URBAN DESIGN AND CHARACTER

Existing conditions within the Fox Valley Mall area vary and reflect the level of automobile access needed to reach a site, different development patterns, and other physical features. Even with these differences, however, the primary development goal to make the area feel more like a city center remains. As a result, while urban design and character recommendations will vary by location, certain similarities in approach can advance the plan's overarching principles and create more cohesive development.

The Public Realm

A well-designed public realm attracts people and makes them want to stay and linger. Great sidewalks don't just move pedestrians; they promote strolling, dining, people-watching, and bumping into friends and colleagues. They also knit together an integrated system of public spaces. Woven into this system are places for people who want to walk a dog, ride a bike, sit and talk with friends, or enjoy public space in just about any way imaginable. Design also means accounting for human comfort in every season, with an emphasis on shade in the summer and heat in the spring and fall to extend the outdoor environment.

Many elements make up a successful pedestrian environment. Enhancing the public realm with facilities like streets, sidewalks, bikeways, parks and public gathering places will create an environment that is most attractive to residents and visitors who seek a more urban and walkable environment.

Some simple strategies can enhance the public realm throughout the sub-area to increase a sense of community and provide an attractive, inviting, and safe environment.

Create a New City Square:
Working with private developers, ensure that new city squares or public gathering spaces are part of the mixed-use redevelopment of the Fox Valley Mall, located at the termini of the east and north main entrances to the mall area.

Encourage Outdoor Sales:

People tend to favor busy sidewalk areas with a complex visual environment, and allowing retailers to "bring the store out into the street" is one effective way to do this. The outdoor displays provide a positive visual layer as long as they are properly managed. The key is to ensure that they don't overwhelm the sidewalk zone. The following regulations should be implemented:

- Displays shall not extend any further than 3-4 feet from the building façade
- There shall be a minimum horizontal clearance of at least 5 feet
- Displays shall only be permitted during business hours and shall be designed to be removed from the sidewalk each evening if necessary

Activate the Public Realm:

Temporary uses such as bazaars, festivals, carnivals, produce stands, and seasonal outdoor sales are another excellent strategy for activating the public realm. These should be encouraged both in the proposed green spaces as well as within parking lots. While the appropriate zoning will need to be created to safely and effectively manage these events, it should be flexible and more permissive to encourage creative and lively environments.

Add Streetscape Amenities:

Benches, trash and recycling receptacles, wayfinding kiosks, and other street amenities are important components of complete street design, but they also require routine maintenance in order to provide a high-quality environment. Consider high-quality benches and solar-powered trash and recycling systems, then identify grants and other funding sources to support their purchase and installation. A long-term maintenance strategy should be crafted by developers and City staff, and implemented thereafter.

Improve Lighting:

Upgrade street lights and lighting in open spaces, paying attention to both security and the aesthetic quality of fixtures. Install pedestrian level lighting along the east and north main entrance drives where new pedestrian-scale retail is recommended in the "downtown Main Street"-themed areas. Ensure all new development plans include a full range of lighting strategies to enhance the public realm.

Install Public Art:

Public art creates visual excitement and will help to draw visitors – and activity – to the public realm. The City, in cooperation with local schools and cultural organizations, should develop a program of temporary art installations that includes artwork by local and regionally/nationally recognized artists. Establish a public arts subcommittee to identify artists, locations for installation, rules for display, and funding opportunities to support the public art program.

Enforce Stronger Landscape Standards:

Adopt specific standards for the mall area, with an emphasis on areas adjacent to arterial roads, including Route 59, Ogden Avenue, New York Street, and Commons Drive. Require all new developments to adhere to new standards. Encourage existing owners to upgrade landscaping through a program of partial cost subsidization. Consider a program to subsidize hanging planters within the new "Main Street" environments proposed along the east and north entry drives.

Green Parking Lots:

Redevelopment of the Fox Valley Mall will create an exciting opportunity to not only add infill development on what is currently surface parking, but also the potential to add new landscaping and trees into any updated parking areas. Although difficult in a traditional mall setting, if feasible, surface parking should be screened from sidewalks and streets as part of future redevelopments if possible.

Restore Natural Drainage Corridor and Create Visual Amenity:
When the Fox Valley Mall was originally developed, the natural drainage from the Waubonsie Creek corridor coming to the site from the north was channelized into an underground storm sewer system along the ring road around the northwest quadrant of the mall. Restoring this drainage system to a natural stream corridor would provide a number of benefits more specifically described in Chapter 5, but relative to the public realm it will create an inviting, walkable trail environment and visual amenity that will contribute to enhanced, high-quality development in this area of the mall property. Further analysis will be needed to determine if this is feasible from both an engineering and financial perspectives, however, if this portion of the mall is redeveloped, including a daylighted creek should be explored.

Enhance Gateways:
Install branding elements, landscaping, and other aesthetic improvements at key gateways, with the Route 59 and New York Street entrances serving as the main gateways, and the McCoy and Commons Drive entrances as the secondary gateways. New and visible investment within these gateways will immediately signal that positive change is taking place within the mall area.

Urban Design Guidelines

The Future Land Use Plan identifies two different type of main-street, mixed-use districts that can be created within the Fox Valley Mall Sub-Area: Mixed-Use 1, a walkable mixed-use neighborhood with lower densities, pedestrian areas and lower vehicular traffic; and Mixed-Use 2, an auto-oriented Main Street focused along and within the outer ring road of the mall.

The following design guidelines can be used to guide new development or redevelopment to match the character of these neighborhoods.

Design and Development:

- Mixed-use walkable developments that promote a shopping environment or residential neighborhood are encouraged.
- Multiple buildings within a project should share similar design characteristics and vocabulary.
- A private plaza should be developed to focus the mall's redevelopment and to provide public gathering opportunities.
- Building heights can vary from commercial and office developments of one story, to three to eight stories for mixed-use or residential buildings.
- Setbacks are recommended to be 0 feet at the street.
- Service areas, storage areas, and refuse enclosures should be oriented away from public view and screened from public areas.
- Materials:
  - ✓ Use high quality materials such as stone, brick, or decorative concrete masonry units.
  - ✓ Building colors may vary; the use of complementary color palettes is encouraged.
- Retail Specific:
  - ✓ In addition to following the general guidelines, new retail should create and support a main street environment.
  - ✓ Storefronts should be visible from road/internal street system.
- Residential Specific:
  - ✓ In addition to following the general guidelines, new residential uses within the Fox-Valley Mall sub-area should be designed and constructed of high-quality materials.
  - ✓ Residential units should be designed to attract millennials and seniors through design features and building amenities.
- Entrances:
  - ✓ Building entrances should be oriented to streets.
  - ✓ Corner buildings should have corner entrances where appropriate.
  - ✓ Distinguish primary entrances to buildings with façade variations, porticos, roof variations, recesses, projections, or other integral building forms.

Streetscaping:

- Streetscaping elements should be incorporated whenever possible to create a vibrant and attractive area.
- Elements include street furniture, plazas, public art, crosswalks, trees, shade structures, and lighting.
- Outdoor seating for restaurants is encouraged. Rooftop seating is also encouraged.

Sidewalks:

- Pedestrian connectivity should be seen as a priority.
- Wide sidewalks at storefronts (minimum 7' walking zone free of street trees and fixtures.
- A delineation of pedestrian and vehicular space should be created through the use of materials (paving, colors) and signage.

Lighting:

- Pedestrian scaled lighting should be installed wherever feasible to promote a safe and attractive pedestrian area.
- Site lighting, security lighting, and architectural/landscape lighting should provide the user with illumination levels appropriate for the designed activity (i.e. parking, walking, outdoor dining, etc.).

Signage:

- Design site signage to complement the architecture and site using consistent character, detailing, and materials.
- Architecturally integrate all signage with the surroundings in terms of size, shape, color, texture, and lighting so as to not visually compete with the building architecture or site design.

Parking:

- Developments should be designed with a parking management plan to accommodate residents and visitor parking in a well thought out manner.
- Off-street parking should be screened or be located behind buildings wherever possible. Off-street surface parking should not be located at street corners wherever possible.
- Shared parking should be encouraged.
- Electric and hybrid car-charging stations should be provided.
- Parking and drives should be located away from building entrances.
- Developers should be encouraged to work with the City to reduce off-street parking requirements based upon such considerations as use, demand, and a parking impact study.
- Parking lots should be redesigned to assist with stormwater management by introducing landscaped areas, trees, permeable pavers, and native plantings.
- If parking structures are a viable option the following guidelines are recommended:
  - ✓ Establish an active relationship between the lower level of the structure and the street, by incorporating storefronts or alternative uses and enhanced landscape treatments to animate and soften the edge.
  - ✓ Use enhanced landscape treatments on non-street sides of the parking structure; intensify landscaping adjacent to sensitive uses if highly visible.
  - ✓ Use full roofs, parapets, or other roof form variations that eliminate top deck lighting concerns and create a more finished appearance.
  - ✓ Minimize glare and the visibility of pole mounted light fixtures on the top deck of parking structures by employing full cut-off fixtures and by maintaining minimal pole heights.
  - ✓ Sophisticated lighting controls and sensors (or internal light wells to better utilize natural day light) to account not only for diurnal cycles, but also for transient daylighting conditions should be used.
  - ✓ Rooftop- and façade-mounted solar panels with PV films offering more options and greater design flexibility should be used.

Connectivity and Access

One of Chapter 1's 5 founding principles guiding the recommendations of the Route 59 Corridor Plan is to IMPROVE CONNECTIVITY

IMPROVE CONNECTIVITY: Combine better auto and transit connections to the area with safer and more walkable and cyclable connections to and within the area.

Opportunities for improved connections between new and existing development exist and should be promoted in new development and redevelopment proposals. Overall, there presently exists a variety of transportation options in the study area. As the area continues to develop and redevelop, additional improvements will become increasingly important in order to improve and enhance the existing system to adequately serve the demands on the multi-modal transportation network.

Given the mixed land use nature of the study area, the existing roadway network is laid out in the following manner:

- ✓ An efficient and traditional grid pattern to serve the business uses
- ✓ Newer developments and established residential areas comprised of a combination of both grid and curvilinear street design

These patterns provide existing and future opportunities for good connectivity and linkages for bicyclists and pedestrians.

