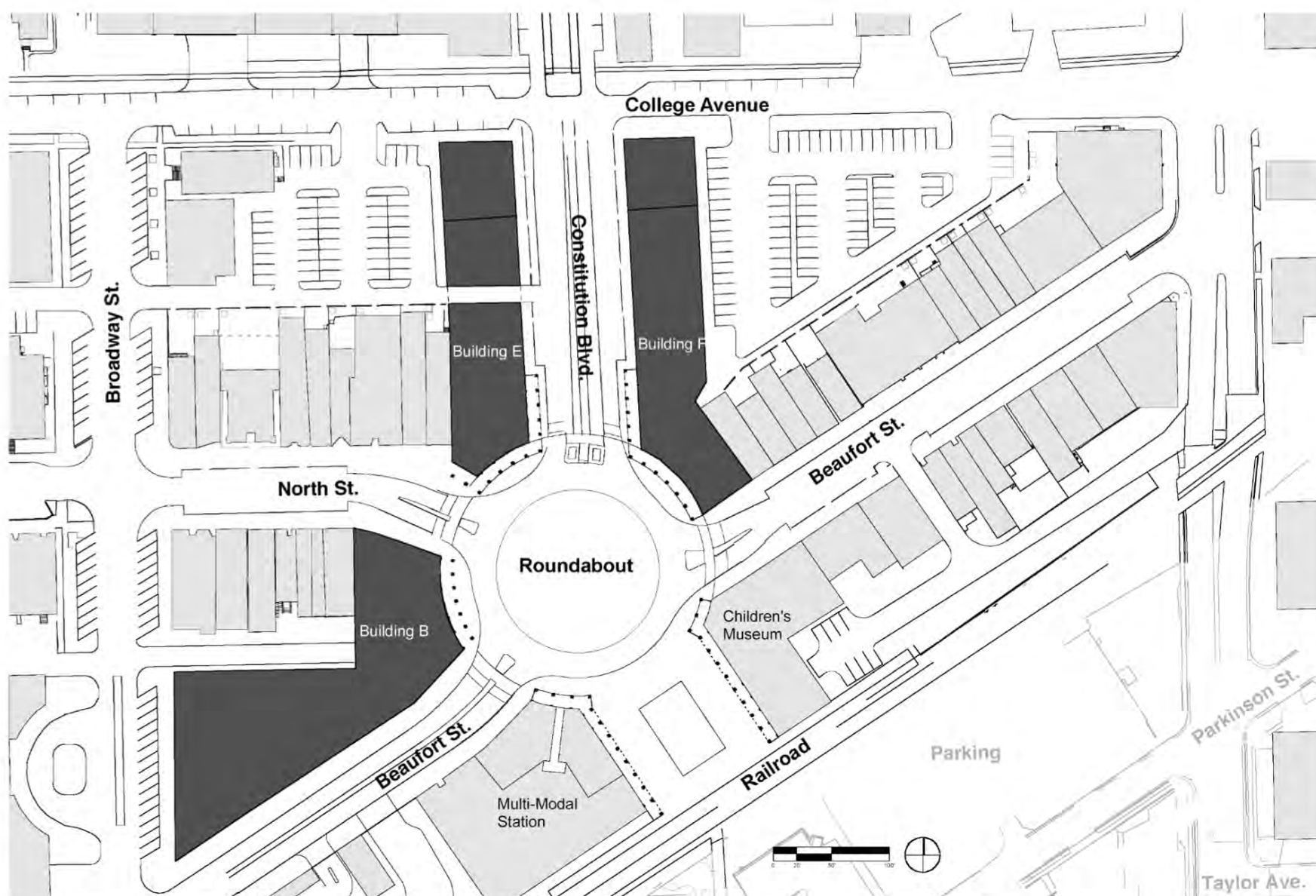


YORKVILLE

Downtown Overlay District



FARR ASSOCIATES



Uptown Circle (Normal, IL)



Tonight's Agenda

❖ Project Introduction

❖ Urban Design 101

❖ Why Do a Form-Based Code?

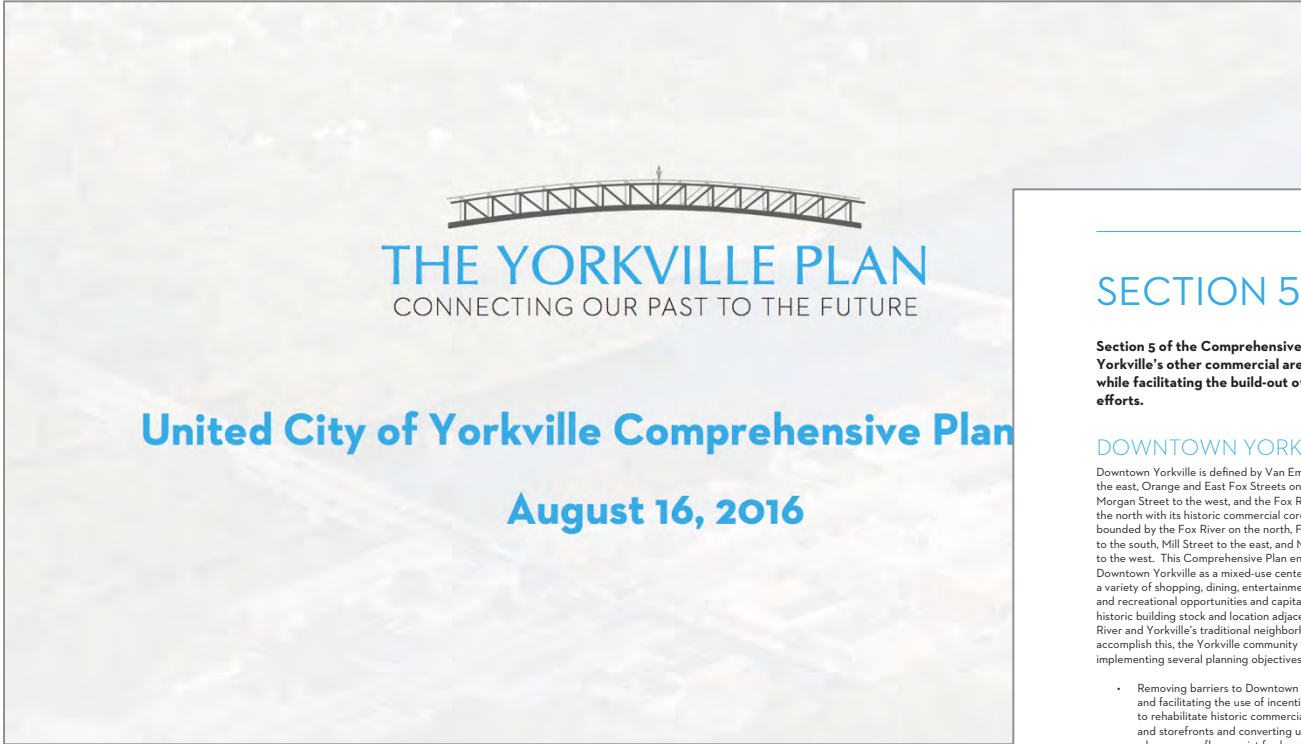
❖ Who is Downtown's Target Market?

❖ Image Preference Survey



PROJECT INTRODUCTION

Downtown as the Center of Yorkville



APA Illinois 2017,
Daniel Burnham Award for Comprehensive Planning

SECTION 5 - VIBRANT CITY

Section 5 of the Comprehensive Plan Update, “Vibrant City”, outlines key planning goals and strategies for the Downtown district and Yorkville’s other commercial areas along Illinois Routes 47 and 34. For Yorkville stakeholders, revitalizing Downtown Yorkville is a high priority while facilitating the build-out of recently developed commercial areas should be a focus of targeted community and economic development efforts.

DOWNTOWN YORKVILLE

Downtown Yorkville is defined by Van Emmon Park on the east, Orange and East Fox Streets on the south, Morgan Street to the west, and the Fox River on the north with its historic commercial core is mostly bounded by the Fox River on the north, Fox Street to the south, Mill Street to the east, and Main Street to the west. This Comprehensive Plan envisions Downtown Yorkville as a mixed-use center offering a variety of shopping, dining, entertainment, living and recreational opportunities and capitalizing on its historic building stock and location adjacent to the Fox River and Yorkville’s traditional neighborhoods. To accomplish this, the Yorkville community will focus on implementing several planning objectives, including

- Removing barriers to Downtown investment and facilitating the use of incentive programs to rehabilitate historic commercial buildings, and storefronts and converting upper floors where upper floors exist for location-neutral businesses, office and residential uses.
- Maintaining on-going business and real estate development efforts that support entrepreneurial endeavors, attract needed retail and commercial services, and facilitate the innovative adaptive use of vacant and under-utilized space.
- Encouraging new construction within the Downtown that shares the same setback, scale and massing characteristics of the existing historic commercial building fabric.
- Facilitating investments in streetscape and pedestrian environments
- Address parking through pro-active efforts in parking management led by the City of Yorkville.

It is recognized that revitalizing and redeveloping Downtown Yorkville will occur over time and in phases as barriers to investment and development are addressed and smaller-scaled revitalization projects are first completed; early projects will build momentum for more substantial reinvestment efforts to place.




GOAL
Enhance the visual appearance, pedestrian environment and functionality of Downtown Yorkville.
POLICIES
<ul style="list-style-type: none">• Support the preservation, rehabilitation, and re-use of Downtown Yorkville’s traditional commercial buildings.• Consider “clean and green” initiatives that improve Downtown blocks and spaces.• Implement placemaking and streetscaping programs that enhance Downtown’s visual qualities and appearance.• Consider design standards and new zoning tools to promote higher quality Downtown building design.• Actively manage Downtown’s parking supply.• Continue enhancements to the Bicentennial Riverfront Park as a destination recreation and tourism attraction.

STRATEGY A: ENHANCE FOX RIVER ACCESS AND CREATE A RIVERFRONT PARK WEST OF BRIDGE STREET (ILLINOIS ROUTE 47).

Along the Fox River, near Hydraulic and Main Streets, an existing City-owned public access area could be enhanced by the installation of new boat launch ramps and the creation of new park space. The new park would bring needed green space west of Bridge Street, which would make both commercial and residential properties more attractive for investments and development. Converting the Parks and Recreation Department building adjacent to the new green space into an active use, such as a boating/kayaking center, could also bring increased activity to the west side of Downtown and facilitate the utilization of an enhanced boat launch (See Figure 5.1: Downtown Revitalization Strategies Map on page 99).

IMPLEMENTATION ACTIONS

Implementation actions may include purchasing properties located west of Bridge Street and north of Hydraulic Street along the Fox River to create the new park; grant funding could be secured and a riverfront master plan developed by the City’s Parks and Recreation Department to guide the new park’s design and construction.



