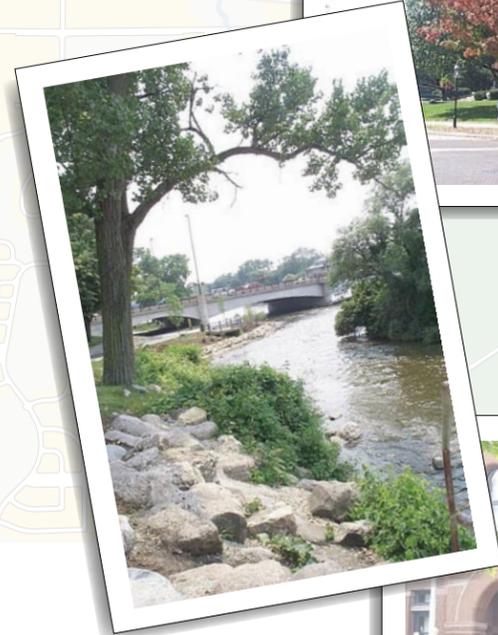


City of Geneva, Illinois
COMPREHENSIVE PLAN



April 2003

Prepared by:
Trkla, Pettigrew, Allen & Payne, Inc.

City of Geneva, Illinois **COMPREHENSIVE PLAN**

Comprehensive Plan Steering Committee

Dave Rogers, Chair

Chris Aiston

Kevin Burns

Paul DesCoteaux

Joel Erickson

Jeanne Hintz

Mike Jacoby

Vince Klees

Scott Lebin

Craig Maladra

Mary McKittrick

Steve Persinger

Tom Talsma

Dick Untch

City Council:

Mayor Kevin R. Burns

William Barclay

Chuck Brown

Paul DesCoteaux

Scott Fintzen

Dorothy Flanagan

Sam Hill

Ray Pawlak

Bob Piper

Jim Radecki

Ron Singer

City Staff:

Dick Untch, Community Development Director

Chris Aiston, Economic Development Director

Tom Talsma, Public Works Director

Mary McKittrick, Assistant City Administrator

Phil Page, City Administrator

April 2003

Prepared by:

Trkla, Pettigrew, Allen & Payne, Inc.

222 S. Riverside Plaza, Suite 1616

Chicago, Illinois, 60606

Plan Commission:

Dave Rogers, Chair

Doug Cuscaden

Vicki Deane

Emil DeMartini

John Gaines

Jay Moffat

Steve Sommer

Joel Erickson

Dawn Vogelsberg

with East State Street and Randal Road design assistance provided by
Land Design Collaborative, Inc.

Special thanks is due, as well, to the many residents who participated in the Comprehensive Plan Planning Process. Their insights and willingness to assist with the development of the Plan has contributed greatly to the success of this project.

Table of Contents:

- 1.1 Section 1: Introduction
- 2.1 Section 2: Planning Process and Community Input
- 3.1 Section 3: Goals and Objectives
- 4.1 Section 4: Community-Wide Plans
 - 4.3 Land Use Plan
 - 4.5 Residential Area Policies
 - 4.7 Commercial & Industrial Area Policies
 - 4.9 Community Facilities
 - 4.11 Transportation
- 5.1 Downtown/ 3rd Street Subarea
- 6.1 East State Street Subarea
- 7.1 Randall Road Corridor
- 8.1 Implementation

List of Figures:

- 4.2 Figure 1: Existing Land-Use
- 4.4 Figure 2: Land-Use Plan
- 4.6 Figure 3: Residential Areas Plan
- 4.8 Figure 4: Commercial & Industrial Areas Plan
- 4.10 Figure 5: Community Facilities Plan
- 4.12 Figure 6: Transportation Plan
- 4.13 Figure 7: Bikeway & Trails Plan
- 5.2 Figure 8: Downtown/Third Street - Existing Land-Use
- 5.3 Figure 9: Downtown/Third Street - Functional Subareas
- 5.4 Figure 10: Downtown/Third Street - Land-Use Plan
- 5.5 Figure 11: Downtown/Third Street - Traffic & Parking Plan
- 6.2 Figure 12: East State Street - Existing Land-Use
- 6.3 Figure 13: East State Street - Functional Subareas
- 6.4 Figure 14: East State Street - Land-Use Plan
- 6.5 Figure 15: East State Street - Visual Inventory and Analysis
- 6.6 Figures 16: East State Street - Visual Analysis and Character Zones
- 6.6 Figure 17: East State Street - Linkage and Circulation
- 6.8 Figure 18: East State Street - Design Strategy
- 6.9 Figure 19: East State Street - Traffic & Parking
- 7.2 Figure 20: Randall Road Corridor - Visual Inventory and Analysis
- 7.3 Figure 21: Randall Road Corridor - Design Strategy

Section I: INTRODUCTION



Introduction

This document presents the Comprehensive Plan for the City of Geneva, Illinois. The Comprehensive Plan presents the City's long-range plan for improvement, development and growth over the next ten to fifteen years. The Plan includes goals, objectives and policies for the future of the community as well as long-range recommendations for land-use, transportation, and community facilities. The Plan includes detailed recommendations for specific subareas within the City, that are of particular interest to the community. Finally, the Plan includes an Action Agenda that outlines high priority projects, as well as the participants, tools, techniques and resources needed to complete the projects. Simply put, the Comprehensive Plan establishes a foundation for future decision making regarding land-use and development.

Unlike the many laws and regulations that are used to govern the City, the Comprehensive Plan is a policy guide, intended to be flexible and adaptive over time. While it contains detailed recommendations and policies for various improvements and actions, it also sets the basic framework to guide activities and change, allowing room for adjustment as conditions and potential change. The Geneva Comprehensive Plan has been developed with substantial community input and participation, and represents the conclusion of a eighteen-month community planning effort.

Purpose and Intent of the Comprehensive Plan

The Comprehensive Plan is Geneva's official policy guide for physical improvement and development. It considers not only the immediate needs and concerns of the community, but also projects improvements and developments 10-15 years into the future. The Comprehensive Plan addresses issues ranging from community character and land use to targeted redevelopment and open space.

The Plan is comprehensive in both scope and coverage. It addresses the use of land and buildings, the movement of traffic and pedestrians, and the provision of parks, school and other community facilities. It also addresses, in detail, residential neighborhoods, commercial areas and corridors, industrial districts, public and institutional lands and the public rights-of-way. The Plan provides both general recommendations as well as specific program actions directed toward guiding land use and development decision-making for the City.

The Comprehensive Plan defines community goals and objectives and provides guidance for implementing programs and policies to assist in positive future change, growth and development for Geneva. In addition, the Plan establishes standards for private development, by which the Plan Commission can review and evaluate private development proposals. The Plan should be relied on for City budgeting and capital improvement programming, day-to-day administration, and general leadership on behalf of the City.

The Comprehensive Plan provides a basis for refining the City's Zoning Ordinance and other development codes, which are used to implement the planning policies and recommendations.

The Comprehensive Plan can serve as a marketing tool to promote Geneva's unique assets, and it can be used to help attract new families, businesses, and oth-

er desirable new investment and development to the community.

Finally, the Plan should not be viewed as a static document. The Comprehensive Plan should be subject to continual review and refinement to ensure that it adjusts to the continually changing needs of the community and requirements of regional, state and federal agencies.

Organization of the Plan

The Comprehensive Plan consists of six sections presented in a concise, illustrative format to facilitate the clarity of recommended policies, actions and goals.

Section 1: Introduction.

This section provides a brief overview of the City of Geneva, including a brief history and demographic overview.

Section 2: Planning Process and Community Input.

Section 2 describes the overall purpose of the Comprehensive Plan, including the intent of the plan and the basic process for creating and implementing the plan. Also included is a brief overview of the community input provided throughout the course of the planning process, including workshops, community survey, interviews, and various public meetings and presentations.

Section 3: Community Goals and Objectives.

Community goals and objectives provide the framework for the community's long-range aspirations and focus for the community-wide planning recommendations. This section contains goals and objectives for several different substantive topic areas, including: community character and appearance, housing and residential areas, commercial development, industrial and employment uses, transportation, community facilities, parks and open space, intergovernmental cooperation, fiscal and economic development, and plan administration.

Section 4: Community-Wide Plan.

Section 4 provides policy direction for the future improvement, growth, development and preservation within the City of Geneva planning area. The Community-Wide Plan includes three sections:

- 1) Land Use; including residential, commercial, and industrial uses.
- 2) Community Facilities; including municipal and public facilities, schools, churches, parks, and other community facilities and services.
- 3) Transportation; including vehicular, bicycle, and pedestrian circulation and facilities.

Section 5: Downtown Subarea Plan.

The Downtown Subarea Plan provides more detailed planning recommendations for the Downtown area. The recommendations for the subarea are based on existing conditions and potentials, and the concerns and desires expressed by members of the community throughout the planning process and targeted workshops. The Downtown Subarea Plan establishes "functional subareas" within the Downtown and includes recommendations for land use, development and redevelopment, transportation, parking, urban design, and overall area improvement.

Section 6: East State Street Corridor Subarea Plan.

The East State Street Corridor Subarea Plan provides more detailed planning recommendations for the areas along East State Street from the Howard Street alignment on the west to Kirk Road on the east. The recommendations for the subarea are based on existing conditions and potentials, and the concerns and desires expressed by members of the community throughout the planning process and targeted workshops. The East State Street Subarea Plan establishes

"functional subareas" within the corridor and includes recommendations for land use, development and redevelopment, transportation, parking, urban design, and overall area improvement.

Section 7: Randall Road Visual Improvement Plan.

The Randall Road Visual Improvement Plan provides design objectives, guidelines, and recommendations for the aesthetic improvement of the Randall Road Corridor. The recommendations and guidelines are based on a visual analysis of existing corridor conditions and the concerns and desires expressed by members of the community throughout the planning process.

Section 8: Implementation.

The Implementation section sets forth specific actions required to carry out the recommendations of the Plan. This section addresses various components of implementation actions including administrative actions, regulatory controls, capital improvements, and review and amendment of the Plan.

Appendices.

As a separate document, appendices are available that provide a detailed inventory and summary of all community outreach activities and input. The appendices will include the complete results of the community survey, key person interviews, and all community and subarea workshop activities.

Maps and Graphics

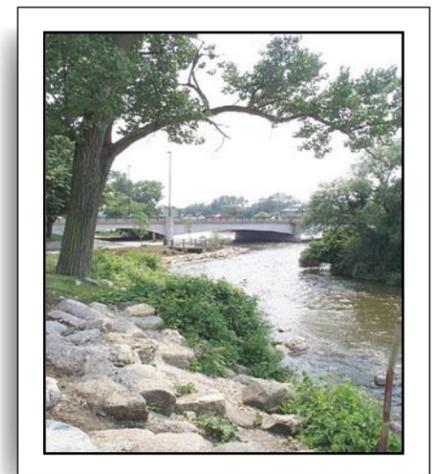
Geneva's new Comprehensive Plan emphasizes the use of color maps and graphics to document existing community conditions and to highlight planning policies and recommendations.

The Geneva Community

The City of Geneva is a mature community in Kane County, Illinois, located just 40 miles west of the City of Chicago. The City has a population of approximately 20,000 and is bordered on the east by the City of West Chicago, on the north by the City of St. Charles, on the west by unincorporated land in Kane County, and on the south by the City of Batavia.

Geneva was incorporated as a City in 1858, with a primarily agricultural tax base. Prior to incorporation, the railroad was developed through Geneva in 1853. This development allowed rapid connection to the City of Chicago, and is still in use today as a major commuter rail line. The City was originally noted for its idyllic natural setting, situated along the Fox River, in the Fox River Valley. Today, the City's natural setting is one of its key community assets.

Today, Geneva is recognized for its Downtown, its historic architecture, its upscale residential neighborhoods and its prime location along the Fox River and the Fabyan Forest Preserve. All of these features contribute to the overall character of the City and this Comprehensive Plan works towards preserving, maintaining and enhancing these features to provide a strong base for the future development of the community.



Demographic Overview

An understanding of growth and composition of the local population provides an important foundation for the Geneva Comprehensive Plan. This section provides an overview and evaluation of historic trends in population change within the City of Geneva, as well as an analysis of the characteristics of the residents who live therein, including household composition, age and race. Housing unit information is also included in the analysis.

The demographic overview includes an assessment of: (1) population and household level changes; (2) housing unit trends and characteristics; (3) comparison to Kane County and Illinois. In order to better profile the Geneva community, data was gathered from the 1970, 1980, 1990, 2000 censuses. The analysis is based upon data gathered from the U.S. Bureau of the Census and the Northeastern Illinois Planning Commission.

Population

Geneva's official population count in 1990 was 16,025 persons. As of April 2000, the official population of Geneva was recorded at 19,515 an increase of 3,490 people or 21.7%, based on the 1990 population. This change somewhat mirrors the growth trend observed within the County. In 1990 the population of Kane County was 317,471 persons. The 2000 Census indicated the county grew by 86,648 persons or 27.3% for a total population of 404,119. From 1970-1990, the population increased by about 3502 citizens, a 38% population increase over twenty years. Geneva's population has, over ten years, grown significantly more than over the last twenty years combined.

Age Distribution

The median age has increased over time, mirroring larger population trends. Based on 2000 Census information, the current median age of Geneva residents is 36.2 years, compared to 34.1 years in 1990 and 33.1 years in 1970. The "under eighteen years of age" population of Geneva has increased from 28 percent to 34 percent. The percent of the population who is over 65 years in age has decreased slightly, from 10.2 percent to 8.9 percent.

Racial/Ethnic Identification

The vast majority of Geneva's population identifies themselves as "white"(97%). This has remained consistent over the last thirty years. The only growing minority population is the Hispanic/Latino sector, which comprises almost three percent of the population, and has grown by two percent over the last ten years. The Asian population (less than one percent) has remained stable since the 1980 census. The African-American population has made a slight increase from just less than one percent to one percent. Overall, Geneva's racial composition has changed very little.

Households

Household formation generally exceeds the rate of population growth, largely as a result of the increase in single-person households, longer life expectancies, single-parent households and the rate of divorce. A by-product of these trends is a decreasing household size. However, the current general demographic trends indicate that the household rate is slowing, single-person households are increasing, and divorce rates are stabilizing.

The City of Geneva is generally following the larger trends, but not entirely. Geneva's household size has decreased since 1970, when it was 3.05 persons per household. However, Geneva's current household size (2.85) is the highest it has been since 1970, and has increased slightly since 1990 (2.74).

In keeping with the general population increase in Geneva, the number of households has increased. Between 1990 and 2000, Geneva gained an additional 2,134 households, an increase of 47 percent. The number of married couple families (those married without children) decreased by 2 percent. The average household size increased slightly, leading to the conclusion that there are more families with children at the 2000 census than at the 1990 census.

Housing

Over two thousand (2,093) housing units were added to Geneva over the last ten years, an increase of 44 percent. Between the years 1980-1990, Geneva's housing inventory increased by 1090 units.

In the most recent census, most of the housing units in Geneva are owner-occupied (84%) as opposed to renter-occupied (16%). The last two censuses showed an owner-occupancy rate of 78 percent. The vacancy rate has decreased by two percent over the last ten years. The percentage of renter-occupied housing has decreased over time, from 27 percent in 1970 to 16 percent in 2000.

Income

According to the 2000 Census, the percentage of households in Geneva below poverty level has increased within the past 10 years. Between 1990 and 2000, the percentage of households below the poverty level has increased from 1.7% to 2.6%. This percentage, however, remains significantly lower than the percentage of households below poverty in Kane County (5.7%), and in the United States (11.7%).

In 1990 the median household income of Geneva was \$49,755, 24% higher than the median income of Kane County (\$40,080). The 2000 Census reports that households within the City of Geneva are becoming more affluent when compared to Kane County. The 2000

Census reports the median household income of Geneva to be \$77,299, 30% higher than the median household income of Kane County (\$53,351).

Comparisons to Kane County and Illinois

In order to make the figures more meaningful, it is useful to compare a community to the larger context. Over the same time period (1970-2000), the population in Kane County grew by 27.3 percent, and overall in Illinois by 8.6 percent. Geneva grew by 55 percent. Geneva is capturing a large portion of the population growth.

The population of Geneva is younger than the rest of Kane County and Illinois. In Kane County, 30 percent of the population is under eighteen; while in Illinois, 26.1 percent are under eighteen. Geneva's under 18 population comprises 34% of the community.

Geneva has a more homogeneous population than Kane County, which is 79.3 percent white; 27.3 percent Hispanic/Latino; 5.8 percent Black/African American; and 1.8 percent Asian. For the state of Illinois, the figures are: 73.5 percent White; 15.1 percent Black/African American; Hispanic/Latino 12.3 percent; and Asian American, 3.4 percent. Geneva's population is mainly White (almost 97%).

The average number of persons per household in the City of Geneva is similar to that of Kane County. In Kane County, the average number is 2.97 persons per household, while in Geneva, the number is 2.85. The average for Illinois is 2.63 persons.

The City of Geneva has an owner-occupied housing unit rate of 84 percent, which is higher than the home ownership rates in Kane County (76%) and 67.3 percent in Illinois.

The median value of a home in Geneva has increased within the past 10 years from \$148,900 to \$217,900, an increase of 46%. Although the median value of a

home in Kane County has increased by 55% within the last 10 years, they still remain significantly lower than the value of homes in Geneva. The median home value in Kane County increased from \$101,700 in 1990 to \$157,800 in 2000.

Summary of Trends, 2000 Census

The City of Geneva has seen a significant population growth over the past ten years. This increase in population is reflected by the dramatic rate of new residential development that has occurred in the area over the past decade.

The total number of children in the City is increasing, not only in terms of overall numbers, but in the overall percentage of the population. The elderly population, however, is a decreasing percentage of the overall community population. In addition, the population is

generally homogeneous with a higher percentage of families and larger households than the surrounding areas.

There has also been an increase in the overall number of housing units. The percentage of owner-occupied units has increased to 84 percent, which is higher than the surrounding region. Geneva also has a very low vacancy rate.

Geneva continues to have a high median household income in comparison with the surrounding region.

Although the value of homes in Geneva increased at a lower rate in comparison with Kane County from 1990 to 2000, the median value of a home in Geneva continues to be significantly higher than the County.

Geneva, Illinois: Demographic Profile, 1970-2000

	2000	1990	1980	1970
Population				
Total Population	19,515	12,617	9881	9115
Median Age	36.2	34.1	33.1	Not Available
Under 18	32%	28%	28%	35%
65 and older	9%	10%	11%	11%
Racial Identification				
White	97%	98%	99%	98%
Black or African American	1%	0%	0%	2%
American Indian	0%	0%	0%	(Note: These categories are included
Asian	1%	1%	1%	as "Other")
Hispanic/Latino	3%	1%	1%	Less than 1%
Other	1%	0%	0%	
Households				
Total households	6718	4584	3545	Not Available
Family households	77%	78%	Not Available	Not Available
Married-Couple family	68%	70%	Not Available	Not Available
Non-family	23%	22%	26%	Not Available
Average household size	2.85	2.74	2.79	3.05
Housing				
Total housing units	6895	4802	3712	2923
Vacant housing units	3%	5%	4%	2%
Owner-occupied	84%	78%	78%	72%
Renter-occupied	16%	18%	22%	27%
Median Value	\$217,900	\$147,900	\$89,539	Not Available
Income				
Median Household	\$77,299	\$49,755	\$27,616	\$13,217
Households below poverty level	2.6%	2%	Not Available	3%

Some percentages are slightly over 100%. This is due to rounding.

Median household income has not been adjusted for inflation.

Source: U.S. Census.

Section 2: PLANNING PROCESS & COMMUNITY INPUT

Comprehensive Planning Process

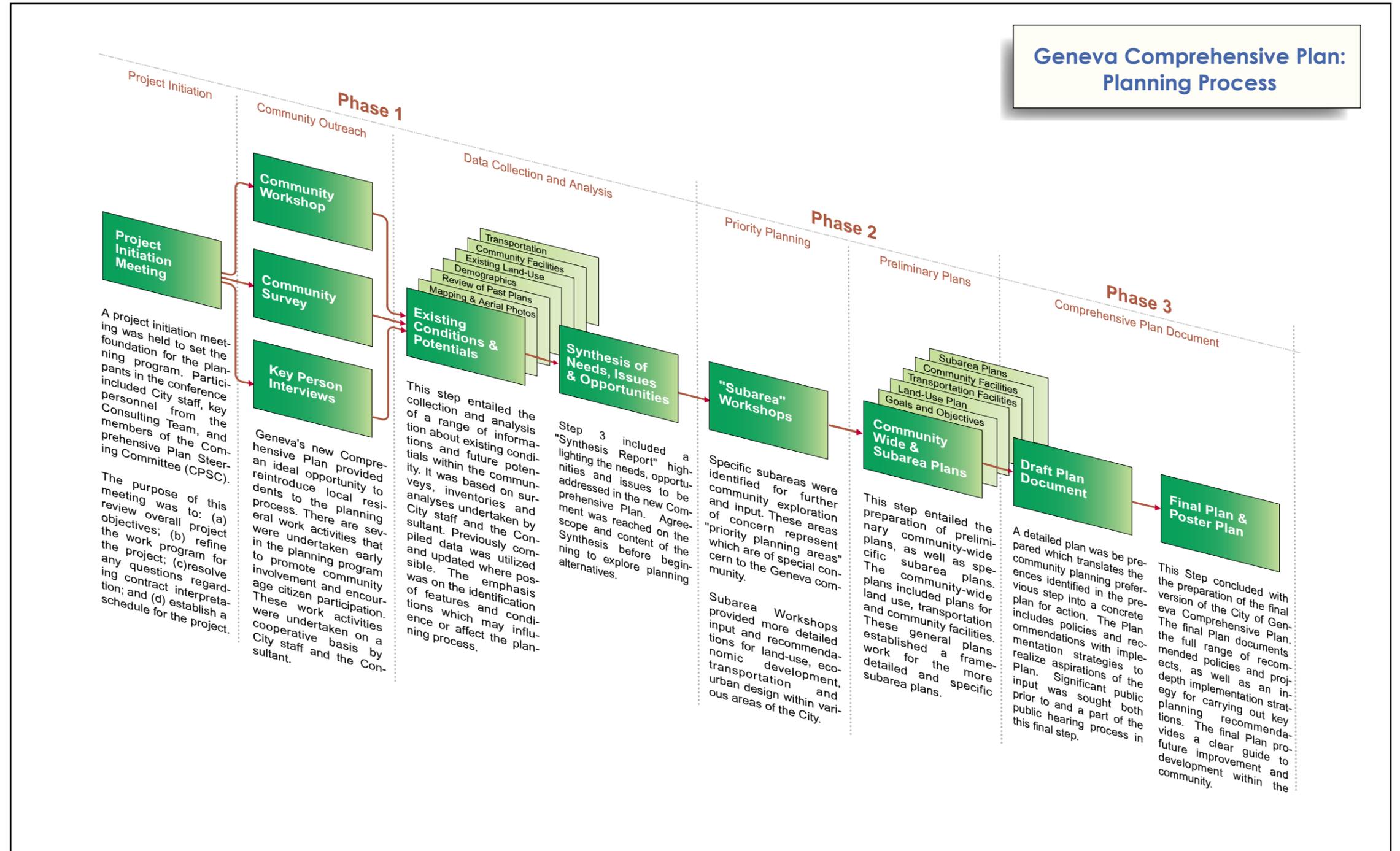
The City of Geneva initiated the Comprehensive Plan process in December 2000. The process undertaken to develop the Plan produced extensive and valuable information that was compiled and reviewed in three phases.

Throughout the entire planning process, the community was involved and extensive efforts were made to share information, gather input and obtain feedback, discuss options, and collectively direct future steps in the development of the Plan. The planning process was designed to build community consensus and stewardship for the Plan.

The first phase included the inventory and analysis of existing conditions and information provided by the community via several outreach methods. The outreach efforts included the Project Initiation Meeting, Key Person Interviews, a Community Workshop, and a Community Survey. Existing conditions inventory and analysis included land-use, community facilities and transportation.

Phase Two included the development of preliminary community-wide plans for land-use, community facilities and transportation, as well as subarea plans for the East State Street Corridor, Downtown, and the Randall Road Corridor. During this phase of the process, several workshops were conducted to solicit input regarding the issues and concerns facing the different subareas. These preliminary plans were reviewed by the City Staff and the Comprehensive Plan Steering Committee prior to the development of the final Plan recommendations.

The final phase of the process represents the culmination of the first two phases and builds upon months of community input and involvement. Community presentations and review by City staff, the Steering Committee, and the Geneva Plan Commission were conducted before the preparation of the final Geneva Comprehensive Plan.



Community Input and Participation

The Geneva Comprehensive Plan provides an ideal opportunity for local residents to get involved in the planning process. Citizen participation is an integral component in the planning process that helps identify issues, needs, priorities and opportunities that are important to the community. Community input provides a foundation for future planning efforts and helps shape the development of the Comprehensive Plan.

Seven community work activities were undertaken throughout the course of the Comprehensive Plan process. The objective of these work activities was to:

- a) obtain first-hand impressions of the conditions, issues, and potentials that should be considered in the remainder of the planning process; and
- b) provide the Consulting Team with an overview of local views and perceptions of Geneva and the surrounding areas.

The workshops, interviews and surveys identified a number of locally perceived problems and issues that are addressed throughout the Comprehensive Plan as well as a number of assets and advantages within the City that should be built upon and preserved into the future.

This section of the Plan presents an overview and summary of the different community outreach efforts that were made during the course of the planning process and highlights the key findings of each. Throughout the entire process, the community consistently provided insightful feedback and assistance. This high level of participation resulted in a Comprehensive Plan that is responsive to community concerns and reflective of community values and priorities.

Detailed summaries of the workshops, interviews, and survey are provided in the Appendix Report.

Project Initiation Workshop

The Project Initiation Workshop was conducted in December 2000 with the Consultant Team, City Staff and members of the Comprehensive Plan Steering Committee. This workshop was designed to provide the Steering Committee with an opportunity to communicate concerns, desires and issues relating to the community at the onset of the planning process. Major concerns identified at this workshop included East State Street redevelopment, the future vitality of the Downtown, the need to maintain and enhance the community character, and overall traffic congestion.

Key Person Interviews

The Consultant conducted interviews with 14 individuals possessing varying interests and insights in the community. The objective of key person interviews is to obtain candid, first-hand views about current conditions within the City and to discuss issues and potentials that should be taken into consideration as part of the planning process. The interviews were conducted in the spring of 2001. The interviews focused on a variety of topics. Key issues and areas of concern mentioned by interviewees include: the need to maintain the character and "charm" of Geneva; the priority of maintaining a viable and vibrant downtown; improving East State Street; improving the appearance of Randall Road; the challenge of managing the growth area west of the City; annexing and developing the area east of Kirk Road; preserving and protecting the older residential areas surrounding the Downtown; and the need to improve the ever worsening traffic congestion in key areas of the City.

Community Survey

A Community Survey was distributed in April 2001 to 364 households within the City of Geneva. The households were selected randomly to ensure a representative sample of the community. 172 surveys were returned to the City and tabulated. The survey had a 42% response rate, which is considered to be statistically significant and an excellent return rate for a community questionnaire. The results of the survey identified a number of advantages, issues, assets, needs, and opinions on a range of topics including commercial development, transportation, residential neighborhoods, quality of life and community facilities. Some major findings from the survey included: community character is Geneva's greatest strength; the City's identity is largely dependent on the Downtown and residential neighborhoods; small town/historic character, residential neighborhoods and safety are Geneva's greatest assets; traffic, housing costs and parking are Geneva's greatest disadvantages; growth management and East State Street revitalization are two of the City's biggest needs; traffic related problems are the largest threat to the present quality of life; community facilities are generally perceived as good, especially bikeways and parks/open space; and restaurants and senior housing are the two most prominent forms of desirable new development.

Community Workshop

The Community Workshop was designed to encourage neighbors, residents, members of the business community, appointed and elected officials and other interested parties to communicate their concerns and feelings about the community at the beginning of the Comprehensive Plan process. The workshop was held in January of 2001, and was attended by approximately 25 people. Major issues identified at the workshop included the need to ensure the viability of Downtown businesses, the

revitalization of the East State Street corridor, and the impact of commercial development along Randall Road on the Downtown. The participants highlighted Geneva's retail opportunities, historic character and unique setting as the City's primary strengths.

Subarea Workshops

The Subarea Workshops were individual workshops devoted to specific geographic areas of the City. Based on information and feedback gathered in the early stages of the planning process, three subareas were selected for more detailed planning efforts. The three areas identified as primary areas of concern to the City were: 1) East State Street Corridor, 2) Downtown/Third Street Area, and 2) Randall Road.

For each of these three subareas, a workshop was conducted to address the community's concerns and aspirations for these important areas of the City. Each workshop was conducted to identify the weaknesses and strengths of each area, and to identify the "vision" for each area that would begin to shape the recommendations of the Comprehensive Plan.

Each workshop utilized large group sessions to establish a list of identified issues and assets, and small group "breakout" exercises to develop "visions" for the areas that conveyed how the areas should be in the future.

This section provides a brief summary and highlights the key findings of the workshops. Detailed results of the Subarea Workshops are provided in the Appendix.

East State Street Corridor Workshop

The East State Street Corridor Workshop was the first of three workshops held to focus on the previously identified subareas within the City. The workshop was conducted in July 2001 and was attended by more than 70 people. Participants included residents, business community members, and appointed and elected officials. The workshop solicited opinions on desirable new private and public sector developments, undesirable development and obstacles that must be overcome in order for East State Street to reach its full potential. In addition, the workshop provided an opportunity for small workgroups to define a "vision" for the East State Street corridor. Prominent results included the need for streetscape improvements, a new grocery store, continuous sidewalks and expansion of the facade improvement program. Undesirable development included fast food restaurants, gas stations and strip malls. The greatest obstacles to achieving goals were funding, improving the aesthetics of existing properties, and community attitudes regarding East State Street.

Downtown Workshop

The Downtown Workshop was the second subarea workshop, which was conducted in September 2001 and attended by approximately 30 people. The workshop was designed in a similar fashion to the East State Street Corridor Workshop and included a questionnaire regarding public and private development, undesirable development, and obstacles facing the Downtown, as well small group work sessions in which participants created a "vision" for the future of the Downtown. The most prominent issues raised at the workshop were the re-use of the Geneva Theater, the redevelopment of the former gas station properties on State Street, redevelopment of the Dodson/Siegel property, redevelopment of the Geneva Hotel property, and the need for improved parking in the Down-

town. Additional projects identified as important included a central information facility with restrooms, creation of a Downtown Development Manager position, and the need to attract more restaurants and entertainment uses to Downtown.

The major obstacle identified for the Downtown was the need for improved communication and coordination between the Downtown's private sector and the City government. Other obstacles include the need for funding, support of Downtown by residents, need to extend business hours, and the difficulty of absentee landlords.

Randall Road Corridor Workshop

The final subarea workshop was conducted in October, 2001 and focused solely on the Randall Road Corridor. Again, this workshop was conducted in similar fashion to the previous subarea workshops. Approximately 27 people attended the workshop. The most important projects identified for Randall Road by the workshop participants included additional landscaping, over (or under) passes for improved pedestrian and bicycle access, safe bicycle and pedestrian paths along both sides of Randall Road, and the installation of a landscaped median. The most undesirable development for Randall Road is additional commercial development, specifically "big box" retail. Finally, the major obstacles for the corridor included improving the traffic flow and coordination between the City and Kane County.

Section 3: GOALS & OBJECTIVES

Goals and Objectives

To be effective, the Comprehensive Plan must respond to the expressed values and desires of the community. Goals and objectives help to provide this focused guidance. These statements transform the collective values of the community into operational statements which are used, in part, as guidelines in the planning process.

Goals and objectives each have a distinct meaning and purpose in the planning program:

Goals articulate long-range aspirations of the community. They are stated in terms that can promote agreement on major issues or needs necessary to support actions and strategies required to realize aspirations. They represent an end to be sought, although some may never be fully realized.

Objectives identify the types of initiatives that must be taken to realize goals. Objectives are stated to provide a means of measurement toward goal attainment.

Goals and objectives express many ideas and concepts that cannot be shown on plan maps or depicted in other plan components, and they are an important component of Geneva's new Comprehensive Plan.

The Goals and Objectives have been created around substantive topic areas for: General Goals; Community Appearance and Character Image; Housing and Residential Areas; Commercial, Retail and Office Development; Industrial and Employment Use Areas; Transportation; Community Facilities and Services; Parks, Recreation and Open Space; Intergovernmental and Organizational Coordination; Fiscal and Economic Development; and Program Administration.