SECTION 5.1 CONNECTIVITY APPROACH

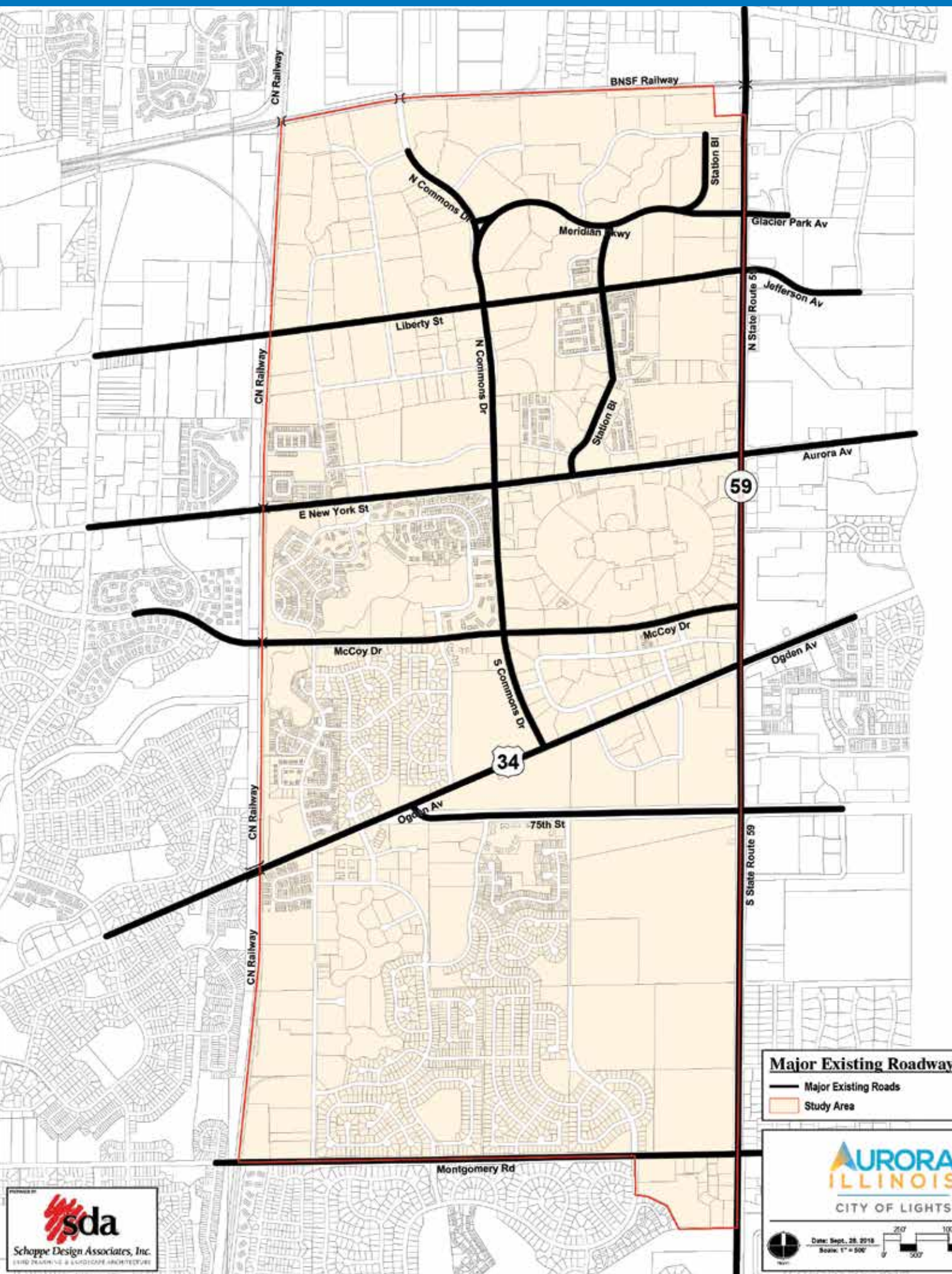
Transportation and Connectivity Goal

The City will promote regional and internal connectivity between all different modes of transportation.

OBJECTIVES

- Implement new transportation policies and practices that improve community health and provide sustainable alternatives to travel by automobile.
- Consider the planning efforts of other agency partners such as Pace and Metra and work with them to pursue coordinated investments and strategic transportation and connectivity improvements.
- Ensure roadway connections between existing and future developments/redevelopment when possible
- Promote the consolidation of access points on major roadways to minimize unnecessary curb cuts and promote effective access management throughout the study area.
- Connect the gaps in the trails and sidewalk system and include connections to the larger regional trail system.
- Plan for improved connections to transit facilities, most specifically the Metra Station, and support Pace transit. Existing Pace routes 559, 530, 672, and 675 should be supported to improve these connections, as well as future Pace Pulse service along this corridor.
- Apply best practices in roadway design and ensure roadways are designed for all users.
- Coordinate with neighboring communities and DuPage County to create additional connections and new segments in the regional trail system.
- Continue to follow the goals and objectives of the City of Aurora Bicycle & Pedestrian Plan, for the planning, design and construction of bicycle and pedestrian facilities.
- Continue to support transit efforts in the study area, the community, and the larger region.
- Provide a transportation system that supports the efficient movement of freight traffic, as well as the City's existing and future industrial businesses in the study area that rely on goods movement.
- Promote regional bike trail connections that connect Aurora to neighboring communities, allow residents to access amenities within and outside its boundaries, and attract visitors from throughout the region.
- Ensure the future development proposals include necessary infrastructure to enhance connectivity throughout the study area and strengthen the connections between the Route 59 Corridor and downtown Aurora.
- Repair pavement surfaces and sidewalks for improved, safe circulation within the study area.

EXISTING MAJOR ROADWAYS



Bicycle and Pedestrian Facilities

Continuing its commitment to be a bicycle and pedestrian-friendly community for its own residents and visitors alike, the City adopted the City of Aurora Bicycle & Pedestrian Plan in 2009. The Plan provides for better and safer conditions for cyclists and pedestrians and encourages residents to use their bikes or walk for short distance travel. Emphasis was given to connectivity to attractions within the City, and linkages to surrounding communities and regional trails.

OVERALL GOALS OF THE 2009 PLAN INCLUDED:

1. Incorporate bicycle and pedestrian projects into the City's Capital Improvement Program.
2. Improve bikeway and sidewalk connections to existing and future transit facilities, between neighborhoods, and among surrounding communities.
3. Establish the responsibilities of a staff member to coordinate the implementation of the plan, staff shall guide and encourage implementation of bicycle and pedestrian-related plans, projects, and programs.
4. Utilize the City's existing Bicycle and Pedestrian Advisory Committee to support and advise the planning process, as well as guide and encourage the development of projects and programs.
5. Create connections between the corridor and the Waubonsie Creek Trail which will create opportunities for greater trail use and greater connections to other community facilities and destinations.

The Route 59 Corridor Plan will most specifically be addressing Goal #2 of the Bicycle and Pedestrian Plan.

The policies and purpose of the 2009 Plan are evident in the existing bicycle and pedestrian facilities within the study area. The trails include facilities that existed prior to the adoption of the 2009 Plan, and some that have been constructed in the ensuing years to implement the City's vision. This will continue to be an ongoing implementation process as opportunities arise with development and redevelopment in the study area.

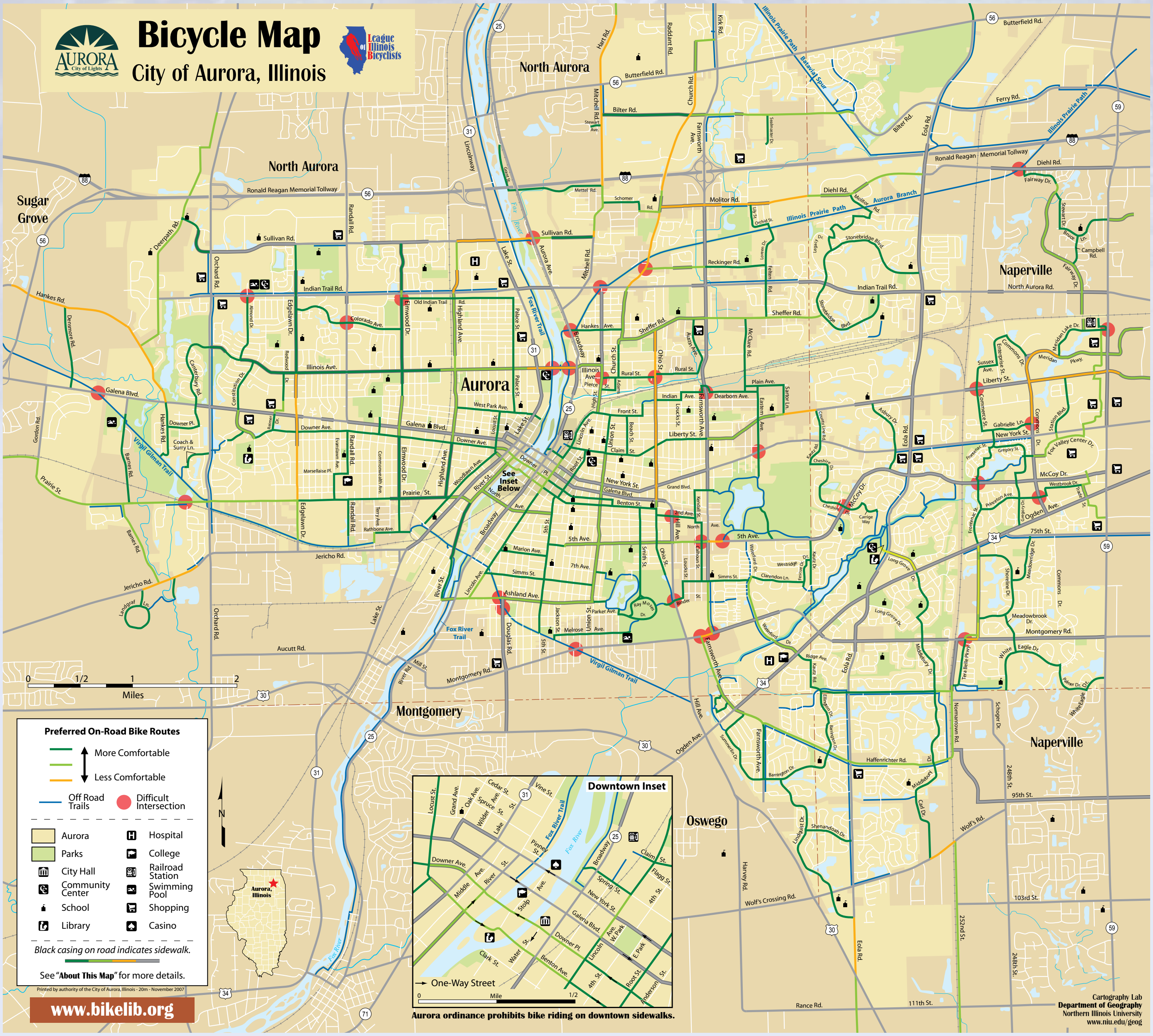
THE LIST OF TRAILS SERVING THE STUDY AREA INCLUDE:

City of Lights Bikeway: This east/west City-wide bike path has its eastern terminus at the intersection of New York Street and US Route 59. It follows New York Street in the study area, and connects to the Metra station via a spur path along Station Blvd.

Spring Lake East Spur of the Waubonsie Creek Trail: The trail traversing the south shoreline of Spring Lake in the Spring Lake Subdivision along the north side of McCoy Drive serves as the eastern local spur to the regional Waubonsie Creek Trail.