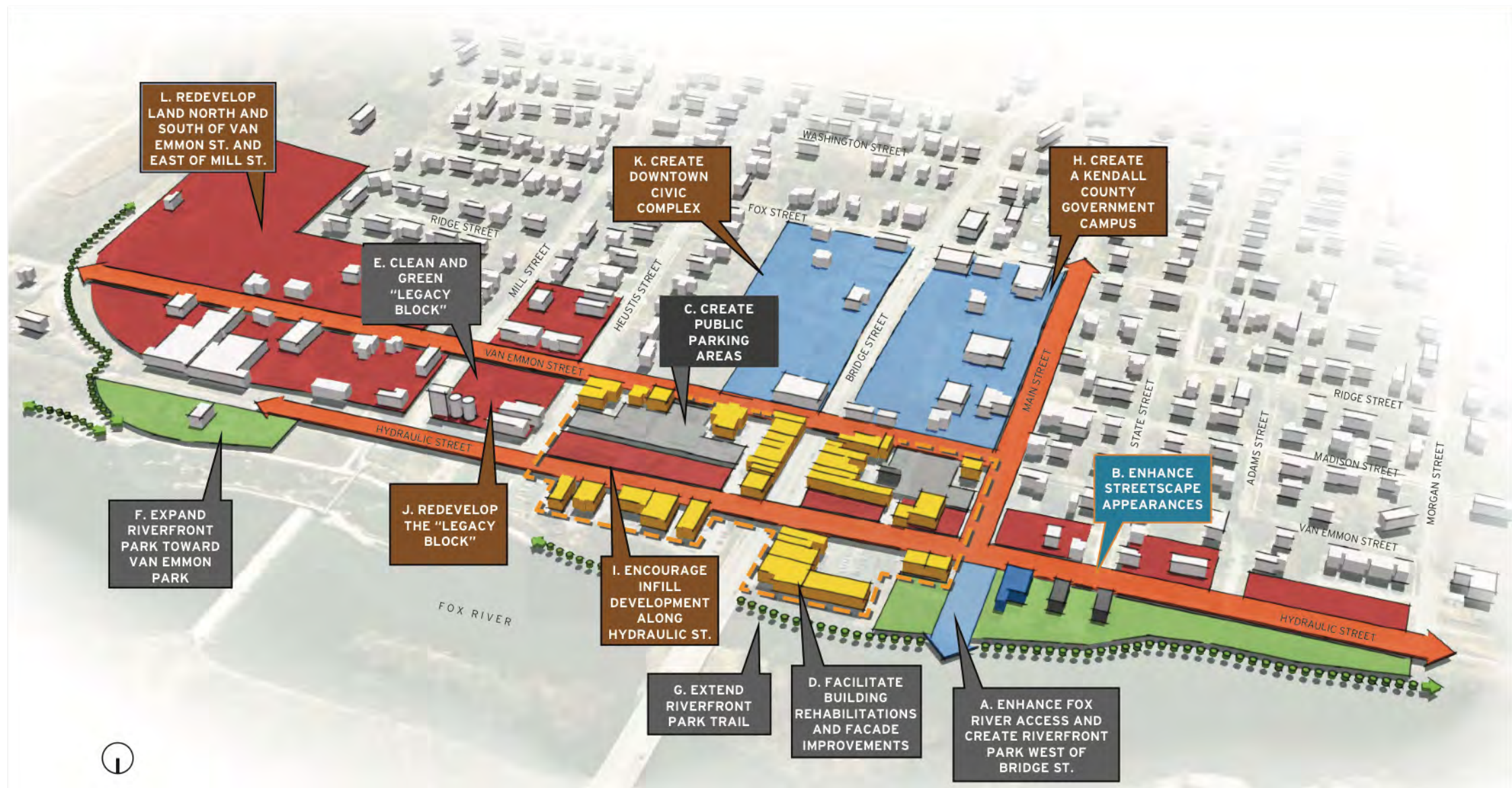
Existing boat ramp access area

THE YORKVILLE PLAN • CONNECTING OUR PAST TO THE FUTURE

91

Downtown as the Center of Yorkville

Figure 5.1: Downtown Revitalization Strategies



Downtown Study Area



Two Deliverables

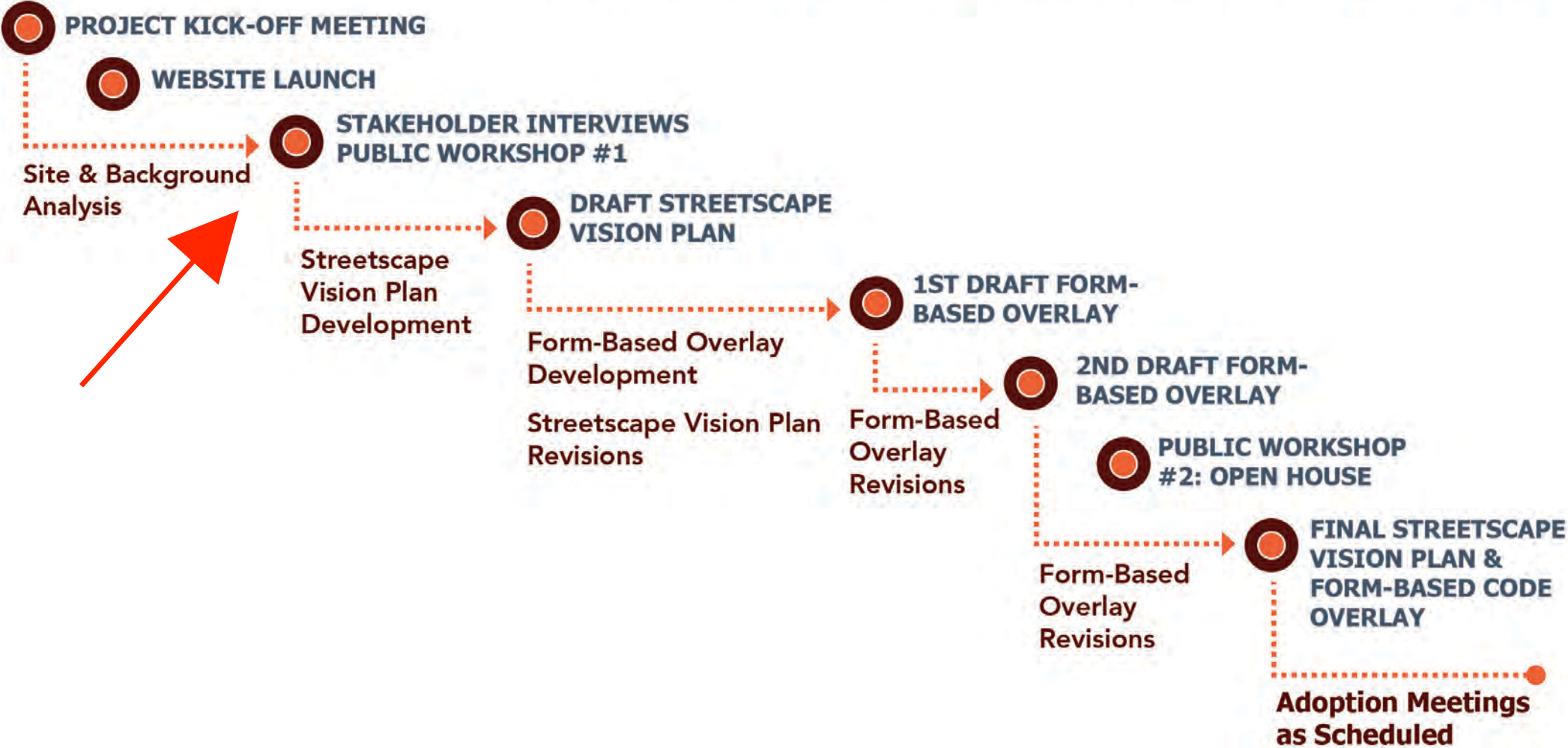
STREETSCAPE VISION PLAN

Physical design vision for Downtown that identifies site-specific opportunities for streetscape design improvements

DOWNTOWN OVERLAY CODE

Form-based code overlay for the Downtown Study Area

Project Timeline

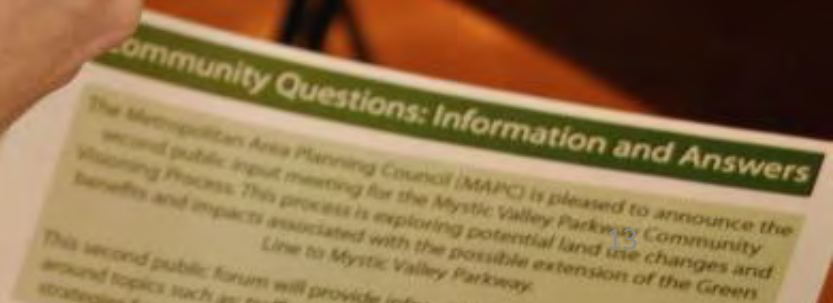




**KEYPADS READY?
...POP QUIZ!**

How to Participate in the Survey

- Press the letter that corresponds to the answer on-screen.
- If you accidentally press an answer, pressing a new one will replace the original.



Which is your **age group**?