Community Appearance and Character

Goal:

An attractive and distinctive community image and identity that builds upon and enhances Geneva's traditional and "historic" qualities and characteristics, and distinguishes it from surrounding communities.

Objectives:

1. Maintain and enhance the City's "small town" atmosphere and character.
2. Ensure that new development and redevelopment compliments and reinforces the existing desired character of the community.
3. Maintain the attractive tree-lined streets, pedestrian scale and other distinguishing qualities of Geneva's existing residential neighborhoods.
4. Upgrade the image and appearance of existing commercial areas, including buildings, parking lots, signage, landscaping and the public rights-of-way.
5. Reinforce and strengthen the traditional role of Downtown as the City's centralized, multi-purpose focal point with a unique charm, appeal and historic character.
6. Undertake design and appearance improvements along the East State Street Corridor consistent with the East State Street Corridor Design and Development Guidelines.
7. Undertake design and appearance improvements along Randall Road as it passes through the community.
8. Continue to improve and enhance the community gateways through the use of special signage, landscaping and other entry design features at key locations.

9. Design, enhance and locate public sites and buildings so that they become focal points and landmarks within the community.
10. Emphasize Geneva's numerous parks and open spaces as distinguishing features of the community.
11. Preserve sites and buildings with local historic and cultural interest and value.
12. Continue the "greening" of Geneva by maintaining existing trees, reforestation and new landscape plantings, and the development of new open spaces as part of new development and as infill projects in existing developed areas.
13. Promote high standards of design and construction for all development within the City.
14. Promote continued collaboration and cooperation between the various districts and agencies serving the City in order to better unite all parts of Geneva.
15. Update existing boundary agreements and establish new boundary agreements with neighboring communities where appropriate to eliminate potential development and annexation disputes in the future.
16. Sponsor and promote programs, activities, events and celebrations that can stimulate public involvement and participation, foster a strong and unified community spirit and identity, and bring together residents from the various neighborhoods on a regular basis.

Housing and Residential Areas

Goal:

A housing inventory and living environment that supports the local population, attracts new families, and enhances the overall quality and character of the City.

Objectives:

1. Maintain the predominant single-family character of the City.
2. Maintain the scale, quality and character of existing single-family neighborhoods.
3. Undertake public infrastructure improvements within residential areas as required.
4. Protect residential areas from the encroachment of incompatible land uses and the adverse impacts of adjacent activities.
5. Preserve sound existing housing through effective code enforcement and preventive maintenance.
6. Promote the improvement and rehabilitation of deteriorating residential properties.
7. Encourage new residential development that provides for a range of housing types that meet the lifestyle needs of the City's population.
8. Ensure that home improvements, additions and new housing construction are compatible with, complement and enhance existing neighborhood scale and character.
9. Encourage affordable senior housing and senior citizen housing options through new development or redevelopment.
10. Encourage the development of energy efficient housing.
11. Ensure adequate stormwater management provisions are included in all new residential developments.
12. Encourage housing opportunities within Downtown commercial districts.

Commercial, Retail and Office Development

Goal:

A system of commercial, retail and office development that provides local resi-

dents with employment opportunities and needed goods and services, increases the City sales and property taxes, creates an inviting and active environment for shoppers and visitors, and enhances the image and appearance of the community.

Objectives:

1. Maintain, enhance, and reinforce the Downtown as the "heart" of the Geneva community and promote it as the City's unique, historic, pedestrian-oriented retail, service and entertainment focal point.
2. Promote new infill development in Downtown that reinforces the established and unique character, scale, and mix of uses.
3. Continue to improve and enhance the East State Street Corridor as an attractive neighborhood retail service area that serves as the "eastern gateway" to the City.
4. Continue to improve and promote Randall Road as a regional mixed-use corridor offering shopping, office, and service uses to the Geneva community and surrounding region.
5. Improve and develop the areas near the intersection of State Street and Kirk Road as a commercial service and shopping area offering goods and services to Geneva residents and surrounding communities.
6. Explore opportunities for additional commercial uses in the areas east of Kirk Road and along Kirk Road that will be compatible with adjacent industrial and business park uses.
7. Improve access, parking, traffic circulation, signage and other operational conditions within all existing office, retail and commercial areas.
8. Encourage corrective maintenance and rehabilitation of older commercial properties in poor condition.
9. Encourage the rehabilitation of historic and architecturally significant

structures within the commercial areas of the City.

10. Promote the redevelopment of marginal, obsolete and vacant commercial properties.
11. Ensure that all retail, office, and commercial activities are concentrated within or near areas of similar use.
12. Promote high quality design and construction for all new retail, office and commercial developments.
13. Minimize and mitigate any negative impact of office, retail and commercial activities on neighboring land-use areas.
14. Consider the desirability of annexing nearby commercial and business areas, as well as vacant and underutilized properties with commercial development potential.
15. Discourage additional "strip" commercial development within the City.
16. Encourage the combination and consolidation of small commercial lots to enhance opportunities for coordinated improvements and new developments.
17. Enhance the high-speed communications capacity available to businesses within the community, including fiber optic connections.
18. Promote Geneva as a desirable, highly accessible and viable location for new commercial property investment and development.
19. Ensure that adequate stormwater management provisions are included in all new commercial developments.
20. Encourage pedestrian access and linkage within commercial developments as well as between commercial and residential areas.

Light Industrial and Employment Uses

Goal:

Provide a system of light industrial and business development which maintains a diversified economic base and complements other types of local development.

Objectives:

1. Consider the introduction of compatible new light industry and "high-tech" uses within select areas east of Kirk Road.
2. Encourage the relocation of existing industrial uses from the central areas of the City to areas east of Kirk Road.
3. Coordinate with and capitalize on the potential development of the DuPage County Research and Technology Park.
4. Encourage the appropriate redevelopment of vacated and underutilized industrial properties with compatible new development.
5. Cooperate with and support the County's plans for the redevelopment of the landfill as primarily an open space and recreation development.
6. Encourage diversification of employment opportunities within the community.
7. Encourage the development of new industry that maximizes use of the local labor force.
8. Ensure that new/expanded industrial development is concentrated in areas of similar or compatible use.
9. Maintain and enhance local efforts for employment retention and facilitate the expansion and development plans of local industrialists in appropriate areas.
10. Minimize the negative impact of industrial activities on neighboring land-uses.

11. Require all new industrial development to meet performance standards for noise, air, odor and other forms of environmental pollution.

12. Establish special design and development standards to ensure that new development complements the overall character of the City.

Transportation

Goal:

A balanced transportation system that provides for safe and efficient movement of vehicles and pedestrians, reinforces surrounding development patterns, and enhances regional transportation facilities.

Objectives:

1. Continue to work cooperatively with the Illinois Department of Transportation and the Kane County Highway Department to address and find solutions to the transportation issues facing the City and surrounding region.
2. Reduce east/west traffic, particularly "through" truck traffic, traveling through Geneva on State Street (Route 38).
3. Support future growth consistent with the Kane County 2020 Plan with connections to existing and new arterial routes.
4. Improve traffic flow in areas of new growth and development through the extension of certain existing streets and the development of new street connections.
5. Improve overall traffic flow and circulation through the improvement and upgrade of key intersections.
6. Minimize non-local and commercial traffic within all residential neighborhoods.
7. Maintain and improve the condition of street surfaces and sidewalks throughout the City.

8. Encourage the provision of adequate parking for all activity areas of the City.

9. Create a comprehensive system of bicycle facilities and pedestrian walkways, which enables safe and convenient movement within the City and connects neighborhoods, shopping areas, recreation areas, community facilities, and trail systems.

10. Provide well designed, convenient, and safe bicycle and pedestrian crossings at key locations along Randall Road, and improve the overall safety of north/south bicycle circulation along both the east and west sides of Randall Road.

11. Enhance the existing bicycle trail network as an important community asset and attraction through the development of additional trails, trail heads, and connections to key area locations.

12. Promote convenient public transportation services within the City, and between the City and other nearby communities and destinations in support of the Kane County Transit Plan.

13. Promote continued improvement and enhancement of the Metra station and surrounding area as an important community asset.

14. Support the development of a new Metra station near LaFox Road at the western edge of the planning area.

15. Support a south extension of Kautz Road or an alternative roadway plan that provides north-south movement between Fabyan Parkway and Roosevelt Road.

16. Leverage the existing and improved bikeway system to benefit Downtown retail.

17. Add a new planned arterial roadway that provides a direct connection between Kaneville Road and the new intersection to be formed by the planned LaFox ByPass and Keslinger Road.

Community Facilities

Goal:

A system of community facilities that provides for the efficient and effective delivery of public services and enhances the City as a desirable place in which to live and do business.

Objectives:

1. Maintain effective fire and police protection throughout the City.
2. Cooperate with the various public and private schools and District 304 to maintain adequate school sites and facilities within the City.
3. Maintain the Library as an important focal point and resource for the community and support its efforts to provide facilities and services to all areas of the City.
4. Reinforce Geneva as the County Seat and support Kane County government facilities as an important component of the Geneva community.
5. Develop plans and programs to ensure adequate, long-term supply of potable water for City water users.
6. Provide adequate water distribution and sanitary sewer systems throughout the City.
7. Improve stormwater management and upgrade storm sewer facilities throughout the City where necessary, in accordance with the Kane County Stormwater Management Ordinance.
8. Encourage the development of consolidated stormwater management facilities to address area-wide impacts.
9. Ensure effective stormwater management so that new residential and non-residential development does not adversely impact adjacent or nearby properties.
10. Maintain adequate sites and facilities for all City services; undertake expansion and replacement programs as necessary.

11. Develop a new electric voltage delivery system facility.

12. Promote the re-use of surplus or outdated public buildings for new uses that benefit the community as a whole.

13. Ensure that all community facility sites and buildings are physically sound, attractively maintained and compatible with surrounding neighborhoods and development areas.

14. Provide special facilities and services for teens, senior citizens, the handicapped and other special needs groups.

15. Consider the need for and desirability of new community facilities that will serve the needs and desires of local residents and businesses.

16. Emphasize facilities, services and programs that serve the entire community and can bring together and unite residents from all of the City's neighborhood areas.

17. School District 304, the Park District, and the Geneva Library will establish concurrent jurisdictional boundaries for planning area west of Peck Road.

Parks, Recreation and Open Space

Goal:

A park and open-space system that meets the recreational and leisure needs of residents, and enhances the overall image and character of the community.

Objectives:

1. Promote continued cooperation between the City and the various park and school districts in the provision of recreational programs and facilities.
2. Encourage a local park system that complements the regional recreational and open space opportunities within and near the City.

3. Provide and encourage recreational facilities and programs that respond to the needs of City residents.

4. Continue to upgrade existing parks and recreational facilities; undertake improvement and replacement programs as required.

5. Encourage the provision of new open spaces throughout the community, particularly within residential neighborhoods.

6. Promote new plazas and other public open spaces within Downtown and other commercial and business areas.

7. Explore the open space potential of vacant lots and other underused parcels.

8. Encourage the preservation and protection of high quality species trees on developed lots and on new development sites.

9. Encourage that sites for future parks or green spaces are provided as a part of any large-scale new residential developments.

10. Preserve significant natural environmental and open space resources throughout the City.

11. Undertake more extensive landscaping and "greening" programs along major street corridors, and consider these corridors integral parts of the local open space system.

12. Expand, upgrade and promote the use of pedestrian and bicycle facilities to provide access to and connections between schools, parks, forest preserves, the Downtown and other key activity areas.

13. Ensure that all parks and open spaces are adequately and attractively maintained and that reforestation is undertaken as required.

Parks, Recreation, and Open Space continues...

14. Encourage neighborhood park sites that have a minimum parcel size of 5 acres.
15. Develop Prairie Green Preserve as a watershed management demonstration project that incorporates prairie and wetland restoration, regional stormwater management, water quality enhancement, and passive recreation.

Intergovernmental and Organizational Cooperation

Goal

Encourage the coordination and cooperation among federal, state, and local agencies and organizations potentially having interest in Geneva to ensure the greatest level of efficiency and effectiveness in the provision of municipal services.

Objectives

1. Coordinate with surrounding communities, and county and regional agencies, to ensure continuity and consistency of overall community planning and development activities.
2. Establish meaningful lines of communication with those agencies and organizations that can assist the City in meeting its overall planning objectives, and work to secure participation of these agencies and organizations in realizing mutual objectives.
3. Continue to seek cooperative working relationships with adjoining communities in the financing of local community facilities and services.
4. Continue to seek grants, loans, and other sources of intergovernmental funding transfers.

5. Work cooperatively with adjoining communities regarding mutual concerns and needs in improving the overall appearance and economic health of the City's major street corridors.
6. Continue to encourage communication and collaboration among service providers to provide the most efficient and cost effective services possible.
7. Update and establish new boundary agreements with adjacent communities where appropriate.
8. Encourage use of Local Land Resource Planning Act (LLRMPA) to foster regional planning efforts.
9. Establish a City Council policy and communicate to surrounding municipalities and organizations that the City of Geneva has no intention of annexing territory west of Peck Road where private land development is planned, unless the City Council determines it is in the best interest of the City and its citizens to annex land to ensure compatible, high quality land use development and minimize negative impacts on local government fiscal resources, public utility infrastructure and arterial roadway traffic management.

Fiscal and Economic Development

Goal

Achieve economic prosperity by maintaining and enhancing the diversity of new commercial, office, office research, distribution, and light industrial uses.

Objectives

1. Coordinate planning and economic development activities in a manner which provides regular opportunities for contact between business and development interests within the City.
2. Seek opportunities for new em-

ployment growth through the retention and expansion of existing Geneva employers.

3. Target and selectively recruit growth firms that will strengthen or develop local concentrations of similar and related firms.
4. Ensure that new development pays its fair share of public facilities and service costs which are attributable to the demand for additional facilities or services as a result of new development.
5. Institute budgeting processes and procedures that provide necessary revenues for current periods, while allowing financial reserves for the future.
6. Continue to provide resources for maintenance of the City's physical facilities.
7. Establish marketing strategies to retain and attract businesses and developers within the commercial areas and to enhance the City's business image.
8. Promote locally based marketing programs to boost local investment and awareness between the residential and business community.
9. Establish a balanced marketing and support program to maintain both Downtown businesses and Randall Road commercial areas.

Plan Administration

Goal

Implement, monitor, and update the Comprehensive Plan.

Objectives

1. Make available existing and/or new financial resources to implement the Comprehensive Plan.
2. Establish a monitoring process to support the review and update of the Comprehensive Plan every three years.
3. In the Comprehensive Plan review

and amendment process, the City should consider any input and involvement of the City Council, Plan Commission, various City committees, local organizations, and individuals.

4. Identify and engage agencies and organizations willing to share in the responsibility for active implementation of the Comprehensive Plan.

Section 4: COMMUNITY-WIDE PLANS

The Community-Wide Plans provide an overall framework for improvement and development in Geneva over the next 10-15 year period. The Plans establish long-range policies for key areas within the City, consistent with the previously defined community goals and objectives. The Plan strives to maintain and enhance the unique and distinguishing features of the community, improve and upgrade the community, and promote compatible new development and redevelopment in key locations.

The Community-Wide Plans consists of three components: 1) land-use; 2) community facilities; and 3) transportation. Specific policies for each component are presented on the following pages.

The Land-Use component includes: existing land use and the land use plan, including residential, commercial and industrial area plans.

The Community Facility component includes an inventory, overview and recommendations for all public and quasi-public uses in the City, including municipal and other government facilities, parks and recreation, forest preserve and open space, religious institutions, schools, and other facilities serving the needs of Geneva residents.

The Transportation component includes an overview and recommendations for vehicular, bicycle, and pedestrian traffic and circulation, transit, parking, and facilities.

The Community-Wide Plans are supplemented by detailed planning recommendations for the three subareas including the Downtown, East State Street, and Randall Road. These subareas are addressed in detail in Section 5 of this document.

Existing Land Use

Figure 1 highlights the existing land use pattern within the City of Geneva and unincorporated areas to the east and west. The land use map focuses mainly on the land between Kautz Road on the east, Division Street/Gray Street/Bricher Road on the north, LaFox Road on the west, and Fabyan Parkway on the south.

Within the City of Geneva, a diverse array of land uses exists, ranging from a traditional mixed-use downtown core, historic and newer residential areas, a regional commercial corridor, and public, industrial, and agricultural uses. Most land adjacent to the City on either the east or west is unincorporated and is agricultural or residential in use. The data in Figure 1 is based on field surveys conducted by the Consultant in March 2001, with appropriate additional updates made during the remainder of the planning process.

Residential Areas

Geneva's many distinctive residential areas are frequently cited as one of its most important and desirable attributes. Residential areas are located throughout the community, with the older, more traditional neighborhoods located near the historic downtown and river areas, and newer residential development occurring in the western portions of the planning area.

Areas generally between East Side Drive and Anderson Boulevard north of the Union Pacific (Metra) Railroad are made up primarily of residential development on a traditional grid system. Most of the homes in this area are well-maintained, single-family dwellings, on relatively large lots. It is important that the City seek to ensure the long-term viability and stability of these historic neighborhoods while allowing for new investment and development.

Between East Side Drive and Kirk Road and between State Street and Randall Road, single-family homes developed pri-

marily between the 1960s and 1980s, constitute a significant portion of the City's housing stock. Homes are situated on larger lots than those found in the historic core and are well maintained. Many streets are cul-de-sacs or curvilinear, and most homes in these areas are consistent in style, age, and size.

Most residential areas south of the Union Pacific Railroad are relatively new developments with curvilinear streets and cul-de-sacs. On the west bank of the Fox River and along Batavia Avenue, some of Geneva's largest and most historic homes provide an estate-style setting. All of these areas are well maintained and provide a fairly low-density residential environment.

Areas west of Randall Road make up Geneva's newest housing stock; most follow modern subdivision patterns. This area's most discernible difference is its relative lack of topography and the absence of mature trees, as most land has been converted from agricultural or prairie use. These still-developing residential areas currently line the western edge of the City of Geneva planning area.

West of Peck Road, one smaller subdivision with large lots exists on Keslinger Road. The large Mill Creek master-planned development encompasses a large portion of land in the the unincorporated area west of Randall Road. This development incorporates environmental conservation of prairie lands into a residential community with traditional small-lot single and multi-family dwellings near the center of the development and a small commercial center. Due to the area's abundant developable land and the demand for large single-family homes, much of the agricultural land west of the City may soon face pressure for residential development. The City should address the type, density, and amount of residential development that is desired in this undeveloped area.

Commercial Areas

There are three distinct commercial areas within the City of Geneva, each with unique challenges, opportunities, and active development forces. These commercial areas vary greatly from one another in terms of their layouts, functions, and stages of development. Although a few smaller commercial uses can be found scattered within non-commercial areas, the three primary commercial areas include the Downtown and Third Street, the East State Street Corridor, and the Randall Road Corridor. Each of these areas is discussed in detail in the Subarea Plans in Section 5 of this report.

Downtown and Third Street

Downtown Geneva is the City's historic commercial and community center and is a unique and highly valued community asset. The traditional grid pattern of streets, historic buildings, and riverfront setting all contribute to the Downtown's character and together provide a strong image and identity for Geneva. State Street, Geneva's major east-west artery, traverses the middle of Downtown and provides the City's most centrally located vehicular and pedestrian river crossing. Downtown buildings along State Street from the Fox River westward form a consistent streetwall that encourages pedestrian traffic. Third Street provides a link between the Downtown and the Metra station and offers a unique variety of boutiques, restaurants, and services within a pleasant pedestrian-friendly atmosphere. In recent years, parking in Downtown has become a major concern as the many businesses, commuters, and community facilities in the area have seen growth in traffic and service demands.

East State Street Corridor

East State Street, from the Fox River to Kirk Road, is primarily a service and limited retail corridor for Geneva residents including restaurants, auto-related businesses, and personal service uses. This portion of State Street is less densely developed than the portion that runs through Downtown. Building patterns are irregular and screening or landscaping is minimal. Several older homes are converted to commercial uses, while many other residences are scattered throughout the corridor and are subject to increasing traffic flow and congestion. Although the corridor functions as a local service destination, redevelopment and right-of-way improvements would enhance the corridor and provide a welcoming appearance and sense of place for all residents and visitors.

Randall Road Corridor

Randall Road is Geneva's primary large-scale retail and service destination and accommodates a high volume of regional traffic on a daily basis. The corridor primarily developed since the mid-1980s and is characterized by large buildings on large parcels. Most uses along Randall Road are regional in nature. Randall Road is fairly representative of a typical, regional, commercial corridor, with big-box retailers, large shopping centers, supermarkets, major public facilities, and commercial services. Although most property along Randall has been developed for either commercial, service or residential use, a vacant area exists north of the new Geneva Commons, just south of Bricher Road. This vacant parcel will likely be developed for commercial retail uses. Randall Road is impacted by heavy traffic volumes and suffers from an inconsistent appearance which fails to reflect the character of Geneva. Additionally, facilities for safe movement of bicyclists and pedestrians are incomplete or totally missing along portions of the Randall Road corridor.

Industrial Areas

Existing industrial areas are few in number, but significant in providing an employment base and tax base for Geneva. One corridor, along Keslinger Road, is home to several commercial services and light industrial uses. These properties are generally well maintained and occupied, but their relatively small parcel sizes do not allow for significant expansion or new development.

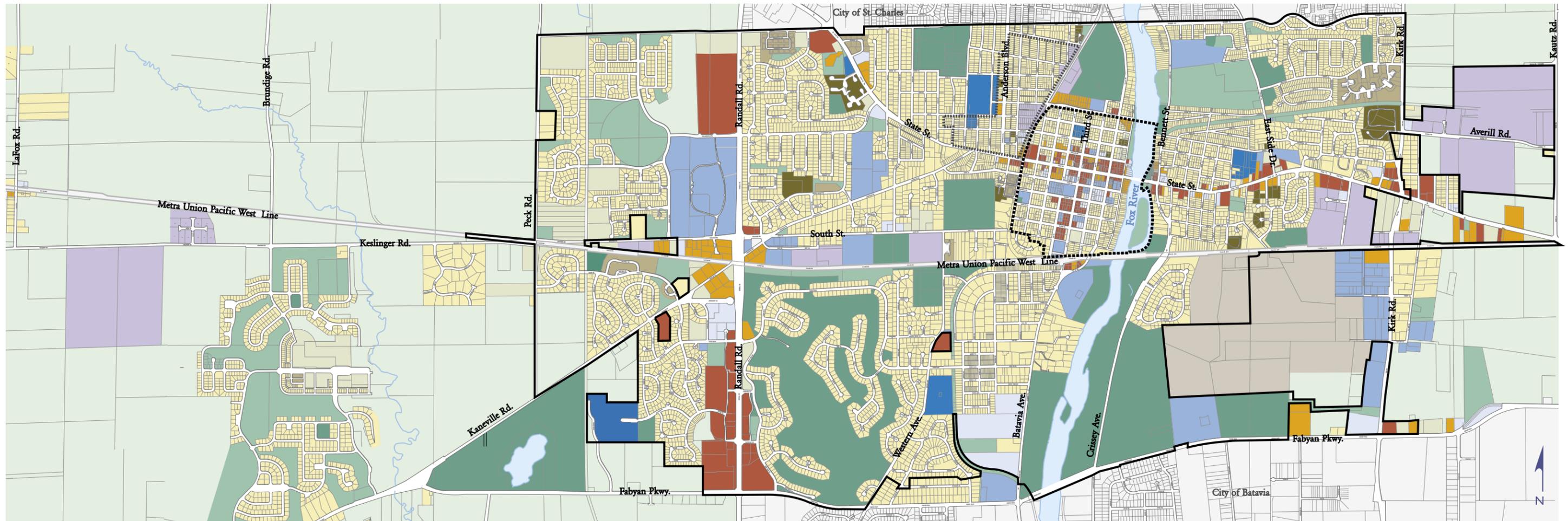
Other industrial uses, including Burgess Norton, areas along Stevens Street, and areas along South Street and the Union Pacific tracks are well established and likely to remain for the foreseeable future, despite their close proximity to residential areas.

The industrial areas near Kirk Road are characterized by large parcels and buildings used for manufacturing and distribution. Despite only a few vacant parcels in the area west of Kirk Road, ample land is available to the north and east, near Kautz Road. Because Geneva is a relatively "built-out" community, little opportunity exists within the city limits for the development of large-scale industrial uses. However, in the unincorporated areas to the east, opportunities exist for new industrial development.

Unincorporated Areas

The unincorporated areas to the east and west are devoted largely to agricultural use. New development (primarily residential to the west) is transforming the unincorporated areas into an extension of the developed community. The unincorporated areas to the west are likely candidates for primarily residential development. Unincorporated areas to the east are likely candidates for industrial, business park, and commercial service development. New growth and development areas should be guided by and support the objectives of the Kane County Land Resource Management Plan.

Figure 1: **EXISTING LAND-USE**



- Single-family Residential
- Single-family Attached Residential
- Multi-family Residential
- Retail
- Commercial Service
- Office
- Light Industrial
- Public/Institutional
- Educational
- Open Space
- Parks/Forest Preserve
- Agricultural
- Settlers Hill Landfill
- Vacant land
- Historic District
- Potential Historic District
- City Limits

Land Use Classification

The land use classification system used on this map has been developed to accurately reflect the way land is used in Geneva. The Existing Land Use Map is based on field surveys conducted by the Consultant in March 2001.

Single-Family Residential

A residential area occupied exclusively (or predominantly) by detached single-family residential dwellings.

Single-Family Attached Residential

A residential area occupied primarily by attached single-family residential dwellings, including duplexes, 2-flats, 3-flats and townhomes.

Multi-Family Residential

A residential area occupied by multiple-family dwellings including apartments, condominiums, and senior housing.

Retail

A commercial use area where the primary focus is the selling of goods. Included in this classification are stores, restaurants, gas stations, etc

Commercial Service

A commercial use area that provides services to residents for day to day activities and needs. Examples of this type of use are dry cleaners, repair shops, salons, etc.

Office

A commercial use area where business, clerical, or professional activities are conducted. Examples of this type include doctors offices, law firms, temp agencies, etc.

Light Industrial

Includes areas for light manufacturing, assembly, production, storage, distribution, warehousing, office research and other related land-uses.

Public/Institutional

An area containing community facilities or public buildings such as churches, municipal buildings, libraries, museums and cultural facilities.

Educational

An area designated for educational purposes including both public and private elementary, middle and high schools.

Open Space

An area for natural, planned or unplanned open space.

Parks/Recreation

An area maintained as a park or recreation site.

Forest Preserve

An area designated as an official forest preserve that is maintained in a primarily "natural" state.

Agricultural

An area used primarily for farming or the raising of animals.

Landfill

The area used by the County for Settlers Landfill.

Vacant Land

An unused or greatly underused area, that may or may not be improved.

Section 4: COMMUNITY-WIDE PLANS - LAND-USE PLAN

Community-Wide Land Use Plan

The Community-Wide Land Use Plan builds upon the existing land use and development patterns within the City of Geneva. It strives to promote a compatible arrangement of uses which continue to make efficient use of land resources and community facilities and services.

Recognizing that Geneva is an essentially "built-out" community, the Plan emphasizes the need to preserve, protect and enhance the established character of the community by focusing on quality improvement projects, redevelopment, and development efforts that strengthen and reinforce the built and natural environments of the City.

The Land Use Plan also emphasizes an approach that encourages the continued protection and expansion of the City's residential areas, a strengthening of the Geneva's primary commercial areas, and an option for continued growth of light industrial and office research uses. A brief description of the Land Use Plan is provided on this page and is illustrated in Figure 2.

The Land Use Plan reinforces and further projects the utilization of the established goals and objectives of the Comprehensive Plan. The Land-Use Plan designates a specific land-use for every parcel of land in the Geneva planning area, and anticipates the utilization of all areas as indicated in the Plan, over the next 10-15 years.

It is important to remember that the Land-Use Plan designation is a guide for future land-use and development decision making. Should future conditions and community needs and aspirations change, the Plan must respond appropriately to reflect the best interests of the community.

Residential Uses

The Plan strives to reinforce and strengthen the existing residential character of the community. An important element of the Plan is the protection and enhancement of existing single-family neighborhoods within the City. Single-family detached residential areas should continue to predominate and the distinctive characteristics of these neighborhoods should be enhanced.

To work toward this goal, the City should encourage continued single-family development in undeveloped areas within the City, and in developable areas west of Peck Road. All new single-family developments should be carefully regulated in terms of density, architectural style, mix of uses, and traffic flow in order to maintain the identity and character that currently exists for Geneva.

The Plan also encourages new multi-family development, primarily for senior housing purposes, and to support the retail and commercial activities in and near the Downtown. As the population within Geneva ages, it is essential to provide safe, convenient and affordable housing for the senior population. The Residential Areas Plan is described in further detail in Figure 3.



The distinctive characteristics of single family homes such as the one pictured above should be protected and enhanced.

Commercial Uses

The Plan seeks to strengthen and enhance the existing commercial areas within Geneva. The three primary commercial centers, Randall Road, East State Street, and the Downtown, should continue to be developed with additional commercial, service and office uses. In order to promote continued economic viability for each area, it is essential to maintain distinct identities for each district.

Randall Road should continue to function as a regional retail center, providing large national retailers, big-box development, and other large scale services and shopping areas.

East State Street should continue to serve as a retail service corridor for the residents within Geneva. The corridor should be targeted for redevelopment and improved to ensure compatible uses, ease of traffic flow, and an appealing aesthetic quality reflective of the Geneva community character.

The Downtown should be maintained and enhanced as the historic core and primary commercial center for Geneva. Appropriate infill development is encouraged, and should be of similar size, scale, density and architectural style as the surrounding structures. Each of these commercial areas is discussed in further detail in Figure 4, and in the subarea plans outlined in Section 5 of this Plan.

Additionally, new commercial development should be established at key locations along Kirk Road and in the areas east of Kirk Road. Locations along Kirk Road frontage and near the intersection of Kirk Road and State Street should be targeted for commercial retail and service. Areas further to the east should be target for commercial services uses compatible with larger industrial and business park development.

Light Industrial/Office Research Uses

The Plan recognizes the importance of secure industrial uses to support both the employment and tax base within the City. It is essential to ensure that these industrial uses are properly located and designed so as to present no conflict with adjacent residential and commercial districts.

The Plan generally encourages light industrial uses east of Kirk Road. Desired developments for this area include light industry and office research complexes. In order to maintain compatibility with surrounding areas, it is essential to regulate the scale and nature of industrial developments. Offices and screened/landscaped parking areas are encouraged near the street frontage, with any warehousing, trucking, processing or other facilities located towards the rear portions of the property. The industrial areas plan is described in further detail in Figure 4



The regional retail uses along Randall Road cater to the automobile.



Unitarian Church, constructed in 1843 in the Neo-Classical/Greek Revival style. It is the oldest church in Geneva. It is constructed of local riverstone and stucco.

Public/Semi-Public Uses

The Plan emphasizes the importance of public uses, community facilities, open space and other park areas. These public/semi-public uses contribute significantly to the overall character of Geneva and the community's quality of life. It is essential to maintain all of these uses to ensure the future sustainability of the community as a whole, its attractiveness to new development, and its continued viability as a residential community.

Open space and park areas should be incorporated into new residential developments, where such areas meet Geneva Park District policies and recreation facility standards. In addition, existing park and recreation areas should be maintained, preserved and enhanced. Sufficient public uses such as fire stations, police stations, libraries, and schools are imperative to well-balanced growth for Geneva. Community facilities are described in further detail in Figure 5.