Route 59 Multi-Use Trail: As part of the recent Route 59 widening project, IDOT's incorporation of Complete Streets design resulted in the construction of a new multi-use path along the west side of Route 59 in the study area. The path is picked up at the BNSF viaduct at the north end and terminates near the Kohl's Department Store at the southwest corner of Route 59 and New York Street.

Southern DuPage County Regional Trail: This regional bike trail follows along the south side of US Route 34/Ogden Avenue in the west end of the study area and continues east along the south side of 75th Street beginning at its intersection with US Route 34/Ogden Avenue.


Bicycle Map
City of Aurora, Illinois
AURORA City of Lights
League of Illinois Bicyclists
Preferred On-Road Bike Routes
More Comfortable
Less Comfortable
Off Road Trails
Difficult Intersection
Aurora
Parks
City Hall
Community Center
School
Library
Hospital
College
Railroad Station
Swimming Pool
Shopping
Casino
Black casing on road indicates sidewalk.
See "About This Map" for more details.
Printed by authority of the City of Aurora, Illinois - 20m - November 2007
www.bikelib.org
Downtown Inset
One-Way Street
Aurora ordinance prohibits bike riding on downtown sidewalks.
Cartography Lab
Department of Geography
Northern Illinois University
www.niu.edu/geog
North Aurora
Sugar Grove
Aurora
Montgomery
Oswego
Naperville
Miles

Public Transit

PACE BUS SERVICE

The Route 59 corridor is currently served by Pace Routes 559 and the Naperville-Aurora Call-n-Ride. The mall itself is served by these routes, plus Route 530. Pace Routes 672 and 675 operate express on Route 59 and will continue to do so.

Pace has identified Route 59 and Ogden Avenue as future Pace Pulse corridors. Pulse is Pace's brand name for Arterial Bus Rapid Transit or ART service. Major features of Pulse service include limited-stop express bus service, bus stations with near-level boarding platforms, heated shelters, real-time bus arrival information, and an optional community expressions program to integrate local artwork and street furniture.

While both Route 59 and Ogden Avenue are currently targeted as long-term Pulse corridors, Pace is interested in pursuing road and sidewalk design elements that would preserve space for future Pulse bus stations (approximately 60 x 15' of ROW) and allow for ADA-accessible pedestrian connectivity. Such improvements would benefit existing local bus service and help bring more passengers to public transit service.

This plan support's Pace's Transit Supportive Guidelines report. (see http://www.pacebus.com/guidelines/index.asp). According to Pace the goal of the Transit Supportive Guidelines is to foster reliable, efficient, convenient, and accessible transit in communities throughout the Chicago region that are served by Pace Suburban Bus Transit. By shaping the built environment to support all modes of movement – from the transit vehicle itself to pedestrians walking down the street or to the front door of their destination – a more effective regional transit service can enhance the quality of life for Chicagoland's citizens. Developers are encouraged to incorporate Pace's guidelines into their development plans.

METRA SERVICE

The BNSF Railroad tracks define the northern edge of the study area. Commuter passenger rail service is provided at the Route 59 station by Metra via the BNSF Railway, connecting 26 stations from downtown Chicago's Union Station to the Aurora Transportation Center in downtown Aurora. The service is designed primarily to serve residents commuting to jobs in downtown Chicago. There are 28 inbound departure trips to Chicago from the Route 59 station on weekdays and 30 outbound arrivals from Chicago. Weekend service is also available with 14 daily departures in each direction on Saturdays and nine (9) daily departures on Sundays.

The Route 59 station is one of the busiest commuter rail stations in the Chicago region. Outside of Metra's downtown Chicago terminals, the Route 59 station has the highest number of boardings of all 236 outlying stations in the Metra system by a high margin. The outlying station with the second highest number of boardings is Naperville, with 32% fewer than the Route 59 station. The trains with the highest number of boardings are the morning express trains to downtown Chicago, followed by the morning non-express trains to downtown Chicago.

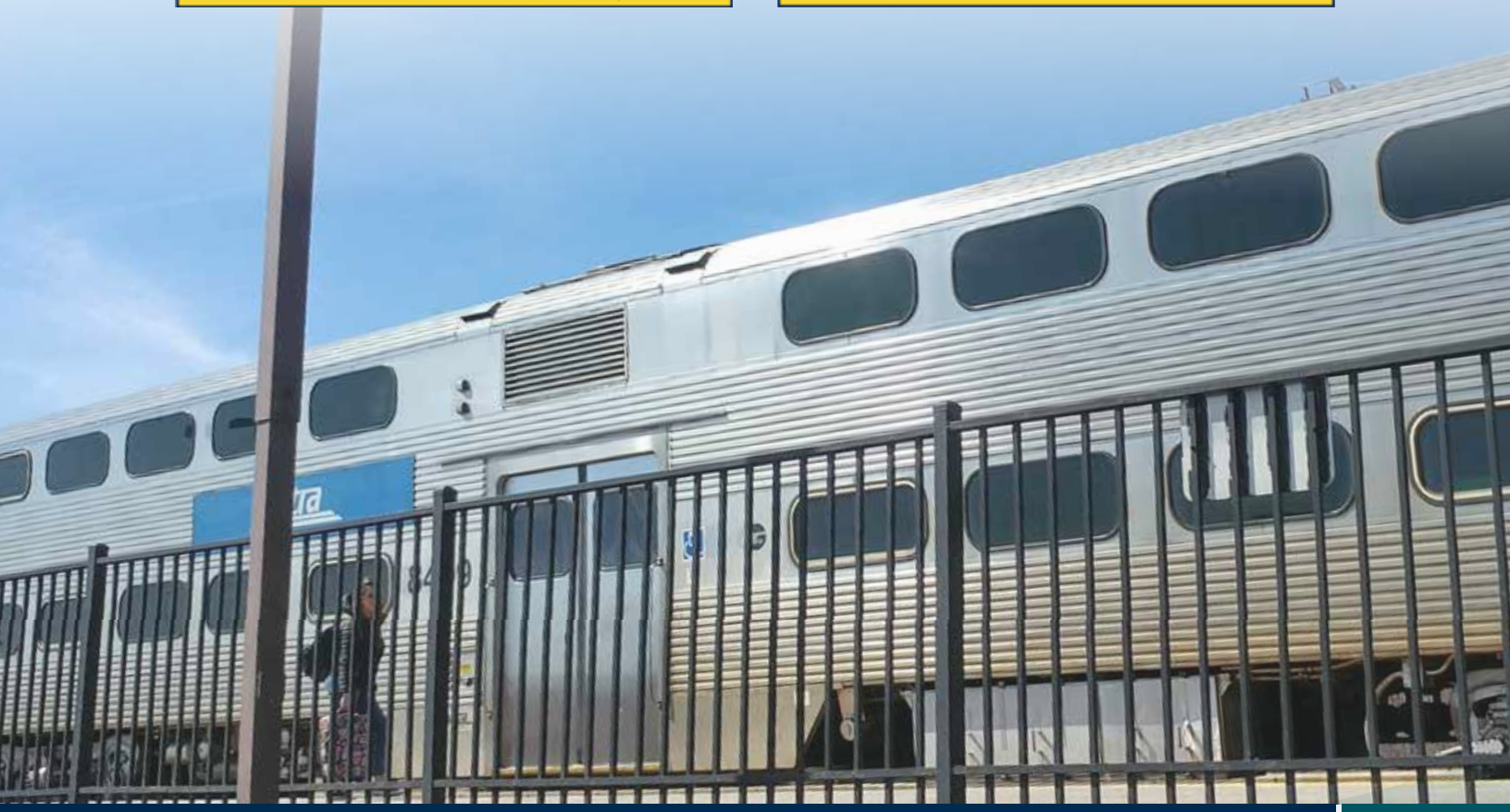
The Metra Station is one of the many advantages of the study area, and is a primary factor in its attractiveness, especially for future residential development.

WEEKDAY BOARDINGS

	AM Peak	Midday	PM Peak	Evening	Sub-Total
Inbound:	5,376	206	144	38	5,764
Outbound:	1	5	8	3	17
				Total all Boardings:	**5,781**

WEEKDAY ALIGHTINGS

	AM Peak	Midday	PM Peak	Evening	Sub-Total
Inbound:	7	3	6	3	19
Outbound:	93	489	4,417	529	5,528
				Total all Alightings:	**5,547**



SECTION 5.2 CONNECTIVITY PLAN

While both the current roadway network and existing bicycle/pedestrian system of trails are well planned and established, an analysis of the multi-modal transportation system indicates opportunities for enhancements of the current system and future improvements that can be enabled by new development.

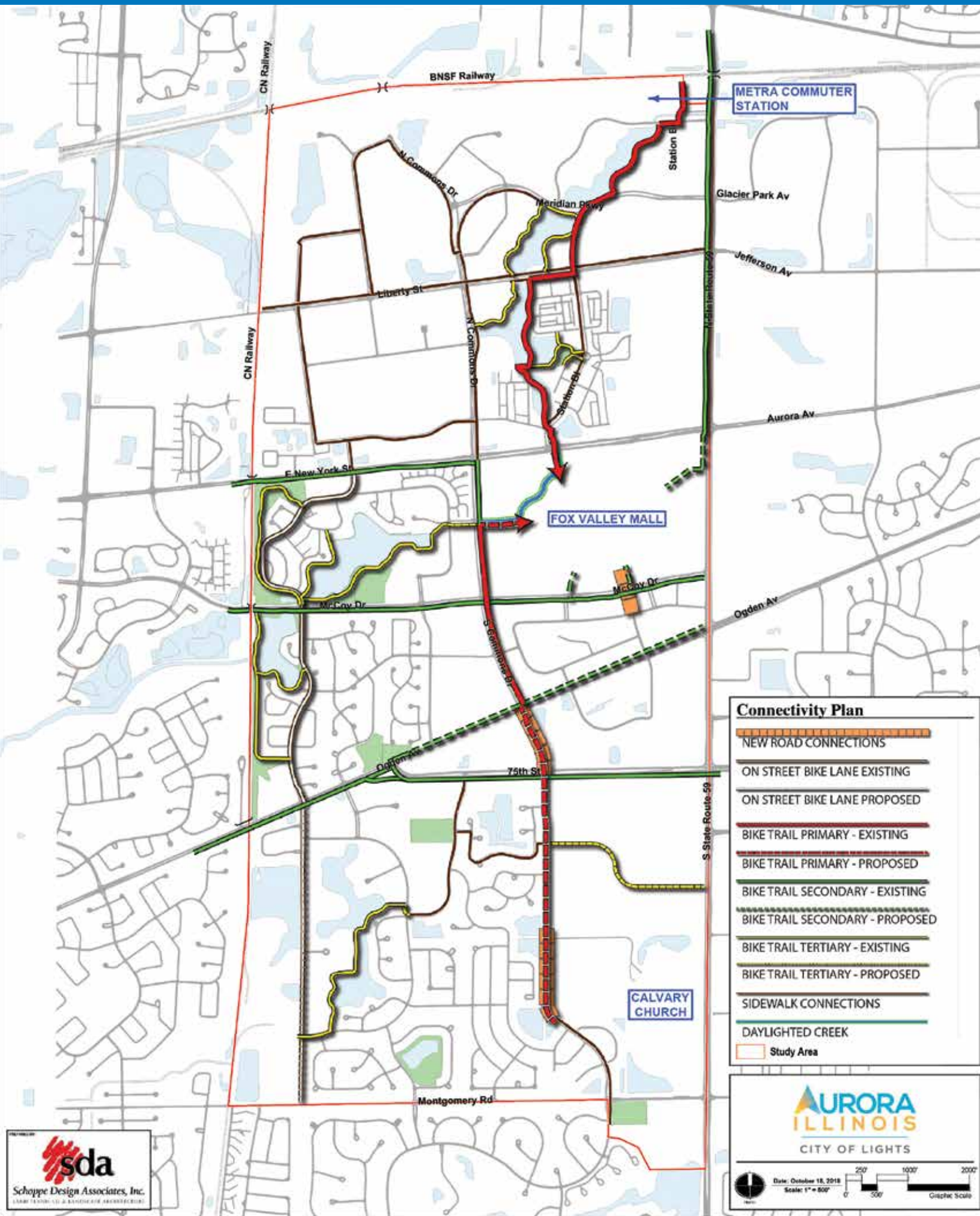
In the previous chapter, the topic of recommended connectivity was addressed in detail for the internal circulation of the mall site and immediately surrounding recommended redevelopment areas. This section will focus on the connectivity and connections for those areas surrounding the area contained in the targeted sub-area plan.