a) Under 18



b) 18 - 34



c) 35 - 49



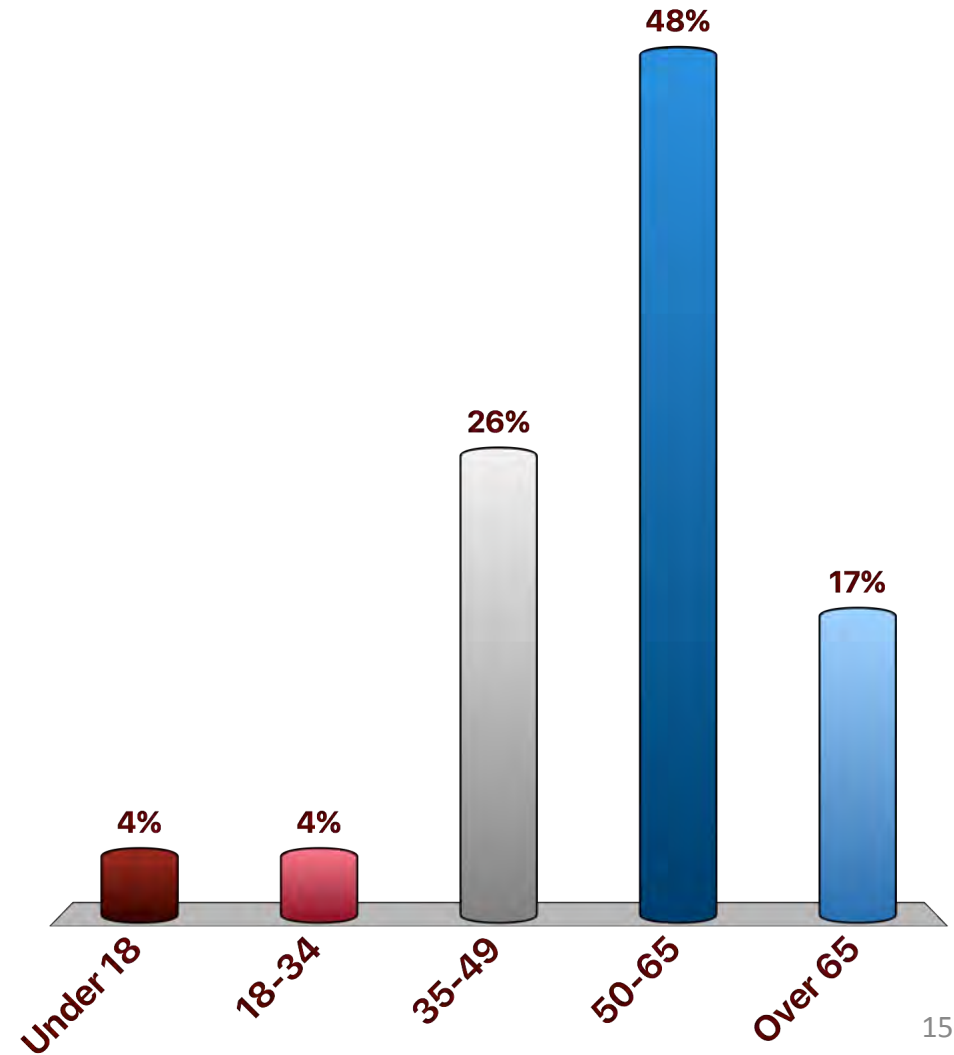
d) 50 - 65



e) Over 65

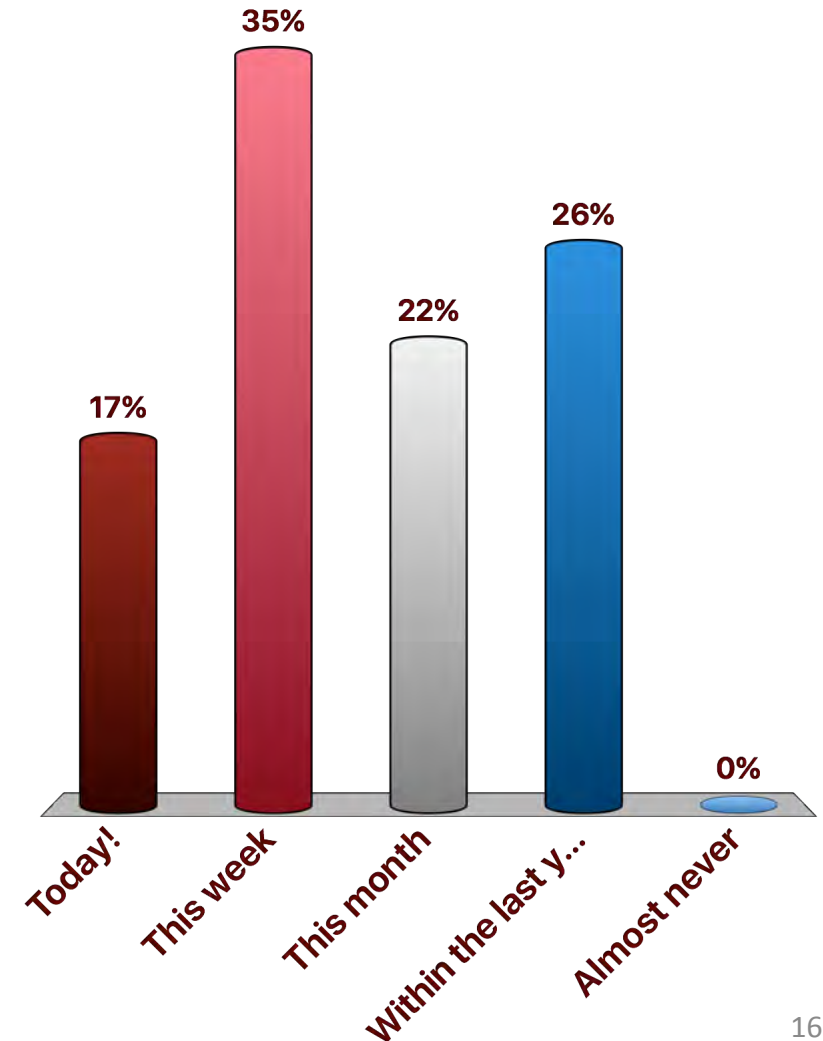
Which is your **age group**?

- a) Under 18
- b) 18-34
- c) 35-49
- d) 50-65
- e) Over 65



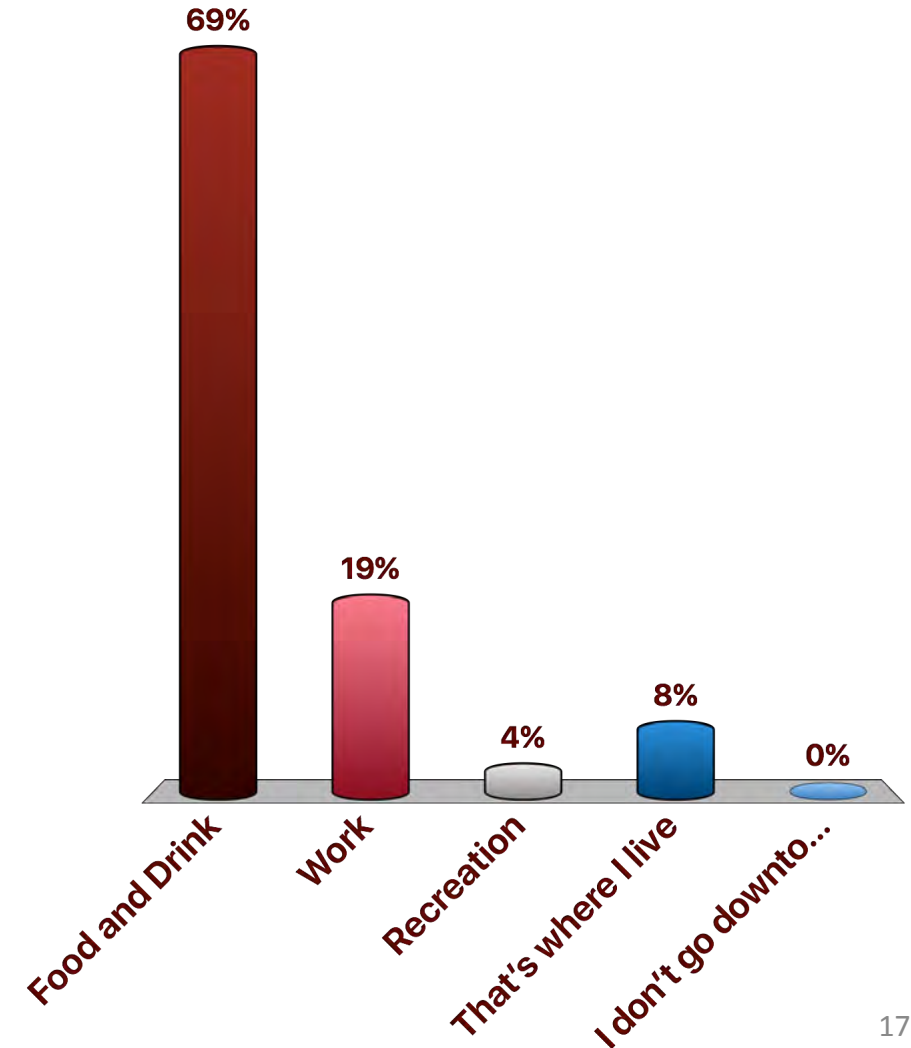
When was the last time you **visited** downtown?

- a) Today!
- b) This week
- c) This month
- d) Within the last year
- e) Almost never



What is the primary **reason** you come to downtown?

- a) Food and Drink
- b) Work
- c) Recreation
- d) That's where I live
- e) I don't go downtown

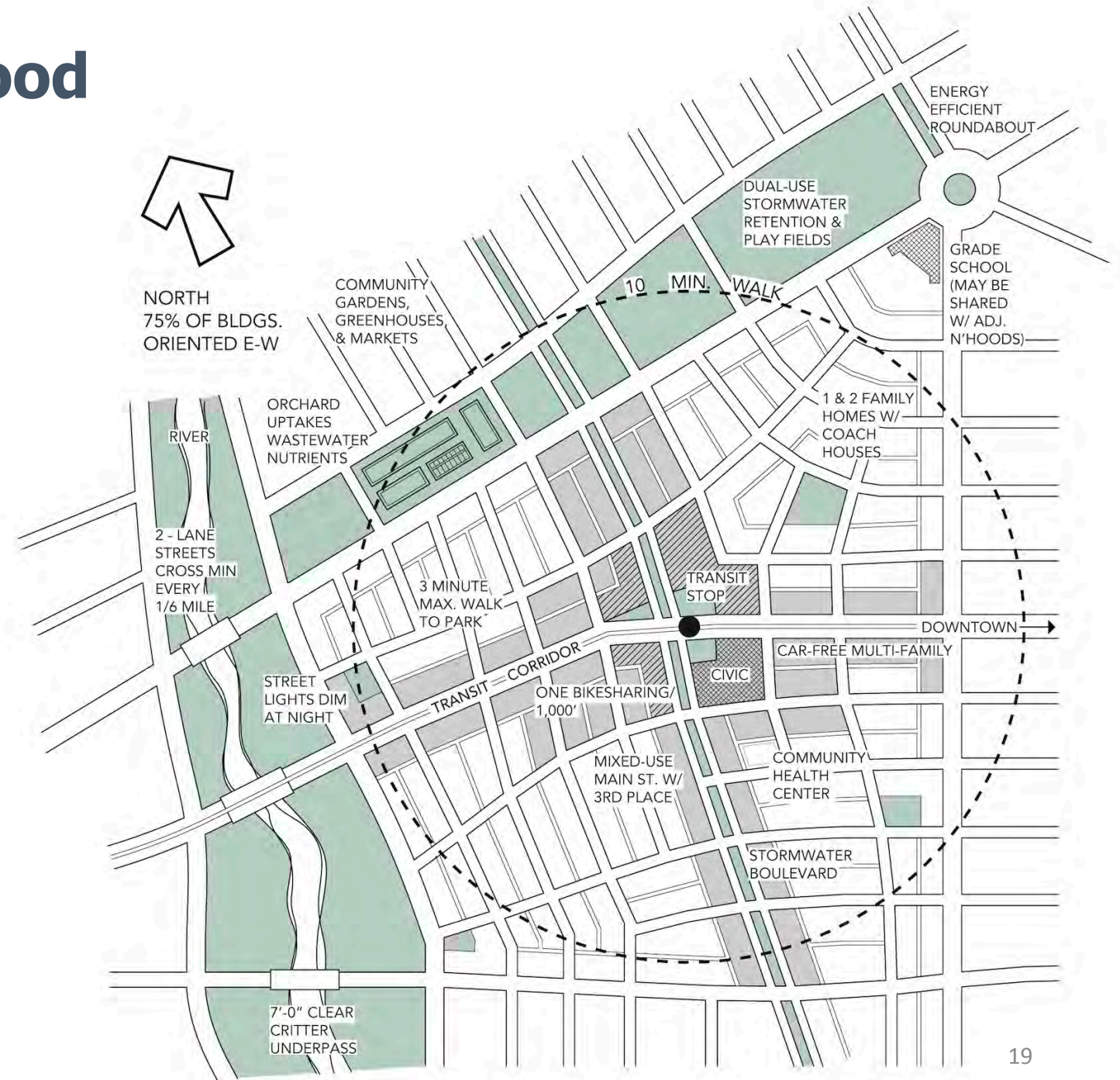




URBAN DESIGN 101: BASICS CONCEPTS OF URBAN DESIGN

Sustainable Neighborhood

- Walkability
- Mix of Uses
- Access to Open Space
- Multi-modal
- Stormwater Management



'A' vs. 'B' Streets

- 'A' Street
 - Featured
 - Walkable
 - Commercial
 - Engaging



'A' Street (Ann Arbor, MI)

'A' vs. 'B' Streets

- 'B' Street
 - Secondary
 - Service oriented
 - Parking access
 - Supports 'A' street



'B' Street

Right-of-Way Flexibility: What fits in a 60' right-of-way?