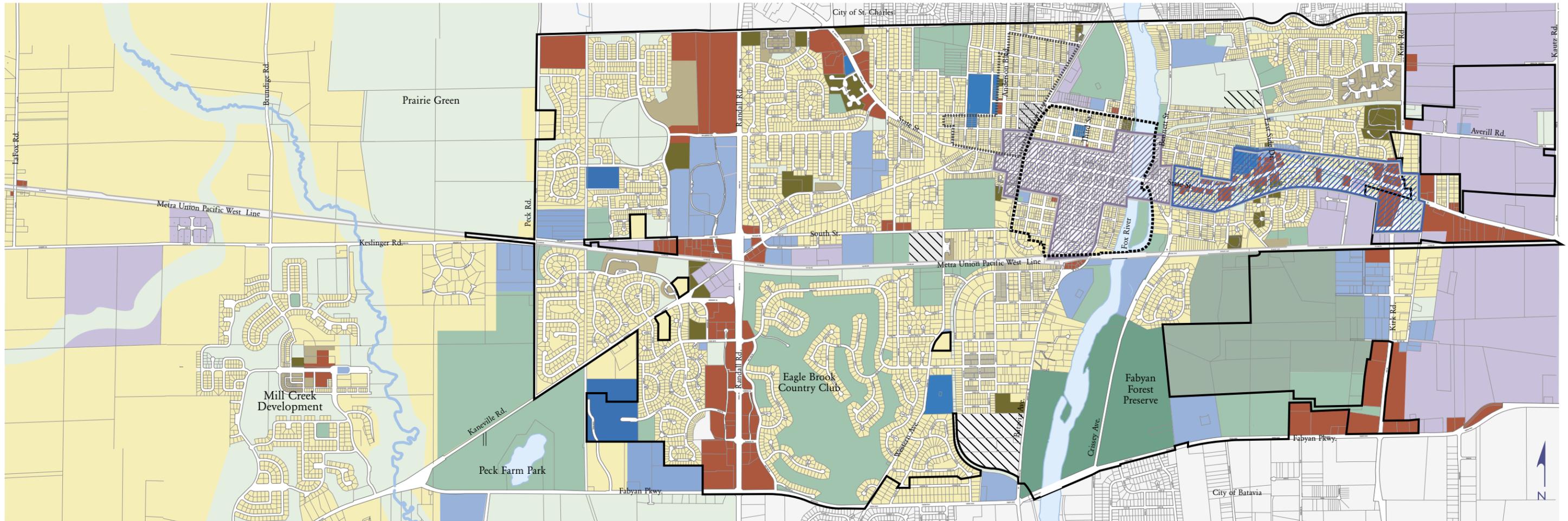


A welcoming trail stop along the Fox River.



The landscaped courtyard outside the Kane County Courthouse.

Figure 2: LAND-USE PLAN



- Single-family Residential
- Single-family Attached Residential
- Multi-family Residential
- Commercial: Retail, Service, Office
- Light Industrial/Office Research
- Public/Institutional
- Educational
- Open Space
- Parks/Recreation
- Forest Preserve
- Land Fill converted to Open Space
- Development Opportunity Site
- East State Street Subarea (see Section 6)
- Downtown Subarea (see Section 5)
- Historic District
- Potential Historic District

Land Use Classification System

A land use classification system has been developed and mapped to help organize future land use areas within Geneva. A land use classification system is necessary to accurately reflect the City's intention for the type, intensity, and location of future land-uses anticipated under the Comprehensive Plan. Each of these areas is described in terms of its future function, and may not necessarily translate to existing zoning ordinance districts. More detailed land use information for the East State Street, Downtown, and Randall Road Subareas is provided in Section 5.

Single-Family Residential

A residential area occupied exclusively (or predominantly, in new development areas) by detached single-family residential dwellings.

Single-Family Attached Residential

A residential area occupied primarily by attached single-family residential dwellings, including duplexes, 2-flats, 3-flats and townhomes.

Multi-Family Residential

A residential area occupied by multiple-family dwellings including apartments, condominiums and townhomes, including senior housing.

Commercial: Retail, Service, Office

A commercial area which provides a wide range of commercial and retail products and services on both local and community-wide scale, including restaurants, retail, office, service and entertainment uses.

Light Industrial/Office Research

Includes areas for light manufacturing, assembly, production, storage, distribution, warehousing, office research and other related land-uses.

Public/Institutional

An area containing community facilities or public buildings such as churches, municipal buildings, libraries, museums and cultural facilities.

Educational

An area designated for educational purposes including both public and private elementary, middle and high schools.

Open Space

An area for natural, planned or unplanned open space.

Parks/Recreation

An area maintained as a park or recreation site.

Forest Preserve

An area designated as an official forest preserve that is maintained in a primarily "natural" state.

Development Opportunity Site

An unused or under used site where future development should take place. A range of different uses may be appropriate for these sites, as explored later in this section.

Section 4: COMMUNITY-WIDE PLANS - RESIDENTIAL AREA POLICIES

Geneva is a primarily residential community, and its residential areas are among its most important assets. The City is approaching residential build out, with an anticipated maximum population of approximately 24,200 by the year 2020. Residential uses in Geneva are comprised of a wide variety of housing types, densities, and development patterns. Neighborhoods are generally oriented around single-family homes, with a few scattered locations of single-family attached developments and multi-family complexes.

In general, the Plan recommends:

- 1) preserving the single-family nature of neighborhoods within Geneva;
- 2) protecting and enhancing unique neighborhoods, such as the residential area north of the Downtown;
- 3) providing guidelines for well-balanced residential development west of Peck Road;
- 4) encouraging new multi-family development in appropriate locations;
- 5) developing new senior housing that reflects a community emphasis of affordability and in providing a range of housing types;
- 6) preserving the historic nature of the community through the development and maintenance of Historic Districts, and where districts are not possible, landmark and preserve individual buildings of historic or architectural significance;
- 7) regulating teardowns and infill development to ensure the compatibility of new construction with the character and scale of existing neighborhoods;
- 8) allowing for the redevelopment of some residential properties in the long-term for more appropriate uses; and
- 9) analyzing identified redevelopment opportunity sites for their potential to support a variety or mix of residential uses.

Single-Family Residential Uses

The majority of land within the City of Geneva is dedicated to single-family, detached residential uses. These areas are a key factor in preserving the character of the community. The majority of these residential areas are well-maintained and in need of little to no improvement. It is imperative to maintain the quality of these neighborhoods through continual improvements to streets, sidewalks, landscaping and traffic flow.

Throughout the City, there are appropriate locations for additional single-family developments, and these should maintain the scale, density and character of the surrounding community. The Plan encourages open space, parks, and recreational amenities be developed in all new and existing developments, where feasible and consistent with Geneva Park District policies and recreational facility standards. This adds to the desirability of the area for new residents, and works to ensure that existing residents remain.

Unique Residential Neighborhoods

Throughout the City, there are a number of unique residential neighborhoods, that while contributing to the overall character of the City, maintain their own unique identity. It is this mix of residential neighborhoods that provide single-family housing options ranging from smaller, more densely developed historic neighborhoods to larger, more contemporary residential developments.

While most single-family residential neighborhoods are stable and not at risk of being redeveloped for non-single family uses, the areas north of Downtown is beginning to transition from single-family to multi-unit dwellings. This area is generally comprised of older, single family homes on smaller lots than found in the rest of the City. These homes are located in a prime location within Geneva, within easy walking distance to the Downtown, the Fox River and the system of bicycle and pedestrian trails throughout the City.

While multi-family developments are encouraged in and/or near the Downtown, this area should be preserved as a solely single-family neighborhood. The City should encourage the conversion of 2-unit and multi-unit dwellings back to single-family dwellings. The City of Geneva Zoning Map should be revised to reflect single-family zoning only.

Other neighborhoods with unique residential characteristics that should be maintained and enhanced include the single family homes east of the Fox River, between East Side Drive and Bennett Street; residential areas along the Fox River, south of the Downtown; and the estate-style, historic residential areas south of the Union Pacific railroad, west of the Fox River, primarily along Batavia Avenue.

Residential Development West of Peck Road

All new residential developments should be planned in a manner that aims to preserve and protect natural open space and environmental assets. This is important for ecosystem health, aesthetics, watershed management, density control, and overall development character.

New residential developments should be constructed in a manner that minimizes their impact on existing streets, traffic patterns, infrastructure, and fiscal resources of local taxing bodies. New residential development must be designed with and supported by a street system that provides efficient north-south and east-west traffic, and minimizes the burden on existing roadways, such as Keslinger and Kaneville Roads.

As the areas west of Peck Road experience significant residential development over the next 10-15 years, it is important that the development and density patterns are well-balanced and consistent with the objectives and policies of the Kane County Land Resource Management Plan.

Opportunities for multi-family development should be explored as part of transit-oriented development near the new planned Metra stations.

Multi-Family Development

While the Plan recommends the majority of housing in the City be designated for single-family, it recognizes the need for multi-family housing of an appropriate scale, density, style and location.

The primary locations for multi-family developments are: 1) in and/or near the Downtown, where the scale of development is consistent with multi-family uses and upper story apartments may provide multi-family housing options; 2) near the Fox River, where multi-family developments can take advantage of developable parcels, scenic settings and a close proximity to the Downtown; and 3) near the Metra Station, where multi-family tenants will have convenient access to public transportation.

If multi-family developments are constructed outside of the Downtown, they should be on the edge of single-family or commercial areas. In general, large scale apartment structures are discouraged and condominiums and/or townhomes are considered more appropriate. All multi-family developments should incorporate open space, sufficient parking, and high quality design into the development.

Senior Housing

It is essential to develop additional senior housing within the community to accommodate the Geneva's existing and growing senior population. The City should focus on affordability and on providing a range housing types. This will ensure that existing residents will have the ability to remain in the community after they no longer wish to maintain and/or occupy a single-family residential property.

Figure 3 identifies a number of possible locations for senior housing developments. All appropriate sites should be: 1) located with convenient access to necessary services such as retail, professional offices, public transportation, and other service-oriented businesses; 2) well integrated into the surrounding

neighborhood to ensure that the developments are seamlessly connected to the community; and 3) near community facilities such as parks, libraries and community centers.

Historic Preservation

The City should preserve and maintain the existing historic district and seek to establish additional districts where appropriate. Currently there is one defined district, and a second district under consideration. These historic areas are an essential element to the identity of the community and they should continue to be preserved and maintained by the Geneva Historic Preservation Commission. As appropriate, other areas within the City should be considered for historic district designation in order to further enhance and promote the historic and architecturally significant character of the City. Additionally, where districts are not possible, the City should landmark and preserve individual buildings and sites of historic or architectural significance

Teardowns and Infill Development

The Plan accommodates infill development, where appropriate, that is of similar style, scale, density and character with the surrounding neighborhood and community. This development should work toward reinforcing the nature and character of existing neighborhoods and should be balanced with the need to develop new infill open space in residential areas.

While it may be appropriate to replace deteriorated or dilapidated housing with new development that is consistent with a neighborhood, homes of historical or architectural significance should be considered for preservation and rehabilitation, and expansion where appropriate. Teardowns should be strongly regulated in order to minimize their impact on the overall character of the City and its residential neighborhoods.

The City should continue to examine its residential development standards relat-

ing to setbacks, building height, building coverage, floor area, and open space to ensure that new infill development is sensitive to surrounding conditions and reflective of the scale and character of the community. Any residential development standards should allow architectural flexibility and accommodate the home owner's needs and desires for quality residential environments.

Residential Redevelopment

In general, developed residential areas within Geneva are of sound quality and in no major need of redevelopment. There are areas, though, which may in the long-term become incompatible with surrounding uses. It may be appropriate, then, to redevelop these properties.

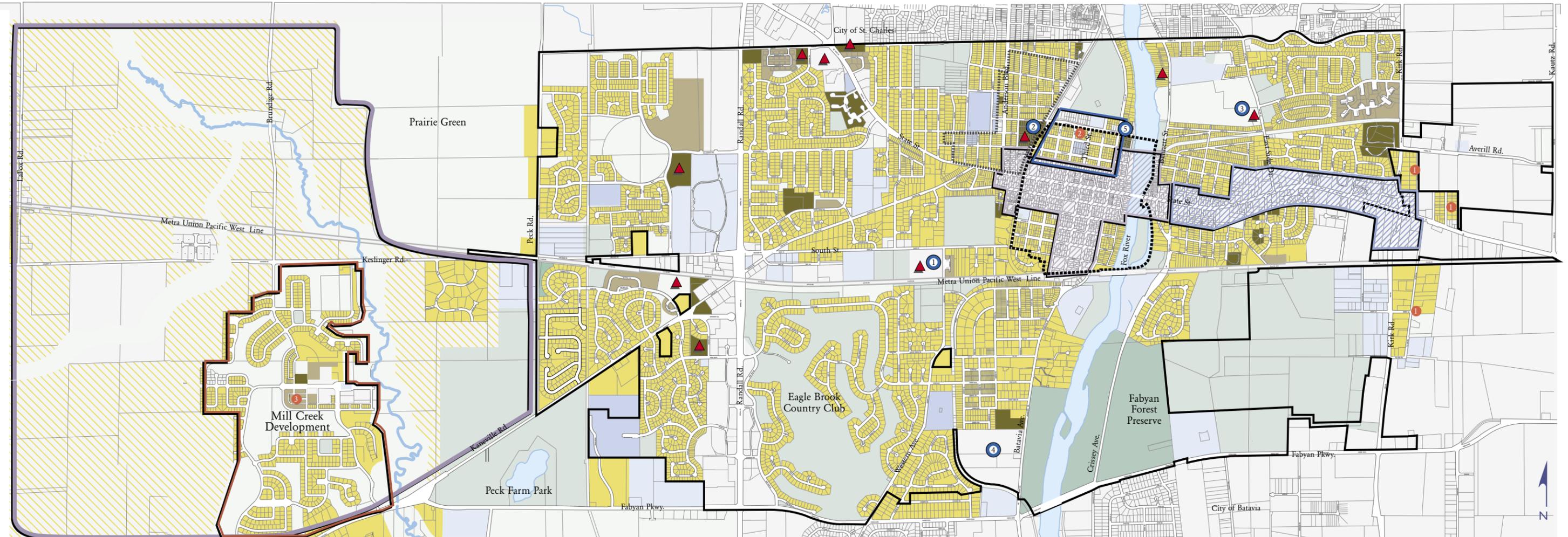
The major area of concern identified in the Plan are residential properties east of Kirk Road. Although these properties are well maintained and in sound condition, this area is primarily designated for future light industrial and/or office research development. Consideration should be given to incorporating these existing residential properties into a larger redevelopment projects in the future, if the opportunity presents itself and if the property owners involved are willing to participate.

Redevelopment Opportunity Sites

Throughout the City there are a number of redevelopment opportunity sites that may be appropriate for various types and mixes of residential development. Five such sites are highlighted in Figure 3. Future consideration should be given to the appropriate mix of uses, density and type of development appropriate for these sites.

While certain non-residential uses may also be appropriate for these sites, residential uses and open space should be strongly considered.

Figure 3: RESIDENTIAL AREAS PLAN



- Single-family Residential
- Single-family Attached Residential
- Multi-family Residential
- Residential Growth Area
- Public/Institutional
- Educational
- Open Space
- Parks/Recreation
- Forest Preserve
- Redevelopment Opportunity Site
- Possible Senior Housing Location
- Residential East of Kirk Road
- Residential North of Downtown
- Mill Creek Development
- East State Street Subarea (see Section 6)
- Downtown Subarea (see Section 5)
- Historic District
- Potential Historic District

Residential North of Downtown

The single-family detached character of this neighborhood should be preserved and enhanced as a highly valued asset to the City and Downtown area. The Zoning Map should be revised to reflect single-family zoning only.

Residential Growth Area

The areas west of Peck Road will continue to experience significant residential development. New development should aim to preserve and protect open space and environmental features. New development should also provide for appropriate circulation and access as to minimize their impact on City, area-wide, and regional road systems. New development should be planned in a manner that minimizes fiscal impacts on local taxing bodies.

Multi-Family Residential

Multi-family residential development is encouraged in appropriate locations, such as: 1) in or near the Downtown and Third Street area, 2) near the Fox River, and 3) near the Metra Station. Multi-family should generally be located on the edge of single-family and commercial areas if located outside of Downtown. The Downtown Plan and East State Street Corridor Plans explore in more detail the potential locations of new multi-family residential development.

Possible Senior Housing

Several locations have been identified for the potential development of new senior housing, including: North Bennett St. (2.8 acres), East Side Drive, Route 38 & 14th St. (3.2 acres), Richards Street,

Lewis Road (8.57 acres), Kaneville Road (4.65 acres), Fisher Drive (9.0 acres), south west corner of Bricher Road and Blackberry Drive (2 acres), and South Street (7.0 acres). Other locations may also be appropriate and should be considered if proposed in the future.

Historic District

The City's existing Historic District should continue to be protected and stewarded by the Geneva Historic Preservation Commission. Other areas, as well as individual sites of the City, should also be studied and considered for possible local historic district designation to further support and enhance the historical integrity and visual appeal of the City.

Residential Uses East of Kirk Road

Although the residential areas east of Kirk Road are generally in sound condition, consideration should be given to redeveloping the areas as part of larger commercial/industrial redevelopment efforts if the right opportunity is presented.

Redevelopment Opportunity Sites

Identified on the map above, these sites may be appropriate for a variety or mix of residential and other uses. All sites are appropriate for multi-family and single-family residential and sites 1, 2 and 5 are designated as possible senior housing locations.

Sites:

1) This site along South Street is appropriate for residential, park/recreational, or community facility uses.

2) If redeveloped the Burgess Norton site should be developed for multi-family or single-family attached residential uses, including senior housing.

3) This site should be primarily used for open space and woodland preservation. If done appropriately, portions of this site could be developed for a variety of residential uses, including senior housing.

4) This site could be developed appropriately for light industrial, residential or public uses.

5) This site is appropriate for multi-family or single-family attached residential uses, including senior housing.

Section 4: COMMUNITY-WIDE PLANS - COMMERCIAL & INDUSTRIAL AREA POLICIES

Commercial Areas

Geneva's commercial areas are generally concentrated along major corridors and within the historic Downtown. The major commercial areas include the Downtown & Third Street, the East State Street corridor, the Randall Road corridor, and Kirk Road. Because these areas represent a large majority of the community's economic development investment, it is important to maintain and improve the vitality of these areas. Commercial land uses are critically important to the City for three primary reasons. First, they are among the most visible locations in the community, and therefore their image and appearance greatly reflect upon the character and identity of the City. Second, the commercial areas within Geneva provide a critically important fiscal resource for the City. Third, they provide the community with convenient access to needed goods and services. Ensuring economic stability of these areas will assist in ensuring financial resources for continued quality community facilities, services and infrastructure.

For commercial areas, the Plan generally recommends:

- 1) enhancing the commercial nature of existing districts, including the Downtown/Third Street, East State Street, Randall Road, and Kirk Road;
- 2) developing appropriate commercial service uses east of Kirk Road, compatible with the light industrial designation of the surrounding areas;
- 3) strengthening the role, function, and "uniqueness" of each commercial district to maximize its competitive edge and market viability;
- 4) connecting commercial areas with adequate linkages, transit and circulation, and providing sufficient parking; and
- 5) encouraging the use of the City's commercial areas through marketing and promotional efforts, and special events and activities.

Enhance the Commercial Nature of Existing Districts

Downtown/Third Street

The Downtown/Third Street district is the historic commercial center of the City of Geneva. This area should continue to be promoted for its historic quality and variety of small-scale retail offerings. In addition, the pedestrian-friendly nature of the Downtown should be maintained through adequate landscaping, lighting and other streetscaping methods. The Downtown/Third Street district is discussed in further detail in Section 5 of the Plan.

East State Street

The East State Street Corridor is generally occupied with service-oriented business that serve the surrounding community. The uses along East State Street should continually be upgraded and improved, but the corridor should remain a retail service area. In addition, many of the existing uses and structures are not well-maintained and there are a number of underutilized properties. The entire corridor should be enhanced and continually improved with additional screening, consistent redevelopment, and other streetscaping methods. The East State Street Corridor is discussed in detail in Section 6 of the Plan.

Randall Road

The Randall Road corridor is home to regional retailers, big-box development and other large-scale retail and service destinations. This corridor has a greater regional draw than the previous two commercial areas. While this corridor is already largely developed, additional development sites should continue the existing pattern of development. As with any regional retail corridor, traffic congestion continues to grow as a concern. Measures should be taken to ensure smooth and safe flow along the entire corridor. In addition, much of the corridor is not visually appealing and lacks many necessary pedestrian amenities

and streetscape features that add to the character of Geneva in other commercial areas. The corridor should be improved and redesigned to incorporate all of these amenities. The Randall Road corridor is also discussed in further detail in Section 7 of this Plan.

Kirk Road

Kirk Road is currently occupied by scattered commercial uses. While the grade change near the intersection of Kirk Road and East State Street prevents direct access to many of the parcels facing Kirk Road, the corridor should be developed to function as a fourth, but more minor, commercial activity area for Geneva.

Other Commercial Areas

In addition to the previous four commercial areas, there are a number of smaller commercial pockets scattered throughout the City. While the Plan does not recommend any additional large commercial districts, it may be desirable to develop small commercial areas throughout the community that can serve as neighborhood centers. These small commercial areas may be as small as a corner store or market, but provide quick and convenient services to the surrounding neighborhoods. In addition, by providing neighborhood retail and service options, the traffic impact within larger commercial districts may be slightly alleviated.

Commercial uses east of Kirk Road

While there are limited commercial components and opportunities east of Kirk Road, this area should primarily be reserved for industrial, warehouse and distribution, office and research parks, and other similar uses. Accompanying and supportive commercial service uses, where necessary, are also appropriate.

Non-Competing Use Areas

The City should strengthen the role, function, and "uniqueness" of each commercial district to maximize its competitive edge and market viability. Due to the existence of four distinct and prominent commercial areas within the city, it is imperative to maintain a distinct identity for each, to minimize the direct market competition between different commercial areas within the City.

The City should continue to promote a distinct form of commercial activity in each area: Randall Road - a regional commercial destination with large-scale and national retailers; Downtown - a unique, historic, pedestrian-oriented environment offering specialty retail, boutiques, and dining; East State Street - a neighborhood retail service corridor primarily serving Geneva residents; and Kirk Road - vehicular-oriented regional corridor commercial area capitalizing on Kirk Road traffic volumes.

Linking Commercial Areas

In order to promote ease of traffic flow and an interconnectedness throughout the City, all major commercial areas should be linked through transit methods and circulation patterns. The Plan recommends that the City investigate the feasibility of operating, either publicly or privately, a shuttle throughout the City to connect the Randall Road corridor, the Downtown, the Metra Station, recreational amenities, and other key areas of the City.

Marketing and Promotion

In an effort to ensure the future economic viability of the commercial areas within Geneva the City should take efforts to market and promote the unique shopping and service amenities and experiences. In addition, the City should continue to promote its unique commercial districts and quality business environments and opportunities to developers, owners and other business persons.

Industrial Areas

While there are relatively few industrial areas within Geneva, they are a significant source of revenue and employment for the City. Due to the developed nature of much of the City, additional large-scale industrial developments are not likely and are discouraged by the Plan. The Plan does encourage additional industrial uses at appropriate locations, but emphasizes that these uses should be of a light industrial, warehousing or distribution, or office/research/business park nature. All heavy industrial such as manufacturing and production are not recommended for the area.

The plan focuses on four major recommendations including:

- 1) future industrial development east of Kirk Road;
- 2) the long-term relocation of existing non-compatible industrial uses;
- 3) the redevelopment of the Batavia Road industrial area; and

Industrial Development East of Kirk Road

There is currently a large amount of developable land to the east of Kirk Road, both within and outside of the corporate limits. Due to the surrounding uses and the location of these parcels, the Plan recommends this area be developed for light industrial, warehouse and distribution, office and research parks, and other similar uses. In addition, it may be appropriate to incorporate appropriate commercial service uses as needed to support this development. Due to the close proximity of this area to some residential neighborhoods and the frontage along Kirk Road, adequate landscaping and screening should be required. This area may also be developed in a manner which encourages offices and similar facilities be located along the street frontage, with warehousing, distribution and other non "public" facilities to the rear of the properties and well set back from

the street and adjacent uses. It should be emphasized that while the land use designation for this area is industrial, office research and business parks are an appropriate use and should be encouraged to the fullest extent possible.

The DuPage County Research and Technology Park will be developed on land owned by the DuPage Airport Authority located east of the Kane/DuPage County line south of Route 38. The new park will consist of technology-oriented office research and light industrial uses. Future development east of Kirk Road should extend the technology-oriented/office research use pattern of the new park where feasible.

Industrial Use Relocation

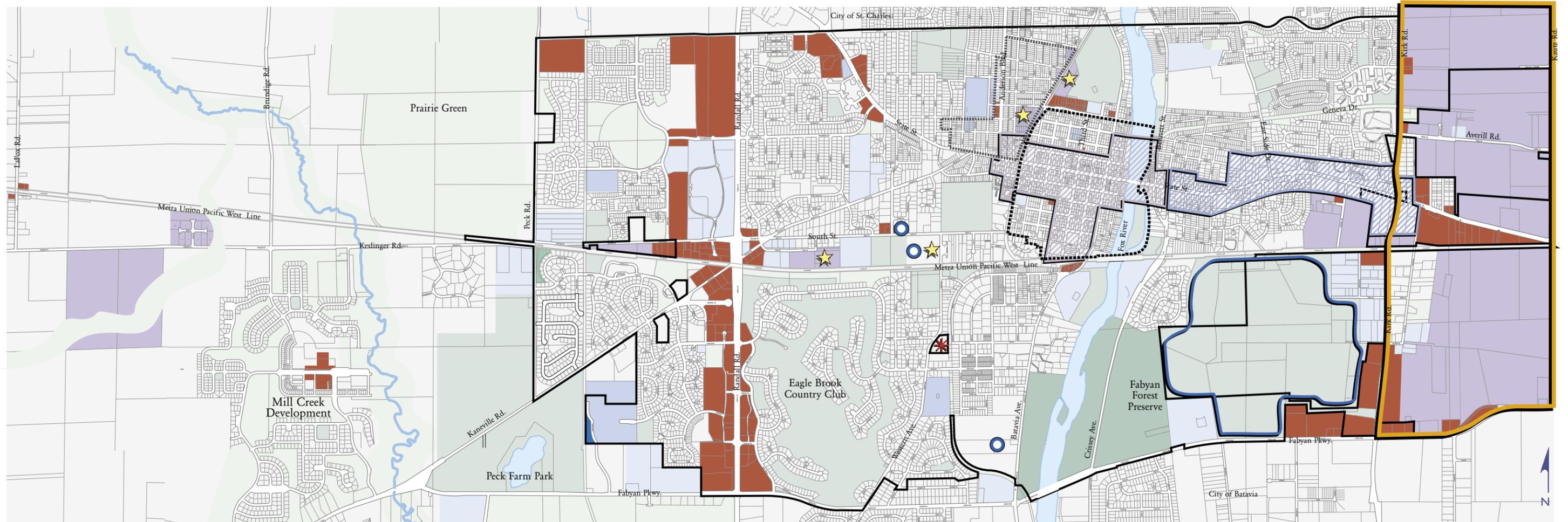
The City should pursue opportunities to relocate isolated, smaller industrial uses from more central City locations to designated light industrial areas east of Kirk Road. While uses such as Burgess Norton and others may remain at their current locations and continue as important members of the Geneva community, opportunities may arise in the future for the relocation of the industrial uses and the redevelopment of the sites for more appropriate uses.

Smaller, more centrally located industrial properties would be ideal locations for future residential, park/open space, commercial, and public facilities development. Should opportunities present themselves in the future, the City should cooperate with business and property owners to successfully relocate industrial uses to more appropriate locations.

Batavia Avenue Industrial Area

Consideration should be given to redeveloping this site as a business/office/research park or other similar use. Due to the proximity to residential neighborhoods, the Fox River and the Fabyan Forest Preserve, other possibilities for this site or a portion of this site include residential, park, and/or community facility uses.

Figure 4: **COMMERCIAL & INDUSTRIAL AREAS PLAN**



- Commercial: Retail, Service, Office
- Light Industrial/Warehouse Distribution
- Public/Institutional
- Educational
- Open Space
- Parks/Recreation
- Forest Preserve
- Development Opportunity Site
- Relocation of Existing Industry (long-range)
- Commercial Site Designated for Residential Development
- Industrial & Commercial Development Area
- Redevelopment/Re-use of Landfill Site
- East State Street Subarea (see Section 6)
- Downtown Subarea (see Section 5)
- Historic District
- Potential Historic District

Primary Commercial Districts

Within the City of Geneva there are three distinct commercial districts:

- 1) Downtown & Third Street,
- 2) East State Street Corridor, and
- 3) Randall Road

These areas are covered in more detail in Section 5.

Other Commercial Areas

These areas should continue to support neighborhood vitality by providing small-scale retail and service option to the surrounding community. Additionally, Kirk Road should be developed with appropriate commercial uses at key locations.

Development East of Kirk Road

Areas east of Kirk Road, while possibly containing limited commercial components, should be primarily developed for industrial, warehouse and distribution, business and research park, and other similar uses. Parcels fronting the east side of Kirk Road may be appropriate for commercial at select locations, such as the intersection of State Street and at the alignment of Geneva Road. Parcels further east would be more suitable locations for industrial and intense commercial service uses.

Redevelop/Reuse of Landfill

The landfill site along Fabyan Parkway is nearing capacity. Once capacity is reached, the facility will close, and consideration must be given to the future of the site. Limited areas of the site (non-landfill areas along Fabyan Parkway) may accommodate some building and development. However the areas that have been used for landfill (which is most of the site), have limited development potential. By "capping" the landfill area with dirt and topsoil, the landfill portion may best be used as open space, a golf course, or other similar use, such as a sled hill or preserve area. The site and the area will be closely monitored to prevent contamination of nearby soils and ground water.

Industrial Use Relocation

Four separate sites are illustrated above showing recommended industrial use relocations. Opportunities should be pursued to relocate these existing industrial uses (such as the Burgess Norton site) from central locations within the City to new industrial development areas east of Kirk Road. These sites would best serve the community as residential, community facilities, or recreational uses. If this is not possible, the sites could be considered for appropriate commercial development. Relocation is viewed as a long term possibility, based on nearby landuses and development/redevelopment trends.

Development Opportunity Sites

Excellent development opportunities exist on three sites within the community. The two sites along South Street should be redeveloped for residential community facilities. If this is not possible, the sites could be developed as appropriate low-intensity commercial uses. The parcel located on the south side of South Street will require industrial relocation before redevelopment can occur.

Consideration should be given to redeveloping this site along Batavia Avenue to business/research park or other appropriate use. Residential, park, or community facility uses may also be appropriate uses for this site.

Section 4: COMMUNITY-WIDE PLANS - COMMUNITY FACILITIES

The City of Geneva's community facilities provide for the day-to-day needs of the residents and businesses, and help define the quality of life within the City. In general these community facilities include services provided by local governments, districts and agencies and include education, public recreation and open space, police and fire protection, library services, and other institutional uses.

In order to maintain the existing quality of life, it is essential for the City of Geneva to maintain, enhance and expand these community assets. The Plan designates areas for the expansion of facilities that foresee a high level of growth in coming years and highlights projects that are currently under development or that have received recent approval.

This section describes, the future needs and long-range recommendations for various governmental bodies, districts and agencies. The locations of key community facilities are shown in Figure 5. The Plan provides general policies and guidelines for community facilities throughout Geneva. It is not intended to be a substitute for the more detailed planning relating to specific projects, which should be undertaken in the future.

Kane County Facilities

As the Kane County Seat, Geneva is home to several facilities that house various county agencies. No future expansion or redevelopment of these facilities is necessary. Kane County will undoubtedly maintain a major presence and continue to provide a strong employment base for the community. The importance of the County Seat to the character and identity of Geneva should be promoted through the development of new offices, facilities and other amenities where necessary. Kane County facilities and services located in Geneva include: the Courthouse, Health Department/Regional Education, Government Center, Circuit Clerk, Diagnostic Center, the

Sheriffs Office, and the County Environmental Management Agency.

This agency is responsible for maintaining the County's recycling and household hazardous materials programs as well as storm water management. The most visible site maintained by this agency in Geneva planning area is the Settler's Hill Landfill, whose 197 acres are nearing capacity and will cease to accept rubbish by January 1, 2007. A site location for a new landfill, necessary within ten years, should be explored and secured as soon as possible.

City of Geneva Facilities

Geneva maintains a high level of service to its residents and business community and this high level of services contributes significantly to the overall quality of life. City facilities include the City Hall, Public Safety Building, Fire Station 2 and a planned new Fire Station on East Side Drive, a Public Library, Public Works Building, and the Waste Water Treatment Plant. Several different department and divisions are responsible for providing needed services, and are highlighted below.

City Hall

The City should examine staffing and space needs for the City Hall to determine if improvements or modifications to the facility are required.

City Streets and Walks Division

This division provides street and sidewalk repairs, leaf and snow removal, tree planting and removal, public parking lot maintenance, and many services related to street and public property maintenance. While no additional space or facilities are planned for this division, the staff and equipment level should be increased as the demand for services due to increased growth continues to rise. An increase in staff and equipment will allow the division to improve the level of service, maintain adequate response times and provide quality service levels throughout the area.