Bicycle and Pedestrian Connections

PRIMARY GOALS:

- Provide connections to major traffic generators such as cultural resources, schools and parks, employment centers, transit facilities and recreational areas.
- Use the mall and Route 59 Metra Stations as magnets.
- Create connection opportunities for existing and future residents that increase safe and easy walkability/bikeability between the mall attractions and surrounding environs.
- Improve/increase connections between the mall and the Metra Station.
- Orient pedestrian infrastructure to provide connectivity to bus service.
- Improve/add connections between the mall and existing and future residential projects south of the mall.
- Make non-motorized travel safe and more available.
- New connections should incorporate sustainable, natural design that maximizes safety and enhances the desirability of bicycle and pedestrian travel by creating an attractive alternative mode of travel.
- New connections should meet ADA compliance requirements for all road crossings.
- Whenever feasible, modernize existing signalized intersections for some of the existing intersections near the Fox Valley Mall, for example McCoy and Commons.

CONNECTIVITY PLAN



THE MAJOR BICYCLE AND PEDESTRIAN AND TRANSPORTATION SYSTEM IMPROVEMENTS FOR THE ROUTE 59 CORRIDOR STUDY AREA INCLUDE THE FOLLOWING:

1. **Extend Commons Drive south of Ogden Avenue to 75th Street, with accompanying multi-use trail:** Presently, Commons Drive serves as an important north-south transportation corridor, connecting to the Route 59 Metra Station without the need to use Route 59. There is, however, a current gap in the corridor, that prevents the full utilization of this multi-modal route.

   The extension of Commons Drive to the south would connect the existing roadway gap between Ogden Avenue and 75th Street. This, coupled with the planned expansion of existing Commons Drive south of 75th Street to the existing Stonehaven Subdivision as part of the required improvements by M/I Homes for the Gramercy Square Subdivision, will complete this much-needed continuous north/south artery. The M/I improvements will also include the extension of the multi-use trail along the east side of the right-of-way.

   In addition to the multi-use trail the City should also plan for the addition of a sidewalk on the opposite side of the street to connect with the City's sidewalk system.

   To assist with traffic control management for this extension the City is placing a radar-speed feedback sign for southbound Commons, south of Thatcher. The City may also consider implementing Commons Drive truck restriction souths of 75th Street. The City will monitor traffic volumes along Commons Drive to determine if additional calming measures or controls will be needed.

   The intersection of Ogden Avenue and Commons Drive should also be updated as part of the project to include a new mast arm on the new leg and modernization of the rest of the intersection with an enhanced pedestrian crossing.

   The roadway connection between Ogden Avenue and 75th Street will require coordinated efforts with two external transportation agencies: IDOT for the intersection at Ogden Avenue, and the DuPage County Division of Transportation for matters dealing with 75th Street. As referenced earlier in this Plan, the continued inter-agency cooperation will be necessary to achieve the mutually beneficial vision.

   Given the almost continuous high traffic volumes along Ogden Avenue, it will be important to properly and safely allow for the non-motorized crossings of pedestrians and bicycles. The intersection should not be designed in a way that discourages use or causes users to choose other forms of transportation. Design options could include:

   - Provide an elevated, grade-separated crossing. This is admittedly a complicated and potentially cost-prohibitive option, but there are several other successful applications of these structures near the study area (Route 59 south of 95th Street and the Virgil Gilman Trail crossings of both Route 56 in Sugar Grove, and Galena Boulevard on the west side of Aurora). Assessment of the physical and cost feasibility as well as significant coordination with IDOT would be necessary before this option could be pursued. Due to the complexities, this option should be viewed as a longer term goal.

- Include pedestrian refuge islands in the intersection design. Pedestrian refuge islands are protected areas where people may safely pause or wait while crossing a street. These islands are particularly helpful as resting areas for seniors, persons with disabilities, children, and others who may be less able to cross the street in one stage. At signalized intersections, they allow slower moving pedestrians to cross in two phases.

These critical links will provide the residents south of Ogden Avenue, both existing and future, with direct vehicular, pedestrian, and bicycling connections to the redeveloped mall area, accomplishing a major goal of the connectivity plan.

2. Strengthen and Enhance Greenway Associated with the Waubonsie Creek Drainage Corridor: There is currently a well-developed trail system through the Waubonsie Creek drainage corridor located west of Station Boulevard and north of New York Street. This trail system is continuous from New York Street north to the Metra Station parking lot, albeit at times somewhat circuitous and passing through private development, i.e. The Plaza on New York, Lehigh Station, Meridian Business Park, Union Square and Metro 59. It is peaceful and inviting and separate from the more urbanized sections of Station Boulevard which lend themselves more to pedestrian traffic. Consideration should be given to designating this trail system as the preferred bicycle commuting route to the train station (additional recommended connection enhancements south of New York Street will also tie into this concept for residents south and west of the Station Boulevard corridor).

Although the existing Waubonsie Creek Trail provides great connectivity, it should be noted that the trail is about 5-6 feet in width at certain sections (between New York Street & Liberty Street) and is 7 feet wide north of Meridian Parkway up to a certain point. Before the City could designate this trail as the official bike route, it is best to widen the portions of the trial to either 8 or 10 feet in width to match up with the rest of the existing trail.

Clear, consistent, and frequent wayfinding signage can highlight and encourage use of the trail for two critically important purposes:

- for northbound users commuting to the train station
- provide southbound users with a scenic, natural trail setting connecting to the more urbanized redeveloped mall area and its various attractions.

Identifying the multi-use path as the Route 59 Metra Station route for non-motorized modes will help to direct users to the facility and allow the more restricted Station Boulevard space to continue to accommodate automobiles and pedestrians in the current cross-section design.

3. **Provide Connection Between Yorkshire Plaza Shopping Area and the Station Boulevard Corridor:**
With the possible redevelopment of the Yorkshire Plaza Shopping Center as the Pacifica Square project, an opportunity may exist to connect this potentially mixed-use development to the Station Boulevard corridor. This will enable possible future residents of Pacifica Square to gain non-motorized access to the multi-modal connections to the train station, and additionally connect the residential communities to the north and west to the project and its amenities.

4. **Upgrade the Station Boulevard and New York Street Intersection with Enhanced and Improved Pedestrian Crossing Experience:**
The above noted Waubonsie Creek drainage corridor trail connects to the trail system on the east side of Station Boulevard, south of Gabrielle Lane. This enhanced trail system will now directly connect to the redeveloped mall area. The preferred crossing would occur on the east side of the intersection, connecting the northeast and southeast quadrants. Similar to the recommendations for the intersection of the Commons Drive and Ogden Avenue, the intersection of Station Boulevard and New York Street should include upgraded pedestrian crossing elements that will enhance the safety and connectivity between the mall area and the residential communities to the north.

   - Provide an elevated, grade-separated crossing. Again, this is a complicated and potentially cost-prohibitive option. However, given that both legs of the intersection are controlled by the City of Aurora, design, permitting and construction coordination would present fewer hurdles than a multi-jurisdictional process. The complex nature of this recommendation again lends itself as a longer term solution.

   - Include pedestrian refuge islands in the intersection design. As with any major intersection, the width of the number of lanes pedestrians must cross to successfully navigate the intersection is somewhat daunting, and does not create a safe, walkable feel. Protected pedestrian refuge areas will allow people to safely pause or wait while crossing a street. Providing this sense of safety and comfort will help to encourage pedestrians to use the facility more readily.

5. **Restore Natural Drainage Around the Northwest Quadrant of the Mall Area:** When the Fox Valley Mall was originally developed, the natural drainage from the Waubonsie Creek corridor coming to the site from the north was channelized into an underground storm sewer system along the ring road around the northwest quadrant of the mall. With the suggested redevelopment of the mall described in Chapter 4, opportunities for creative thinking and solutions are presented.

Daylighting the drainage would include taking the stormwater that is presenting piped under ground and opening/exposing it in a more natural stream-like state. This would initially occur at the intersection of New York Street and the mall entrance along the east side, continuing to the ring road where it would again be piped underground to the south side of the drive. Once on the south side, it will again daylight and continue as a natural stream corridor until it reaches the intersection with Raintree Road near the west entrance to the mall. The stream then continues west under the ring road and will again daylight along the north side of Raintree Drive and re-enter the existing storm sewer system on the east side of Commons Drive.

While this may appear to be an ambitious approach, the potential benefits to such a design are significant:

- If designed properly, the daylighted stream would provide a visual amenity to the proposed uses in this area of the redeveloped mall, with a distinguishing character and experience vs. other competing and more conventionally designed commercial areas.
- The stream will create an inviting, walkable trail environment connecting north of the mall to the mall, through the mall and its system of pedestrian inter-connections, and onto the established multi-use trail on Commons Drive.
- The potential to extend the Waubonsie Creek Trail should also be explored as part of any future daylighting project.
- Restoring the drainage to its natural state, to the extent possible, is a best management practice (BMP) that has multiple benefits:
    - ✓ Increase of open space and the associated reduction of impermeable surface
    - ✓ Storm water pollutant reduction
    - ✓ Hydrological and habitat benefits
    - ✓ Enhanced economic value

A committed and coordinated effort would be necessary to achieve this concept. A thoughtful and detailed analysis will be required for the thorough evaluation of this recommendation.