Car-Oriented

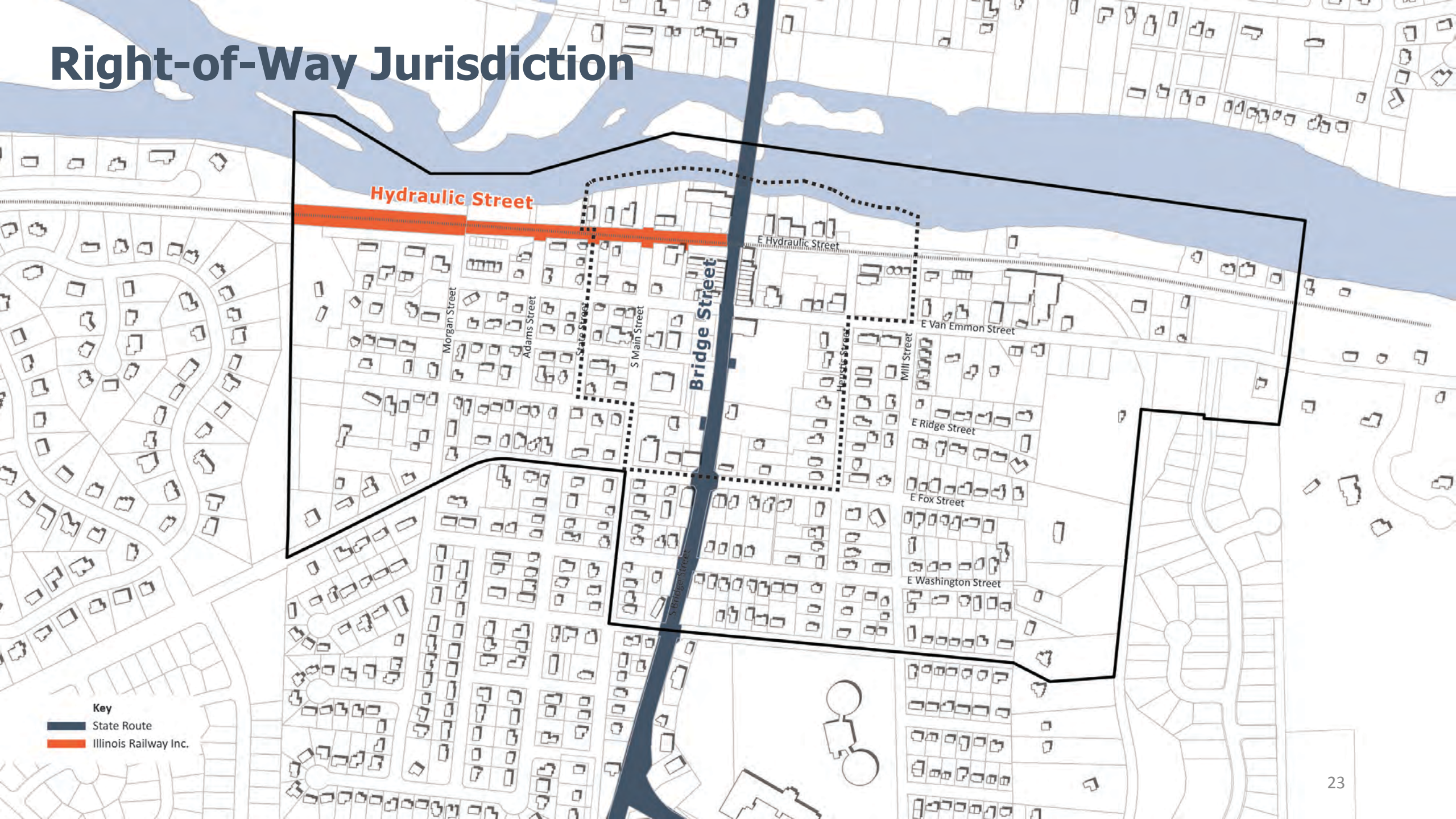


"Main Street"



Residential

Right-of-Way Jurisdiction



Key
State Route
Illinois Railway Inc.

Walkability: What loop can you walk in Yorkville?