City Engineering Division

The Engineering Division serves as the City's professional engineering design consultation, engineering plan review, project management, and construction inspectors. Two major road construction projects are proposed within the next ten year period: the Geneva Drive extension from Kirk to Kautz Road, and the extension of Kautz Road southward to Fabyan Parkway. The City is also working to develop a Water Treatment Plant, likely to be located on one of two sites west of Randall Road (see Figure 6).

City Electric Division

Responsible for the delivery of electric power to Geneva residents, the division operates six substations throughout the community. Most substations are adequate with the exception of the Geneva Business Park and Keslinger Substations. It is recommended that these substations be expanded to support additional demand. In addition, it is anticipated that an electric voltage delivery system facility may be needed in the future to support the City's plan to generate its own peak energy supply. If needed, this facility would likely be located east of Kirk Road.

Information System/Telecommunications

The City of Geneva plans to build a fiber optic line linking Geneva Schools, and Kane County and City facilities, providing connectivity and internet service. The line will also connect the Tri-Cities of Geneva, St. Charles, and Batavia, to one another. The Fiber Optic system will be built within the next two fiscal years and may, after completion, have the possibility to lease access to commercial providers, FERMI LAB, as well as the proposed high tech park near the DuPage Airport. Also, the City has an established infrastructure system that meets the needs of residents within the planning area.

Geneva Police Department

The Police Department serves the City of Geneva and provides essential law en-

forcement. In correlation with Geneva's growth, the Police Department should increase its staff by at least five officers over the next several years to maintain a level of 1.80 officers per 1,000 residents. Currently housed in the Public Safety Building, the Police Department is in need of additional space and should be expanded into the current facility to the east after the Fire Station is relocated to East Side Drive. Geneva's major public safety concerns, which result from speeding on residential streets, should be alleviated through the implementation of various traffic calming measures. Traffic safety issues, resulting from increased congestion as growth occurs, should be mitigated through continual improvement projects (see Transportation Plan).

Geneva Fire Department

Serving the City of Geneva, the Fire Department's staff of 6 contractual fire/medics and 18 career and 40 paid-on-call firefighters is adequate for a ratio of 1 career firefighter per 1000 residents. A new facility is needed and planned for the east side of the City, located on East Side Drive near State Street. Station 2 is adequate, but future growth in areas to the west will require the addition of a third vehicle bay at the facility.

Parks and Recreation

The Geneva community is well served by a network of parks, recreation amenities, and open spaces. The City benefits from excellent services and facilities of the Geneva Park District as well as from two golf courses, the Fabyan Forest Preserve District, Kane County Events Center, and a network of bike trails along the Fox River and throughout the area.

Geneva Park District

The Geneva Park District serves all residents in all of Geneva Township and part of Blackberry Township. Its facilities, recreational programs, and open spaces add to the quality of life and character of Geneva. The District currently operates 36 park sites, a fitness center and aquatic center. The Park District

should continue to acquire parcels of land for neighborhood parks through the City's land/cash ordinance. In addition, as the population continues to grow, it may be necessary to expand upon some of the current facilities, such as the fitness and aquatic centers, and construct additional facilities including a gym and/or running track. The Plan also recommends the development of a new park along the north side of Kaneville Road, adjacent to the Peck Farm Park.

Chamber of Commerce

The Geneva Chamber of Commerce advocates for and promotes Geneva's business community. The Chamber plans to add an information center at street level in Downtown Geneva to provide visitor services and promote tourism. In order to ensure an economically viable community, it is recommended that the City maintain a close working relationship with the Chamber.

Tri-Com Emergency Dispatch

This agency, located in the Geneva Public Safety Building, receives 9-1-1 emergency calls and dispatches appropriate responses. Its current staff of 17 emergency response dispatchers should increase steadily as the area continues to grow, totaling a minimum of 30 employees within 20 to 25 years. Due to an increase in demand for services, expansion sites and space should be located and secured in order to keep service levels and response times high. A new location for the Tri-Com Dispatch Center will be necessary within the next year.

Geneva Public Library

The Library service area encompasses most of Geneva Township, the City of Geneva, and areas near Mill Creek. Although the current facility is adequate and in good condition, future residential growth will likely require the construction of a satellite branch or new library facility. As demands for products and services continues to increase, agencies and other taxing bodies should continue

to cooperate to ensure the growth and expansion of the Library system.

Institutional Facilities

The Geneva community is well served by several religious institutions. This institutions contribute to the aesthetics and character of the community. Nine such facilities are located throughout the community and provide for the spiritual, service, and social needs of the residents.

Educational Facilities

The Geneva community is known for its excellent schools and educational programs. Eight schools are located within the City area, including five elementary schools, two middle schools, and a high school. The City should cooperate with the individual schools and the School District to maintain and enhance the community's quality education system.

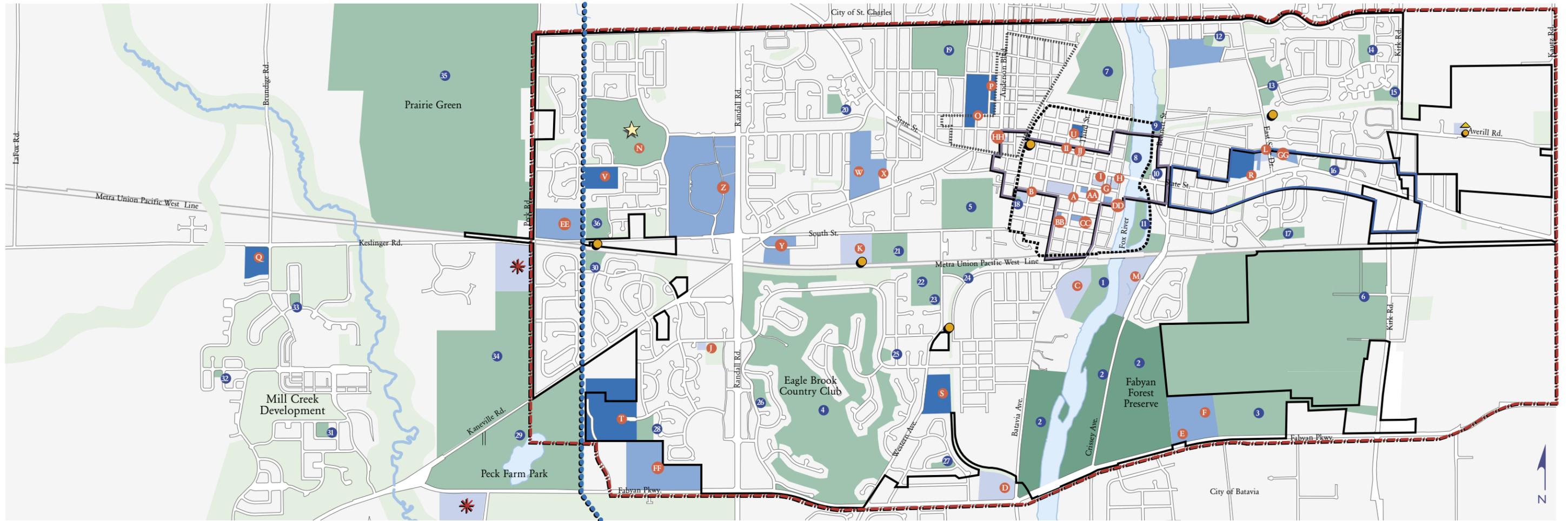
Geneva Community School District # 304

Serving the residents of Geneva and some of Blackberry Township, the school district maintains eight schools that are adequate for the short term, but continued growth in the western portion of the school district will force the Mill Creek Elementary to exceed capacity. To alleviate growth and overcrowding, the Heartland Elementary school, in the Fisher Farms development west of Randall Road, was completed in 2002. An additional elementary school near LaFox Road should be developed to serve the developments west of Randall Road.

Emergency Services Disaster Agency

This small, volunteer-run agency assists City departments in emergency response. The recruitment of additional volunteers is encouraged for this agency. In addition, radio antennae are planned for its Public Works Building office. Additionally, community-wide disaster planning is needed to identify the role of the City and other agencies in any coordinated response effort.

Figure 5: **COMMUNITY FACILITIES PLAN**



- Municipal Facility
- Institutional
- Educational
- Parks/Recreation
- Forest Preserve
- Open Space
- Relocate FAA Tower to the West
- Electrical Substation
- Electric Generation Facility
- Potential Sites for Geneva Regional Water Treatment Plant
- East State Street Subarea (see Section 6)
- Downtown Subarea (see Section 5)
- Historic District
- Potential Historic District
- Facilities Planning Area Boundary
- Northern Illinois Gas R.O.W.

Kane County Facilities

- A** Courthouse
- B** Health Department/Regional Education
- C** Government Center
- D** Circuit Clerk
- E** Diagnostic Center
- F** Sheriff's Office

City of Geneva Facilities

- G** City Hall
- H** Public Safety Building
- I** Public Library
- J** Fire Station 2
- K** Public Works Building
- L** New Fire Station
- M** Waste Water Treatment Plant
- N** Potential "Satellite" Library Facility

Educational Facilities

- O** Coultrap Elementary School
- P** Geneva High School
- Q** Mill Creek Elementary School
- R** Harrison Street School
- S** Western Avnue School
- T** Geneva Middle School
- U** Fourth Street School (Preschool/Administrative Offices)
- V** Heartland Elementary School

Institutional Facilities

- W** St. Peter Catholic Church
- X** Faith Lutheran Church
- Y** 1st Baptist Church
- Z** Delnor Community Hospital
- AA** Unitarian Universalist Church
- BB** St. Mark's Episcopal Church
- CC** Geneva Evangelical Lutheran Church
- DD** DuPage Library System
- EE** First Baptist Church
- FF** Cemetary
- GG** Fox Valley Presbyterian Church
- HH** Calvary Babtist Church
- II** First Congregational Church
- JJ** United Methodist Church

Park and Recreational Facilities

- 1** Gunnar Anderson Picnic and Sports Fields
- 2** Fabyan Forest Preserve
- 3** Settlers Hill Golf Course
- 4** Eagle Brook Country Club (Private)
- 5** Geneva Golf Club (Private)
- 6** Kane County Events Center/Fox Valley Ice Arena
- 7** Wheeler Park
- 8** RiverPark
- 9** Bennett Park
- 10** Old Mill Parkls
- 11** land Park
- 12** Elm Street Park
- 13** Moore Park
- 14** Lions Park
- 15** Sunrise Park
- 16** Jaycee Park

- 17** Esping Park
- 18** Seventh Street Park
- 19** Marjorie Murray Park/Logan Street Field
- 20** Williamsburg Park
- 21** South Street Athletic Fields
- 22** Geneva Community Center
- 23** Sunset Park, Pool, Fitness Center
- 24** Dryden Park
- 25** Fargo Park
- 26** Eagle Brook Park
- 27** Meadows Park
- 28** Randall Square Park
- 29** Peck Farm Park
- 30** Sterling Manor Park
- 31** Washburn Park
- 32** Terney Park
- 33** Weaver Park
- 34** Future Park
- 35** Prairie Green
- 36** Kay Lovett Park

Section 4: COMMUNITY-WIDE PLANS - TRANSPORTATION

This section presents the Transportation and Bikeway and Trails Plan for the City of Geneva. The Plan outlines a variety of transportation improvement projects that maintain and improve the existing street pattern, while also providing recommendations for roadway expansion, additional road construction, and improved connections. All of these improvements work towards enhancing the existing character of the community, while providing for future growth within and around the community.

This section outlines transportation improvement projects on both the City and County level. Figures 6 and 7 highlight regional arterial routes, intersection improvement locations, proposed traffic patterns, road realignments and extensions, improved connections, and the bicycle/pedestrian path network. This Plan is intended to provide general recommendations for transportation improvements and should not be substituted for the necessary detailed engineering and planning studies necessary to complete any specific improvement project.

Balance the number and capacity of arterials throughout the area in order to accommodate future growth and development pressures.

Existing arterials should be maintained and enhanced to ease traffic flow, reduce congestion and provide safe access throughout the community. The existing arterials, including Randall Road, Kirk Road, Fabyan Parkway, Keslinger Road, Kaneville Road, Route 25 (1st Street), Route 31 and Route 38 (State Street), are the primary traffic routes within and around the City.

Randall Road

In order to improve the appearance and safety of Randall Road, a landscaped median should be installed where possible. The City should use the Kirk Road median project as a model for this improvement project. The County has plans to improve three key intersections along Randall within the next five years. These intersection improvements, including designated right turn lanes, dual left turn lanes, and two through lanes, allow for the installation of up to a thirty-foot median along portions of the road. These medians would improve the appearance of the corridor and could be incorporated into a pedestrian crossing system, creating a "safe zone" for those crossing the road.

The three intersections along Randall slated for improvement include State Route 64 (federal project), State Route 38 and Fabyan Parkway (County projects). The State Route 64 intersection improvement currently has a study underway. It includes 1000 feet of right-of-way to the north and south of the intersection and is estimated to cost between \$10 and \$12 million due to the purchase of extensive amounts of right-of-way.

Kane County is planning intersection improvements for the intersection of Randall Road and Fabyan Parkway, which include widening of the roads to accommodate designated dual left turn lanes, through lanes, and right turn lanes.

Additional Arterial Routes

In addition to the enhancement of the existing arterials, it is essential to create additional arterial routes. Potential north-south arterials include Peck and Kautz Roads.

LaFox Road

The volume, capacity and importance of LaFox Road will likely be increased in an attempt to reduce the traffic flow and congestion along Randall Road, and better accommodate existing and new residential development to the west. In or-

der to ensure that LaFox Road functions as a regional arterial route, it may be necessary to extend the road south. The upgrading, alignment, and extension of LaFox Road should be designed in a manner to protect the LaFox Historic commercial area.

Kautz Road

Kautz Road should be extended southward to Fabyan Parkway and should include an overpass at the Metra-Union Pacific Railroad tracks. In order for this project to be successful, it is recommended that the City of Geneva and Kane County work closely with neighboring DuPage County. The development of Kautz Road will divert a portion of traffic off of Kirk Road and will facilitate industrial and commercial developments in the eastern portion of the community.

Right-of-Way Protection

It is essential to protect the nature and function of arterial routes through the protection of right-of-way width when new developments occur. All new developments, especially those in the western portion of the community, should be constructed so as to maintain the specified right-of-way width of all arterial routes.

Reduce traffic flow along State Street (Route 38) as it passes through Geneva.

It is essential to reduce the amount of truck traffic along State Street. While it is not likely to remove the designation of State Street as a State Route (which permits truck traffic), it is possible to divert much of this traffic away from the Downtown. Currently, high levels of traffic heading east on Kaneville Road, proceed east to State Street.

At a minimum, the intersection of Kaneville Road and Fabyan Parkway should be realigned to promote smooth flow onto Fabyan. By encouraging traffic to head east on Fabyan, the number of travelers, and thus the congestion, throughout the Downtown may be reduced.

Consideration should also be given to encouraging the diversion of west bound truck traffic on State Street (route 38) at Kirk Road, south to Fabyan Parkway.

Maintain the function and significance of the Metra Union-Pacific West Line.

In order to support additional growth to the west, it is essential to extend the Metra line to La Fox Road within the next five years. Within 20 to 25 years it will be necessary to extend the line further to support additional growth and demand. An additional Metra Station is planned just to the west of La Fox Road. This station will be supported by sufficient commuter parking and improved traffic accessibility along La Fox. La Fox Road will be realigned just north of the proposed station and will shift west to intersect with the alignment of Keslinger and Bunker Roads. This realignment will increase the north-south capacity of La Fox Road and will work towards re-routing the majority of commuter traffic away from the small, historic commercial center near La Fox and Keslinger Roads.

Improve the accessibility and traffic flow across the Fox River.

Development of a new vehicular river crossing in Geneva is not likely in the foreseeable future due to difficulties with funding, roadway alignment, and the existing land use development pattern. It is possible, however, that in the future a local bridge crossing could be installed at the alignment of Gray Street along the Geneva/St. Charles boundary. Such a bridge, if constructed, should serve a localized function that would eliminate some local traffic from using other river crossings. A crossing at this location should not be a regional arterial or serve as a major river crossing for the county. The City should support other river crossing projects in other communities in the region, in an attempt to relieve some of the traffic currently cross-

ing the Fox River at State Street and Fabyan Parkway.

There are approximately twenty-seven crossings over the Fox River in Kane County, with two located in Geneva. Three additional "high priority" bridge crossings, which are along regional and/or major arterial routes, are planned within the County. The top priority crossing is at Stearns Road in South Elgin, which with immediate funding, would not be completed for ten years. The County also has plans for a bridge at Longmeadow Parkway.

In addition to these "high priority" crossings, there are additional proposed local bridge crossings throughout the County. St. Charles is examining the Red Gate Corridor for a possible river crossing and has the support of Kane County for the project. In addition, North Aurora has a proposed local crossing and Batavia has studies underway for a proposed crossing.

Accommodate future growth to the west with connections to arterial routes.

It is essential to connect all existing, planned and proposed developments to the west of Geneva to various arterial routes. In order to mitigate the strain imposed by new developments on Keslinger Road, additional east-west connections to Peck Road may be desirable with any new development to the west.

Any development to the west should be designed to minimize impact on the existing roads and not increase the volume of traffic on State Street and Fabyan Parkway. New development should be consistent with the transportation and infrastructure objectives of the Kane County 2020 Plan.

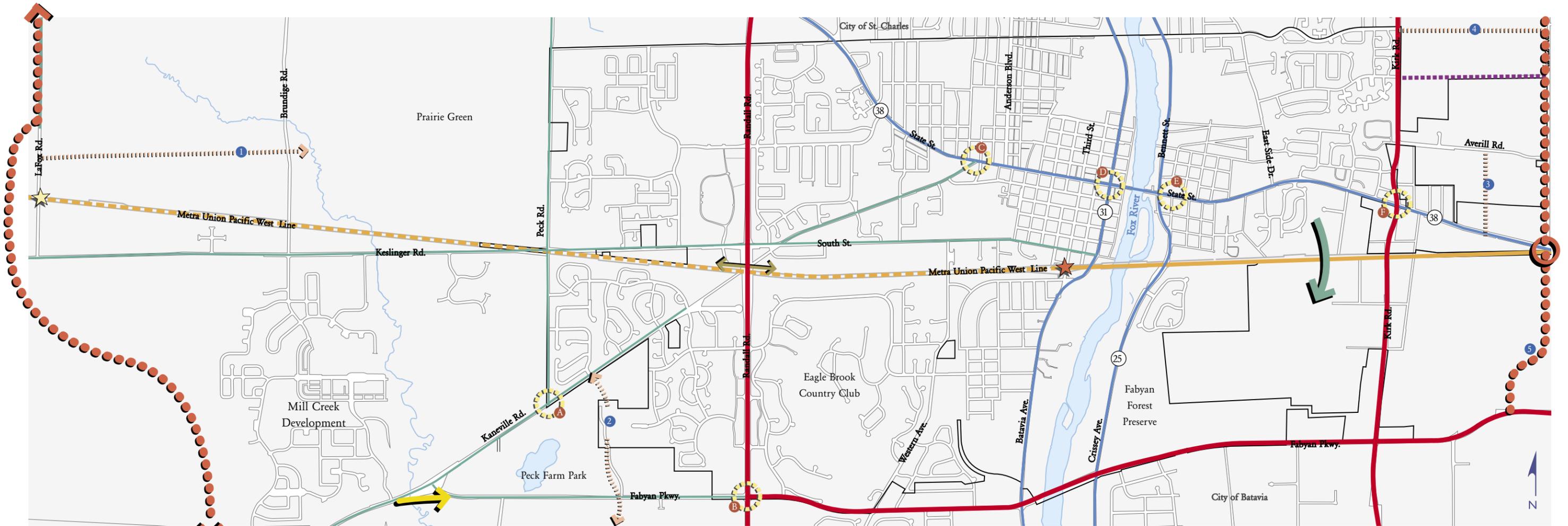
Improve traffic flow through various street extensions.

It is recommended that Geneva Drive be extended from Kirk Road to Kautz Road in order to provide smoother traffic flow and easier accessibility. This project is proposed for completion within the next ten years. In addition, consideration should be given to providing access to the middle school site by extending Viking Drive south from Kaneville Road into the middle school property. Although providing access from the north and south to the middle school site is desirable, Viking Drive should not be extended as a through street that passes through the site connecting Kaneville Road and Fabyan Parkway.

Increase the pedestrian and bicycle connections throughout the community.

It is recommended that bicycle and pedestrian connections be encouraged and developed throughout the community. It is essential to include provisions for pedestrian and bicycle connections in all new developments. In addition, existing developments should be retrofitted where possible to improve pedestrian accessibility. A bicycle underpass should be constructed just south of South Street, under Randall Road. This will provide a safe connection across Randall Road and will avoid conflicts with vehicular traffic. In addition, a pedestrian overpass would be desirable over the Union Pacific Railroad tracks connecting the Kane County Events Center with east side residential neighborhoods.

Figure 6: **TRANSPORTATION PLAN**



- Strategic Regional Arterial
- Proposed Arterial
- Principal Arterial
- Local Arterial
- Planned Road Construction Project
- ⊙ Intersection Improvement Location
- Existing Metra Union Pacific West Line
- ★ Existing Geneva Metra Station
- Planned Metra Line Service Extension
- ★ New/Planned Metra Station
- 31 State Highway
- ➔ Traffic Redirection
- ➔ Proposed Bicycle Underpass
- ➔ Proposed Pedestrian Overpass
- New Road Construction/Extensions
- Kautz Road Underpass
- City Boundary

Intersection Improvements

- A. Peck and Kaneville Roads: County improvement projects should coordinate to minimize traffic flowing east.
- B. Fabyan Parkway and Randall Road: County planning intersection improvements including designated right turn lane, two through lanes, and duel left turn lanes.
- C. State Street and Kaneville Road: Concept plans for the project exist, but additional right-of-way needs to be purchased before project proceeds.
- D. State Street and State Route 31: The phase 1 engineering study is underway. The improvement project aims to improve the north-south flow.

- E. State Street and Crissey Avenue: This intersection should be improved with a designated left turn lane for west bound traffic on State Street turning south onto Crissey Avenue.
- F. State Street and Kirk Road: Intersection improvement and access study is being conducted by IDOT, KDOT, and the City of Geneva.

New Road Construction and Extensions

- 1. New east-west road connects LaFox Road to Brundige Road in order to provide additional access to western developments. The new road may be considered for extension to the east to Peck Road if it can be constructed sensitively to the Prairie Green Open Space.
- 2. Viking Drive provides access to the middle school site from Kaneville Road on the north and Fabyan Parkway on the south. However, Viking Drive is not a through street providing access between Kaneville Road and Fabyan Parkway on school property.
- 3. North-South connector between Averill Road and State Route 38. This new road provides access to the industrial developments to the east.
- 4. East-west connector between Kirk and Kautz Roads. This new road provides additional connections through the industrial developments to the east.

- 5. Extension of Kautz Road to Fabyan Parkway. This extension alleviates traffic flow on Kirk Road and provides a north-south arterial route to the eastern industrial developments.
- 6. Extension of LaFox Road south to support new developments to the west.

LaFox Road Upgrade and Extension

Increase the status and capacity of LaFox Road as a major north west arterial including a "Western Bypass" to protect the LaFox historic commercial area and the extension of LaFox Road south to support new development to the west.

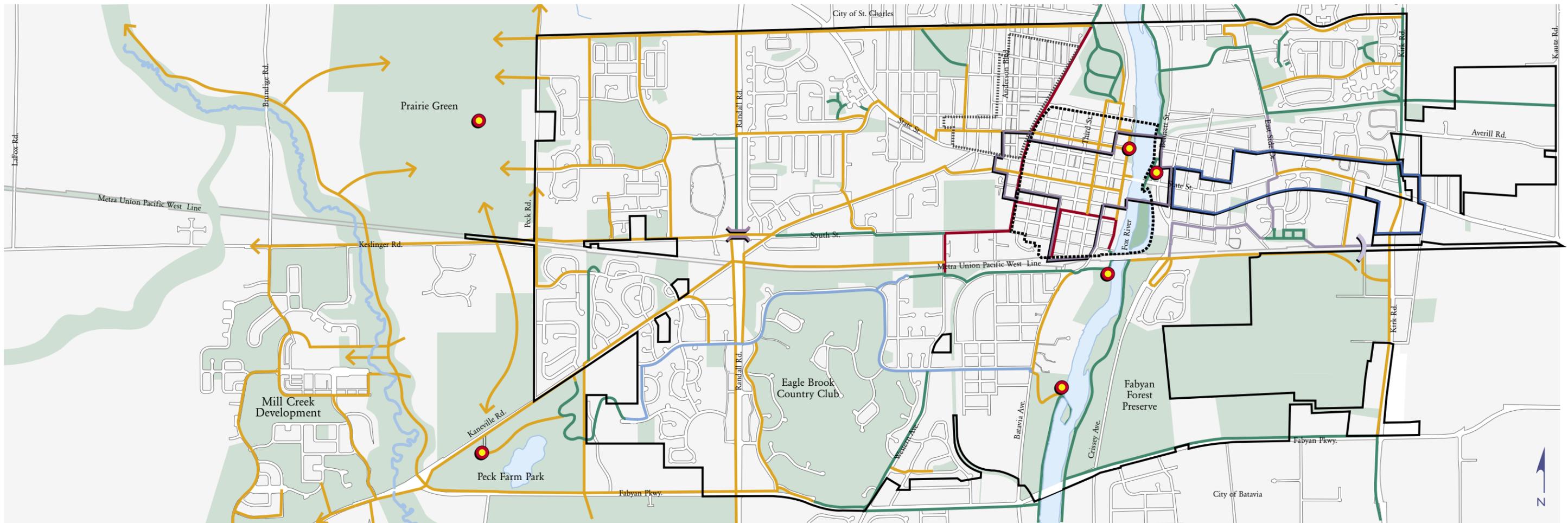
Kautz Road

Improve Kautz Road to allow it to function as a major north-south arterial. In addition, extend the road south to intersect with Fabyan Parkway and construct an underpass at the Metra Union-Pacific railroad tracks. The new underpass will require the relocation of a portion of State Route 38, and detailed land use and access plans.

Randall Road Intersection Improvements

Improve various intersections along Randall Road to improve the north-south flow. Randall will be increased to six lanes at the intersections which may allow for the installation of a landscaped median.

Figure 7: **BIKEWAY & TRAILS PLAN**



- Existing Routes
- Proposed Eastside Priority Route
- Proposed Westside Priority Route
- Proposed Downtown Priority Route
- Other Proposed Routes
- Proposed Underpass
- Proposed Overpass
- Potential Trail Head
- Parks, Open Space and Forest Preserves
- East State Street Subarea (see Section 6)
- Downtown Subarea (see Section 5)
- Historic District
- Potential Historic District

Provide a safe and continuous system of trails throughout the City and Planning Area.

The City should ensure safe and contiguous pedestrian and bicycle access throughout the City and planning areas. Existing routes should be connected and extend to allow the network to function to the fullest extent possible. In addition, all priority routes should be interconnected with existing routes.

Due to the automobile-oriented nature of Randall Road, an underpass on South Street would facilitate safe access across the road. There is also a planned at-grade pedestrian crossing that is currently in the engineering process.

Maintain the character of the City by encouraging pedestrian and bicycle traffic.

A comprehensive system of pedestrian and bicycle routes contributes to the overall character of the City and improves the quality of life. To ensure that this continues into the future, all pedestrian and bicycle routes must be connected with future developments as they occur.

Use bike ways and trails to benefit downtown retail.

In addition to recreation, a priority of the bikeway and trail system should be to attract and direct cyclist to downtown to shop, dine, and recreate. Directional and informational signage and trailhead locations are important components of this effort.

Encourage the use of the City's community facilities and parks.

Community facilities such as parks, recreation areas, libraries, museums and schools must be facilitated with direct pedestrian and bicycle access. Trail Head locations provide areas for residents and visitors to park and access the trail system within Geneva. In addition, the potential overpass across the Metra Union-Pacific Railroad tracks provides pedestrian access to the Kane County recreational facilities.

Maintain a cohesive network of trails throughout the region.

It is essential to ensure that the system of paths within the City is thoroughly connected with the surrounding planning area and neighboring communities. In addition to the City of Geneva, portions of the proposed routes are planned by KDOT and other entities. It is important for these governmental bodies and agencies to continue to work together to maintain, expand and enhance the trail system throughout the area. The development of bikeway routes should be consistent with the Kane County/Council Bicycle and Pedestrian Plan.

Establish Trail Heads at Key Locations.

New trail heads should be developed at key locations throughout the planning area to increase the attractiveness and role of the City as a major recreational bicycle destination. Trail heads should provide convenient parking areas, picnic/shelter/seating facilities, and a source of drinking water. Trail heads should provide directional signage and information to direct the cyclists to other shopping, dining, and recreation destinations within the City.

Section 5: DOWNTOWN/THIRD STREET SUBAREA

The Downtown/Third Street subarea represents the primary historic commercial core of the City of Geneva. The subarea has an established unique character, represented by its densely developed and pedestrian friendly atmosphere. The area is attractive and charming, but is facing concerns regarding the lack of parking and increased traffic congestion.

While the area is primarily commercial in nature, it is surrounded by traditional, historic single-family residential neighborhoods. These neighborhoods contribute significantly to the overall character and setting of the Downtown.

The Downtown/Third Street subarea also spans both sides of the Fox River and presents valuable opportunities for development and/or redevelopment along the riverfront.

The Downtown has been identified by residents as one of the community's greatest assets. The City should place a high priority on the maintenance, preservation, and enhancement of the Downtown as the "heart" of the Geneva community.



The Downtown is the historic core of the City, and is home to a variety of retail, office and public uses.

State Street

State Street is the historic commercial corridor within the City of Geneva. At its core, it includes primarily two to three story structures with retail uses on the street level, with space for offices and/or residential on upper stories.

The buildings are constructed on a zero setback line so as to create a continuous streetwall along the sidewalk. This core area is enhanced as a pedestrian friendly area through the use of street trees, seating areas, decorative lighting, landscaping, and other design features.

Third Street

Third Street is a unique commercial corridor with retail uses, primarily of a boutique nature, housed in converted residential structures.

Third Street is also enhanced as a pedestrian-friendly corridor with various landscaping treatments, decorative lighting, paving patterns, and seating areas. The Third Street corridor connects the historic State Street commercial area with the Metra commuter rail station.



The County Courthouse is a central focal point within the Downtown.

Purpose and Organization

The intent of the Downtown/Third Street Subarea Plan is to provide detailed planning recommendations that preserve and enhance the unique character of Downtown while accommodating needed improvement and redevelopment activity. The Subarea Plan includes recommendations for land-use, priority redevelopment and development, transportation and circulation, and parking. The Subarea Plan is complimentary to the overall Geneva Comprehensive Plan, but also provides more specific recommendations for this key location within the City.

The Subarea Plan for the Downtown/3rd Street was completed through a detailed planning process that included:

- 1) A Downtown/Third Street Subarea Workshop;
- 2) Analyzing existing conditions;
- 3) Outlining functional subareas; and
- 4) Creating proposed land use and transportation plans.

Downtown Workshop

A Community Workshop was conducted to gain insight into public opinion, concerns, interests and desires for the Downtown/3rd Street Area. The most commonly expressed concerns for the area included the re-use of the currently vacant Geneva Theater and the need for additional parking.

Existing Land Use

The final Downtown/Third Street Subarea Plan is graphically represented on the following pages. The Plan begins with an overview of existing conditions and potentials within the area, specifically highlighting land-uses and key points of interest. The latter portions of the Plan are primarily based off of a detailed existing conditions analysis including existing land-use, transportation, and urban design features. The Downtown/Third Street Study Area includes a diverse mix of retail, residential, commercial service, office, public, institutional, open space, and industrial uses, illustrated in Figure 8.

Functional Subareas

The Downtown area is comprised of several different "Functional Subareas", working together to create the overall Downtown experience. These different "functional subareas" each have a somewhat different mix of uses, redevelopment potential, image, and character. Each is important and each requires a different approach to improve and enhance, capitalizing on unique opportunities and conditions.

The functional subareas were established based on detailed field analysis of land-use and development patterns, traffic and access issues, parking, scale, and appearance. The Downtown/3rd Street Subarea includes several distinct functional subareas, which are identified in Figure 8. The functional subareas establish a basis for land-use and transportation improvements for the Downtown.



Converted residential structures provide retail opportunities along Third Street.

Land Use Plan

The recommended Land Use Plan for the Downtown/Third Street Subarea is based on the analysis of the various existing land-uses and functional subareas. The Land Use Plan, illustrated in Figure 10, takes into consideration issues relating to site access, existing uses, the compatibility of surrounding development, the City's existing plans and policies and the desires expressed by City residents throughout the planning process. The Land Use Plan builds upon the existing land use structure of the Downtown/3rd Street subarea, but also suggests specific changes and modifications to the existing land use pattern.