6. **Extend the City of Lights Multi-Use Trail along New York Street:**
   Currently, the wider multi-use section of the City of Lights trail ends on the south side of New York Street, west of Commons Drive. From there, it continues on the north side of New York Street albeit with a gap at the northeast corner of the intersection before it picks up again in the form of a conventional sidewalk. With the increased emphasis on facilitating meaningful and inviting pedestrian connections to the mall, it is recommended that the New York Street cross section incorporate the Complete Streets feature of the inclusion of a multi-use trail, adjacent to the mall property, between Commons Drive and Route 59 where it will connect with the Station Boulevard corridor and the Route 59 multi-use trail.

7. **Convert Sidewalk System on North Side of Ogden Avenue East of 75th Street to a Multi-Use Trail:**
   Presently, the multi-use trail on the north side of Ogden Avenue terminates slightly east of the intersection with 75th Street, and narrows to a sidewalk as it continues east. No accommodation for bicycle/pedestrian use exists on the south side of Ogden in this area. The conversion of the sidewalk to a multi-use path on the north side will allow for the connection to the Commons Drive multi-use trail, and then ultimately continue east to Route 59.

8. **Continue On-Street Bike Lanes on S. Frontenac Street from Ogden Avenue South to Montgomery Road:**
   The current on-street bike lanes along S. Frontenac Street extend from Ogden Avenue on the south to New York Street on the north, connecting with the City of Lights trail system which ultimately continues and connects to the Metra Station. The addition of the on-street bike lanes south of Ogden Avenue to the T-intersection at Montgomery Road will complete the system and provide additional opportunities for the residents in this area south and west of 75th Street to access the connection.

9. **Connect Future Uses of Brach-Brodie Property to Commons Drive Trail System:**
   The approved plans for the Gramercy Square development located on the east side of Commons Drive extended and south and west of the Brach-Brodie property, call for the installation of an 8' shared use path on the north side of Irving Road, an east/west road serving the development. Irving Road will connect to Brach-Brodie on their common property line along the east side of Gramercy Square. The future recommended development of the Brach-Brodie property will include a mix of residential and commercial uses. The design should provide for the connection to and extension of the multi-use path to allow residents to the west to access the commercial uses along Route 59, and to enable future residents of the Brach-Brodie development to access the Commons Drive corridor.

10. **Reinforce and Emphasize Walkway Connectivity to Still Middle School:**
    The improvements noted in #8 above will allow for the connection to the existing subdivision sidewalk network that routes students to Still Middle School. Additionally, the sidewalk system to the south and west of Still Middle School via Shoreline and Meadowridge Drives should be emphasized, with continuation to the north to connect with the Southern DuPage County Regional Trail along 75th Street.

11. **Establish a Mobility Program:**
    Establish an active mobility program in the form of a bike share program or other similar valid alternative.

CHAPTER 6

Corridor Character

In planning for the future of the Route 59 Corridor study area, there are key elements that the City must strive to promote to enhance and distinguish the corridor as a premier destination for both new economic growth and redevelopment opportunities. The City recognizes the opportunity to guide the visual quality of future development and the renovation of existing buildings and projects. This chapter identifies general development recommendations that will help the City direct and ensure a stable, successful corridor that contributes to the community's quality of life and identity.

Corridor Character Goal

The City will promote pragmatic, yet distinctive guidelines geared toward both new development and renovation that establish a distinctive sense of place within the Route 59 Corridor.

OBJECTIVES

- Establish a distinctive and defining sense of place for the Route 59 Corridor.
- Provide a framework for consistent site plan review.
- Encourage destination uses.
- Develop, maintain and continue to enhance a positive business-friendly atmosphere.
- Optimize the balance between the built environment and aesthetics.
- Promote architectural design and style that is consistent with desired community character.
- Encourage developers to provide open space and sustainable design features in new development proposals.
- Work with local economic development and business groups, such as Invest Aurora, to market and promote the corridor as a destination.

Site Design

The site design for a development is one of the most influential aspects of an appealing project. Extensive consideration needs to be applied from the earliest stages. Careful consideration for locating and orienting buildings, parking, and other site elements will contribute to a successfully designed development.

Main site design components include:

- Buildings, walls, and other structures
- Open spaces and special amenities
- Site access, vehicular circulation and parking areas
- Pedestrian and bicycle circulation
- Linkages to adjacent sites, buildings, or uses

Site design should take into consideration the physical characteristics of individual sites, as well as the contextual relationship to adjacent sites and their uses.

Physical characteristics include:

- Existing vegetation, topographic features, natural areas, and drainage
- Viewsheds and view corridors on and off the site

Contextual relationships include:

- Public infrastructure including streets, pedestrian areas, and above ground utilities
- Patterns, character, and scale of existing and planned development in the area
- Adjoining uses
- Potential connections to adjoining sites including pedestrian linkages, shared driveways, off street vehicular connections, open space and drainage systems, landscape buffers, and service

Guidelines for Site Design

GENERAL DEVELOPMENT PATTERNS

Development proposals should establish:

- Configurations responsive to local patterns, such as the street system, open space and view corridors, common setbacks, and streetscape elements.
- Parallel or perpendicular relationships of buildings to the street; oblique or diagonal relationships are discouraged.
- Easily identifiable building entries.
- Strong visual and pedestrian relationships between buildings and the street, including pedestrian connections to the street edge.
- Aesthetically pleasing pedestrian areas or continuation of the use of streetscape elements in front of buildings, which may include pedestrian walks, lighting, plantings or planters, trees, and other amenities.
- Building relationships to form exterior public spaces that relate to pedestrian-scaled and detailed facades (where possible and applicable).

PARKING

The number of off-street parking spaced required for each building or project will be individually determined by the City by the design review process for each project, under guidance from the City of Aurora Code of Ordinances. Flexibility in the determination of parking requirements shall be provided for each building or use based on site geometry, opportunities for shared parking from different peak demands associated with proposed or potential uses, and the availability of off-site parking.

Off-Street Parking

- When front and back parking lots are employed, reduce the size of front lots by encouraging employee parking and deliveries in the rear of the building.
- Provide hard-surfacing on all off-street parking lots. Parking areas on gravel, dirt or unreinforced turf are prohibited.
- Connect pedestrian circulation to entrances in a safe, efficient and clearly visible manner, minimizing vehicular conflicts.

Parking Lot Landscaping

- Establish a landscape buffer strip between surface parking areas and the sidewalk or street in all cases. The buffer strip shall consist of shade trees, low shrubs and/or perennial flowers, ground cover, and ornamental grasses.
- Where front yard parking is required, consider the following options:
  - ✓ A low hedge
  - ✓ A low masonry wall
  - ✓ A decorative metal fence supported by masonry columns
  - ✓ A raised planter bed

Acceptable screen materials include brick, decorative concrete masonry units, stone, stamped colored concrete, wrought iron, and dense plantings.

- Incorporate biofiltration methods of stormwater drainage and landscaping where appropriate.
- Non-living materials (such as bark, mulch, and ornamental rock) shall not constitute an excessive portion of landscaped areas.

Parking Structures

If parking structures are a viable option in certain development circumstances, the following guidelines are recommended:

- Establish an active relationship between the lower level of the structure and the street, by incorporating storefronts or alternative uses and enhanced landscape treatments to animate and soften the edge.
- Use enhanced landscape treatments on non-street sides of the parking structure; intensify landscaping adjacent to sensitive uses if highly visible.
- Use full roofs, parapets, or other roof form variations that eliminate top deck lighting concerns and create a more finished appearance.
- Minimize glare and the visibility of pole mounted light fixtures on the top deck of parking structures by employing full cut-off fixtures and by maintaining minimal pole heights.
- Sophisticated lighting controls and sensors (or internal light wells to better utilize natural daylight) to account not only for diurnal cycles, but also for transient daylighting conditions should be used.
- Rooftop- and façade-mounted solar panels with PV films offering more options and greater design flexibility should be used.
- Electric and hybrid car-charging stations should be provided.

PEDESTRIAN CONNECTIONS

Establish clearly visible and direct pedestrian paths between adjacent buildings, between buildings and parking areas, and between buildings and transit facilities.

Provide a change in paving material, texture, or color to alert users to the potential conflict, improve visibility, enhance safety, and provided added aesthetic appeal when pedestrian circulation paths cross vehicular routes.

SERVICE, STORAGE AND REFUSE COLLECTION

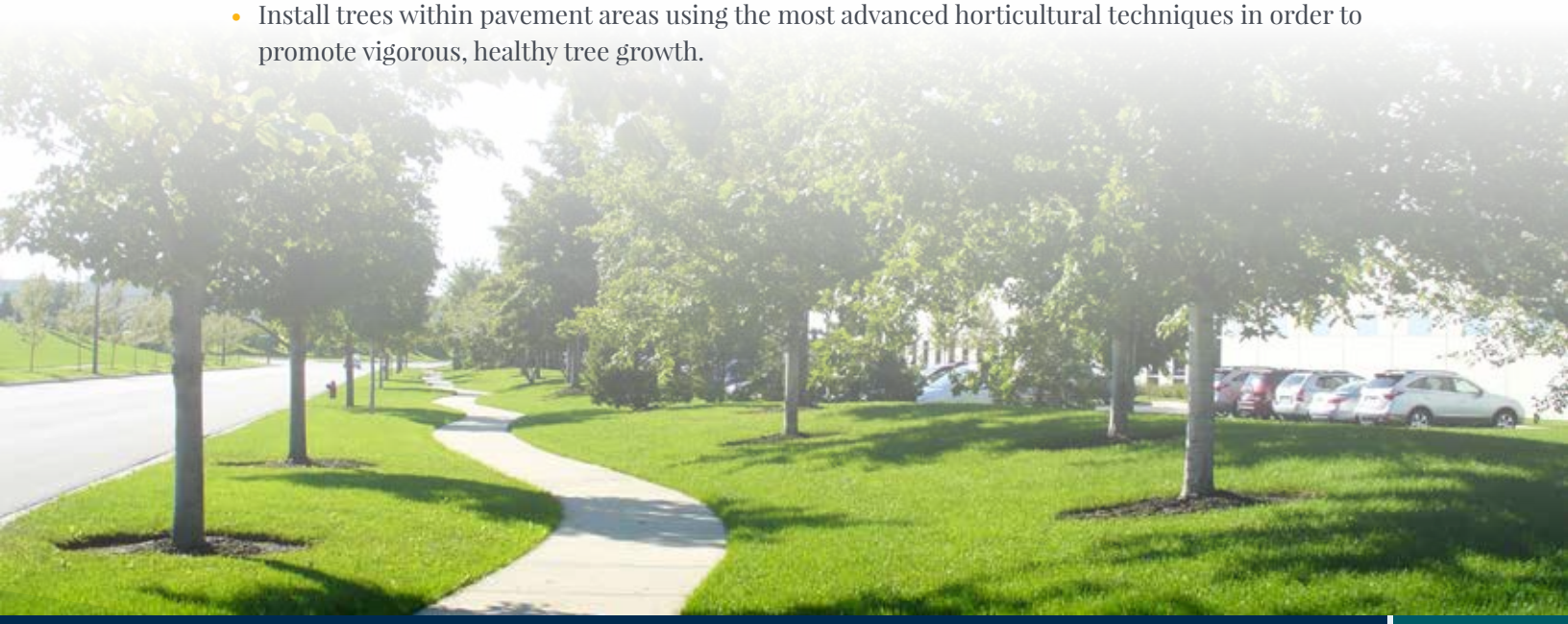
Service areas, storage areas, and refuse enclosures should be oriented away from public view and screened from public areas. In larger commercial developments, trash collection, service and loading areas should be separated from main circulation and parking areas. The materials used for screening should match or complement the exterior materials of the main buildings on the site.