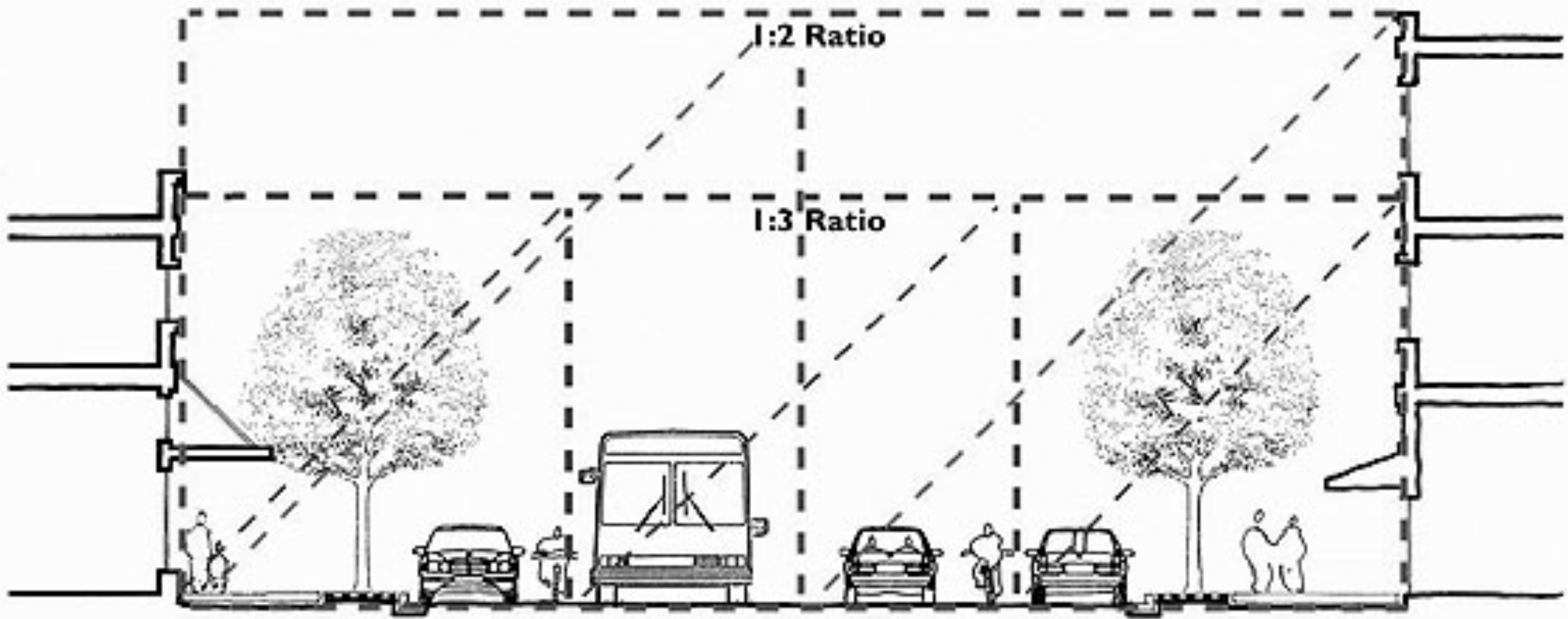


“Ped Zones” and Walkability

- REWARDING PEDESTRIAN EXPERIENCE
- EXPERIENCE MAY BE IMPROVED
- PEDESTRIAN / VEHICULAR CONFLICT



Streets as Public Space: Width to Height Ratio



Types of Vistas




Terminated



Deflected

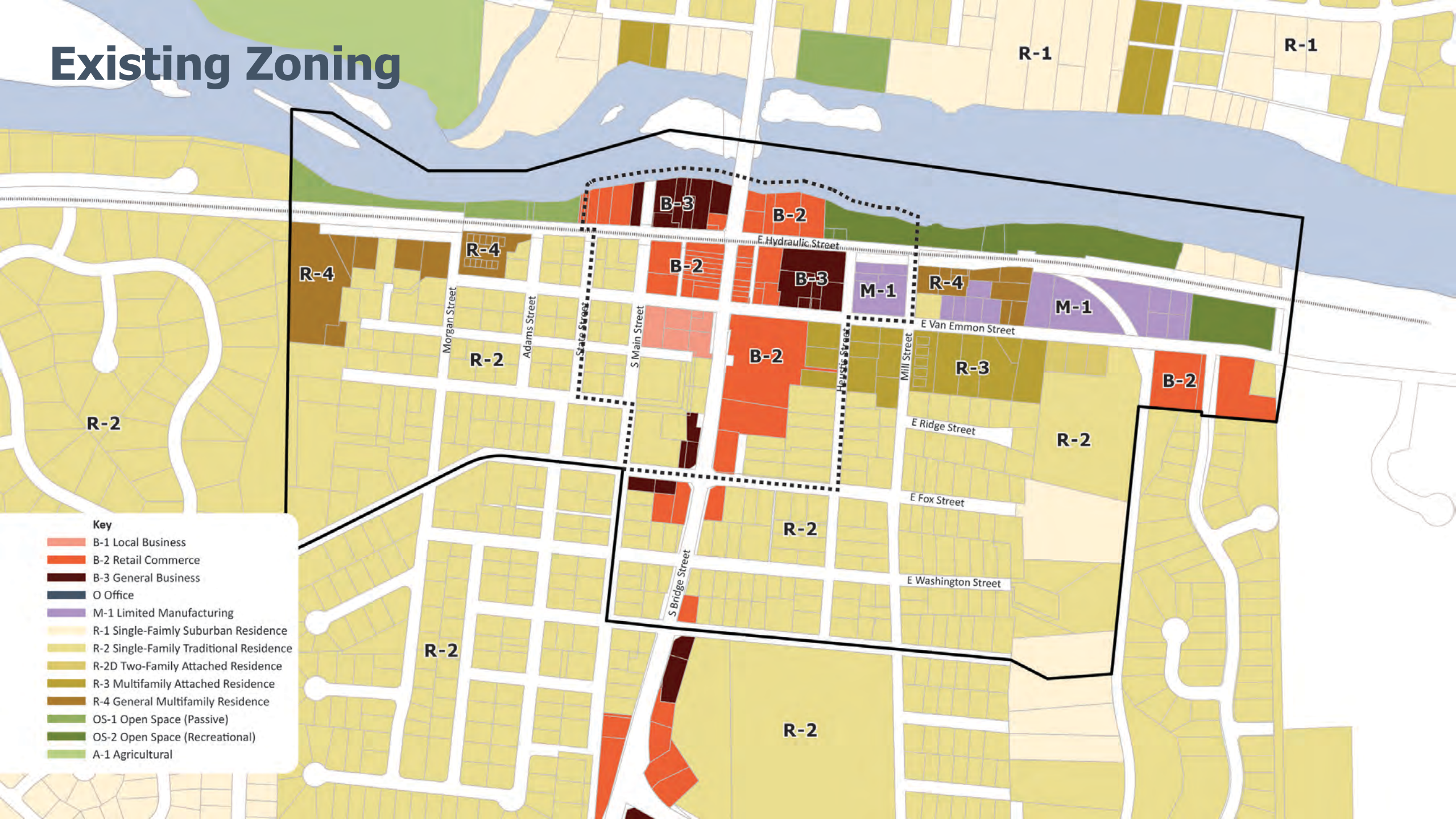


Open



WHY DO A FORM-BASED CODE?

Existing Zoning

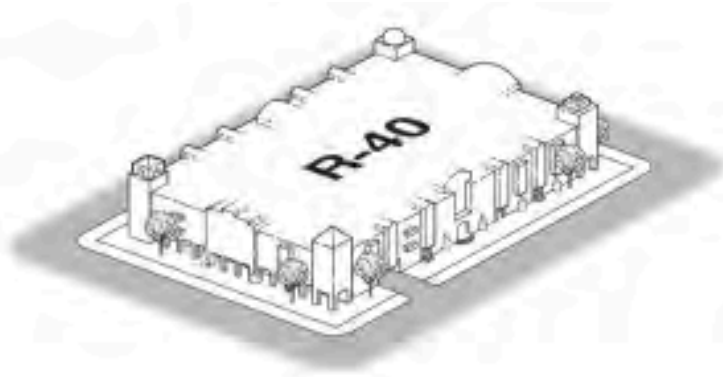


What is a Form-Based Code (FBC)?

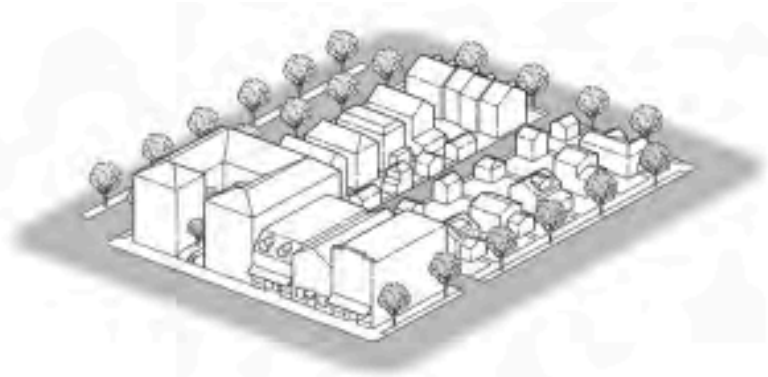
Conventional Zoning



Zoning Design Guidelines













Form-Based Code



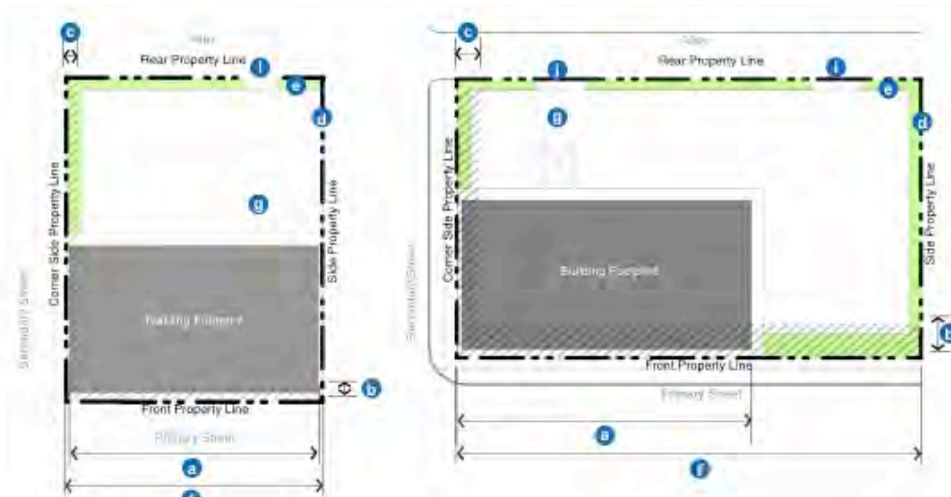
- A land development regulation that fosters predictable built results and a high-quality public realm by using physical form as the organizing principle for the code. A FBC is a regulation, not a mere guideline, adopted into city law. (*Form-Based Codes Institute*)

Regulating Building Types

BUILDING TYPE				
MIXED USE BUILDING TYPE	RETAIL BUILDING TYPE	FLEX BUILDING TYPE	COTTAGE RETAIL BUILDING TYPE	LIVE / WORK BUILDING TYPE
				

BUILDING TYPE				
LARGE MULTI-PLEX BUILDING TYPE	SMALL MULTI-PLEX BUILDING TYPE	ROWHOUSE BUILDING TYPE	DUPLEX BUILDING TYPE	DETACHED HOUSE BUILDING TYPE
				

Building Regs. on a 2-page Spread



Typical Site Plan
Figure 4.3 (1). Storefront Building: Building Siting.

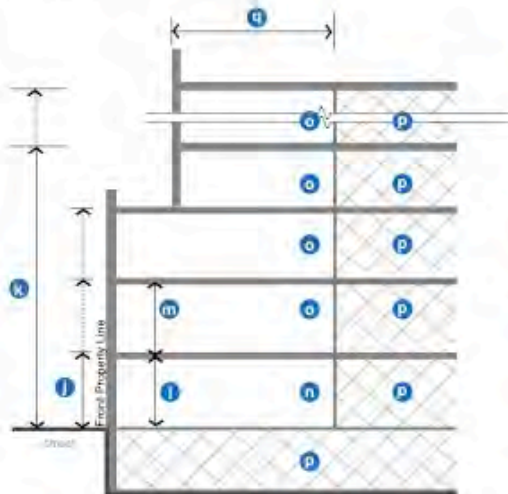


Figure 4.3 (2). Storefront Building: Height & Use Requirements.



Figure 4.3 (3). Storefront Building: Street Facade Requirements.

		Permitted Districts			
		Core A	Core B	Core C	Core D
(1) Building Siting Refer to Figure 4.3 (1).					
	Multiple Principal Buildings	not permitted	not permitted	permitted	not permitted
a	Front Property Line Coverage	95%	90%	85% ¹	95% ¹
	Occupation of Corner	required	required	required	required
b	Front Build-to Zone	0' to 5'	0' to 10'	0' to 15'	0' to 5'
c	Corner Build-to Zone	0' to 5'	0' to 5'	0' to 10'	0' to 5'
d	Minimum Side Yard Setback	0'	0'	5'	0'
e	Minimum Rear Yard Setback	5'	5'	5'	5'
f	Minimum Lot Width	none	none	none	none
	Maximum Lot Width	none	none	none	none
	Maximum Impervious Coverage	90%	75%	70%	80%
	Additional Semi-Pervious Coverage	10%	25%	20%	20%
g	Parking & Loading Location	rear yard	rear yard	rear & side yard ¹	rear & side yard ¹
i	Vehicular Access	Alley only, if no alley exists, 1 driveway is permitted per non-primary street	Alley; if no alley exists, 1 driveway is permitted per non-primary street	Alley; if no alley exists, 2 driveways are permitted off non-primary streets	Alley; if no alley exists, 1 driveway is permitted per non-primary street ¹
(2) Height Refer to Figure 4.3 (2).					
j	Minimum Overall Height	3 story	2 story	1 story	1 story
k	Maximum Overall Height	30 stories	12 stories ²	8 stories	6 stories ²
l	Ground Story: Minimum Height	14'	14'	14'	14'
	Maximum Height	30' ³	24'	24'	18'
m	Upper Stories: Minimum Height	9'	9'	9'	9'
	Maximum Height	14'	14'	14'	14'
(3) Uses Refer to Figure 4.3 (2). Refer to 3.0 Uses for permitted uses.					
n	Ground Story	retail, service	retail, service	retail, service, office	retail, service, office
o	Upper Story	any permitted use			
p	Parking within Building	permitted fully in any basement and in rear of upper floor			
q	Required Occupied Space	30' deep on all full floors from the front facade			
(4) Street Facade Requirements Refer to Figure 4.3 (3).					
r	Minimum Ground Story Transparency Measured between 2' and 8' above grade	75%	75%	65% front only	65%
s	Minimum Transparency per each story	15%	12%	10%	12%
	Blank Wall Limitations	required per floor (refer to 4.2.8)			
t	Front Facade Entrance Type	storefront, arcade	storefront, arcade	storefront, arcade	storefront, arcade
u	Principal Entrance Location	front facade	front facade	front or corner facade	front facade
	Required Number of Street Entrances	1 per each 75' of front facade	1 per each 75' of front facade	1 per each 100' of front facade	1 per each 75' of front facade
	Vertical Facade Divisions	every 30' of facade width	every 25' of facade width	every 50' of facade width	every 25' of facade width
	Horizontal Facade Divisions	required within 3' of the top of the ground story, and every fifth floor above the first floor			
(5) Roof Type Requirements Refer to Figure 4.3 (3).					
v	Permitted Roof Types	parapet, pitched, flat	parapet, pitched, flat	parapet, pitched, flat	parapet, pitched, flat
	Tower	permitted	permitted	permitted	permitted

Regulating Street Types

Avenue Requirements	
Permitted Districts	All Districts
Permitted Adjacent Building Types	All Building Types
Typical Right-of-Way Width	66' to 80'
Vehicular Realm	
Travel Lanes	1 lane in each direction
Lane Width	11' or 12' with truck traffic
Allowable Turn Lanes	Right permitted in place of parking at intersections with Connector; left only with median.
Parking Lanes ¹	Parallel required on both sides of street; angled permitted for alternative.
Pavement Width	50'; 78' for alternative
Median	Permitted with 80' or greater right-of-way.
Bicycle Facilities ²	Shared; dedicated bike lane with alternative.
Pedestrian Realm	
Pedestrian Facilities	Minimum 5' wide clear sidewalk on both sides
Street Buffer	Minimum 9 feet wide planting zone or furnishings zone; adjacent to Residential Districts, Open Space Districts, the planting zone is required
¹ Reference 5.2.5 for on-street parking requirements	
² Reference 5.2.6 for bicycle facility types and requirements	

Table 5.8 (1). Avenue Requirements.