The historic structures along State Street form a continuous streetwall along the sidewalk.

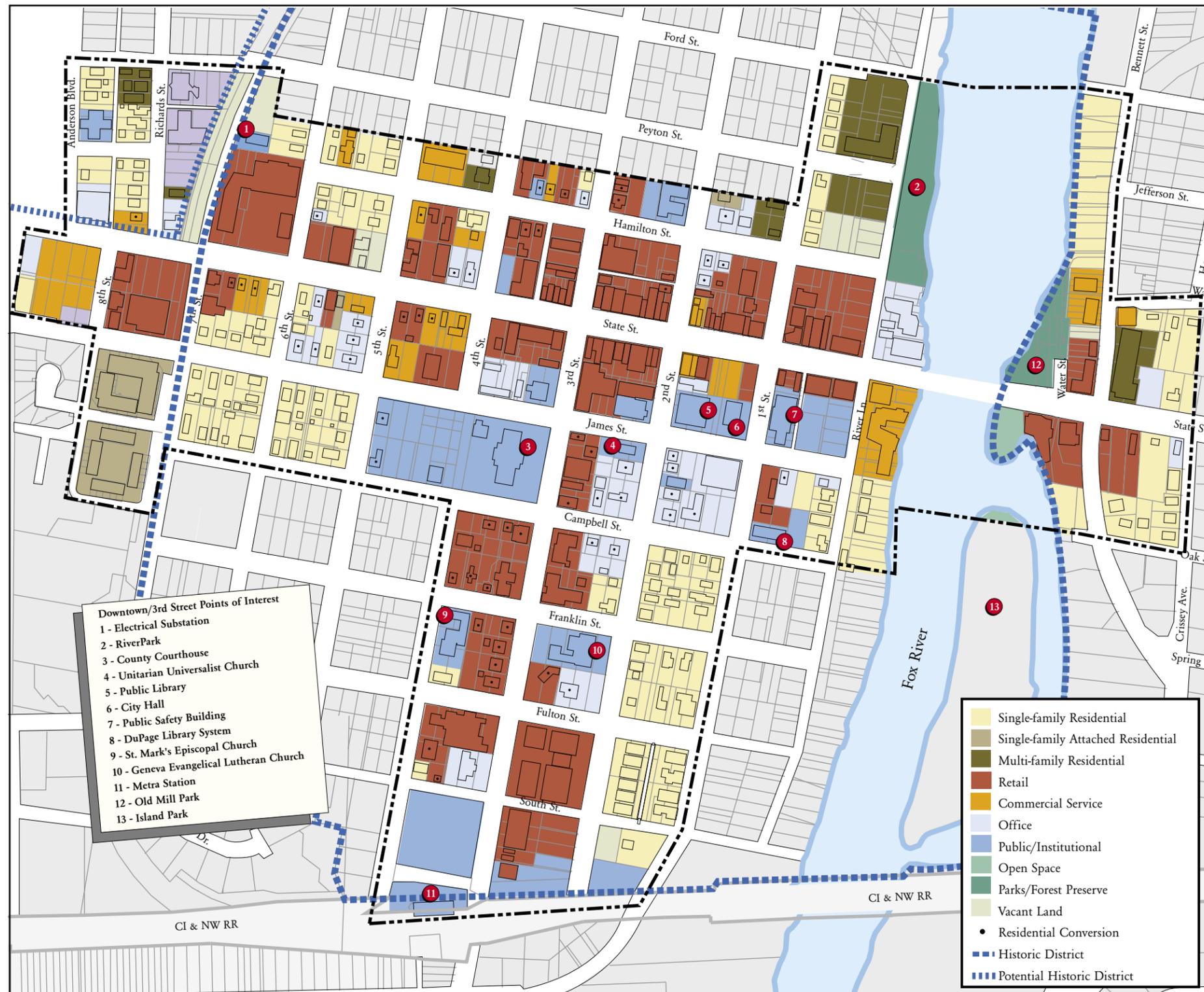
Traffic & Parking Plan

The final portion of the Downtown/Third Street Subarea Plan is the Traffic & Parking Plan, illustrated in Figure 11. Well-planned transportation and parking is essential to the success of the Downtown/Third Street Subarea as the historic center and focal point for the City. The Traffic & Parking Plan outlines improvements and recommendations related to public and private off-street parking, on-street parking, site access, street construction and pedestrian and bicycle amenities.



The commercial uses along Third Street are "boutique" in nature and include a number of antique stores.

Figure 8: DOWNTOWN/THIRD STREET - EXISTING LAND-USE



Retail

The retail uses within the Study Area are primarily concentrated around State Street and Third Street. The retail uses along State Street, between the river and Fourth Street, comprise the historic portion of the Downtown and are generally located on the ground floor of 2 to 3 story structures. The retail uses west of Fourth Street along State are primarily located in converted residential structures or strip-mall style developments and do not follow the streetwall pattern. The Third Street retail corridor is of a smaller scale with many uses housed in converted residential structures. Recent streetscaping efforts along Third Street contribute to the pedestrian-friendly atmosphere of the subarea. The retail offerings along Third Street vary, but include antique shops, craft stores, and other boutique-style shops.

Commercial Service

Commercial service uses are scattered throughout the area. There are no commercial service uses south of James Street, and the majority of them are located on or near State Street and Hamilton Street. Included in this classification is the Herrington Inn, located at State Street and River Lane, overlooking the Fox River. While commercial service uses are generally appropriate in business districts, some uses including service stations, automobile repair, and other generally non-aesthetically appealing and incompatible uses should be located off of the primary commercial streets, State and Third, and should be well-screened from surrounding uses.

Office

The area contains many small professional office uses. Most offices are located in converted residential structures or in the upper floors of commercial structures. Ameritech occupies one large office structure at the southwest corner of First and James Streets. Offices are generally an appropriate use within a business district, but they should be located on upper stories of structures, or off of the main streets so as to allow for the maximum amount of retail development on the ground floor of buildings.

Industrial

There is only one small industrial area within the Downtown area. Burgess-Norton and other industrial uses are located at the southeast corner of Richards and Peyton Streets. These uses, while currently stable, are not appropriate for a core commercial center within the City.

Single-Family Residential

The Downtown is surrounded by stable, historic residential neighborhoods that contribute to the Downtown's overall character and sense of place. Many of the existing single-family structures within the Downtown Study Area have been converted to office and/or commercial uses. The largest concentrations of single-family houses within the subarea are south of James Street, between Fifth and Seventh Streets, and south of Cambell Street, between First and Second Streets.

Other Residential

There is a minimal amount of single-family attached and multi-family development within the area. There are two blocks of single-family attached units at the southwest corner of Seventh and James Streets. In addition, there are two new multi-family structures adjacent to the Fox River. There are also plans to construct a senior housing facility on the east side of the River at the southeast corner of Route 25 and Route 38.

Public/Institutional

There are a number of public and/or institutional uses within the Downtown. These include the Geneva Police Department, Fire Department, City Hall, Post Office, Kane County Courthouse, Metra Station, numerous churches, an electrical substation, Geneva Public Library, and the DuPage Library System. The Metra Station is also served by a large amount of surface parking areas. These are all located in the southern portion of the subarea, south of South Street. Other public uses highlighted in Figure 8 include City operated parking areas adjacent to City Hall and the Public Safety building.

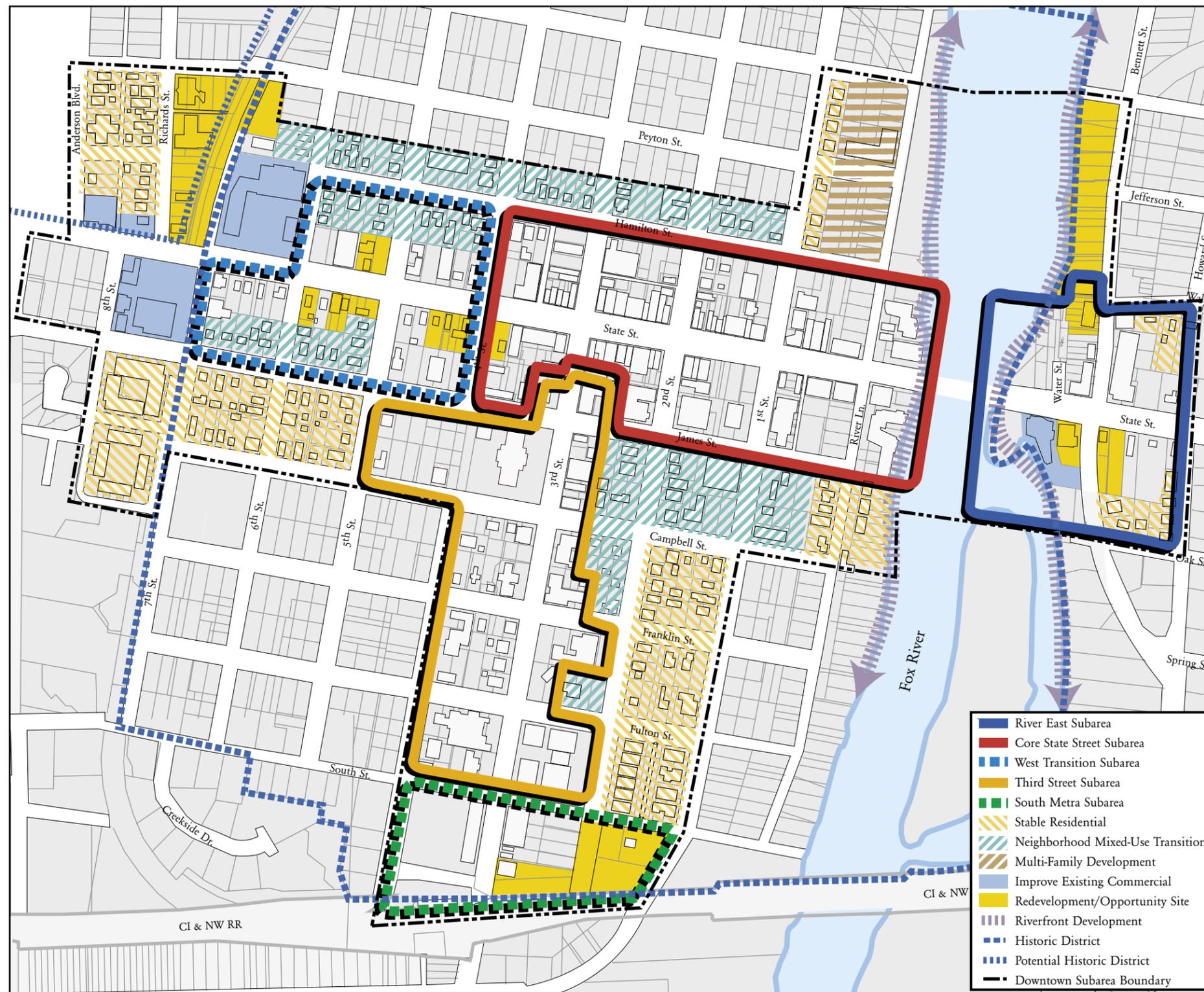
Parks and Open Space

The Downtown Study Area includes the newly constructed RiverPark and the Old Mill Park. There is also a small open space area on the east side of the River, south of State Street.

Vacant Land

There are a minimal number of vacant parcels within the Downtown. There is a cluster surrounding the intersection of South and Second Streets that are primarily surrounded by single-family uses and Metra parking. There are two vacant buildings along State Street. Finally, there is a small amount of vacant land near the Burgess-Norton site along the south side of the intersection of Peyton and Seventh Streets.

Figure 9: DOWNTOWN/THIRD STREET - FUNCTIONAL SUBAREAS



River East Area

This area includes all areas that lie east of the Fox River. Access, parking and the aesthetic appearance should be addressed. Due to the area's location on the eastern edge of the Downtown, it must also function as a transitional zone to the East State Street Corridor. In addition, the River East area includes prime riverfront land and should function as the eastern gateway into the Historic Downtown/Third Street.

Core State Street

This area is the historic core of the City and is characterized primarily by two to three story commercial structures, which house retail on the ground floor and upper level of office and residential. The Core State Street area has a continuous streetwall, pedestrian activity, and significant streetscape and design features. The main concern within the area is sufficient parking, preferably located either on-street or to the rear of the structures.

West Transition Area

The West Transition area connects the Core State Street area to the western portion of the subarea. Many of the uses are located in converted residential structures, a large number of which are in need of rehabilitation. The streetwall is not continued into the West Transition area, but both traditional and "set back" redevelopment could be accommodated. This area lacks sufficient streetscape and pedestrian amenities. This zone should function as the primary western gateway into the Downtown Area.

Third Street

This area is comprised of the commercial and institutional uses that make up the Third Street commercial corridor. Many of the retail uses along Third Street are housed in converted residential structures. This corridor is very pedestrian-oriented and includes a variety of streetscape features. Third Street has a distinct and unique character separate from that of the Core State Street corridor. Third Street is the major connection between the Metra Station and the Core State Street area.

South Metra Area

This area currently contains a mix of different functions including the Metra station, commuter parking facilities, vacant land, Dodson Place Development, and off-street parking for Third Street uses. While it is important to address the functional and aesthetic appearance of this district, the major concern of this area is off-street parking. The portion of Third Street within this area should also function as a transition into the Third Street corridor.

Stable Residential

The Study Area contains a substantial amount of stable residential uses, which should not change and should serve as a transition to the surrounding residential areas outside of the Study Area.

Neighborhood Mixed-Use Transition

These areas generally consist of single-family homes, commercial service and office uses in converted residential buildings. These areas should continue to be maintained in a residential character that provides a smooth transition to surrounding single-family neighborhoods.

Multi-Family Development

This area contains two multi-family structures and is appropriate for multi-family construction. Also included in the current plans are two parking areas, one to support each new multi-family structure.

Improve Existing Commercial

While the uses within each site are stable, screening, buffering and other design issues should be addressed. Two of these sites are comprised of strip-mall style development that is not compatible with the retail character within the remainder of the area. The structures are in sound condition and fully occupied and should remain, but would benefit from additional landscaping, parking improvements, screening and pedestrian amenities. The Mill Race property should take greater advantage of its proximity to the Fox River through site and building enhancements.

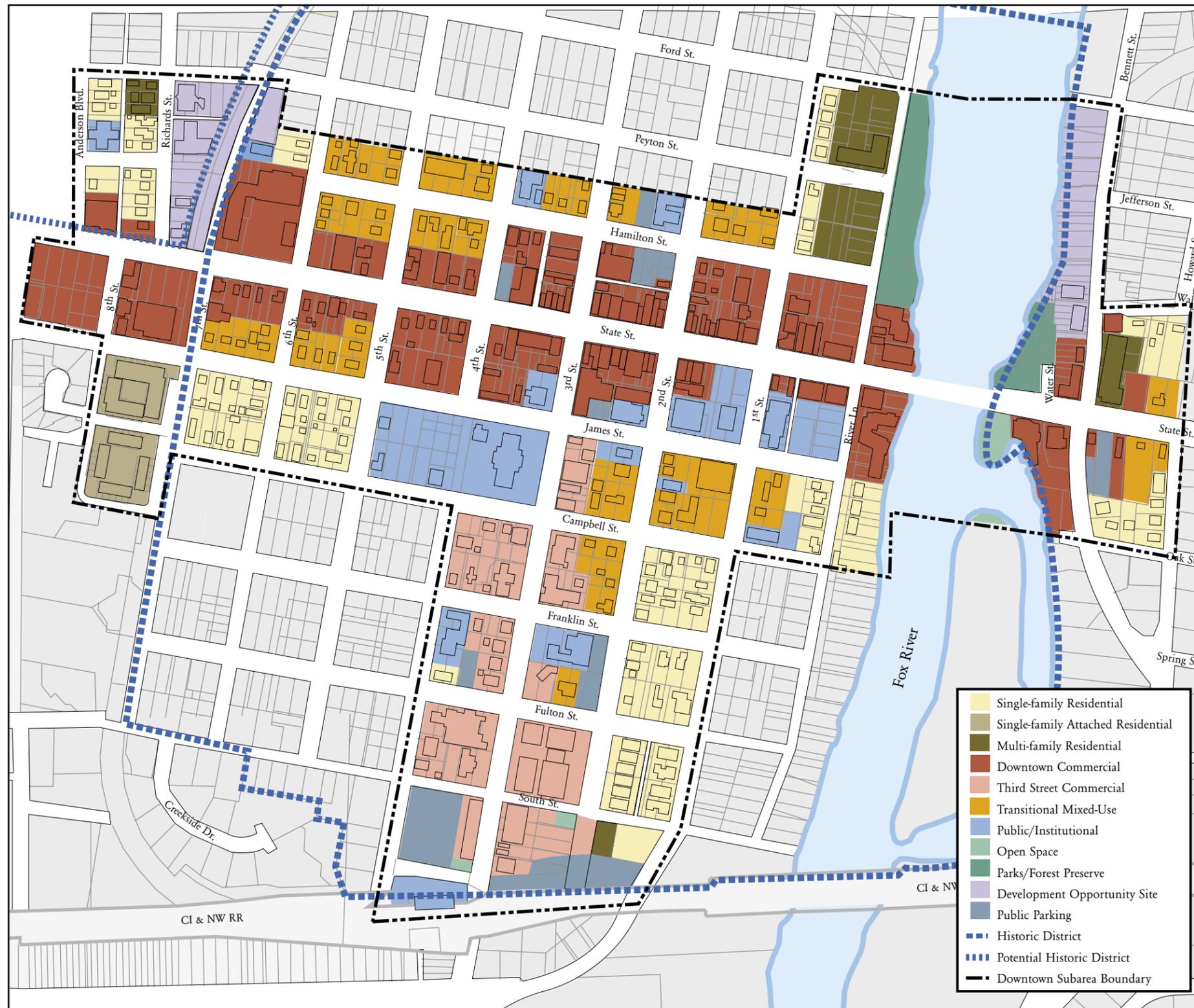
Redevelopment/Opportunity Sites

Redevelopment/opportunity sites are either vacant, in disrepair or in suitable locations for redevelopment options in the future. The redevelopment of these sites should be well integrated into the surrounding areas, with buildings of appropriate size, scale, location, and design. In addition, the redevelopment of these areas should contribute to the overall character and function of the Downtown/Third Street Study Area.

Riverfront Development

All development that has frontage along the Fox River should take advantage of this amenity and encourage the use and promotion of the river. While some properties along the river are residential, and therefore private, public paths, biketrails and other enhancements should be developed wherever possible.

Figure 10: DOWNTOWN/THIRD STREET - LAND-USE PLAN



Downtown Commercial

Downtown commercial uses are located primarily along State Street. The uses within these areas should work towards strengthening the "traditional" commercial nature and overall character of the Downtown. These commercial areas may include: retail, commercial service and office uses, with retail uses encouraged on the ground floor. Upper story residential or office may also be appropriate. Although this category is applied to most of the frontage along State Street, the development east of Fourth Street should remain distinct in character from that west of Fourth Street. The blocks west of Fourth Street should function as commercial areas that transition from the higher density historic downtown blocks to the lower density surrounding neighborhood. Within the historic downtown blocks, between the Fox River and Fourth Street, the streetwall should be continued with any new or redevelopment.

Third Street Commercial

Third Street commercial areas should maintain and reinforce the pedestrian-oriented, specialty retail nature of the area. These commercial uses should continue to utilize converted residential structures. The Third Street Commercial designation continues south of South Street along the Third Street frontage. Appropriate uses for this area include retail along the Third Street frontage and small professional offices on upper levels of structures or on side streets. All new development or redevelopment should be in the same character, scale, height, and design as the existing corridor.

Transitional Mixed-Use

An area designated as transitional mixed-use provides a buffer between the Downtown/Third Street commercial areas and the surrounding residential properties. These areas should continue to maintain and use existing structures, many of which are converted residential units. New structures of similar sizes and setbacks may also be appropriate. While the intensity of uses should not increase, a continued mix of residential, retail and office uses should be encouraged. Allowable uses within the transitional area are: retail, commercial service, professional offices, specialty retail, public or institutional, and residential. Any new development or redevelopment in these zones should be of similar scale, character and design as the surrounding areas.

Residential

Residential uses are encouraged near the edges of the Downtown/Third Street subarea and throughout the surrounding neighborhood. Residential uses provide a steady flow of pedestrians through the area and a population base that is readily served by the retail, service, office and public uses within the Downtown. A large area surrounding the subarea, particularly to the north is comprised of historic single-family homes. The character of this neighborhood should be preserved and protected and should be reserved for solely single-family development. Multi-family uses on floors above street level are appropriate within the Downtown/Third Street area, and should be properly located so as to provide ease of access to daily goods and services. This will reduce the impact on traffic congestion commonly associated with multi-family construction. In addition, it is also beneficial to locate senior housing in and/or near the Downtown/Third Street district. This provides convenient access to necessary services and activities and will continue to be a growing need for the City well into the future.

Public and Institutional

Public and Institutional uses are appropriate throughout the Downtown/Third Street area. They are then centrally located in the historic center of the City. The current facilities including City Hall, The County Courthouse, Post Office, Police and Fire Stations and numerous churches should be enhanced and maintained. In addition, additional public uses may be developed throughout the area, primarily within the transitional mixed-use zone.

Development Opportunity Sites

The development opportunity sites primarily consist of industrial or vacant parcels. While the industrial properties may be stable at the present time, industrial uses are not consistent with the character of the Downtown. Should these parcels become available for development in the future, appropriate land-uses and development should be addressed. The development of vacant parcels within the Downtown/Third Street area should be considered immediately. These can be catalytic and highly visible projects that demonstrate the City's heightened interest in spurring additional development and redevelopment throughout the area. The appropriate use for each vacant property should be examined on an individual basis, while taking into consideration the surrounding uses, market trends and demand, site accessibility, and parking.

Figure 11: DOWNTOWN/THIRD STREET - TRAFFIC & PARKING PLAN



Parking

The availability of parking within the Downtown/Third Street area is a major concern of business owners, residents and public officials. Continued use of on-street parking and lots to the rear of structures is encouraged. The recommendations for improving the parking in Downtown include maximizing on-street parking, improving and unifying private parking lots, identifying and developing new public parking lots, and developing new parking decks (structured parking) at key locations.

Parking Structures.

The plan highlights four possible locations for parking garages. It is recommended that one deck be built near the Metra station and at least one other be built to serve the Downtown retail core along State Street. The parking garage near the Metra station will provide necessary additional parking for commuters, as well as an alternative parking option during night and weekend periods for visitors to the area. This parking deck is a priority over other possible deck locations.

The parking garage(s) serving the Downtown retail core should include reserved spaces for business employees, thus reserving on-street spaces for shoppers and visitors. Of the three possible structured parking locations for the shopping area, the County facility location is preferred, followed by the location south of State Street, then the location north of State Street.

Public Parking Lots.

Public parking lots play a vital role in providing needed parking in Downtown. Three new public parking lots are proposed as part of the Downtown Plan. These additional lots take advantage of underutilized properties to provide needed off-street parking spaces at key locations within the Downtown.

In addition, clear signage should be installed throughout the Downtown/Third Street area, directing travelers to the nearest parking location.

Site Access

Site access should be restricted along State Street in order to preserve its continuous streetwall and historic nature. Additionally, limited street access and the elimination of curb cuts where possible will improve State Street's traffic flow and safety. Entrances to parking areas should always be from alleys or side streets.

Sidewalks

Sidewalks should be maintained and enhanced throughout the entire Downtown/Third Street Study Area. This will contribute to the pedestrian-friendly nature of the area and should be supported with additional streetscaping efforts. In appropriate locations, and where space permits, sidewalk areas should include landscaping and street trees to buffer the roadway, pedestrian-scale lighting, seating areas, signage and trash receptacles. In addition, pedestrian crosswalks should be clearly defined. Special paving patterns at key intersections assist in providing an enhanced pedestrian atmosphere.

Right-of-Way Vacation

In order to maximize parking for the Metra station, it is necessary to unify the parcels south of South Street at Second Street. This requires the vacation of a portion of the Second Street right-of-way south of South Street. This section of right-of-way will be required to provide access into the future parking deck from South Street.

Street Surfacing/Improvement

The currently unpaved streets at the intersection of River Lane and Ford Street should be resurfaced and improved as the multi-family developments under construction near completion. In general, streets within the Downtown/Third Street area should be continually maintained as necessary.

Bicycle Routes

There are a number of planned bicycle routes throughout the Downtown. These routes will assist in connecting the Downtown to the surrounding community and encourage pedestrian traffic. In addition, there are four possible locations for trail heads in or near the Downtown/Third Street Study Area. For more detailed trail head and bikeway information, see Figure 8, Bikeway & Trails Plan. A pedestrian and bicycle directional signage/way-finding system should be implemented as part of the Downtown's overall improvement. Additionally, bike racks and other facilities should be conveniently located throughout the Downtown and Third Street areas.

Section 6: EAST STATE STREET SUBAREA

The East State Street Corridor is a neighborhood retail service corridor serving residents and the surrounding areas. The corridor functions as the eastern gateway into the City and provides a direct connection to the Downtown/Third Street Subarea. The uses along the corridor are varied in nature, but include a number of retail, commercial service, and office uses. A number of these facilities are aimed at serving the nearby residential neighborhoods, while numerous others serve the high levels of through traffic that use the corridor daily.

The corridor is currently undergoing transformation at select locations through new development and investment. Recent additions to the corridor include a CVS pharmacy, a commercial "strip" center, a car wash and oil service business, a reconstructed McDonalds restaurant, an expanded funeral home facility, a small commercial building and restaurant, a reconstructed Dairy Queen, and sidewalk and streetscape improvements along the north side of State Street, west of East Side Drive. These improvements are already beginning to shape the character of the corridor.

Much of the East State Street corridor is within a Tax Increment Finance (TIF) District and developer interest in the area has been increasing. This Plan is intended to further guide future improvement, development and investment in the East State Street Corridor.

The appearance of the corridor lacks cohesiveness and has few design elements working to unify the subarea. Sidewalks are not continuous throughout the area. In addition, there is minimal landscaping, lighting and other pedestrian-oriented streetscape treatments. The Subarea Plan includes specific streetscape and overall aesthetic guidelines and recommendations to establish an overall character for the corridor, and improve its image and appearance. This Plan recommends streetscape improvements that support the East State Street Design and Development Guidelines, that are used by the City to guide appearance and character of private investment and development.

Purpose and Organization

The intent of the East State Street Subarea Plan is to provide detailed planning recommendations including land use, transportation, and urban design. The Subarea Plan is complimentary to the overall Geneva Comprehensive Plan, but it also provides more specific recommendations for this key location within the City.

The Subarea Plan for the East State Street Corridor was completed through a detailed planning process that included:

- 1) An East State Street Subarea Workshop;
- 2) Analyzing existing conditions;
- 3) Outlining functional subareas;
- 4) Creating proposed land use & transportation plans; and
- 5) Developing an urban design plan.

East State Street Subarea Workshop

A Community Workshop was held to gain insight into public opinion, concerns, interests, and desires for the East State Street Corridor. The most commonly expressed concerns for the area included the need for a comprehensive streetscape plan, continuous sidewalks, and an expansion of the facade improvement program. The workshop was very well attended by residents, business and property owners, and community officials. The input from the workshop provided vital insight that was used to develop the Subarea Plan.

Existing Land Use

The Plan begins with an overview of existing conditions and potentials within the area, specifically highlighting land-uses and existing businesses and facilities. The latter portions of the Plan are primarily based on a detailed existing conditions analysis including existing land-use, transportation, and urban design features.

The East State Street Corridor includes a diverse mix of retail, residential, commercial service, office, industrial, public, institutional and open space uses, illustrated in Figure 12. In general the scale of development along the corridor drastically changes from the eastern end to the western end. Retail, services and other uses near Kirk Road are very auto-oriented and lack any pedestrian amenities. Towards the central portion of the corridor, a mix of smaller-scale retail, service and office uses exist. Many of these parcels are underutilized, not well-maintained and need various improvements including screening and building improvements. Finally, the western end of the corridor is comprised of smaller lots and a number of converted residential structures. The scale is much more similar to that of the Downtown, while uses include retail, service, office and residential.

Functional Subareas

The existing land-use pattern serves as the basis for defining "functional subareas" within the Corridor and aids in determining potential redevelopment areas and future land uses. Based on this survey of existing land uses within the Corridor, the Study Area is divided into several functional subareas, illustrated in Figure 13.

Each of these functional subareas includes a somewhat different mix of uses, redevelopment and/or development potential, visual image, and character. While there are five main classification categories, there may be more than one subarea within each category. The intent in dividing the Corridor into smaller subareas is to allow for detailed planning recommendations to be made.

While the overall goal of the project is to provide unified and coordinated development for the entire East State Street Corridor, it is necessary to analyze the unique character of each individual, functional subarea.

Land Use Plan

The recommended Land Use Plan for the East State Street Corridor is based on the analysis of the various functional subareas within the Study Area. The Land Use Plan takes into consideration issues relating to site access, existing uses, the compatibility of surrounding development, the City's existing plans and policies and the desires expressed by City residents throughout the planning process. The Land Use Plan builds upon the existing land use structure of the East State Street Corridor, but also suggests significant changes and modifications to the existing land use pattern. The Land Use Plan is illustrated in Figure 14.

Traffic & Parking Plan

Well-planned transportation and parking is essential to the success of the East State Street Corridor as a major arterial street and a commercial entryway into the City. The Traffic and Parking Plan outlines improvements and recommendations related to parking, site access, street construction and pedestrian amenities.

Streetscape Improvement Plan

The final section of the East State Street Corridor Plan is the Streetscape Improvement Plan. This section provides a visual analysis of the corridor and highlights the opportunities and constraints that were considered when developing guidelines and recommendations.

The Subarea Plan recommends improvements to the "public domain" areas of the corridor to improve its overall image and appearance, and improve the pedestrian amenities and functionality throughout the corridor. The recommendations for streetscape improvements are intended to dovetail with and support the East State Street Design and Development Guidelines.

Figure 12: EAST STATE STREET - EXISTING LAND-USE



- Single-family Residential
- Single-family Attached Residential
- Multi-family Residential
- Retail
- Commercial Service
- Office
- Light Industrial/ Warehouse Distribution
- Public/Institutional
- Educational
- Open Space
- Parks/Forest Preserve
- Vacant land
- Residential Conversion

Retail: The retail uses within the corridor are dispersed throughout the site and include a mix of restaurants, fast food and strip mall development.

Commercial Service: Commercial service uses are also widely scattered throughout the Corridor and include day care facilities, banks, salons and auto repair facilities.

Office: The Corridor contains many small professional office uses and one significant office park located between Whitfield Drive and Glengarry Drive, on the north side.

Industrial: There is only one industrial property within the Corridor. A portion of the Miner Enterprises site is located within the Study Area.

Single-Family Residential: There is a large amount of stable, single-family housing within the Corridor, including older single-family homes and one subdivision at Ridge Lane and East State Street.

Other Residential: There is a single-family attached development at the northwest corner of East State and Glengarry Drive. A group of multi-family buildings are located along the north side of Longview Drive.

Public/Institutional/Educational: Existing public/institutional/educational uses include the Geneva Well No. 5, Fox Valley Presbyterian Church, Provena Geneva Care Center and Harrison Street School.