LANDSCAPE DESIGN

Landscape design has a very strong impact on the visual quality of a corridor. The arrangement of plants within and along parking areas, pedestrian zones, and building edges contributes greatly to the aesthetic quality and the overall community image. Plantings can screen incompatible uses; soften hard edges; define areas of use; add a multitude of colors, scents, sounds, and textures; provide shade; mitigate noise; absorb hear; and improve air quality. In all, the attention to plant placement and selection plays a particularly vital role in building the corridor's identity.

The following landscaping guidelines are recommended along the Route 59 Corridor:

- Coordinate the landscape design including the type and species of plantings with the design of the plantings in the Route 59 streetscape.
- Locate plantings and select species and colors to complement the building.
- Blend plantings with the dominant existing or planned streetscape and character of the area.
- Choose plants with a mature size and height suited to the space.
- Establish landscaping along and against buildings to link them with the surrounding environment and to soften the edges of the structures.
- Use in-ground landscaping to satisfy the majority of the landscaping requirement. Raised planters are acceptable when the space is constrained, and when designed to accentuate architecture and/or enhance pedestrian areas.
- Coordinate façade design and signage locations with the placement of plant material.
- Screen commercial uses from residential areas with landscape buffers.
- Screen unattractive views and features such as storage areas, trash enclosures, utility cabinets, and other similar elements.
- Provide special landscape treatment in the site design for projects located at street intersections to strengthen the visual impact of the corner while maintaining the required vision triangle for vehicular movement.
- Plant urban-tolerant, small trees below power lines to maximize aesthetic quality and minimize the need to excessively prune for power line safety and maintenance.
- Install trees within pavement areas using the most advanced horticultural techniques in order to promote vigorous, healthy tree growth.



LIGHTING

The following guidelines should be used in designed site lighting for the Route 59 Corridor:

- Site lighting, security lighting, and architectural/landscape lighting should provide the user with illumination levels appropriate for the designed activity (i.e. parking, walking, outdoor dining, etc.)
- Minimize glare and excess brightness. Consider the effect of cut-off fixtures, mounting heights, and the eye-level of potential viewers for effectively controlling glare.
- Be sensitive to the dark sky initiative.
- Control light trespass beyond property lines by shielding or aiming fixtures away from adjacent parcels. Light trespass should not exceed ambient levels.
- Use architectural lighting to highlight special features only. Lighting of expansive wall planes or the use of architectural lighting that results in hot spots on walls or roof planes should be avoided.
- Landscape feature lighting and lighting at the pedestrian level is encouraged, where appropriate.
- Coordinate exterior lighting design with background lighting levels, lighting from other sources, and characteristics of the surrounding area. Avoid significant differences between on-site lighting and that of adjacent properties.
- When establishing a lighting plan, follow the recommended light level guidelines of the City of Aurora codes.
- Maintain the above standards for security lighting and lighting of service areas.

STORMWATER MANAGEMENT

Stormwater management practices that may benefit the Route 59 Corridor include:

- Address stormwater quality and quantity near its source.
- Where possible, utilize natural runoff patterns.
- Design small-scale stormwater runoff management systems to incrementally reduce large-scale stormwater pollutant loads in the overall management system.
- Filter stormwater with landscaping and swales where appropriate.
- Provide inlets with control mechanisms that delay peak rates where appropriate.
- Design collection/storage facilities to recharge, filter, retain and detain runoff where appropriate.
- Lengthen flow paths and increase time of concentration to modify peak flow rates where appropriate.
- Identify and utilize areas capable of filtration and infiltration.
- Direct runoff from roofs, driveways, roads, sidewalks, parking lots, or other impervious surfaces toward pervious surfaces to decrease the effective impervious area or area directly connected with the storm sewer system where appropriate.

Potential design options for incorporating innovative stormwater management include:

- Inlet pollution control devices
- Native and sustainable ornamental plants
- Permeable pavers
- Rain gardens
- Bioretention cells
- Vegetated swales
- Subsurface stormwater detention facilities
- Soil amendments
- Green roofs and walls

UTILITIES

Underground utilities are strongly encouraged.

Architecture

The intent of the guidelines for architecture is to ensure a base level of quality architecture that creates an aesthetic identity of the Route 59 Corridor, building a design vocabulary around complementary scale, mass, and form. The guidelines encourage proposals that will fit within the context of Aurora and contribute to the intended architectural character identified by the community.

Guidelines for Architecture

CHARACTER AND CONTEXT

Renovations and new construction should take into consideration the opportunity to create an identifiable, quality image for the Route 59 Corridor. The following guidelines are intended to allow development that responds to an evolving context over time:

- Multiple buildings within a project should share similar design characteristics and vocabulary. The use of coordinated colors, materials, and textures, as well as the repetition of elements, patterns, and proportions found within the architecture of other successful buildings within the development are encouraged to achieve a cohesive mix; precise replication is not necessary or desirable.
- Use of sustainable building methods, materials, and products that minimize environmental impact, reduce energy consumption, and endure over time are encouraged.

SCALE AND MASSING

The scale and massing of buildings along the Route 59 Corridor should consider a contextual relationship to existing or planned development.

Buildings over 50-feet in length should be designed to reduce their perceived bulk by dividing the structures into smaller masses both horizontally and/or vertically. For taller buildings, this can be achieved by providing a well-defined base and top for the building. For example, include elements such as low planters and walls, base planting, strong architectural base banding, and treatments defined by a different material, texture, or color.

Changes in wall planes can also accomplish the division of a building elevation. Design solutions include the following:

- Clearly pronounced recesses and projections.
- Wall plane offsets determined by the building module.
- Reveals, projections, and subtle changes in texture and color of wall surfaces.
- Deep set windows and mullions.
- Use of ground-level arcades (covered walks with arched openings).
- Clearly demarcated entries.
- Vertical accents or focal points.
- Human-scale detail, windows, and other openings along ground floor pedestrian areas.

ARCHITECTURAL DETAILS, MATERIALS, AND COLORS

For architectural detailing of the Route 59 Corridor:

- Use high quality materials such as stone, brick, or decorative concrete masonry units.
- Distinguish primary entrances to buildings with façade variations, porticos, roof variations, recesses, projections, or other integral building forms.
- Building colors may vary; the use of complementary color palettes is encouraged.
- Maintain consistent architectural materials and character on all visible sides of a building.
- Design screening devices and enclosed service, loading, and refuse areas to be an integral part of the building architecture.

- Visually link site walls with the building using consistent architectural materials and detailing.
- Where a drive-through is part of the building program, architecturally integrate the element into the building rather than designing it as a separate, attached entity.

SIGNAGE

Commercial signage should reflect a balance between allowing adequate signage for business identification, legibility, and visibility, and protecting the aesthetic of the overall streetscape. In order to accomplish these goals, adhere to the following standards:

- Design site signage to complement the architecture and site using consistent character, detailing, and materials.
- Architecturally integrate all signage with the surroundings in terms of size, shape, color, texture, and lighting so as to not visually compete with the building architecture or site design.
- Anticipate signage in new construction design. Provide logical sign areas and encourage flexibility to accommodate future building users.
- Back-lit or individually lit letter building signage is generally desirable.
- Continuous box building signs are discouraged.

Sustainable Infrastructure

Stormwater runoff is a major source of water pollution in urban areas. When rain falls in undeveloped areas, soil and plants absorb and filter the rainwater as it travels to underlying aquifers. When rain falls on our roofs or paved streets and parking lots, however, the water cannot soak into the ground. In most urban areas, it drains through engineered collection systems that deliver to nearby bodies of water. As it travels through this system, the stormwater picks up trash, bacteria, heavy metals, oil and other pollutants, polluting the receiving water. Higher flows also can cause erosion and flooding in urban streams, damaging habitat, property, and infrastructure.

Green infrastructure (GI) is an approach to water management that protects, restores, or mimics the natural water cycle. In community planning and development, a site that combines multiple GI practices is often called ***low-impact development*** (LID). When properly designed and implemented, GI features work effectively as retrofits that can improve the quality of stormwater runoff in existing urban areas as well as new developments. GI features can treat and manage stormwater at the source. In addition to stormwater management, green infrastructure can provide many community benefits, including reduced energy consumption, better air quality, a reduction in the carbon footprint, and a boost to property values.

This section explores some GI options that make sense within the sub-area plan. Smart election, design, placement, maintenance and use of GI practices play a central role in preparing a stormwater management plan for an individual development. This discussion provides general background information for a general introduction to GI practices. It also provides a planning-level view of available options. It does not include recommendations for specific projects. Costs, benefits, maintenance needs and site-specific details all help zero in on viable options for a particular project. Detailed design and sizing of GI features will take place as development occurs.

BENEFITS OF GREEN INFRASTRUCTURE

Environmental Benefits

Some of the most obvious benefits of GI techniques are environmental. GI can provide at-the-source treatment and storage that reduces runoff volumes, pollution of receiving waters, and erosion of property. At the same time, it increases wildlife habitat in lakes, rivers and streams. The permeable ground and vegetation designed into GI features can also yield better air quality and reduce heat island effects.

Economic Benefits

Sustainable design and infrastructure is not only good for the environment, but also for the bottom line. Ecological enhancements bring economic benefits like increased land values (brought by aesthetic natural improvements), reduced energy cost (brought by cooling/insulation from trees and green roofs), reduced water demands and a need for smaller water retention or storage basins, which increases land available for development.

Community/Social Benefits

An increasing number of studies suggest that vegetation and green space – two key components of green infrastructure – can have a positive impact on human health. Recent research has linked the presence of trees, plants, and green space to reduced levels of inner-city crime and violence; a stronger sense of community; improved academic performance in students; and even reductions in the symptoms associated with attention deficit and hyperactivity disorders.