5.8. Avenue.

1. Intent.

The Avenue is a medium to high capacity street for higher speeds with a wider right-of-way. It serves all types of development and provides crosstown connections. Refer to the typical plan and section in Figure 5.8 (1).

2. General Requirements.

Avenues shall be developed using the standards in Table 5.8 (1).

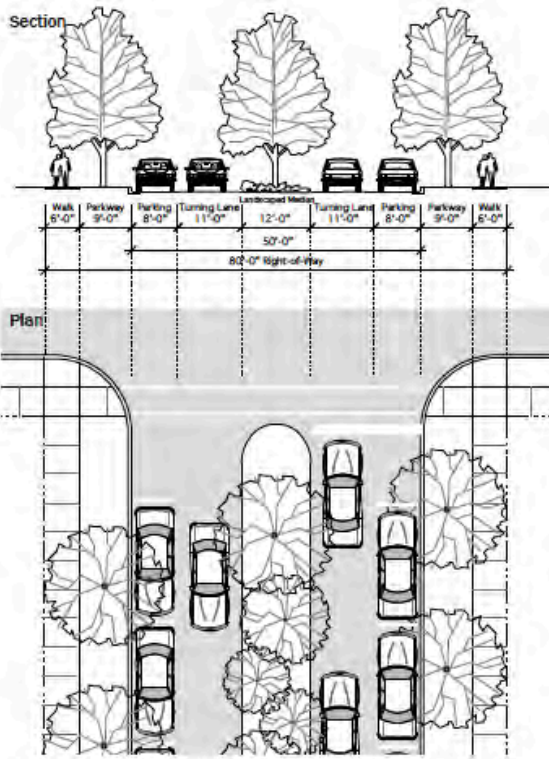


Figure 5.8 (1). Typical Avenue.

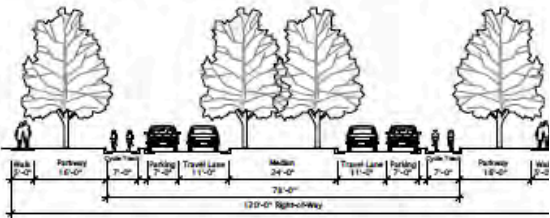
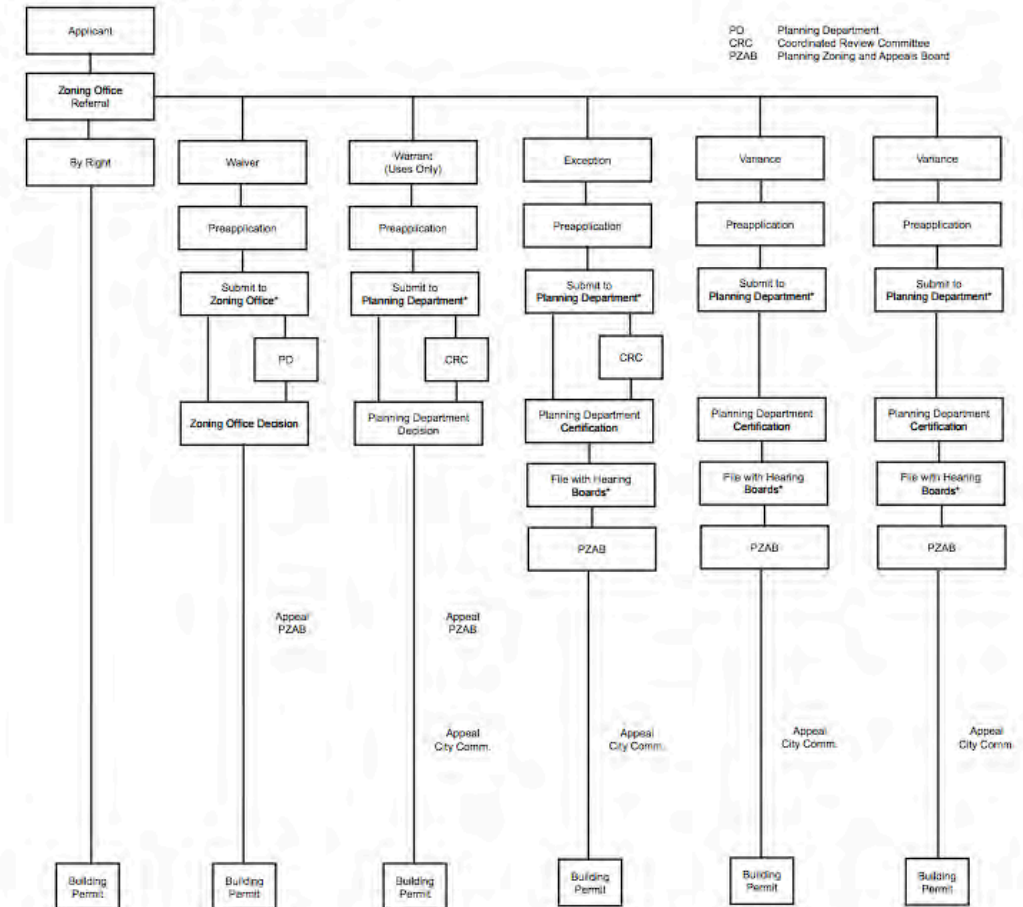


Figure 5.8 (2). Alternative 120' with Median & Cycle Track connector.

FBCs Streamline Permitting

- Goal is to determine what the community wants and require it in the code
- FBCs are pro (high-quality) development
- Subjective review is minimized or eliminated

PERMITTING PROCESS DIAGRAM



Can you regulate community “tastes”?

- Define your level of design requirements



One Style of Architecture per Building



Serenbe, Georgia

A photograph of a river scene, likely a popular kayaking spot, with a dense line of trees in the background and a bridge visible on the left. The image is overlaid with a dark red filter. Several people are visible in the river, some in kayaks and others on the shore. The text "WHO IS DOWNTOWN'S TARGET MARKET?" is overlaid in white, bold, sans-serif font on the lower left side of the image.

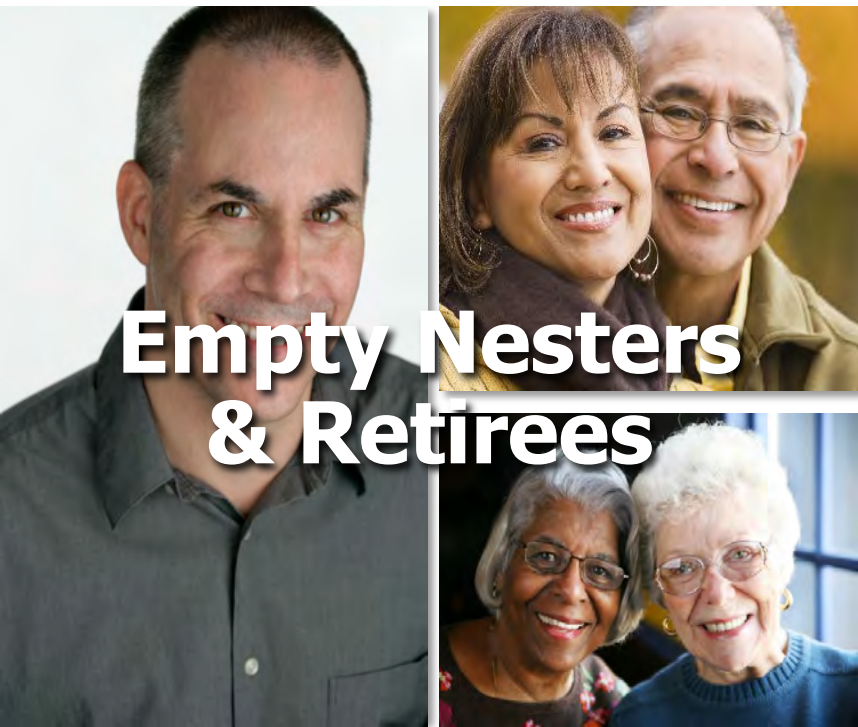
**WHO IS
DOWNTOWN'S
TARGET MARKET?**

Small Town Character















A Housing Program that Reaches Beyond the Status Quo

- ✓Increases Housing Choice
- ✓Attracts New Households
- ✓Retains Existing Residents



Housing Can Be Provided at Different Price Points

PROFESSION	AVERAGE ANNUAL SALARY	MONTHLY INCOME TOWARDS HOUSING (30% OF INCOME)	MONTHLY PAYMENT	SALE PRICE	HOUSING TYPE IN THE MARKET
FOOD PREP 	\$19,111	\$477	NOT SERVED BY MARKET		
RETAIL 	\$32,553	\$813	\$593	\$130,000 AVG CONDOMINIUM PRICE	CONDO 
FIRST RESPONDERS 	\$38,051	\$951	\$684	\$150,000 AVG TOWN HOME PRICE	TOWN HOME 
EDUCATION 	\$50,793	\$1,269	\$1,198	\$262,742 AVG SF HOME PRICE	SINGLE FAMILY 
TRANSPORT/ WAREHOUSING 	\$54,981	\$1,374	\$1,250 - \$1,500	RENTAL PRODUCT AVG RENTAL PRICE	APARTMENT 
HEALTH CARE/ SOCIAL SERVICES 	\$55,581	\$1,389		RENTAL PRODUCT AVG RENTAL PRICE	
CONSTRUCTION 	\$76,350	\$1,908	\$1,750 - \$2,000	RENTAL PRODUCT AVG RENTAL PRICE	TOWN HOME 

Developer Sizes of Building

- (**XL**) – Attracts institutional investor; think a 200-unit apartment
- (**L**) – Needs assembled land; a few opportunities may exist
- (**M**) – Infill projects; think 'Missing Middle'
- (**S**) – Building reuse or very small buildings



The 'Missing Middle' of Housing

- Smaller footprint buildings may fit the character of Yorkville





IMAGE PREFERENCE SURVEY

How to Participate in the Survey

- Press the letter that corresponds to the answer on-screen.
- If you accidentally press an answer, pressing a new one will replace the original.