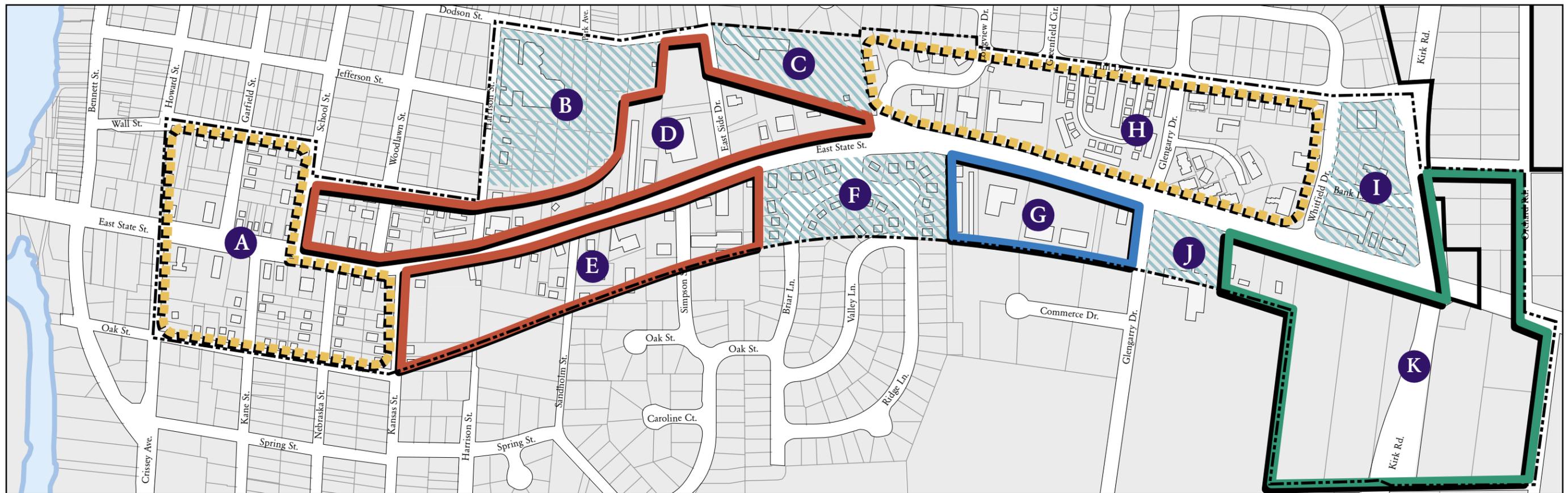
Parks, Open Space and Forest Preserves: The Study Area includes Jay-Cee Park, a small neighborhood park, and the Sandholm Woods Native Woodland Restoration.

Vacant Land: There are numerous vacant parcels scattered throughout the Corridor, including the southwest and southeast corners of Kirk Road and State Street, the south side of State Street between McDonalds and the Public Storage facility, the northeast corner of State Street and Longview Drive and the northeast corner of State Street and East Side Drive.

Building/Use Inventory

- | | | | |
|--------------------------------------|-----------------------------------|------------------------------------|--|
| 1 Vacant office (historic property) | 16 CVS Pharmacy | 32 Wendy's | 46 Greg's Shoe Repair |
| 2 Munchie P's | 17 Fox Valley Presbyterian Church | 33 Family Pantry | 46 Quick Wash Coin Laundry |
| 3 Merry Maids | 18 Safanda Law Firm | 33 Cleaners | 46 Sign Company |
| 4 Doctor office | 19 Orlando's Pizza | 33 Hammar's Liquors | 46 Mid-City Beauty Salon |
| 5 From Shaggy to Chic - Pet Grooming | 20 East Side Square: | 33 Subway | 46 Tia Maria's Restaurant & Bar |
| 6 Gen Hoe Restaurant | 20 Geneva Tobacco | 33 Heidi's Cake & Pastry | 47 The Rib House |
| 7 Harrison Street School | 20 Rodeo Red's | 33 Bellagio's Pizza-n-Pasta | 48 Dance Encounter |
| 8 Single-family & Lawnmower Sales | 20 Super Nails | 33 Cingular Mobile Telephone Store | 49 Sandholm Woods Park - Native Woodland Restoration |
| 9 611 Office Building | 20 East Side Video | 34 Shell Gas Station & Car Wash | 50 Lou's Sales & Service |
| 10 Firewood & Mulch | 20 2-3 Vacant Storefronts | 35 Marathon Gas Station | 51 Sunrise Dental |
| 11 Dairy Queen | 21 4-car garage | 36 Motor Equipment Services, Ltd. | 52 Valley Insurance |
| 12 Apartments | 22 Firstar Bank | 37 Miner Enterprises, Inc. | 53 Heart Chiropractic Center |
| 12 Fox Valley Community Church | 23 Salvation Army | 38 McDonald's | 54 Old Town Mortgage |
| 12 Dental Care | 24 1035 Office Complex (for sale) | 39 Multiple Tenant Commercial | 55 Malone Funeral Home |
| 12 Genoa Pizza | 25 Jay-Cee Park | 40 Fuller Car Wash | 56 Office |
| 12 Kim's Blackbelt Academy | 26 Provena Geneva Care Center | 41 Public Storage | 57 Realty Executives |
| 12 Gymboree | 27 Clubhouse | 42 Black's Auto Rebuilders | 58 Office |
| 13 Soukup's Appliances | 28 1250 Executive Place Offices | 43 Issac's Upholstering | 59 Citgo Gas Station |
| 14 City of Geneva, Well no. 5 | 29 Fox Valley Hospice | 44 Sunrise East Apartments | |
| 15 Vacant - Proposed Fire Station | 30 Harris Bank | 45 Valley Animal Hospital | |
| | 31 Kinder Care Learning Center | 46 Me & Dadz Toyz | |

Figure 13: EAST STATE STREET - FUNCTIONAL SUBAREAS



Improve Existing Development

This category includes two subareas that have stable development and are in sound condition. Both areas could benefit from improved access and parking. In addition, it is essential to improve and stabilize the uses and appearance within these subareas.

Area A: This area is characterized by older, single-family housing and various commercial uses. Many of the offices and commercial uses are located in converted residential buildings. If new development occurs it should be compatible with the existing character of the area.

Area H: The uses within this area are stable and no major redevelopment needs to occur. The major concerns for Area H are aesthetic in nature. Due to the variety of uses within the area, coordinated design and landscaping will help

to unify Area H. In addition, access and parking issues should be addressed.

Large-Scale Redevelopment

These two subareas are in need of major redevelopment. The areas are characterized by small lot sizes, marginal uses, major access and parking issues and vacant and underutilized buildings and parcels. The redevelopment plan should include the consolidation of lots to facilitate larger, modern commercial retail uses. The assemblage of parcels should be accompanied by a shared parking plan, generally to the rear of structures, that will drastically reduce the number of curb cuts along this portion of East State Street.

Area D: This area is a priority for redevelopment. Area D is plagued by a number of marginal commercial uses and vacant parcels. Two of these parcels have existing development plans, the new Fire Station and CVS pharmacy. Development within Area D should provide

enhanced commercial, service and office uses. Curb cuts should be restricted and new development should replace any outdated or dysfunctional structures. Parcel assembly and redevelopment should be a primary objective. In addition, the entire area should be visually cohesive with a coordinated design plan that sets forth guidelines including signage, building materials and colors, landscaping, building mass, and screening for parking and service areas.

Area E: Area E possesses many similar characteristics to Area D. A large number of the parcels and structures are underutilized. Redevelopment should include coordinated development and assembly of smaller parcels, a reduction in the number of curb cuts, and viable commercial, service and office uses. In addition, Area E would benefit from similar design improvements as those in Area D.

Stable/No Change

These areas are in sound condition and are not in need of any additional improvements or changes.

Area B: This site includes the Harrison Street School. The structure and facilities are in very good condition and no substantial improvements are necessary. In addition, this area includes the City Water Tower and two single-family homes.

Area C: This area includes the Fox Valley Presbyterian Church, which is stable and not in need of notable additional improvements.

Area F: This area includes a single-family subdivision development. These homes are in good condition and should not be altered.

Area I: This area includes some relatively new development and no major

changes are expected to occur. While access and parking issues should be addressed within Area I, due to its location and established layout, limited improvement options are available.

Area J: This area includes a portion of the Miner Enterprises property. This use is stable and no changes are recommended.

Areas Currently Under Development

This category encompasses the only area within the Corridor that is currently experiencing high levels of new development and/or redevelopment.

Area G: Recently, McDonald's was completely gutted and renovated. In addition, a new commercial strip center is being constructed. In front of the new building, there are outlot commercial parcels, which are still available for development. While the self-storage facility is

stable and not likely to change, the vacant parcel just to its east is in the early stages of new construction.

New Development

This category includes subareas that are primarily vacant and/or completely undeveloped.

Area K: Area K includes three corners of the East State Street and Kirk Road intersection. This is a prime commercial intersection for the City. Full development scenarios should be conceived for Area K. Including areas extending to the south and east which are not indicated on the above illustration.

Figure 14: EAST STATE STREET- LAND-USE PLAN



- Single-family Residential
- Single-family Attached Residential
- Multi-family Residential
- Neighborhood/Corridor Commercial
- Kirk Road Commercial
- Transitional Mixed-Use
- Light Industrial/Warehouse Distribution
- Public/Institutional
- Educational
- Open Space/Forest Preserve
- Park

- ① Potential option to convert single-family homes to commercial/office/commercial service
- ② Single-family homes surrounded by educational use, may be incorporated into school property in the future
- ③ Possible future commercial parcel if assembled with frontage parcels

Transitional Mixed-Use

The area designated transitional mixed-use connects the East State Street commercial corridor to the Downtown/3rd Street area, just to the west. This area should maintain and use the existing structures, many of which are residential conversions. While the intensity of uses should not increase, a continued mix of residential and commercial uses should be encouraged. Allowable uses within the transitional mixed-use area include retail, commercial service, professional offices, and specialty retail.

Neighborhood/Corridor Commercial

Neighborhood/corridor commercial areas encompass the major redevelopment and/or currently under development locations. The uses within these areas should work towards strengthening the commercial nature of the Corridor and serving the surrounding neighborhood and community. These commercial areas may include retail, commercial service and office uses.

Kirk Road Commercial

The Kirk Road commercial area should support automobile-oriented commercial uses that also function as the eastern gateway into the East State Street Corridor and the City of Geneva. The uses around the intersection of Kirk Road and East State Street should generally include retail, commercial service, and limited office uses. The City should work with the county and state road way authorities in planning and permitting reasonable/functional access.

Residential

While residential uses are generally not appropriate along the East State Street frontage, a number of existing residential properties should remain within the Study Area. These residential uses provide a transition between the East State Street Corridor and the surrounding single-family neighborhoods. Any residential property with frontage on East State Street, should be incorporated into new, larger-scale commercial redevelopment projects over time. Within and surrounding the transitional mixed-use area, residential structures may be converted to various commercial uses. In this area, the structures should remain and should not be torn down for new development.

Light Industrial & Warehouse Distribution

Light industrial or warehouse uses are generally not compatible uses along the East State Street frontage. The existing Miner Enterprises property is stable and should not change. In addition, it may be appropriate to develop the southern portion of the southeast and southwest blocks at the intersection of Kirk Road and East State Street with light industrial, warehouse, office park, or other business centers. These sites are also not appropriate for commercial development as a result of difficulty in accessing the parcels from Kirk Road due to large grade changes as Kirk Road approaches East State Street.

Public, Institutional, & Educational

Public, institutional, and educational uses serve the surrounding residential neighborhoods and the surrounding region. While these uses should generally not front East State Street, they are appropriate within the Study Area. The existing uses are all stable and well maintained and should not change over time.

Open Space, Forest Preserve, & Parks

The two existing parks and/or open space land within the East State Street Corridor are well-maintained and stable uses. These parcels should not change. No additional open space or park land is recommended for the Corridor.

Figure 15: EAST STATE STREET - VISUAL INVENTORY AND ANALYSIS

Introduction

To further enhance the East State Street corridor's image, appearance, and functionality, a more detailed analysis of the corridor's visual attributes was conducted as a foundation for the preparation of an overall corridor design strategy and improvement recommendations. The purpose of this effort was to create guidelines to improve the corridor's overall appearance, character, and function, primarily within the public areas along the corridor. These improvements will create a more pedestrian-friendly environment, reinforce neighborhood character and community-oriented retail along the corridor, enhance the corridor as the "Eastern Gateway" to the City, and promote an overall positive image of the Geneva community.

Topography and Alignment

Topography of the East State Street Corridor and its S-shaped alignment have strong impacts on the visual characteristics of the corridor, and affect drivers' behavior. Figure 15 illustrates the physical/topographic characteristics of the corridor. In general, views along the corridor are more open toward the east end of the corridor and gradually become more confined as we move west, approaching downtown. The topography of the corridor allows panoramic views toward the west in two locations with the most significant being the view toward Downtown and the Fox River, near Garfield Street.

Road speeds are higher in the eastern section of the corridor than in the western section, as drivers may perceive the open character of the area to be an extension of the rural character of the area to the east of Kirk Road. While driving west, the first cues that cause drivers to slow down are the narrowing of views and flattening of topography at the east bend of the street at the Longview Drive intersection. Similarly, road speeds increase as the corridor opens up while driving eastward. This effect has significant impacts on safety and on the over-

all pedestrian friendliness of the area, as it relates to the adjacent residential neighborhoods.

The west most curve also restricts views, affecting safe pedestrian crossing of State Street around Harrison Street. The steepest slopes-west of Garfield-exceed 5% and therefore may limit pedestrian and wheelchair accessibility in this area. Refer to Fig 15.

Visual Analysis

Drivers and residents retain a positive or negative experience as they travel through the corridor based on the mental accumulation of certain physical attributes. Physical attributes include:

Viewsheds

Immediate changes in image due to topography, buildings, vegetation etc..

Landmarks

Natural or man-made elements-such as the Dairy Queen restaurant, the water tower, or the American Flag and pole at the gas station site at Bennett Street-which punctuate the landscape, support local character and assist in way finding.

Views

Whether they are wide and expansive panoramic views afforded by topography or narrow views contained by street trees, views along, in and out of the corridor are important in shaping perception.

Streetscape improvements

Improving visual elements, such as street furniture, paving and trees within the corridor help to create an identity and a sense of unity, linking one part of the community to others.

Character Areas

Are areas with identity distinct from their neighbors. These may be defined by architecture, vegetation, function or views. Five character zones were identified:

Extension of CBD

The influence of the downtown central business district (CBD) extends east across the Fox River. Specialty shops and restaurants are located in this area

which is characterized by adaptive reuse of riverside warehouses and other historic buildings. The area is dominated by traffic on Illinois Route 38 with a significant intersection and turn lanes located within 100 yards of the Fox River bridge. For this reason street trees are sparse.

Transitional/mixed-use Zone

This area directly links the corridor with the CBD area and the Fox River. Many of the buildings are historic, but many have been modified from their original, primarily residential use to a variety of business uses. Some residential uses remain in the area. The area has many positive attributes that could be built upon and applied to other zones, such as significant buildings, street trees, parkways, continuous sidewalk, and commercial signage appropriate to the character of the area. Views are channeled by trees

with partial panoramic views toward the river and contained views east.

Neighborhood Commercial Zone

This area is dominated by vehicular traffic and the right-of way is very narrow, placing the sidewalk at or close to the curb. In addition, few safe pedestrian crossing points exist. Architecture is generally retail/commercial with several converted residences and some historic buildings. Few street trees are present and wide driveways, poorly-located street lights and large commercial signs further decrease the pedestrian-friendliness of this area.

Residential Zone

Within the area views are contained by street trees, which serve to screen adjacent housing. Parkways are wide and sidewalks are continuous on both sides. The area is visually prominent due to its

location on the apex of the east curve of East State Street.

Commercial Zone

The general character of the area could be described as suburban. The built environment is dominated by corporate architecture with large frontage parking lots and multi-family residential developments. Within the zone views are generally open with panoramic views toward the west. Street trees are sparse. The right-of-way is very wide to the east but reduces to the west. Sidewalks are not continuous on either side of the street.

Access and linkage issues

Consistent safe pedestrian access along and across East State Street does not currently exist. Gaps occur in a linear sidewalk system along the corridor due to inadequate right-of-way, topography and lack of priority. Pedestrian crossings,

possibly with traffic signals, need to be added at key intersections such as Harrison Street, EastSide Drive, and Kirk Road. A pedestrian system should be completed including crosswalks and linkages back to adjacent residential neighborhoods.

Developing a Design Strategy

Developing a streetscape design for the East State Street Corridor that is responsive to the five character zones, while imparting a positive feeling on both travelers and residents, requires a strategy of improvements to be put forward. The strategy does not propose rigid design standards for each area. The strategy proposes a series of flexible standards and requirements that can be applied to throughout the corridor to public areas as well as to property frontages of new development and existing sites.



Figures 16 & 17: EAST STATE STREET: VISUAL INVENTORY AND ANALYSIS

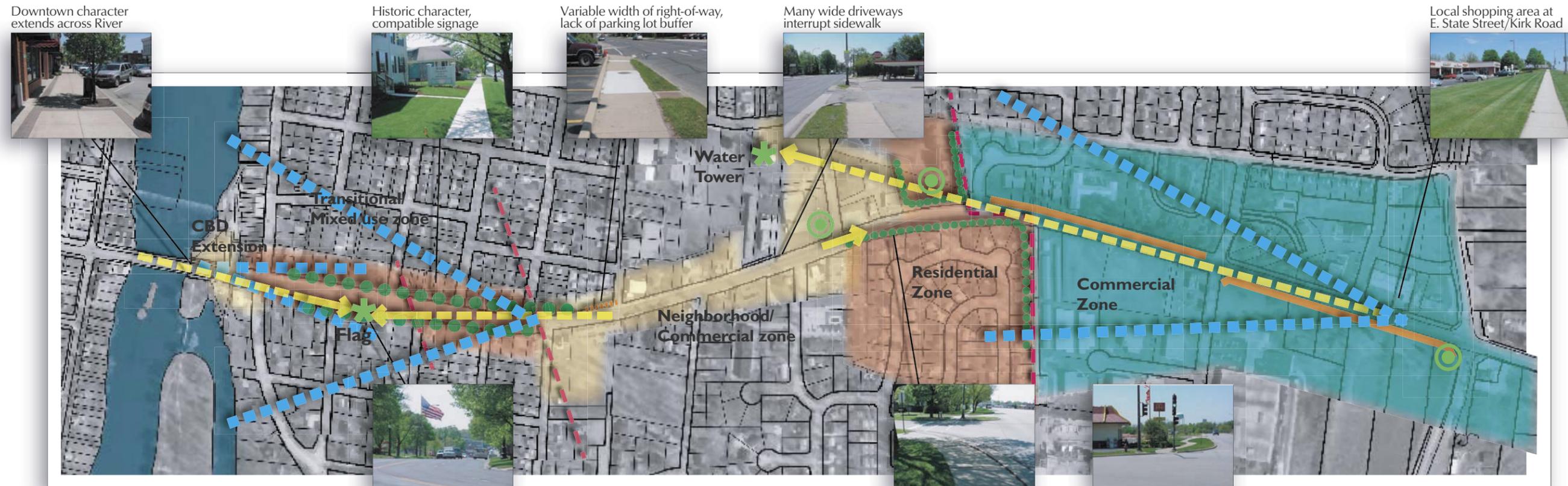


Figure 16: Visual Analysis and Character Zones

- Legend**
- Views
 - Landmarks
 - Potential Landmark
 - Views to landmarks
 - Panoramic views
 - Areas with open views
 - Areas with semi-open views
 - Areas with contained views
 - No sidewalk
 - Areas of trees/woodland
 - Narrow Right-of-Way
 - Areas of High Visual Quality
 - Focal Areas
 - Safety/Right of Way Issues
 - Crossing Points
 - Traffic Issues



Figure 17: Linkage and Circulation

Section 6: EAST STATE STREET - DESIGN STRATEGY

Overview

The use of street furniture such as special lights, street trees, trash receptacles, kiosks, paving and benches throughout the corridor can help to create an identity and can link one part of the community to another. Such elements can also be used to create a sense-of-place for the corridor and the mature residential neighborhoods to the north and south which is more distinct, helping to highlight the uniqueness of certain parts of the community.

The figures on these pages illustrate the recommended design strategy for the East State Street Corridor

Design Objectives

The visual inventory and analysis formed the following objectives for the East State Street Corridor:

- Improve traffic and pedestrian safety.
- Improve access and traffic flow.
- Improve economic vitality of existing areas in corridor.
- Increase community inter-connectivity.
- Build on existing character to create a unique sense-of-place compatible with abutting residential neighborhoods and the downtown improvements.
- Respond to localized character to build neighborhood identity.
- Improve the appearance of natural and built elements along the corridor using techniques of landscape design.
- Preserve historic sites and areas.

Design Approach

The design approach taken for the East State Street Corridor functions on two levels one applying to the entire corridor and providing a sense of unity; and the other applying to more localized character. The design of all improvements will be influenced by various themes and elements in the City of Geneva, as shown in Figure 6.6.

Corridor-wide improvements

Create a palette of construction materials and design treatments that are consistently applied throughout the corridor.

Design elements may include:

- Street lighting, benches and other streetscape furnishings.
- Unified signage system: Street names, directional signage, city identification, graphics and banners.
- Pedestrian paving.
- Street trees and other special landscape plant materials: Standard palette of acceptable species.
- Unique bus shelters.

Final selection of materials will be based upon compatibility with the CBD and will bring unity and sense-of-place to the entire East State Street corridor.

Character area improvements

Sub-palettes of materials responsive to character of areas along the corridor have been identified. How heavily these materials are to be used is also noted. These materials will include elements that vary from zone to zone, building on characteristics that make the East State Street corridor unique. Typical elements are listed below. The table on this page illustrates which elements would be used in each character zone, and which would be used throughout the corridor. Figure 18 describes the locations and typical features of each zone.

- Paving: A palette of 3 types of treatments suited to use and character of each zone, compatible with downtown improvements.
- Crosswalk paving treatments.
- Pedestrian-scale ornamental lighting, used in neighborhood centers and high pedestrian use areas.
- Trash receptacles: High pedestrian traffic areas.
- Benches: High pedestrian traffic areas.
- Frontage landscape: Commercial land uses, as space permits.

- Meandering sidewalks: Suburban character areas only, dependent on available space.
- Brick and brick-edged sidewalks at selected locations and in high pedestrian use areas.
- Bollards and railings: High traffic areas where the narrow Right-of-Way cannot be expanded and safety of pedestrians is required.
- Use of landscaped medians where possible, particularly at the east entrance of the corridor.
- Add pedestrian crossings and improve signals where possible. For example, Harrison Street is a popular crossing point and a school crossing zone; East Side Drive has traffic control issues and no pedestrian crossings exist crossing Kirk Road. Other areas could benefit from accessibility improvements to crosswalks and ramps.

Neighborhood Center Streetscape Treatment

Incorporate high-profile improvements based on the CBD standard but adapted to suit the more contemporary environment of the East State Street Corridor. This will include heavy use of pedestrian oriented improvements, such as street furniture, ornamental lighting, detailed paving, and frontage planting. The current mixed visual appearance of the area will also benefit from development of commercial signage standards.

Historic Area Streetscape Treatment

The more sensitive nature of this transitional-use area demands design restraint to ensure a streetscape environment responsive to the historical character of its buildings. Treatments for this area will focus on historically appropriate paving improvements and the establishment of commercial signage standards.

Suburban Area Streetscape Treatments

Improvements to the streetscape should emphasize improving the function and safety of the area. This may include

Improvement	CBD Extension	Historic Area	Neighborhood Centers	Suburban Area	Entire Corridor
Street Lighting	◆	◆	◆	◆	◆
Pedestrian-scale ornamental Lighting	◆	◆	◆		
Unified signage system for street names, directional signage, city identification	◆	◆	◆	◆	◆
Graphic banners	◆	◆	◆	◆	◆
Signage Ordinances, controlling size, location appearance and illumination. Exact requirements may vary for each zone	◆	◆	◆	◆	◆
High-profile paving treatments	◆		◆		
Low-key paving treatments		◆			
Minimal paving treatments				◆	
Add/improve crosswalks		◆	◆	◆	
Pedestrian protection: Bollards and railings			◆		
Add sidewalk				◆	
Meandering sidewalk				◆	
Expand Right-of-Way			◆		
Add parkway			◆		
Reduce traffic lane width/traffic speed				◆	
Traffic control improvements			◆		
Add landscaped medians				◆	
Sidewalk repair/replacement		◆	◆		
Modify drainage ditches in Right-of-Way				◆	
Unique bus shelters	◆	◆	◆	◆	◆
Benches	◆		◆		
Litter receptacles	◆		◆		
Frontage/buffer landscaping	◆		◆	◆	
Add street trees from palette of approved species and sizes	◆	◆	◆	◆	
Berm/wall screening				◆	
Street tree maintenance and replacement program		◆			
City identification signage				◆	
Land acquisition for park/memorial space with landmark			◆		
Building façade program			◆	◆	

providing additional sidewalks medians and other road safety improvements, but minimal use of street furniture and decorative paving types.

Developing the Design Strategy Beyond the Comprehensive Plan

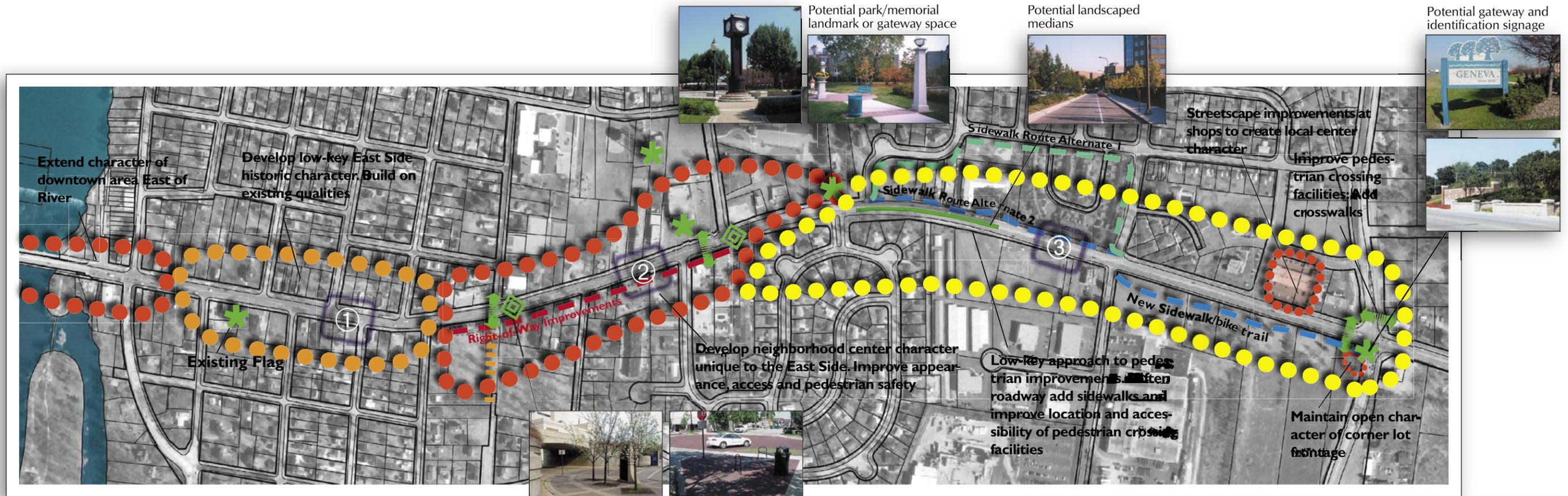
The recommendations of this stage of the planning process will form the basis

of a stand-alone document that focuses solely on the East State Street Corridor streetscape improvements. The document will incorporate a design standards guide recommending materials and treatments for the East State Street corridor, supporting a corridor-wide conceptual plan at a higher level of detail.

To demonstrate the potential

implementation of the recommendations described above, more detailed designs will be prepared for three site-specific prototype areas selected to demonstrate one of the three levels of design approach (historic area, neighborhood center/CBD, suburban area). Each prototype design will show character elements and materials that might be applied to these areas.

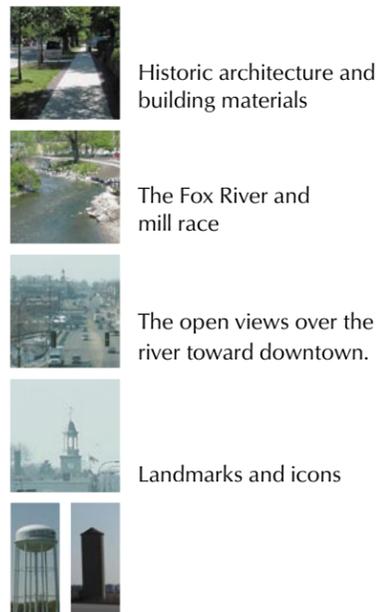
Figure 18: EAST STATE STREET - DESIGN STRATEGY



Design Influences

Various aspects of Geneva are reflective of the community's overall character and will influence the design and improvement recommendations for the East State Street Corridor.

These may be materials used for paving and other public improvements; thematic elements incorporated into the design of signage, landmarks, graphics or architectural elements; or significant features in the landscape that should be preserved, protected or built upon.



Legend

- Areas with high-level CBD or neighborhood center streetscape improvements
- Areas with streetscape improvements sensitive to historic character
- Areas with low-key functional streetscape improvements
- Prototype design target areas (see Fig 6.6)
- Significant crossing points with improved pedestrian crossing facilities
- Landmarks
- "Threshold" areas marking the boundaries of the neighborhood center area
- Sidewalk/Right-of-Way improvements

Potential threshold areas—defining edges of character zones

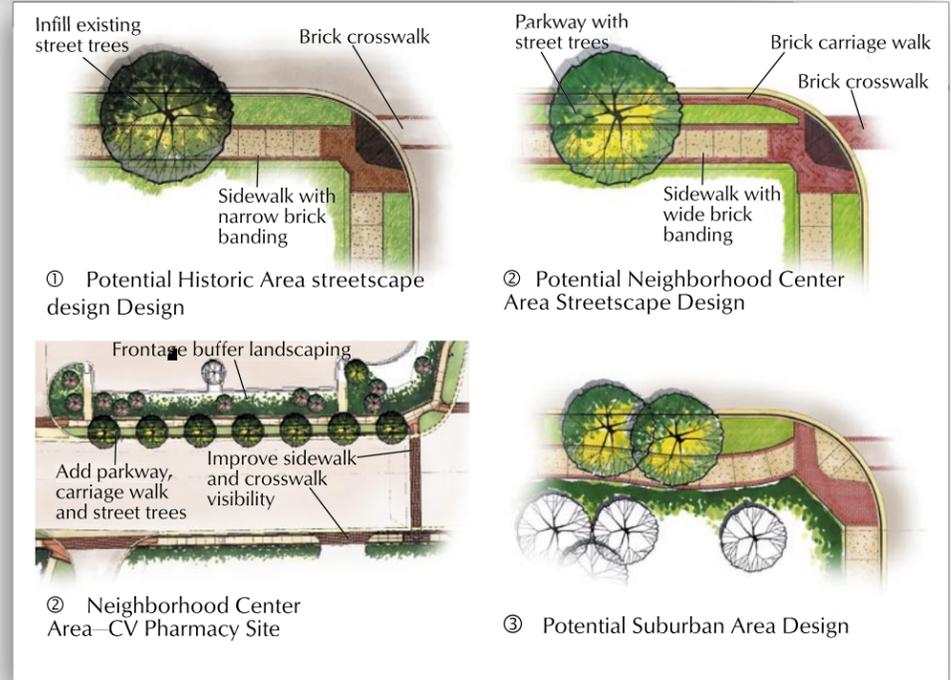
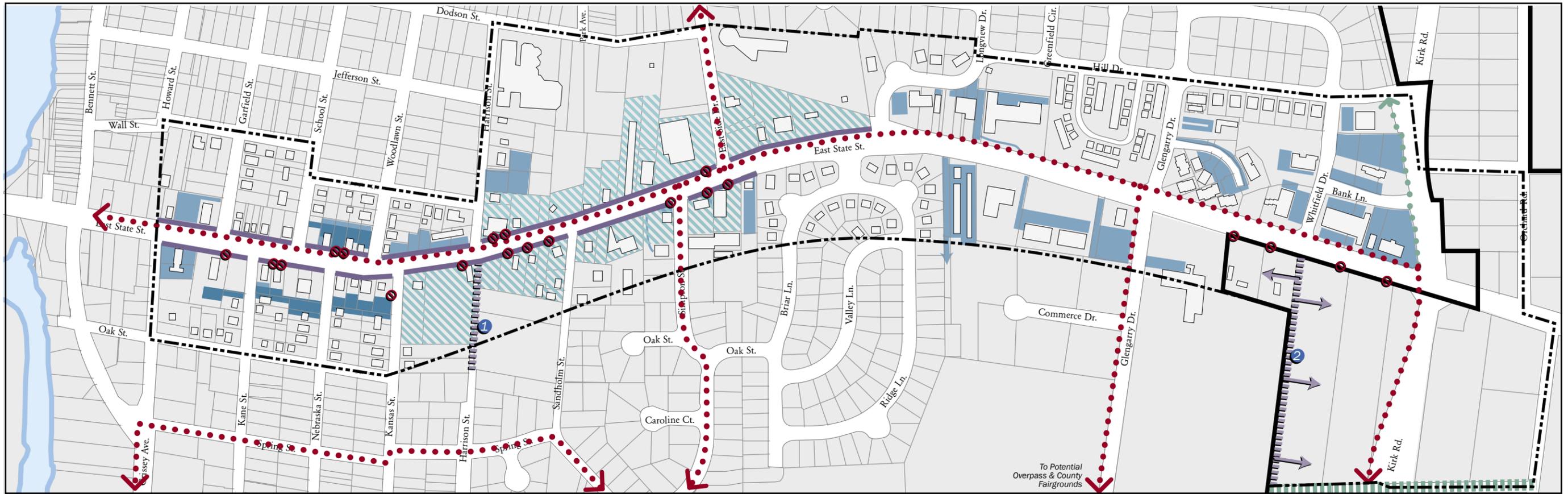


Figure 15: EAST STATE STREET - TRAFFIC & PARKING PLAN



- Parking
- Removed Existing Curb-Cut
- Connected Rear Parking
- Street Extension/New Street
- Access Control Zone
- Detailed Redevelopment Areas
- Existing Bicycle Route
- Planned Bicycle Route
- Roads in Need of Improvements and Maintenance

Parking

Parking throughout the Corridor should be consolidated and shared by adjacent uses, wherever possible. This is especially encouraged in the transitional mixed-use area, where consolidated parking to the rear of structures allows for the removal of at least seven curb cuts. Parking adjacent to East State Street should be minimized through the placement of parking areas to the rear of structures. When this is not possible, parking areas adjacent to the street should be landscaped and screened to enhance the aesthetic image of the Corridor.