BEST MANAGEMENT PRACTICES MENU

Enhancements to the built environment in the corridor can implement a range of GI best management practices (BMP's). Improvements and redevelopment in the corridor will likely not use every GI BMP described below; the specifics of any site will govern how feasible any particular practice proves for that site. Those decisions will occur in the design phase of any project. This list offers a general picture of the available options.

Planter Boxes

Planter boxes treat stormwater through filtration and absorption. Once captured, the stormwater travels through the soil/planting medium and root zone – with some escaping via evapotranspiration by plants – before being discharged to the storm-drain system.

Filter Strips

Grass or vegetated filter strips improve the quality of small water flows from paved areas. These uniform swaths of dense turf of meadow grasses have minimum slope and are best suited to accept diffuse flows from roads and highways, roof downspouts, and very small parking lots. Usually the runoff continues on for collection in swales, ditches or storm drains.

Rain Gardens/Bioswale

A rain garden or bioswale is a broad, shallow channel with a dense stand of vegetation covering its sides and bottom. Bioswales treat stormwater primarily through filtration and plant uptake before the flow reaches a downstream discharge location. The vegetation lessens flow velocity to prevent erosion.

Green Roofs

A green roof, or rooftop garden, is a vegetative layer on a rooftop. Green roofs provide shade and remove hear from the air through evapotranspiration, cooling both the roof surface and the surrounding air. A wide range of buildings can accept a green roof, from industrial facilities to individual houses. A green roof can be as simple as a 2-inch covering of hardy groundcover or as complex as a fully accessible park complete with trees. Green roofs have been proven to reduce the cost of hearing and cooling buildings by significant amounts.

Bioretention/Constructed Wetlands

A bioretention area consists of a depression in the ground that encourages shallow pools of runoff that then percolate gradually into the soil. From there, the water either exfiltrates through underlying soils and recharges groundwater supply or enters the storm sewer system through drains buried below the surface. Bioretention features can be designed to capture and treat volumes of runoff produced during a range of storm events. They can also be designed as an accessible pedestrian amenity.

Permeable Pavement

Conventional concrete, asphalt, bricks and pavers are impermeable; water is unable to penetrate through them and instead flows over their surface. Permeable asphalt and pavers, however, feature small pores or cracks that allow rainwater to drain through or between them, allowing rainwater to filter through the ground and recharge groundwater supplies like it would in a natural setting, reducing pressure on municipal drainage systems.

Pervious Concrete Pavement

Pervious concrete pavement allows rainwater to filter through roadways, paths, parking lots and other paved areas into the underlying soil. Pervious concrete pavements acts as a water retention area, reducing the need for large separated retention ponds.

Porous Concrete Pavers

Individual porous concrete pavers are separated by joints filled with small sand and stones. As water enters the joints between the solid concrete pavers, it flows down into a base layer of crushed stone. The water then slowly infiltrates into the soil below. The use of photocatalytic pavers is also recommended.

Grass Pavers

Grass pavers create a structural framework that holds soil and grass roots in place, allowing grass to grow in places that would otherwise have featured impervious hardscape. The grass increases the aesthetic quality of an otherwise paved surface and helps to mitigate stormwater runoff.

Rainwater Harvesting and Storage System

Rainwater can be captured by property owners and reused for multiple purposes. This helps reduce potable water use and decreases building and landscape operation cost.

Rain barrels are a form of rainwater harvesting that are simple in concept and in operation. Rain collected from rooftops is funneled into a barrel that holds water until it is released and used for purposes like irrigation.

CHAPTER 7

Implementation Strategies

Everyone will have a role to play in making the Route 59 Corridor Plan a "living" plan that is implemented and leads to new development and redevelopment opportunities. Strategically integrating physical, economic and social investments will create a critical mass of support for retail, housing and services that will make the Route 59 Corridor a unique, lively and successful gateway to the City of Aurora.

Administrative Actions

ADOPT THE ROUTE 59 CORRIDOR PLAN AS AN ELEMENT OF THE COMPREHENSIVE PLAN AND PERFORM REGULAR UPDATES

The Route 59 Corridor Plan outlines the City of Aurora's vision, and recommendations and policies that will help the City achieve that vision. It provides a detailed framework for the enhancement of community assets, while guiding development and investment decisions.

It is essential that the City Council adopt the Route 59 Corridor Plan and utilize it on a regular basis, along with City staff and other boards and commissions, in the review of development proposals and public improvements. The City should encourage property owners and developers to review the Plan prior to submitting development proposals.

The Route 59 Corridor Plan is based on information currently available and an analysis of existing conditions in the study area and community. As time goes on, conditions will change, and additional information will become available. To ensure the Route 59 Corridor Plan remains relevant, City staff should conduct an annual review of the document, and update goals based on development activity that occurs. For the Route 59 Corridor Plan to remain an effective tool in guiding planning and policy decisions, it must reflect up-to-date information.

DEVELOPMENT COMMUNITY COORDINATION

City staff should continue to work with developers and property owners to implement the recommendations of the Route 59 Corridor Plan and the City's Overall Comprehensive Plan.

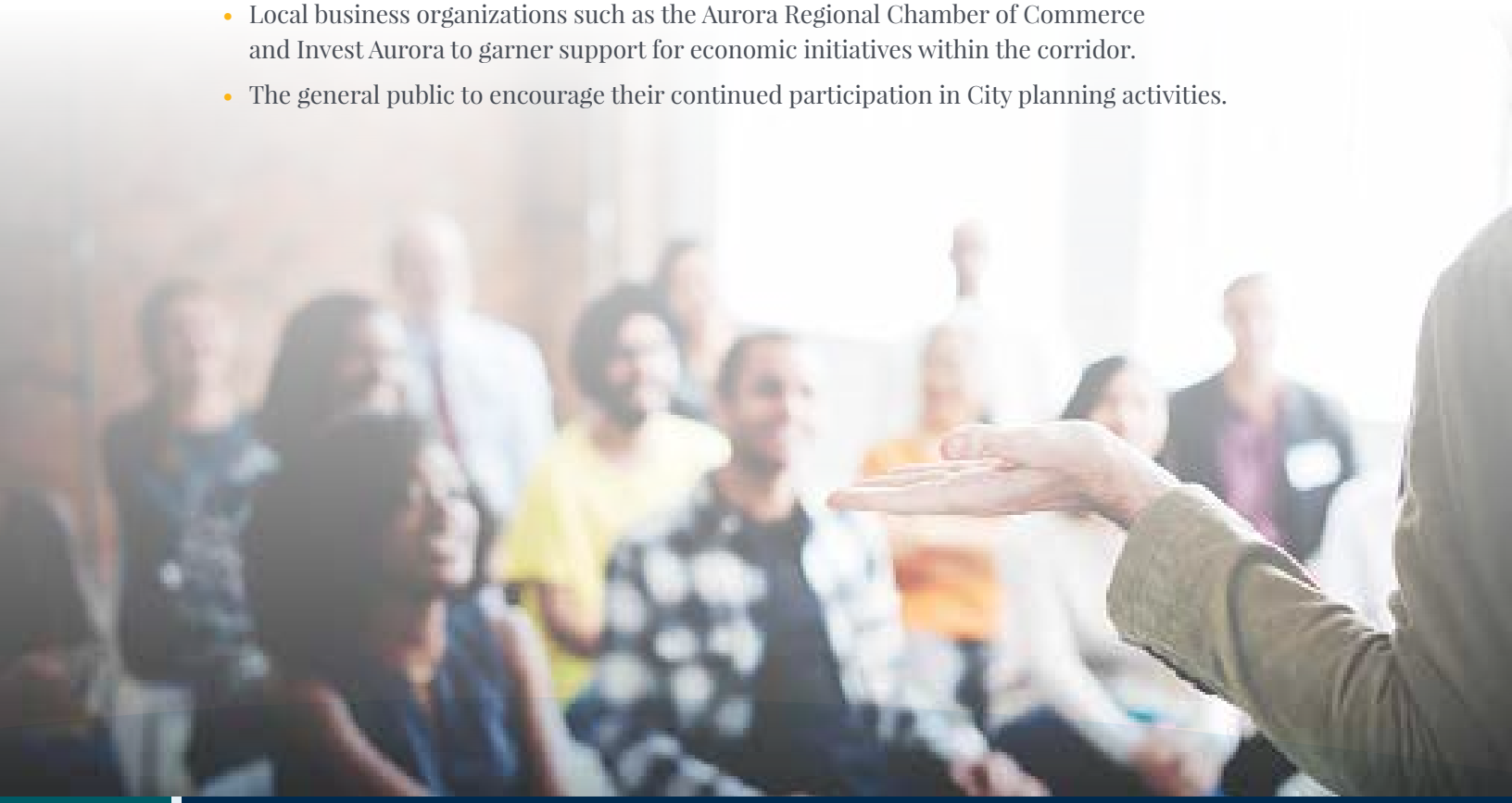
PROMOTE COOPERATION AND COORDINATION

The City should assume a leadership position in ensuring that adequate community facilities and services are provided. It is unrealistic to think that the City can address all the community's needs on its own, therefore, it is recommended that the City maintain and further partnerships with other public agencies, neighborhood groups, the local business community and the development community. The City should also be aware of other organizations' current plans and ongoing projects, to ensure coordination and identify opportunities for mutual benefit.

As new developments are planned and constructed within the Route 59 Corridor, the City should work closely with Indian Prairie School District #204 (IPSD 204) to communicate development plans as they are submitted for review. The City's Land/Cash Dedication Ordinance, for example, was established to provide school and park districts with land and/or funds to help districts provide services for new students and residents resulting from future development. Input from IPSD 204 should be taken into consideration as developments are reviewed, particularly as it relates to land and cash donation preferences.

In addition to IPSD 204, the City should continue to maintain and foster its collaborative relationships with the following groups:

- Fox Valley Park District, DuPage County, Metra, Pace and the Illinois Department of Transportation to ensure high quality services continue to be provided.
- Local developers and builders to communicate the City's vision for future growth in the corridor and understand the needs of the development community.
- Local business organizations such as the Aurora Regional Chamber of Commerce and Invest Aurora to garner support for economic initiatives within the corridor.
- The general public to encourage their continued participation in City planning activities.



Economic Development

DEVELOPMENT MEETING(S)

As developers continue to approach the City with proposals within the Route 59 Corridor, the City should consider hosting a combined meeting with developers to increase awareness of the Route 59 Corridor Plan and the goals and objectives of the City. Substantial public and private investment will be needed to achieve the quality of developments and sustainable growth desired by the community. To capitalize on development opportunities, the City should continue to pursue partnerships and relationships with potential investors and developers. The key to forming these partnerships and relationships will be regular and clear communication of expectations. It is therefore recommended that the City provide a regular forum for developers and investors.