How This Section Works

- 17 survey questions
- Need to keep moving
- Comment session at the end

Wait for  to appear before answering

Where was the **first place** you lived as an adult?



a) Friend's couch



b) Room in family member's home



c) Apartment with roommate



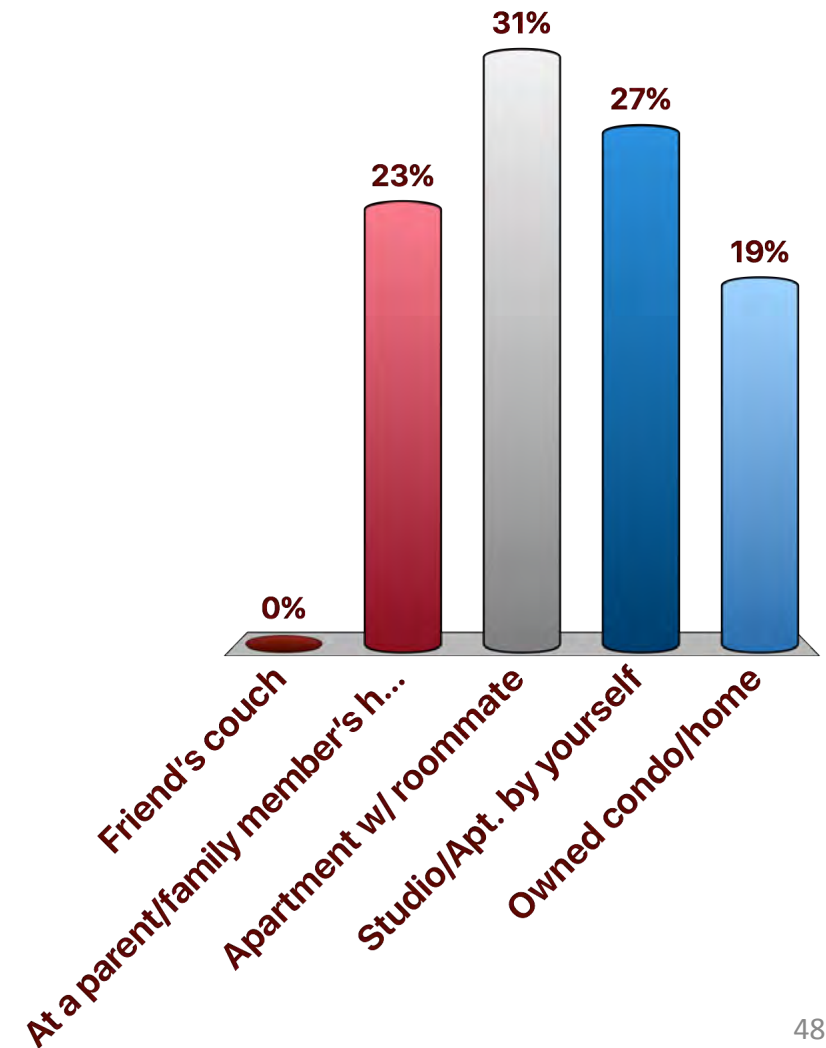
d) Apartment by yourself



e) Owned condo or house

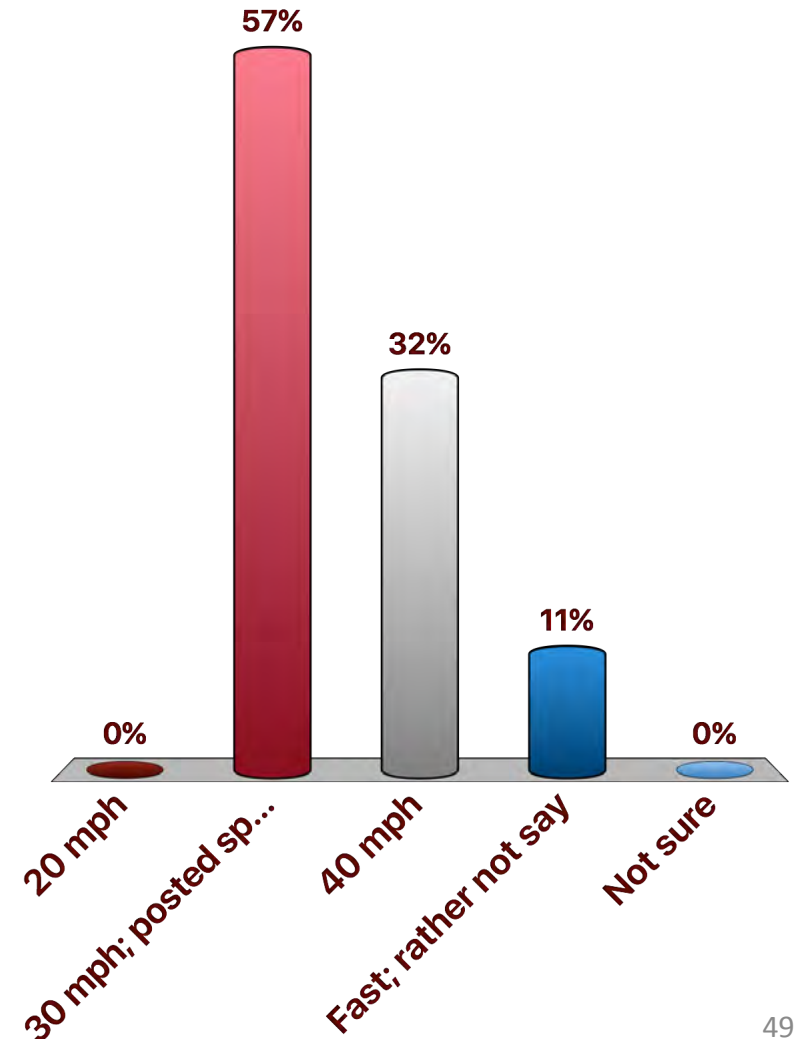
Where was the **first place** you lived as an adult?

- a) Friend's couch
- b) At a parent/family member's home
- c) Apartment w/ roommate
- d) Studio/Apt. by yourself
- e) Owned condo/home



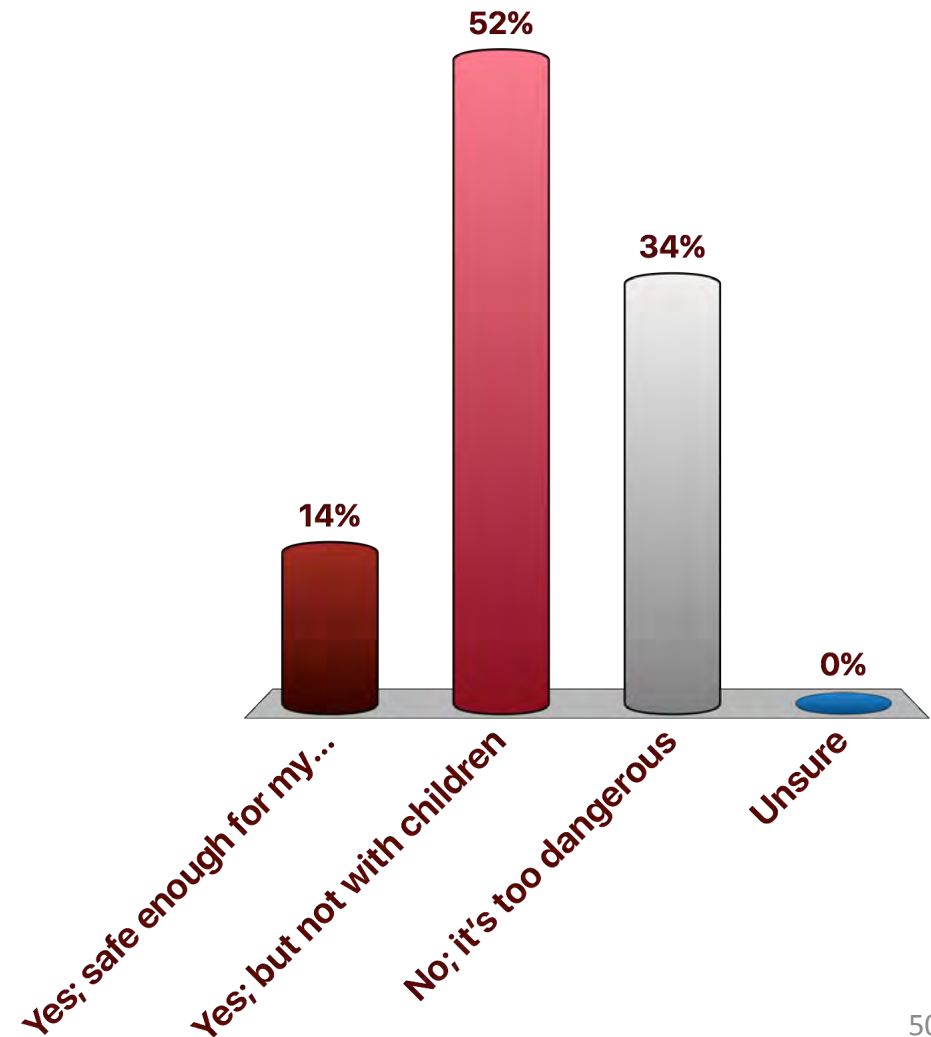
How **fast** do you drive through downtown on Bridge Street?

- a) 20 mph
- b) 30 mph; posted speed
- c) 40 mph
- d) Fast; rather not say
- e) Not sure



Would you **feel safe walking** along Bridge Street?