Site Access

Access points along East State Street should be minimized. Both the north and south sides of East State, from Longview Drive and Ridge Lane to the western edge of the Study Area, are within the Access Control Zone. When any new and/or redevelopment occurs in this area, curb cuts off of East State Street should be minimized. Ideally, there should be no more than two curb cuts per block, and access from side streets should be encouraged wherever possible. In addition, it may be possible to remove a number of curb cuts, without any redevelopment. Through the consolidation of parking and improved side street access, the consistent street curb along East State Street can be restored.

Street Extensions/New Streets

There are three proposed street extensions and/or new street construction locations within the East State Street Corridor.

Harrison Street

Consideration should be given to extending Harrison Street northward to intersect with East State Street. This extension could provide smoother connections between the Corridor and the residential areas to the south. Any extension should be sensitive to Sandholm Woods Park.

Whitfield Drive

Whitfield Drive should extend south, across East State Street, to provide access to the undeveloped commercial parcel at the southwest corner of East State Street and Kirk Road. This new street would provide interior access to the commercial parcel and would eliminate

the need for additional curb cuts along either Kirk Road or East State Street.

Sidewalks

Due to the number of surrounding residential neighborhoods, the level of traffic along East State Street, and the current lack of pedestrian amenities, sidewalks are encouraged in all portions of the Corridor. Existing sidewalks should be improved and safely buffered from East State Street. In addition, new sidewalks should be constructed with any new development and should connect along side streets to residential areas. At a minimum, a continuous sidewalk should run along at least one side of East State Street through the entire Study Area.

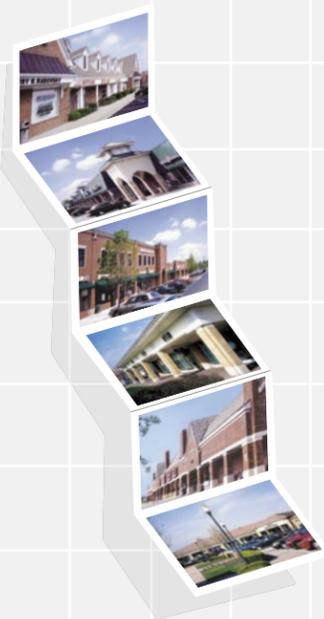
Detailed Redevelopment Areas

Due to the probability of major redevelopment scenarios for these areas, proposed access and parking locations are not outlined in this exhibit. It is critical to limit the number of curb cuts within these areas and encourage shared parking between uses. Due to the shallow lot depth of a number of these parcels, it may be necessary to consolidate a number of lots and provide shared parking areas parallel to East State Street. All of these parking areas should be well screened, through the use of creative landscaping, from the street.

East State Street Corridor

Design & Development Guidelines

City of Geneva, Illinois



Introduction

The Design & Development Guidelines present basic principles for improving the overall appearance and character of the East State Street Corridor in the City of Geneva, Illinois. The guidelines focus on promoting high quality improvements and developments that will complement the surrounding residential areas and enhance the overall character of the East State Street business district.

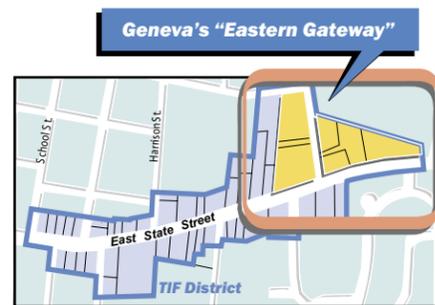
In addition to establishing principles and standards for improvement and development, the Design and Development Guidelines incorporate photographs of completed projects in the surrounding region to illustrate the type, quality and character of new building and site development that the City desires along the East State Street Corridor.

The purposes of the Design & Development Guidelines are to: a) promote high-quality and compatible new commercial and mixed-use development; b) improve the appearance of existing buildings and the public rights-of-way; c) promote more design compatibility among buildings and groups of buildings; and d) establish a distinctive visual image and character for the East State Street Corridor as a “gateway” to Downtown Geneva.

While the Design & Development Guidelines focus on new development, they also address the improvement of existing sites and buildings.

The Design & Development Guidelines do not attempt to “make all the buildings look the same.” They are not intended to restrict creativity or limit design solutions, but to improve and enhance the overall scale, quality and character of the East State Street business district.

It should be emphasized that the Design and Development Guidelines are for overall guidance only. Each individual project will be reviewed by the City on a case-by-case basis, and will be subject to the appropriate City codes and ordinances.



Geneva's East State Street Corridor, the "Eastern Gateway," and the Tax Incremental Finance (TIF) District.

Background

Geneva's “Eastern Gateway” has been the focus of ongoing planning efforts over the past several years. The area contains several vacant and underutilized properties and generally lacks the high-quality appearance and character that is representative of the City of Geneva as a whole. A Tax Incremental Finance (TIF) district has been established for a large portion of the East State Street Corridor. The TIF district is a tool which is used by the City to provide incentives and public investments to stimulate and assist new economic development in the area.

With the TIF district in place, private developer interest has increased with regard to the East State Street Corridor. As a “next step,” the Design and Development Guidelines are intended to assist the City in working with private developers to guide the redevelopment and improvement of properties along the corridor, consistent with the desired character and appearance of the overall Geneva community.

The original impetus behind the preparation of the Design & Development Guidelines was the need to provide specific direction to the planning and redevelopment of properties located at the northwest corner of East Side Drive and East State Street. However, based on a design workshop held with local residents and business persons, it was decided that the Guidelines should be more broadly applied and should encompass additional properties along the East State Street Corridor.



1 – Commercial buildings that complement adjacent residential neighborhoods. **2** – One-story commercial buildings with vertical (two-story) architectural features. **3** – High quality exterior building materials and creative architectural ornamentation and detailing. **4** – Colonnades provide protection for pedestrians and contribute to distinctive architectural design.

Design & Development Guidelines

Building Scale and Design

New development should maintain a “traditional” scale and charm and should provide a unique character for the East State Street Corridor.

- New commercial buildings should be primarily one-story in height and should complement the scale and character of adjacent residential neighborhoods. Where feasible, two-story buildings are also considered to be compatible.
- Tall architectural elements, such as a clock tower, spire or light well, may be appropriate as design “highlights” at key locations along the corridor.

- Distinguishing exterior building design features, ornamentation and detailing should be encouraged, such as decorative cornices, pilasters, columns, reliefs, medallions, dormers, eave breaks, etc.

- Covered walkways and colonnades should be encouraged along the fronts of the buildings to create a “pedestrian friendly” orientation.

- Architectural details should be visible from the street. Buildings should not be setback so far as to diminish the aesthetic impact of the building on passing pedestrians and motorists. Buildings should be attractive at both a pedestrian and vehicular scale.

- Buildings can have either a pitched or flat roof, but rooflines must complement the overall design and architecture of the building. Pitched roofs are more representative of the traditional character of buildings in Geneva generally and in nearby residential neighborhoods.

- Rooftop-mounted equipment and vents should be screened from views along all sides of a building. Rooftop screening should be incorporated into the overall design of the building and be an integral part of its architecture. Roof pitches should be within the range of 6:12 to 12:12.

- Mansard roofs are inappropriate and should be avoided.

- Dumpster enclosures should be of masonry construction and should complement overall building design. Dumpster enclosures should be well landscaped, attached to the building where feasible and located at the rear or sides of buildings.

Building Materials

The use of appropriate building materials is a key to compatible new development and rehabilitation of existing structures.

- Traditional exterior finish building materials such as brick, shingles, limestone and wood clapboard siding should be encouraged.

- High quality materials and design features should be used on all sides of the building, providing an attractive “360-degree” appearance.

- The use of non-traditional materials should be limited; if used, these materials must be compatible with the traditional materials that are representative of the desired character of the area.

- The use of Dry-vit (or EIFS), vinyl and aluminum siding, plastic panels and similar exterior surface materials should be avoided.

- Damaged and deteriorated exterior building materials should be promptly repaired or replaced.



5 and 6 – Buildings with pitched and flat roofs that are compatible with adjacent neighborhoods. These buildings also illustrate rooftop mounted equipment that is screened and well integrated into overall building design. **7** – Attractively designed and landscaped masonry trash dumpster enclosures. **8** – Traditional exterior building materials reflect the historical architectural context.

Site Lighting

Site lighting helps promote safe and secure parking and pedestrian areas, and it can also serve to enhance the appearance of a property.

- Parking lot lighting should be pedestrian-scaled (12'-16'); tall light standards (25'-40') should be avoided.

- Light poles and light fixtures with an historic or traditional design should be used for all parking lots, walkways and pedestrian areas.

- Bollard lighting can be appropriate as accent lighting and could be used in pedestrian seating areas and to highlight pedestrian walkways and crossings in parking lots.

- Diffused, soft white light should be encouraged; metal halide lighting should be avoided.



9 and 10 – Low-scale, traditionally designed light poles and light fixtures reinforce the character of a commercial development. Low-profile “bollard” lighting, as shown in the top photograph, helps define walkways and promotes pedestrian safety during evening hours.

Building Lighting

The lighting of a building's facade has the dual purpose of advertising a business and discouraging crime.

- Front and rear building entries should be adequately lit for overall security and visibility.
- Most exterior lighting sources should be concealed to provide indirect illumination. Where concealment is not practical, light fixtures should be compatible with building architecture.
- Incandescent lighting creates a warm atmosphere and should be encouraged; fluorescent lighting and metal halide lighting should be discouraged.
- Exterior "spotlighting" may be used to illuminate important signs or "accent" prominent building details.

Signs

Signs are among the most important features of a commercial development. Signs communicate the nature of a business and its products or services. Signs also influence the overall image and character of a commercial area. In general, signs should be simple, relatively small, and complementary to the building architecture.

- The size of signs should complement overall facade proportions, and should not distort the scale of a building.
- The design and color of signs should complement the architectural style of the building.
- Signs consisting of individual projected letters mounted flat on the building face are encouraged.
- When a building contains multiple storefronts, signage for all businesses should be consistent in design, color (preferably white) and placement.
- Exterior signs should be limited to business identification and description; product-advertising signs are discouraged.
- Wall-mounted signs should be designed as integrated components of the building facade, and should not cover important architectural details.
- Internal illumination is preferred for building-mounted signs. In general, letters should be of a light color (preferably white) and illuminated with a white light source.
- Externally illuminated natural metal wall signs may also be acceptable, if they are compatible with other architectural components.
- Rooftop signs are inappropriate and are prohibited.
- Unused sign supports, hardware and electrical conduits should be removed and building surfaces repaired and restored.

- Attractive, low-profile monument signs should be encouraged, but should be limited to one per building.
- Monument signs should be attractively landscaped and constructed of traditional building materials similar to the primary building on site.
- The letters of a monument sign should be internally illuminated with a white light source. External illumination may be appropriate for a natural metal or "engraved" stone monument sign.
- Pylon signs should be avoided. Billboards and other "off-premises" signs should be severely restricted or prohibited.



11 and 12 - Indirect lighting can eliminate glare and add to the visual impact of a building. 13 - Low-profile monument signs effectively advertise a business location, but do not visually dominate the site. 14 - The careful location of building signs complements the design details of building facades. 15 - Sign consisting of individual projected letters mounted flat on the building face.

Parking Areas

Adequate parking is essential within the commercial area. Off-street parking lots should be designed and located so that they are safe, attractive and efficient.

- Parking areas adjacent to streets should be no more 60 feet in depth. This depth is sufficient to accommodate a single driving aisle with 90° parking on both sides. Additional parking areas can be provided either behind buildings or behind the front building line.
- The number of curb cuts along East State Street should be minimized and cross access between adjacent parking lots should be encouraged. Where possible, parking areas should be accessible from cross streets.
- On-street parking should not be permitted along the East State Street corridor or the commercial frontages on side streets. On-street parking should only be permitted for residential traffic in the adjacent neighborhoods.
- All parking areas should be paved, striped and have surfaces in good condition.



16 - Small parking lot located in front of stores and shops, with perimeter landscaping bordering the sidewalk. 17 - Parking lot located in the "interior" of a commercial development, complemented by sidewalks and pedestrian amenities. 18 and 19 - Parking lot "islands" provide opportunities for light fixtures and landscaping.



20 and 21 – Vertical perimeter landscaping and carefully designed fencing effectively separates commercial developments from adjoining residential neighborhoods. 22 and 23 – Foundation landscaping “anchors” a building to its site.

Site Landscaping

Commercial properties should be landscaped in a manner that screens parking, enhances building visibility, and creates an attractive pedestrian environment. All landscaping must be maintained in a healthy and attractive condition. Internal irrigation systems are preferred.

- Perimeter landscape setbacks at least five feet in width should be provided along the edges of parking lots that border public sidewalks. Perimeter landscape plantings should include a continuous hedge (3 to 4 feet in height) accented by trees and ground cover.

- Where site size or configuration does not allow for the minimum five-foot perimeter landscaping, vertical landscaping elements should be employed to provide an effective screen between parking lots and the public right-of-way.

- Decorative wrought iron fencing (3 to 4 feet in height) in conjunction with landscaping is also appropriate along the edges of parking lots that border public sidewalks.

- Areas adjacent to entrances, monument signs and other site features should be considered for seasonal flowers or colorful groundcover.

- Parking lot landscaping should include “landscape islands” at a ratio of approximately one per six to ten parking spaces. Landscape islands should consist of canopy trees (3 to 4 inches in caliper), attractive groundcover, and/or decorative bushes (2 to 3 feet in height).

- Evergreens, berming, and other “vertical” landscaping elements should be used to screen commercial activity from adjacent residential properties. Masonry walls may be considered as a screening device where landscaping alone is incapable of providing an effective screen.

- Planters and landscaped areas should be encouraged adjacent to commercial buildings. Foundation landscaping should consist of trees, shrubs, and seasonal flower beds.

- Walkways should be adjacent to commercial buildings and separated from parking lots and driving aisles by raised landscape beds. Carriage walks should extend along the parking lot and driving aisle side of the landscape beds.

Parkway Landscaping

A continuous landscaped area should be provided between the sidewalk and the curb along the full length of the East State Street corridor where possible. The landscaped area should create an attractive “parkway” effect along the street.

- Parkway landscaping should consist of grass and appropriately spaced, salt-tolerant street trees.

- In areas where the right-of-way is insufficient to accommodate a sidewalk separated from the street by a parkway, the City should consider widening the right-of-way or work with adjacent property owners to provide the sidewalk and parkway on private property in return for other considerations.



24 – Landscaping in front of buildings creates an attractive and inviting commercial environment. 25 – Trees, protected by iron grates, placed along the sidewalk in front of stores and businesses. 26 and 27 – Attractive and functional parkway landscaping along the street, with additional perimeter plantings located between the sidewalk and off-street parking.

Other Pedestrian Amenities

It is important that new development have a “pedestrian orientation” and offer a safe and attractive environment for cyclists and pedestrians.

- Amenities such as benches, bike racks, drinking fountains, trash receptacles, pedestrian-scaled lighting, and special paving treatments are encouraged as integral parts of overall site design.

- New development should provide well-delineated, safe and attractive pedestrian access that connects public sidewalks to the inner areas of the development.

- Outdoor seating areas, such as those provided by restaurants, should be well landscaped and incorporated into the overall site design. Outdoor seating areas should be set back and screened from parking areas and driving aisles.

Land Use

The East State Street Corridor should be revitalized as a distinctive new commercial environment that establishes a unique and high quality identity and character for the area. Along with redevelopment, the adaptive reuse and preservation of selected existing buildings, particularly those with architectural or historic interest, should be encouraged. Uses that provide day-to-day goods and services for residents of nearby neighborhoods and the community as a whole are encouraged, as well as uses that would attract customers and visitors from beyond Geneva’s corporate limits.

While a variety of uses can be accommodated, several have been identified as desirable by east-side residents:

- Specialty grocery store;
- Pharmacy;
- Restaurants and deli/coffee shops;
- Specialty retail;
- Professional offices;
- Personal service uses; and
- Public uses such as a fire station and/or post office.



28 – Carefully planned site fixtures and amenities create attractive and “pedestrian-friendly” shopping and commercial environments. 29, 30 and 31 – Safe and “inviting” outdoor dining and seating areas serve shoppers, employees, visitors and business patrons.

Section 7: RANDALL ROAD CORRIDOR

Introduction

Randall Road is a major north-south arterial that is heavily relied upon to accommodate the region's growing population and intense development activity. Currently, planned and ongoing improvement projects are being implemented to increase the roadway's capacity and efficiency. As new residential and commercial development continue to advance in the area, the resulting increase in traffic places further demands on the corridor. This demand creates pressure to increase capacity of the roadway by constructing additional traffic lanes, improved intersections, and general road widening, often at the expense of the appearance of the corridor and in providing safe crossings and circulation for cyclists and pedestrians. As the roadway is widened and traffic levels intensify, more and more right-of-way is required to be used for paving rather than landscaping and streetscaping. These roadway intensification changes in turn degrade the image of the community as perceived by those who travel along the corridor, and reduce the life quality of people who live nearby.

The approach of the plan is to find ways to mitigate the negative impacts of Randall Road based on an assessment of the existing and proposed characteristics of the corridor. General design observations and recommendations are provided to frame and focus future development of the corridor by both public and private entities contingent on the City of Geneva serving as the steward of all future corridor development.

Design Objectives & Recommendations

Philosophically, the design and streetscape improvements along the Randall Road Corridor, including adjacent private developments, should retain the historic agrarian character of this area, i.e., the gridiron of farm fields which overlie the rolling landscape, as well as the imprint of the nearby wetlands and prairie. Also, the character of the corridor should impart positive feelings about the ease of finding one's way, enjoying scenic views and feeling a sense of overall safety.

The addition of landscape along the right-of-way and at other key locations, along with the preservation of natural features and farmland as open space, yields significant environmental value beyond visual aesthetics. It leads to improved quality of air, noise and water. For examples, plants reduce the amount of carbon monoxide in the air and vegetated swales can purify roadway storm water run-off before it enters the wetlands.



Existing Gardrail

Design Objectives:

Design objectives for the Randall Road corridor serve as a crucial basis for the design concept development of the corridor. These objectives go beyond traffic priorities and include the quality of life issues also important to the community.

Randall Road Design Objectives:

- Improve access, vehicular traffic capacity, and safety in accordance with state, county and local requirements.
- Provide safe pedestrian access and community inter-connections across the Randall Road right of way.
- Enhance the visual quality of the corridor through the use of landscaping and special features.
- Complement the views on and off the corridor by creating and preserving sight lines to important elements and by screening undesirable views.
- Screen and buffer adjacent residential properties from corridor traffic.



Modified Stone Gardrail

As a result of the scale of the proposed six-lane roadway, the travel speeds, and the volume of traffic, the Randall Road corridor should be developed at an appropriate scale and texture to be responsive to the vehicle passenger's ability to perceive and absorb information. Developments that might appear to be attractive at lower travel speeds appear to be "chaotic" at increased speeds.

The diversity that already exists along the corridor should be given order through the repeated use of certain features and materials as well as styles of treatment. A composition of man-made and natural elements within the corridor, combined with selected long views to unique scenes and features outside the corridor, will merge to create pleasant experience and a positive image of Geneva.

The images on this page show the effect of changing galvanized guardrails at the Union Pacific railroad bridge to low stone walls. Decorative materials for safety structures like guardrails still must meet the crash barrier requirements of the steel guardrails, but aesthetic improvements to these standards are possible.

Summary

The successful aesthetic treatment of Randall Road corridor will result from a number of related activities. Some of these activities will be specific actions such as landscaping improvements within the public right-of-way, installation of "gateway" features and other design elements, preservation of "key" sight lines to agricultural and environmental areas, and the upgrading of highway components such as the guardrails used along portions of the corridor. Other actions will be policy related and include the development of design and development guidelines and standards for public and private improvements along the corridor.

All of these activities will require careful and consistent leadership from the City. Continuity and long range planning and cooperation from both public and private stakeholders are essential to fully implement an enhancement program for a corridor as dynamic as Randall Road.

Figure 20: RANDALL ROAD CORRIDOR - VISUAL INVENTORY AND ANALYSIS



Inventory and Analysis

Identifying and understanding the visual character of Randall Road is fundamental to establishing an implementing an improvement program for the corridor. As they travel along the corridor, each drivers' visual perception and behavior is affected by topography, placement of elements, and horizontal roadway alignment. The driver's visual perception of the road leads to an interpretation of the corridor, and an overall impression of Geneva, that provides important cues for way-finding as well as more subliminal cues related to "feelings" about the corridor. These feelings often manifest

as "comfort" or "frustration" and translate to likes and dislikes affecting, for example, the decision to shop within, live near, or even travel along the Randall Road corridor.

Figure 20 shows the character of Randall Road including the grade change created where the typically straight north/south road rises on a bridge to clear the Union Pacific Railroad. Long views exist along the road where the gently rolling topography exposes farm fields, wetlands and ponds, and private developments.

As shown in the photographs landscape

plants, decorative walls, and wooden fences have been installed in many locations to insulate sites adjacent to the road from the impacts of heavy traffic. These buffering techniques have often complimented the image of the corridor by creating attractive features that add diversity to the otherwise monotonous linear roadway. In private developments, landscaping is used to soften views of the development and screen parking fields from the road, while still providing sight lines to businesses. In the illustration, it is apparent that the roadway corridor passes through these key land uses:

- Retail/Commercial
- Office
- Institutional
- Residential
- Open Space/Parks

The illustration also shows the locations of major sight lines and how they are affected by the topography of the road.

To create a positive image, the design treatment of edges, features and landmarks needs to be consistently applied along the corridor. A number of existing characteristics can be observed:

- **Land use**-Landscaping adjacent to open space tends to employ a more natural treatment of plantings. Landscape near commercial centers may use a more formal landscape. In residential developments a denser, more "defensible" landscape is used.
- **Vehicular Movement**-Traffic speeds are high and many turns and crossing movements affect the corridor.
- **Pedestrian Crossings**-Many of the existing pedestrian crossings are challenging for pedestrians due to the width of the road and short signal phasing.
- **Special Features**-Many utilitarian elements exist along the corridor, including guardrails, light poles, and culverts, which contribute to character of the corridor.

Section 8: IMPLEMENTATION

The Comprehensive Plan sets forth an agreed-upon "road map" for community improvement and development within the City of Geneva during the next ten to fifteen years. It is the product of considerable effort on the part of the Comprehensive Plan Steering Committee, City staff, the Plan Commission, the City Council, and the public. The final Plan represents the consensus of all involved.

However, in many ways, the comprehensive planning process in Geneva has just begun. Formal adoption of the Comprehensive Plan is only the first step, not the last. Without continuing action to implement Plan recommendations, the City's efforts up to this point will have little lasting impact.

There are several requirements for effective implementation of the Comprehensive Plan. These five basic components are highlighted below:

Administrative.

The City should be guided by a suggested agenda of administrative actions which will help establish a policy framework aligned with the recommendations of the Comprehensive Plan.

Regulatory.

The City should review and revise its regulatory measures, primarily the zoning ordinance, which can enforce the Plan's policies and recommendations.

Capital Improvements.

The City should utilize project scheduling devices, such as the Capital Improvements Program, which allow implementation of the most important public improvements on a priority system, while staying within budgetary constraints.

High Priority Action Agenda.

The City should carefully consider specific high priority improvement projects to begin the implementation of the Comprehensive Plan.

Review and Update.

The Plan itself should be subjected to a monitoring process and be updated periodically to continually reflect local aspirations and opportunities.

Administrative Actions

These are all high-priority, early-action projects which largely represent public policy or administrative decisions. They do not require a significant new allocation of funds, and they should all be undertaken within a relatively short time frame. These actions relate to revising and updating local codes and ordinances, follow-up studies and related administrative actions.

Regulatory Actions

Adoption of the new Comprehensive Plan should be followed by a review and update of the City's various development controls including zoning, subdivision regulations, and other related codes and ordinances. It is essential that all development controls be consistent with and complement the new Comprehensive Plan.

The City's zoning regulations have not been comprehensively reviewed within the last several years. Among other zoning recommendations included in the Plan, the City should consider the following:

- Update and revise regulations relating to infill residential development, including height, setbacks, lot coverage, and floor area.
- Rezone the area north of Downtown from multi-family residential to single-family residential to protect the character and integrity of the historic neighborhood.

Capital Improvements Program

Another tool for implementing the Comprehensive Plan is the Capital Improvements Program. It establishes schedules and priorities for all public improvement projects within a five-year period. The City first prepares a list of all public improvements that will be required in the next five years. Then all projects are reviewed, priorities assigned, cost estimates prepared, and potential funding sources identified.

The Capital Improvements Program typically schedules the implementation of a range of specific projects related to the Comprehensive Plan, particularly the restoration and upgrading of existing utilities and infrastructure facilities, including the water system, sanitary sewers, storm water facilities, and the street system. Expansion or improvement of City Hall, fire and police station facilities, and public works facilities would also be included in the Capital Improvements Program.

Geneva's financial resources will always be limited and public dollars must be spent wisely. The Capital Improvements Program would allow the City of Geneva to provide the most desirable public improvements, yet stay within budget constraints.

High Priority Action Agenda

In order to "jump start" implementation of the new Comprehensive Plan, there are several high priority improvement projects which the City should carefully consider.

The Action Agenda, located at the end of this section, highlights the implementation aspects of major improvement and redevelopment projects identified as part of the planning process. The Action Agenda consists of several components:

1. A listing of individual projects and actions that should be undertaken to improve and enhance the City in the future.

2. An indication of the public and private sector responsibilities for initiating and participating in each project.

3. A suggestion of the funding sources and assistance programs that might be available for implementing each project.

4. A prioritization of recommended projects and actions into three phases:

Priority 1 - projects should be undertaken immediately. Most of these are projects which entail a public policy or administrative action and will not require a significant new allocation of funds. Others may require significant investment, but are necessary actions to help ensure that major implementation elements are realized.

Priority 2 - projects should be undertaken within the next five years, although many should actually begin immediately. While these projects are considered just as important as the Priority 1 projects, they will likely require more time or effort to implement. These include projects which appear to have strong local support and would have a dramatic impact on the image and character of the community.

Priority 3 - projects should be undertaken during the next 5 to 10 year period. These include projects which appear to be more difficult or costly to achieve, are not market supportable at this time, or have received less initial local support. However, it should be emphasized that some of these projects could "move forward" if market conditions or local priorities change during the next few years.

The Action Agenda includes recommendations cited elsewhere in the Comprehensive Plan. To remain relevant, it must be flexible to adjust to unforeseen and changing conditions in the future. Therefore, changes to the Action Agenda are anticipated and will not require formal amendment to the Comprehensive Plan.

The Action Agenda should be reviewed by the Plan Commission and City Council at least once annually. Recommendations are grouped into seven categories: a) administrative actions, b) land use and development, c) Downtown, d) East State Street Corridor, e) Randall Road Corridor, f) community facilities, and g) transportation.

Review and Revision

The Comprehensive Plan is not a static document; the planning process must be continuous. The Plan should be monitored and updated on a regular basis. The need for Plan amendments are the result of many community influences. Most frequently these are brought about by changes in attitudes or emerging needs not foreseen at the time of Plan adoption. The following paragraphs describe the procedures which apply to any amendment of the Comprehensive Plan.

Day-to-Day Monitoring and Administration

In order for the Plan to be "maintained" and updated in a timely manner, the designation of an agency responsible for coordinating planning activities, receiving community input and comments, and providing and disseminating information regarding the Comprehensive Plan is required. While the Plan Commission and City Council are ultimately responsible for implementing the Plan, the City staff is the most appropriate group to carry out the day-to-day activities of Plan administration. The City will:

1. Make available copies of the Plan document for public purchase.
2. Provide assistance to the public in explaining the Plan and its relationship to private and public development projects and other proposals, as appropriate.
3. Assist the City Council in the day-to-day administration, interpretation and application of the Plan.

4. Maintain a list of current possible amendments, issues or needs which may be a subject of change, addition or deletion from the Comprehensive Plan.

5. Coordinate with, and assist the City Council in the Plan amendment process.

Plan Review and Progress Report

Although a proposal to amend the Plan can be brought forth by petition at any time, the City should regularly undertake a systematic review of the Plan. Although an annual review is desirable, the City should initiate review of the Plan at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and capital improvement program. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

Funding Sources and Implementation Techniques

While many of the recommended projects and actions called for in the Comprehensive Plan can be implemented through administrative and policy decisions or can be funded through normal municipal programs, other projects will require special technical and/or financial assistance.

The Action Agenda identifies several of the local, state and federal resources and programs that might be considered in the implementation of key Plan recommendations.

While the Comprehensive Plan generally endorses the traditional role of the City in the improvement and development process, it is suggested that the City consider taking a more active leadership role in promoting, coordinating and "facilitating" desirable new development and redevelopment projects.

For example, the City might offer technical assistance and support to property owners or developers of projects that meet the guidelines and foster the objectives of the new Comprehensive Plan. In blocks where the City owns land, the City might coordinate with adjacent and nearby property owners to assemble larger, more desirable sites for new development. The City might assist in the preparation of developer "Requests for Proposals," and might assist in the review and evaluation of proposals for key projects.

A sampling of techniques for implementing complex improvement and redevelopment projects is highlighted below. It should be emphasized that this listing of programs and techniques is for City review and consideration only, and no specific program or technique is necessarily recommended at this point in time.

General Funding and Resource Tools.

Communities have a number of general sources of revenue that can be applied to any corporate purpose, including various community improvement projects. The largest of these is normally the general purpose property tax, which primarily funds the City's General Revenue Fund. Others include state income tax rebates, motor fuel tax funds, public utility taxes, hotel/motel tax, retailers' occupational tax, plus various fees, fines and other receipts.

Municipal bonds may also be considered for special projects during various phases of the implementation of the Comprehensive Plan that may require more long-term financing. One type of bond that could be considered for improvement or development projects is the Tax Exempt Bond. These bonds are issued to finance improvements which are to be paid for by special assessments against benefited properties. Bond obligations are payable only from the special assessment receipts, are backed by general taxes, and usually carry higher interest rates.

Subarea Improvement and Redevelopment

The Comprehensive Plan calls for area-wide improvement and redevelopment within Geneva's three designated Subareas. The implementation of planning recommendations within these areas may eventually require a wide range of projects and actions, including land assembly, clearance, relocation, new building construction, infrastructure improvements, urban design enhancements, etc.

Several economic development tools that the City may wish to consider for implementing Subarea improvement and development are highlighted below. Each of these tools is based on the principle of establishing geographic boundaries for a "redevelopment area" for the purposes of accomplishing coordinated, comprehensive and timely improvement projects and programs.

These economic development tools are commonly used to improve and enhance established business districts or neighborhoods. Individually and in combination, these tools provide flexibility for achieving financing and technical assistance for the "hard" and "soft" component strategies of community improvement and development.

Tax Increment Financing

Tax increment financing (TIF) is a mechanism used to carry out revitalization and redevelopment activities on a local basis. TIF allows a community to capture the increase in local property taxes that results from a redevelopment project in order to pay for the public costs involved in the project. Geneva currently has two TIF Districts established in the city, and both are assisting the City's economic development efforts.

While TIF districts have most typically been used in commercial and industrial areas of communities throughout Illinois, TIF is being undertaken increasingly for mixed-use and residential areas as well.