MARKET THE CORRIDOR AND COMMUNITY

The City should leverage the extensive capabilities of its economic development staff, and the resources of Invest Aurora, the City's public/private economic development partnership dedicated to expanding economic opportunity in Aurora, to market the Route 59 Corridor Plan and specific development sites to developers and investors. To achieve economic stability within the corridor, the City should value and pursue new businesses, the expansion of existing businesses, redevelopment of underperforming sites, and start-up operations. It will be important to focus on marketing efforts through advertising initiatives, website development and tradeshow participation.

The City should develop a proactive marketing plan for the corridor that demonstrates the community is serious about its economic future and is willing to do the work necessary to make itself an attractive and profitable place to locate and grow a business. To attract business, industry, or visitors, Aurora will need to market itself beyond its municipal boundaries. A marketing plan should include advertising in printed publications, use of other media, public relations, promotions, and a designated and consistent source of contact. The City can strengthen the desirability of the corridor by increasing awareness of the cooperative business and political community.

A potentially successful community marketing approach would be that whenever possible, the owners of the Fox Valley Mall and the City of Aurora should work together to market both the Mall and Downtown Aurora to visitors. Community events and activities could be cross-marketed lending support to the success of each area. For example, music festivals could be held at stages at the downtown RiverEdge Park and within the recommended Fox Valley Mall Plaza. In addition to cultural and marketing connections, multi-modal transportation connections between the Mall and downtown is vital as evidenced by the planned improvements to New York Street demonstrating the City's commitment to strengthening these connections.

Route 59 Corridor Plan

STAKEHOLDER INPUT SUMMARY

Public involvement is a cornerstone of an effective planning process as it promotes the participation of the community-at-large in the creation and management of their surroundings. The Route 59 Corridor Plan is the product of a multi-step community driven planning process that combines detailed technical work with the ideas of stakeholders in the Plan study area. These outreach efforts included:

- **Working with City staff to identify a multi-faceted group of stakeholders from which to seek input on plan development.**
- **Conduct key person interviews to solicit input, ideas and feedback. The list of key stakeholders was jointly determined by the consultant team and City staff.**
- **Conduct Public Open House on October 29, 2018 to introduce Plan and seek input**

Key stakeholder meetings included:

Fox Valley Park District (FVPD)

May 17, 2018

SDA representatives met with Jeff Palmquist, Senior Director of Planning, Research and Grants. Highlights of the meeting:

- ✓ The study area is presently well-served by FVPD.
- ✓ New development or redevelopment should incorporate connections to established network of facilities and trail systems.
- ✓ Explore the formation of public/private partnerships for provision of large-scale event facilities, i.e. indoor soccer or other sports tournament draws. Possible collaboration with local colleges/universities.
- ✓ View corridor regionally: explore opportunities for shared governmental services; rather than the "edge", think of Route 59 as the "middle" of the region.
- ✓ Corridor strengths: transportation access; school and park districts; location within region and proximity to downtowns (Aurora and Naperville)
- ✓ Corridor challenges: traffic congestion/barriers to connectivity; no identity or brand; lacking sense of place

PulteGroup and Hiffman

May 17, 2018

SDA representatives met with Dave Cumming of PulteGroup, and conference-called in both Denny Hiffman and Adam Johnson of Hiffman. Noted observations and comments included:

- ✓ Hiffman has a wealth of information about the local real estate market.
- ✓ Current vacancy rates for the corridor are 22% for retail and 18% for office.
- ✓ Housing stock in the area is predominantly older/1980's (exception some newer multi-family). Better housing stock is needed.
- ✓ The area should have a more modern, "city" feel.

- ✓ Corridor challenges: area not walkable; rising construction costs; frustrations with City review process; City's four components (downtown, west side, near east side, and east/south side) do not function as one, and there is no connectivity/relationship among the areas.
- ✓ Mall redevelopment ideas: use mall as a downtown with a younger or older demographic; encourage synergy among uses; incorporate walkability in design; no longer just shopping – need more residential and restaurants for more urban feel; recognize that area competes with downtown Naperville.

Indian Prairie School District (IPSD) 204

May 22, 2018

SDA met with Jay Strang, Chief School Business Official who offered the following comments on behalf of IPSD 204:

- ✓ The District is concerned about the possibility of additional high-density residential uses as the District's statistics indicate that townhomes are generating four times as many students as the enrollment generation tables.
- ✓ The northern portion of the District lacks student capacity.
- ✓ If residential uses are included in the Plan, they should be "age-restricted", not "age-targeted.
- ✓ The District is concerned about the City's use of financial incentives for economic development, specifically TIF districts, that could have a potentially negative impact on the District.
- ✓ The District understands the need for a new mall vision, but notes that it needs to be a balanced, collective vision.

Cedarwood Development

June 26, 2018

SDA representatives conducted a conference call with Laura Hester, Senior VP of Senior Housing and Ron Dinardo, Director of Development for Cedarwood Development. Cedarwood is currently in discussions with the City for the development of the triangular property bounded by Ogden Avenue, 75th Street, and the future extension of Commons Drive. The proposed mixed-use development would include age-restricted independent living units, assisted-living and memory care facilities, and retail/business park uses. Input received from Cedarwood included:

- ✓ Importance of pedestrian connectivity: Cedarwood places an emphasis on internal circulation of their sites and noted if safe routes were provided some of their residents will walk to other commercial areas and attractions.
- ✓ In general, the Route 59 corridor appears "tired"; needs to stay fresh.
- ✓ The Metra Station is a plus for the corridor.
- ✓ The area needs to be able to continue to attract a younger base with an eye to future stability and access to skilled workers.
- ✓ The south end of the corridor should trend to more lifestyle uses to remain current.
- ✓ The concept of intergenerational housing is important and is more sustainable over time. They have the resources, the time, and the spending power.

Brach-Brodie Property

July 3, 2018

SDA representatives met with John Simon, attorney representing the Brach-Brodie property ownership, and conference-called in Allen Kracower, land planner for the property located at the southwest corner of Route 59 and 75th Street. Highlighted comments from the meeting include:

- ✓ A recent meeting with the City regarding the latest mixed-use concept plan for the site went very well with positive feedback. The concept includes a mixed-use design with commercial uses near Route 59, and transitioning residential uses moving west. Project elements might include boutique commercial and restaurant uses, residential uses to provide an immediate and proximate customer base, and strong pedestrian connectivity among the uses.
- ✓ The Brach-Brodie property possesses superior location, access, visibility, and demographics.
- ✓ The owners would like to partner with the City on marketing efforts and economic incentives to promote the effective and successful development of the property.
- ✓ Additional access to the site from 75th Street will require coordinated discussions with the DuPage County Division of Transportation.
- ✓ As a mixed-use concept, a buyer for the entire piece is not anticipated. The ownership will need to determine how best to proceed with entitlement, i.e. better to annex and zone now to make it more enticing to developers or should the potential buyer undertake this effort?

Fox Valley Mall/Centennial Real Estate

March 28, 2018, April 25, 2018, August 24, 2018 and September 12, 2018

Given the importance and magnitude of mall redevelopment scenarios in the impact on the remaining Route 59 Corridor study area, several meetings were conducted with Centennial Real Estate, the owners of significant portions of the overall Fox Valley Mall.

Kick-Off Meeting, March 28, 2018:

SDA representatives met with and conference-called in the following attendees:

- ✓ Centennial Real Estate: Oliver Robinson, Kevin Connell, Nick Bendorf
- ✓ Callison RTKL (mall architect): Gerry Renaud
- ✓ Kimley Horn (mall engineer): Michaela Schuering
- ✓ City of Aurora: Stephane Phifer, Alex Minnella, Tracy Vacek

A general overview of the study process was presented, as well as the status of the mall redevelopment process with the City. The mall team is in the conceptual/schematic stages and examining what can be created, what the market will bear, all with a focus on the successful leasing of the site. An emphasis on the introduction of new retailers, food and entertainment, and a possible theater is being considered for the east end of the mall in the former Sears area. It is expected that the mall re-entitlement process and the Route 59 Corridor Plan will run on parallel tracks such that the mall plans will follow immediately thereafter the adoption of the Plan.

Follow-Up Meeting, April 25, 2018:

SDA conducted an on-site meeting with mall representatives to further the discussions about the vision for mall redevelopment. Mall representatives identified a number of future plans presently under consideration that in their estimation will reposition the mall for its best success:

- ✓ Initial, short term plans focus on redevelopment of the Sears parcel
- ✓ Residential uses are being contemplated, but are not yet firm
- ✓ Future mall use/flexibility will be important to respond to changing markets
- ✓ Entertainment/activity-driven uses are emerging trends
- ✓ Imaginative planning should focus on an "inside-out" design

Future collaboration efforts were discussed relative to the preparation of certain design graphics and conceptual architecture.

Conceptual Plans Presentation, August 24, 2018:

SDA conducted a meeting hosted at City offices that was attended either in person or via teleconference by the following individuals:

- ✓ Centennial Real Estate: Oliver Robinson, Kevin Connell
- ✓ Callison RTKL (mall architect): Gerry Renaud
- ✓ Kimley-Horn (mall engineer): Michaela Schuering
- ✓ City of Aurora: John Curley, David Dibo, Trevor Dick, Tracey Vacek, Alex Minnella

SDA presented its initial mall redevelopment concept for discussion, a design which incorporated addressing the following goals:

1. Include entertainment uses as a focus.
2. Incorporate connectivity.
3. Recognize competing entertainment venues and give patrons a reason to come here.
4. Provide a sustainable mix and balance of uses.

General plan elements included the introduction of high-density residential uses, the inclusion of compatible development node experiences along the ring road, and an emphasis on entertainment and restaurant uses at the east end of the site.

Centennial then presented its initial concept. There were many common elements to the SDA plan, including the introduction of residential units and the eastern focus on entertainment and restaurant uses. Site circulation was somewhat different, and the distribution and numbers of residential units differed slightly. The plan also called for a significant amount of office development in the southwest portion of the mall area. The Centennial representatives also introduced the idea of self-storage as a permitted use.

Revised Concept Plan Discussion, September 12, 2018:

As a result of the August 24, 2018 meeting and follow-up discussions with City staff, a revised mall redevelopment concept plan was prepared by SDA. A conference call to discuss the revised plan was held and attended by the following:

- ✓ Centennial Real Estate: Kevin Connell, Nick Bendorf
- ✓ Callison RTKL (mall architect): Gerry Renaud
- ✓ Kimley-Horn (mall engineer): Michaela Schuering
- ✓ City of Aurora: Trevor Dick, Tracey Vacek, Alex Minnella

Several changes were explained including the design of the "Main Street" entrance from Route 59, the maintenance of the ring road configuration, the introduction of an inner ring road design to further the Main Street concept, and the distribution of residential uses. City staff noted that self-storage uses are not encouraged or supported in the mall redevelopment area.

Mall representatives emphasized the need for flexibility in the design in order to respond to market conditions in the future without the need of plan revisions. Fitness uses would be acceptable. The concept of intergenerational housing was supported by all attendees as a necessary and vital component to the success of the re-energized retail and entertainment uses.

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