To carry out a TIF project, the municipality designates an area for revitalization and redevelopment, and establishes specific boundaries for the project area. The base equalized assessed valuation (EAV) of all properties within the area is determined as of the date of TIF adoption. Thereafter, all relevant property taxing districts continue to collect property taxes based on levies against the base EAV for a time period not to exceed 23 years.

The increased real estate tax revenues generated by all new private development and redevelopment projects, and all appreciation in the value of existing properties which result in higher property values, are used to pay for public improvements within the project area.

Tax increment financing does not generate tax revenues by increasing tax rates, but rather through the temporary capture of increased tax revenues generated by the enhanced valuation of properties resulting from the municipality's redevelopment activities.

It should also be noted that TIF does not reduce the tax revenues received by any individual taxing district. Under TIF, all taxing districts continue to receive property taxes levied on the initial valuation of properties within the project area. At the conclusion of a TIF, the revenues accruing to the individual districts are most often significantly greater than those initially received.

TIF funds can be used for:

- Acquisition, clearance and other land assembly and site preparation activities.
- Rehabilitation of older, deteriorating or obsolescent buildings.
- Incentives to attract or retain private development.
- Marketing of development sites.
- Other redevelopment activities are also possible under TIF, including:
 - Area-wide infrastructure improvements such as road repairs and utility upgrades.
 - Correction or mitigation of environmental problems.
 - Job training, workforce readiness and other related educational programs.
 - Professional fees related to the project, such as legal, planning, and architectural services.

Necessary site or building improvements, such as streets, landscaping, property assembly and resale are typically accomplished using existing municipal revenues or revenues generated from the sale of municipal bonds. As a result of the public investment, private developers are encouraged to build or lease facilities in the area and generate new tax revenues from their business operations. The increased tax revenues generated by higher property values are used to pay for the initial public improvements.

TIF has proven to be an exceptional economic development tool. Many communities have successfully used TIF funds to finance public improvements and other economic development incentives through the increased property tax revenue the improvements help generate.

It should be emphasized that TIF will only be viable if significant new building development or redevelopment is expected to occur. In most cases, advance private investor commitment to a development project is an important prerequisite to establishing a TIF district.

Special Services Areas

The Special Service Area Program (SSA) is an economic development tool that utilizes a real estate property tax levy to fund "special services" in a targeted area where property owners elect to tax themselves for these services. SSA services and programs are in addition to and go beyond the normal programs and services provided by the City. Geneva's experience with SSAs includes efforts to improve parking, drainage, landscaping, and other area improvements.

SSA districts most typically encompass commercial or business districts, but can include residential areas as well. SSAs have been used by communities throughout Illinois to accomplish a range of improvement activities, including: parking structures and parking lots, streetscape improvements, such as lighting, side-

walks, landscaping, etc., seasonal decorations, litter control, security services, snow removal, storm sewers, and area-wide marketing, promotion, tenant search and commercial attraction.

SSA services and improvements are funded entirely through the tax revenues generated by the special service tax. The revenue is derived from a computation using the Equalized Assessed Valuation (EAV) of the taxable parcels within the special service area boundaries.

When introducing a SSA, supporters must convince the SSA taxpayers of the merits of the proposed services and the additional taxes. Illinois Law requires that a public hearing be convened before a SSA can be approved by a community. A SSA proposal can be formally defeated with the signature of 51% of property owners and residents on a petition opposing the creation of the SSA.

SSAs could also be used to fund a wide variety of commercial area enhancement projects within each of Geneva's three designated Target Areas, as well as infrastructure improvements elsewhere in the community.

Business Improvement Districts

Business district development and redevelopment is authorized by Division 74.3 of the Municipal Code of the State of Illinois. A municipality may designate, after public hearings, an area of the municipality as a Business District. In carrying out a business district development or redevelopment plan, the municipality may:

- Approve all development and redevelopment proposals.
- Exercise the use of eminent domain for the acquisition of real and personal property for the purpose of a development or redevelopment project.
- Acquire, manage, convey or otherwise dispose of real and personal property acquired pursuant to the provisions of a development or redevelopment plan.
- Apply for and accept capital grants and loans from the United States and the State of Illinois, or any instrumentality of the United States or the State, for business district development and redevelopment.
- Borrow funds as it may be deemed necessary for the purpose of business district development and redevelopment, and in this connection issue such obligation or revenue bonds as it shall be deemed necessary, subject to applicable statutory limitations.
- Enter into contracts with any public or private agency or person.
- Sell, lease, trade or improve such real property as may be acquired in connection with business district development and redevelopment plans.
- Expend such public funds as may be necessary for the planning, execution and implementation of the business district plans.

- Establish by ordinance or resolution procedures for the planning, execution and implementation of business district plans.
- Create a Business District Development and Redevelopment Commission to act as agent for the municipality for the purposes of business district development and redevelopment.

Business District legislation could conceivably be applicable to the City's primary commercial areas.

Illinois Main Street Program

The Illinois Main Street Program is a downtown commercial district revitalization program developed by the Lieutenant Governor's office in 1993, modeled after the National Trust's National Main Street Program.

The program outlines a four point approach for revitalizing downtowns and similar commercial areas. They are as follows:

1. Build an effective volunteer-driven downtown management organization, guided by professional staff, with broad-based public and private sector support;
2. Enhance the design and appearance of downtown through historic preservation;
3. Create a unified, quality image and develop promotion strategies that bring people downtown; and
4. Retain and strengthen existing downtown businesses, recruit appropriate new businesses, and develop appropriate economic restructuring strategies to sustain the economic vitality of the downtown.

While Illinois Main Street does not provide funding sources, it does provide training and technical assistance to participating communities through on-site

consulting visits and regional and statewide workshops. Design services are in cooperation with the Illinois Historic Preservation Agency. Assistance is offered to Main Street Businesses in cooperation with the Department of Commerce and Community Affairs, Small Business Development Center Network. Towns pay no participation fee for consulting services but are responsible for the financial support of their local program.

The participation requirements are as follows:

- Broad-based private and public sector support for downtown revitalization;
- Vision and mission statements;
- A comprehensive work plan;
- An historic preservation ethic;
- Active board of directors and committees;
- Adequate operating budget;
- Paid, professional program manager;
- Ongoing training for staff and volunteers;
- Reporting of key statistics to state program; and
- National Main Street Network membership.

The City should explore the possibility of utilizing this program to promote commercial area enhancement and revitalization in select areas of the Downtown.

Transportation and Infrastructure Improvements.

A number of federal and state funding sources are available for transportation and infrastructure improvements in a community such as Geneva.

Based on the types of improvements recommended in the new Comprehensive Plan, the funding sources that will most likely be applicable to Geneva are programs of the Transportation Equity Act for the 21st Century (TEA-21), including ITEP, CMAQ and STP Programs. TEA-21 was appropriated in 1998 as a successor to the Intermodal Surface Transportation Efficiency Act (ISTEA) and is currently funded for five years.

While the details of project eligibility vary from program to program, they all generally require that a project have a local sponsor (the City of Geneva), and some evidence of local support of the project. Brief descriptions of the component programs of TEA-21 are highlighted below.

It should be noted that these transportation and infrastructure programs might be applied in combination with one or more funding sources described under other funding categories.

Illinois Transportation Enhancement Program (ITEP)

This funding source is administered by the Illinois Department of Transportation and is a set-aside fund from the Transportation Equity Act for the 21st Century (TEA-21). Among the projects that are eligible for this funding include bicycle/pedestrian facilities, streetscaping, landscaping, historic preservation and projects that control or remove outdoor advertising. Federal reimbursement is available for up to 50 percent of the cost of right-of-way and easement acquisition and 80 percent of the cost for preliminary engineering, utility relocations, construction engineering and construction costs.

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

The CMAQ program is also part of TEA-21 and it focuses on projects that provide solutions to regional congestion and air quality problems. Eligible project types include transit improvements, commuter parking lots, traffic flow improvements, bicycle/pedestrian projects and projects that result in emissions reductions. These projects are also federally funded at 80 percent of project costs.

Surface Transportation Program (STP)

These funds are allocated to coordinating regional councils to be used for all roadway and roadway related items. Projects in this funding category must have a local sponsor and are selected based, among other factors, on a ranking scale that takes into account the regional benefits provided by the project. STP funds are allocated among the following programs: demonstration projects; enhancement; hazard elimination; and urban funds.

State Only Funding

These funds are distributed to municipalities for roadway related projects. The recently initiated Illinois FIRST legislation increases funds available in this category. Elements of the Illinois FIRST program include a fund for locally sponsored projects that improve the quality of life. Other recommended projects such as utility and lighting improvements might be eligible for funds from this facet of the program. While many projects and allocations to legislative districts have already been approved, Illinois FIRST is still accepting proposals for additional projects.

Other Programs and Resources

Other TEA-21 programs that may have potential for Geneva include:

- a) Section 1112: Recreational Trail Programs, which provides funding for both recreational and non-motorized trail facilities (80% Federal, 20% local);
- b) Section 1401: Hazard Elimination

Program, that provides funding for the elimination of bicycle and pedestrian hazards, roadway projects, and some traffic calming measures (80% Federal, 20% local); and c) Transit Enhancement Activity, which is focused on improving access to mass transit, including bicycle parking and storage facilities (95% Federal, 5% local).

In addition, RTA and METRA also provide funding programs for commuter station renovation and/or reconstruction, as well as for commuter parking.

Open Space and Natural Resources

Parks and open spaces are and should continue to be hallmarks of the Geneva community. There are a number of opportunities for open space and natural resource funding available through the Illinois Department of Natural Resources (IDNR). The City should monitor this agency's programming and funding as a part of implementing the new Comprehensive Plan. Brief descriptions of several IDNR programs are presented below.

Illinois Department of Natural Resources

The Illinois Department of Natural Resources (IDNR) administers seven grants-in-aid programs to help municipalities and other local agencies provide a number of public outdoor recreation areas and facilities. The programs operate on a cost reimbursement basis to local agencies (government or not-for-profit organization) and are awarded on an annual basis. Local governments can receive one grant per program per year, with no restrictions on the number of local governments that can be funded for a given location.

IDNR grants are organized into three major categories: Open Space Lands Acquisition and Development (OSLAD); Boat Access Area Development (BAAD); and Illinois Trails Grant Programs.

The OSLAD program awards up to fifty percent of project costs up to a maximum of \$400,000 for acquisition and \$200,000 for development/renovation of such recreation facilities as playgrounds, outdoor nature interpretive areas, campgrounds and fishing piers, park roads and paths, and beaches.

The BAAD program provides financial assistance for acquisition, construction, expansion and rehabilitation of public boat and canoe access areas. The program provides up to 100 percent of funds for project construction and 90 percent of

funds for land acquisition (\$200,000 annual maximum per project).

IDNR administers five grant programs to provide financial assistance for the acquisition, development, and maintenance of trails that are used for public recreation uses (bike paths, snowmobile, off-highway vehicles, motorized and non-motorized recreational trails, etc.).

The Illinois Bicycle Path Program is one program under this category and provides up to fifty percent of costs for approved projects (maximum of \$200,000 for development, no limit for acquisition).

Another program is the Recreational Trails Program that provides an eighty percent match to a local twenty percent investment in projects for acquisition, development rehabilitation and maintenance of both motorized and non-motorized recreational trails (this is part of the TEA-21 umbrella program as described in the Transportation and Infrastructure section above).

ACTION AGENDA

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
ADMINISTRATIVE ACTIONS:			
Use the Comprehensive Plan as a policy guide and framework for land-use and development decision making.	Priority 1: Adopt the <u>Comprehensive Plan</u> ; review all public and private improvement and development proposals for conformance to the Plan; undertake the other projects listed below. Priority 1: Use the Plan to guide the location, intensity, character, and quality of new development.	Support for the Plan from other organizations, institutions, businesses and residents.	Administrative actions and policy decisions.
Ensure that all local codes and ordinances conform to and support the Comprehensive Plan. <i>(a key zoning map amendment includes: multi-family north of Downtown rezoned from 2 & 3-family to single-family)</i>	Priority 1: Update Zoning Map to reflect Plan land-use designations. Priority 1: Update Zoning Ordinance residential “bulk” regulations including, height, setbacks, building coverage, open space. Priority 1: Continue to use a development plan review process for all non-single family residential properties in the Downtown and East State Street Corridor. Priority 2: Conduct a general review of existing regulatory documents and guidelines such as subdivision regulations, building codes, and Historic Preservation Ordinance. Priority 2: Develop Historic Preservation Design Guidelines to guide improvement, rehabilitation and redevelopment efforts. Priority 3: Continue to actively enforce codes and ordinances in all areas of the City.	City responsibility with input and participation from local residents, businesses, and civic organizations.	Administrative actions and policy decisions; Zoning and Development Code amendments; no new funding required.
Support Historic Preservation as a tool to preserve and protect key historic areas and “landmark” buildings.	Priority 1: Support the existing Historic District and establish additional districts where appropriate. Priority 1: Inventory, assess, and designate individual buildings and properties of architectural or historic significance for preservation, in areas not within designated historic districts.	City responsibility with support and involvement from Historic Preservation Commission, property owners, and state and/or national historic preservation agencies.	Administrative actions and policy decisions; Illinois Transportation Enhancement Program (ITEP); Illinois Main Street Program.
Review and update the Comprehensive Plan on a regular basis.	Priority 1: Establish a process for staff review of the Comprehensive Plan on an annual basis and a more comprehensive review of the Plan by the Plan Commission and Council at least every 5 years.	City responsibility with input and participation from local residents, businesses, and civic organizations.	Administrative actions and policy decisions; no major new funding required.

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
LAND USE and DEVELOPMENT:			
Support open space as the primary use for any future redevelopment of the Good Templar property.	Priority 1: Inventory site conditions to assess and designate the most valuable open space and “environmental” portions of the property. Priority 2: Working with the property owners, actively seek development proposals from qualified developers which meet the City’s objectives for open space preservation and possible appropriate residential development on select portions of the site.	Participation and support from the property owner and potential developers; possible role for Geneva Park District and CorLands for open space assessment and designation.	Development plan review and City policy regarding open space; IDNR funding and CorLands assistance.
Protect the single-family residential character of the neighborhood north of Downtown.	Priority 1: Amend the Official Zoning Map to rezone properties from R6 (Medium Density Two and Three Family) to R3 (Medium to High Density Single-Family).	City responsibility with input and participation from property owners and residents.	Administrative actions and policy decisions; Zoning Map amendments; no new funding required.
Support Historic Preservation as a tool to preserve and protect key historic residential areas and “landmark” buildings.	Priority 1: Support the existing Historic District and establish additional districts where appropriate. Priority 1: Inventory, assess, and designate individual buildings and properties of architectural or historic significance for preservation, in areas not within designated historic districts.	City responsibility with support and involvement from Historic Preservation Commission, property owners, and state and/or national historic preservation agencies.	Administrative actions and policy decisions; Illinois Transportation Enhancement Program (ITEP); Illinois Main Street Program
Establish a diverse and affordable range of senior housing at select locations throughout the planning area.	Priority 2: Working with property owners, actively seek development proposals from qualified developers which meet the City’s objectives for redevelopment of appropriate sites. Priority 2: Inventory existing senior housing developments (size, type, price) and seek to attract new development that compliments the needs and desires of the City.	Cooperation and participation with property owners, developers and City residents; coordinate with Kane County efforts for establishing senior housing.	Consider RFP process for select properties, administrative actions and policy decisions, development plan review process; TIF.
Accommodate infill residential development while protecting the scale and overall character of established neighborhoods.	Priority 1: Update Zoning Ordinance residential “bulk” regulations including, height, setbacks, building coverage, open space. Priority 2: Conduct a general review of existing regulatory documents and guidelines such as subdivision regulations, building codes, and Historic Preservation Ordinance.	City responsibility with participation and support from property owners, developers, real estate brokers and residents.	Administrative actions and policy decisions.

ACTION AGENDA continued

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
Establish new multi-family residential developments in and near the Downtown area.	<p>Priority 1: Utilize the <u>Comprehensive Plan</u> to guide the type, quality, and intensity of future development.</p> <p>Priority 2: Working with property owners, actively seek development proposals from qualified developers which meet the City's objectives for redevelopment of appropriate sites.</p>	Cooperation and participation with property owners, developers and City residents.	Consider RFP process, administrative actions and policy decisions, development plan review process; TIF.
Support appropriate densities, open space preservation, and residential development west of Peck Road.	<p>Priority 1: Utilize the <u>Comprehensive Plan</u> to guide and influence County decision-making, regarding the type, quality, and intensity of future residential development in the unincorporated.</p> <p>Priority 1: Support the density, open space, and traffic objectives of the Kane County 2020 Plan.</p> <p>Priority 2: Consider annexation of areas between Peck Road and LaFox Road to gain better control over future land-use and transportation decision making.</p>	Cooperation and participation with property owners, developers and Kane County.	Administrative actions and policy decisions, development plan review process; open space exaction/ dedication requirements; annexation agreements; development agreements.
Support the unique role, function, and character of the primary commercial areas – Downtown, Randall Road, East State Street, and Kirk Road.	<p>Priority 1: Utilize the <u>Comprehensive Plan</u> to guide the type, quality, and intensity of future development.</p> <p>Priority 2: Working with property owners, actively seek development proposals from qualified developers which meet the City's different functional objectives for each commercial area.</p>	Cooperation and participation with property owners, developers and City residents; support from Chamber of Commerce.	Administrative actions and policy decisions.
Develop new commercial uses at the intersection of Kirk Road and East State Street.	<p>Priority 1: Utilize the <u>Comprehensive Plan</u> to guide the type, quality and intensity of future development.</p> <p>Priority 2: Working with property owners, actively seek development proposals from qualified developers which meet the City's objectives for redevelopment of the area.</p> <p>Priority 2: Incorporate appropriate design and development details to establish the intersection as a City "gateway".</p>	Cooperation and participation with property owners, developers and City residents.	Consider RFP process, administrative actions and policy decisions, development plan review process; TIF.

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
Develop appropriate commercial service uses in select areas east of Kirk Road.	<p>Priority 2: Working with property owners, actively seek development proposals from qualified developers which meet the City's objectives for redevelopment.</p> <p>Priority 2: Consider annexation of areas east of Kirk Road to better control future land-use and transportation decision making.</p>	Cooperation and participation with property owners, developers and City residents.	Consider RFP process, administrative actions and policy decisions, development plan review process; TIF.
Develop light industrial/office research uses east of Kirk Road.	<p>Priority 2: Working with property owners, actively seek development proposals from qualified developers which meet the City's objectives for redevelopment of the area.</p> <p>Priority 2: Coordinate with and capitalize on the possible development of the DuPage County Research and Technology Park.</p> <p>Priority 2: Consider annexation of areas east of Kirk Road to better control future land-use and transportation decision making.</p>	Cooperation and participation with property owners, developers and City residents.	Consider RFP process, administrative actions and policy decisions, development plan review process; TIF.
Support redevelopment of the landfill for primarily open space and recreation.	<p>Priority 1: Support the County's redevelopment and reuse plan for the landfill that designate the site for primarily open space and recreation uses.</p> <p>Priority 2: Coordinate with the County to guide redevelopment and reuse efforts to minimize potential adverse impacts on Geneva Residents while maximizing open space and recreation benefits to the community.</p>	Kane County, adjacent property owners, developers and City residents.	Administrative actions and policy decisions.
Encourage relocation of centrally located industrial uses to areas east of Kirk Road.	<p>Priority 2: Assess the adequacy of existing industrial facilities and properties and determine the willingness of possible relocation with business owners, given the right logistic and economic conditions.</p> <p>Priority 3: Assist interested parties in identifying possible new locations for enhanced/expanded facilities.</p> <p>Priority 3: Working with property owners, actively seek redevelopment proposals from qualified developers for the vacated industrial properties.</p>	Cooperation and participation with property owners, developers and City residents.	Policy decisions and administrative actions; general revenue fund.

ACTION AGENDA continued

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
Encourage relocation of centrally located industrial uses to areas east of Kirk Road.	<p>Priority 2: Assess the adequacy of existing industrial facilities and properties and determine the willingness of possible relocation with business owners, given the right logistic and economic conditions.</p> <p>Priority 3: Assist interested parties in identifying possible new locations for enhanced/expanded facilities.</p> <p>Priority 3: Working with property owners, actively seek redevelopment proposals from qualified developers for the vacated industrial properties.</p>	Cooperation and participation with property owners, developers and City residents.	Policy decisions and administrative actions; general revenue fund.
DOWNTOWN			
Use the Downtown Plan to encourage functional “subareas” within the Downtown.	<p>Priority 1: Adopt the <u>Comprehensive Plan</u>; review all public and private improvement and development proposals for conformance to the Plan; undertake the other projects listed below.</p> <p>Priority 1: Use the Plan to guide the location, intensity, character, and quality of new development.</p>	Support for the Plan from the Chamber of Commerce, property and business owners and residents.	Administrative actions and policy decisions.
Encourage and guide redevelopment of the “Redevelopment/Opportunity Sites” as designated in the Downtown Plan.	<p>Priority 1: Utilize the <u>Comprehensive Plan</u> to guide the type, quality and intensity of future development.</p> <p>Priority 2: Working with the property owners, actively seek development proposals from qualified developers which meet the City’s objectives for redevelopment of the sites.</p>	Participation and support from property owners, developers, real estate brokers, business and residents.	Administrative actions and policy decisions; Developer RPQ/RFP; TIF.
Encourage, guide, and support appearance improvements to sites designated as “Improve Existing Commercial”.	<p>Priority 2: Beautify parking lots through improved internal landscaping and perimeter screening, lighting and design treatment.</p> <p>Priority 2: Improve the appearance of parkways in these areas through the installation of street trees, ground cover, and other landscaping treatments.</p>	City responsibility for parkway improvements, requiring cooperation and participation from property and business owners for on-site improvements.	Special Service Area (SSA); and general revenue funds; Illinois Main Street Program; façade improvement program.

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
Encourage use and promotion of the Riverfront through the development of additional public open space, bikeways and trails, and views and vistas.	<p>Priority 2: Identify additional potential sites for future park and open space development along both sides of the Fox River.</p> <p>Priority 2: Assist and cooperate with riverfront business and property owners to improve the appearance of properties and facades facing the river.</p> <p>Priority 2: Assist with and coordinate land assemblage activities required to accommodate desired development activity.</p> <p>Priority 2: Develop additional bicycle trails, trailheads, bicycle facilities, and pedestrian environments/gathering places along or near the Fox River.</p>	Business and property owners, residents.	IDNR; Special Service Area (SSA).
Develop trailheads at key locations as designated in the Downtown Plan.	<p>Priority 2: Prioritize potential trailhead locations based on vehicular access, parking availability or potential, proximity to established bicycle trails, proximity to other areas of interest, and availability of water and restroom facilities.</p> <p>Priority 2: Develop directional and informational signage systems to direct cyclists to shopping, dining, and recreation areas.</p>	Property and business owners, residents, design/planning professionals.	Illinois Transportation Enhancement Program (ITEP); Illinois First.
Develop a wayfinding system to improve vehicular, bicycle, and pedestrian circulation within Downtown.	<p>Priority 2: Identify key areas where signage is needed and identify Downtown locations that people should be directed to, including: the Fox River, shopping, bike trails, parking, public facilities, parks, and the Metra station.</p> <p>Priority 2: Design and install signage targeted for vehicular, bicycle and pedestrian traffic.</p>	Illinois Department of Transportation, Kane County, residents and businesses, civic organizations, planning/signage professionals.	Illinois Transportation Enhancement Program (ITEP); Congestion Mitigation and Air Quality Program (CMAQ).

ACTION AGENDA continued

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
<p>Develop a parking deck near the Metra Station and explore opportunities and the need for a more centrally located parking deck near the Downtown Core.</p>	<p>Priority 2: Develop RFQs and RFPs to solicit design and construction assistance for the commuter parking deck.</p>		
	<p>Priority 3: Initiate dialogue with the County regarding the possibility of a shared parking deck located at their Downtown Geneva facility.</p>		
	<p>Priority 3: Retain a parking consultant to conduct a feasibility study to assess the potential of a deck at the Plan's designated location</p>		

ACTION AGENDA continued

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
Utilize the East State Street Corridor Design & Development Guidelines.	Priority 1: Continue to utilize the East State Street Corridor Design and Development Guidelines to guide private and public development and improvement along the entire length of the Corridor.	City responsibility; co-operation and support from property and business owners, developers and residents.	Policy decisions and administrative actions.
RANDALL ROAD			
Provide safe and convenient pedestrian and bicycle crossings, including an underpass at South Street.	Priority 1: Coordinate with Kane County Highway Department to develop and install improved pedestrian crossing at key locations along the Corridor, possibly uses medians, that also serve as unique features identifying and characterizing Geneva. Priority 1: Coordinate with Kane County Highway Department to finalize engineering and to construct a pedestrian underpass at South Street.	Cooperation and coordinated planning with Kane County; Participation and support from developers, property owners, lenders, real estate brokers, and residents and businesses.	Congestion Mitigation and Air Quality (CMAQ) – possible use of enhancement funds; SSA; General revenue funds.
Develop a pedestrian and bicycle circulation plan for the corridor.	Priority 1: Design and install continuous sidewalks along both sides of Randall Road that are of a width to accommodate both pedestrian and bicycle traffic. Priority 1: Design and install connecting east-west to the primary north-south sidewalks, thus providing a continuous circulation network linking, residential, shopping, and recreation areas along the Corridor.	Participation and support from developers, property owners, lenders, residents and businesses.	Special Service Area (SSA); Illinois Transportation Enhancement Program (ITEP); and general revenue funds.
Improve the appearance and overall character of the rights-of-way and other public areas along the Randall Road Corridor.	Priority 2: Utilize the <u>Comprehensive Plan</u> to guide the development of more detailed planning and design of public improvements along the Corridor including streetscape, sidewalk design, entry features and gateway signage, key features, pedestrian amenities, medians, lighting and other public area improvements.	City responsibility, with input and participation from Kane County Highway Department; coordination and support from local businesses, property owners, and residents.	Special Service Area (SSA); Illinois Transportation Enhancement Program (ITEP); and general revenue funds.

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
COMMUNITY FACILITIES			
Identify opportunities for and develop new open space throughout the community.	Priority 1: Inventory and analyze underutilized and “remnant” properties for potential development of infill open space. Priority 2: Identify “environmentally valuable” areas within the City, that may be only portions of larger sites, and evaluate the importance of preserving and protecting these areas during future development efforts.	City responsibility with assistance from consultant; cooperation and support from residents and property owners.	Administrative actions and policy; IDNR; CorLands.
Develop the new Fire Station facility on East Side Drive.	Priority 1: Develop and issue an RFP for construction of the new Fire Station.	City responsibility with community support.	General revenue fund; bonds.
Develop and Adopt a Tree Preservation Ordinance.	Priority 1: Work with the community to develop a tree preservation ordinance; adopt and enforce new ordinance consistently throughout the community.	Support and participation from residents.	Administrative actions and policy decisions.
Establish a site for the new Geneva Regional Water Treatment Plant.	Priority 1: Identify potential sites for the new facility and select the preferred site through an established evaluation criteria. Priority 2: Purchase or otherwise secure control of the property for future development of the water treatment plant facility.	Community support.	Administrative actions and policy decisions; general revenue fund; bonds.
Support development of the landfill as a new open space/recreation amenity for the community.	Priority 1: Support the County’s redevelopment and reuse plan for the landfill that designate the site for primarily open space and recreation uses. Priority 2: Coordinate with the County to guide redevelopment and reuse efforts to minimize potential adverse impacts on Geneva Residents while maximizing open space and recreation benefits to the community.	Cooperation and participation with Kane County; community support.	Administrative actions and policy decisions; IDNR; CorLands.

ACTION AGENDA continued

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
TRANSPORTATION			
Reduce east-west traffic traveling through Geneva on State Street.	<p>Priority 1: Continue to work with Kane County Highway Department to establish other primary east-west arterials in the area to reduce the volume of traffic traveling on State Street.</p> <p>Priority 1: Identify and correct problematic intersections and other congestion causing system problems to improve the flow of traffic on established arterials.</p>	Cooperation and coordinated planning with Kane County Highway Department and IDOT; participation and support from developers, property owners and residents.	CMAQ; Surface Transportation Program (STP); Illinois First.
Improve the intersection of State Street and Kaneville Road.	<p>Priority 1: Develop alternative design solutions for improving the flow of traffic on State Street.</p> <p>Priority 1: Analyze design alternatives for operational efficiency, impact on property owners, and overall cost, and make changes to the intersection as appropriate.</p>	City responsibility with assistance from Kane County Highway Department and involvement with adjacent property owners.	Administrative actions and policy; CMAQ; Surface Transportation Program (STP); Illinois First.
Improve the Intersection of State Street and Crissey Avenue.	<p>Priority 1: Develop alternative design solutions for improving the flow of traffic on State Street by installing a designated left turn lane for west bound traffic.</p> <p>Priority 1: Analyze design alternatives for operational efficiency, impact on property owners, and overall cost, and make changes to the intersection as appropriate.</p>	City responsibility with assistance from Kane County Highway Department and involvement with adjacent property owners.	Administrative actions and policy; CMAQ; Surface Transportation Program (STP); Illinois First.
Develop the bicycle underpass for Randall Road at South Street.	<p>Priority 1: Coordinate with Kane County Highway Department to finalize engineering and to construct a pedestrian underpass at South Boulevard.</p>	Kane County Highway Department and adjacent/near by property owners.	CMAQ; ITEP.
Encourage Kane County Highway Department to develop LaFox Road as a major north-south arterial, rather than Peck Road.	<p>Priority 1: Encourage Kane County to develop La Fox Road as a major north south arterial west of Kirk Road to accommodate existing and increasing regional traffic.</p> <p>Priority 1: Actively encourage Kane County to <u>not</u> increase the intensity of traffic on Peck Road and not to develop Peck Road as a major north south arterial.</p>	Cooperation with Kane County Highway Department and IDOT; support from other municipalities, developers, residents, and property owners.	Administrative actions and policy; CMAQ; Surface Transportation Program (STP); Illinois First.

PROJECT or ACTION	Role of the City of Geneva	Other Possible Participants	Tools, Techniques and Resources
Extend Kautz Road south to Fabyan Parkway.	<p>Priority 2: Work with DuPage County and the Union Pacific railroad to design an alignment and development strategy for the extension of Kautz Road to Fabyan Parkway.</p> <p>Priority 2: Encourage DuPage County to increase the capacity of Kautz Road as a major north-south arterial serving the industrial areas of both DuPage and Kane Counties.</p>	Cooperation and coordinated planning with Kane County, DuPage County, developers and property owners.	Administrative actions and policy; CMAQ; Surface Transportation Program (STP); Illinois First.
Develop a bicycle/pedestrian overpass connecting the “east side neighborhood” to the County recreation facilities, thereby removing bicycle and pedestrian traffic from Kirk Road.	<p>Priority 3: Explore with Kane County the possibility of constructing a bicycle overpass</p>	Cooperation and support from Kane County, Union Pacific Railroad, and local residents and property owners.	ITEP; Administrative actions and policy; CMAQ; Surface Transportation Program (STP); Illinois First.
Develop trailheads at key locations.	<p>Priority 2: Prioritize potential trailhead locations based on vehicular access, parking availability or potential, proximity to established bicycle trails, proximity to other areas of interest, and availability of water and restroom facilities.</p> <p>Priority 2: Develop directional and informational signage systems to direct cyclists to shopping, dining, and recreation areas.</p>	Property and business owners, residents, design/planning professionals.	ITEP; Illinois First.
Develop and implement a Bikeway Plan to connect existing bike trails and routes, shopping and service areas, residential neighborhoods, parks and recreation sites, and public facilities.	<p>Priority 2: Inventory existing routes and trails to identify system gaps.</p> <p>Priority 2: Develop new trails and routes to provide a continuous network.</p> <p>Priority 2: Develop a signage system to inform, direct and protect users.</p>	Property and business owners, residents, Kane County Highway Department, IDOT, design/planning/construct on professionals.	Administrative actions and policy decisions; ITEP; CMAQ; General revenue fund.
Develop gateway/entry features at key locations throughout the community.	<p>Priority 1: Establish the preferred location for such features and coordinate with IDOT, Kane County Highway Department, private property owners and appropriate City departments to ensure placement is attractive and safe. Some locations may be in existing rights-of-way or on private property.</p> <p>Priority 2: Analyze design alternatives that appropriately reflect Geneva's character and best represent the image and appearance of the community.</p>	Property and business owners, residents, Kane County Highway Department, IDOT, and design consultants.	Illinois Transportation Enhancement Fund (ITEP); TIF; and general revenue funds.