- a) Yes; safe enough for my kids
- b) Yes; but not with children
- c) No; it's too dangerous
- d) Unsure



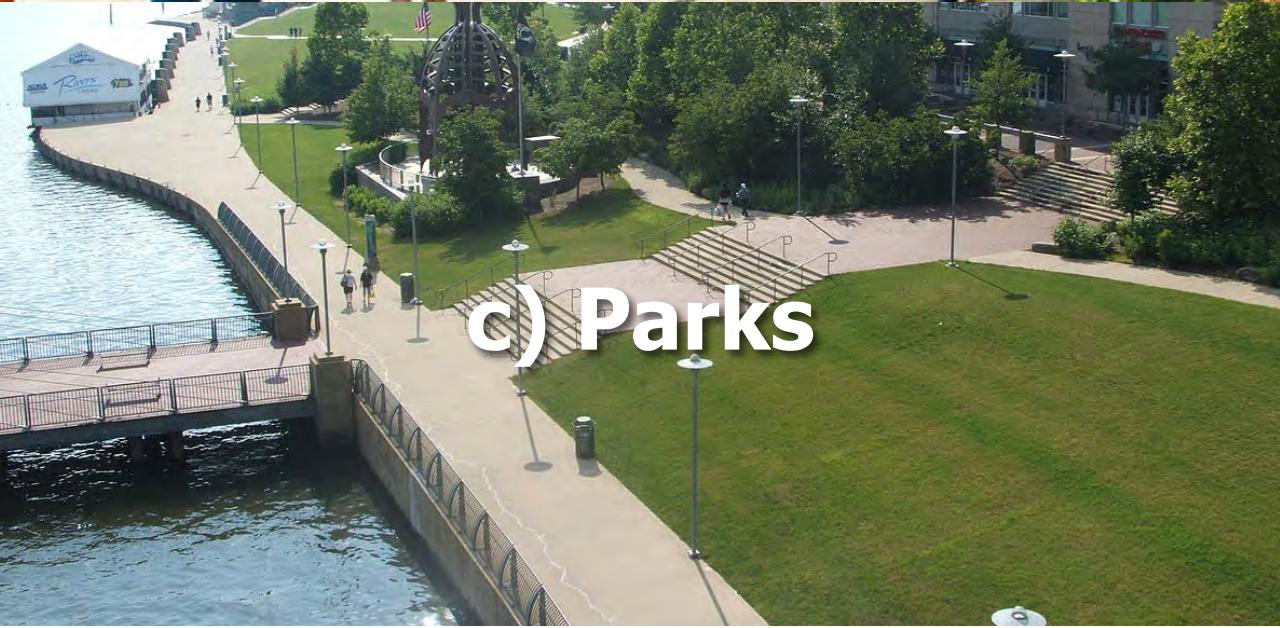
What is **missing** from downtown?



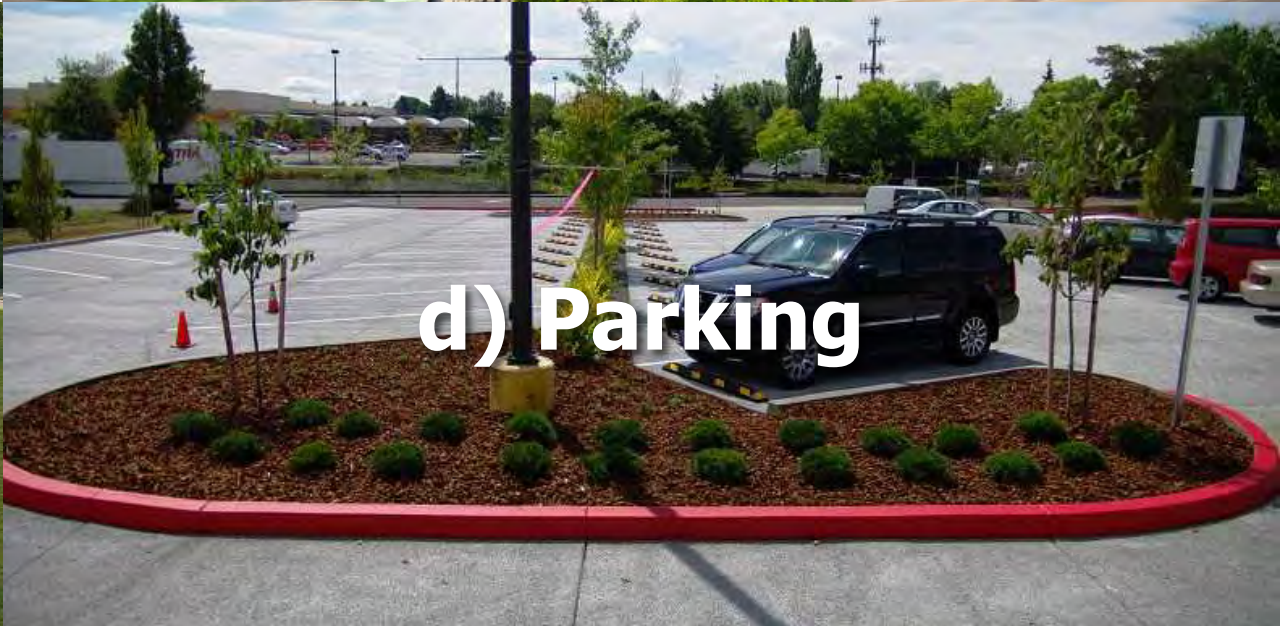
a) Shopping



b) Residences



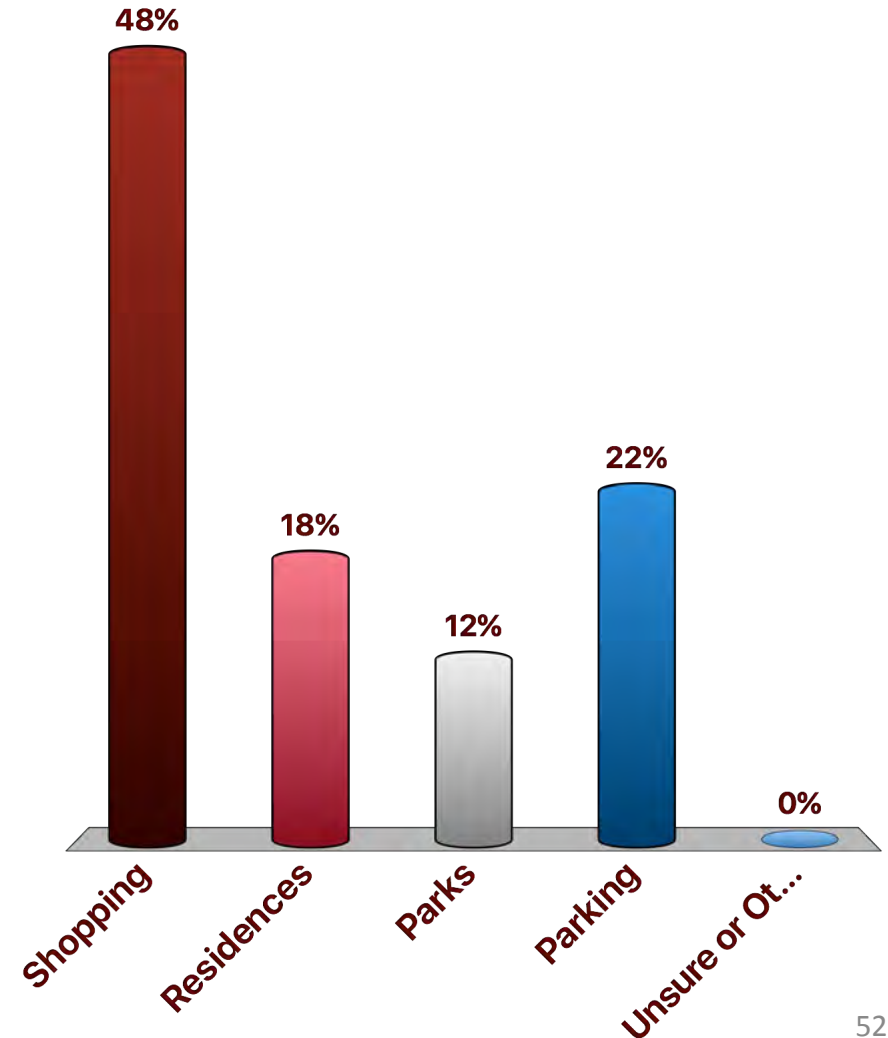
c) Parks




d) Parking

What is **missing** from downtown?

- a) Shopping
- b) Residences
- c) Parks
- d) Parking
- e) Unsure or Other





FEEDBACK & DISCUSSION



STREET CHARACTER

Which image most represents **your vision** of downtown?

a) "Main Street"



Which image most represents **your vision** of downtown?

b) National, Retail Center



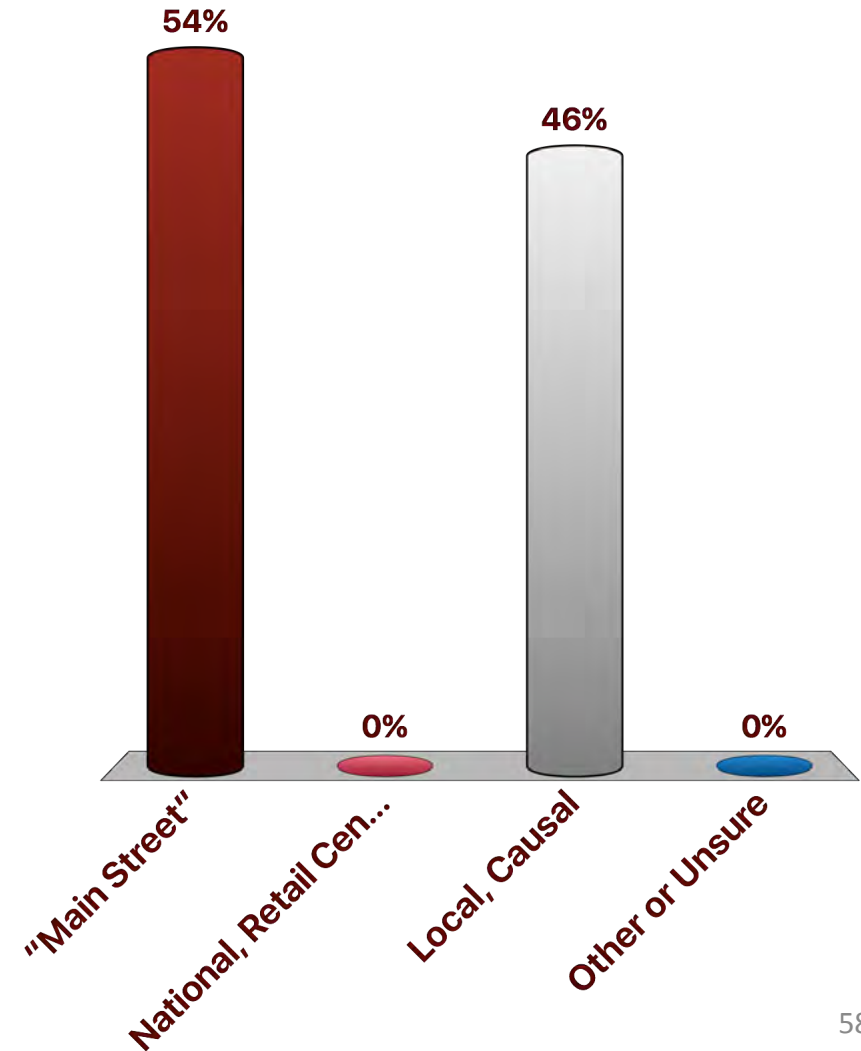
Which image most represents **your vision** of downtown?

c) Local, Casual



Which image most represents **your vision** of downtown?

- a) "Main Street"
- b) National, Retail Center
- c) Local, Casual
- d) Other or Unsure



Which **street character** do you prefer?

a) Small Town Street



Which **street character** do you prefer?

b) Shared Street



Which **street character** do you prefer?

c) Rustic Street



Which **street character** do you prefer?

d) Modern Main Street



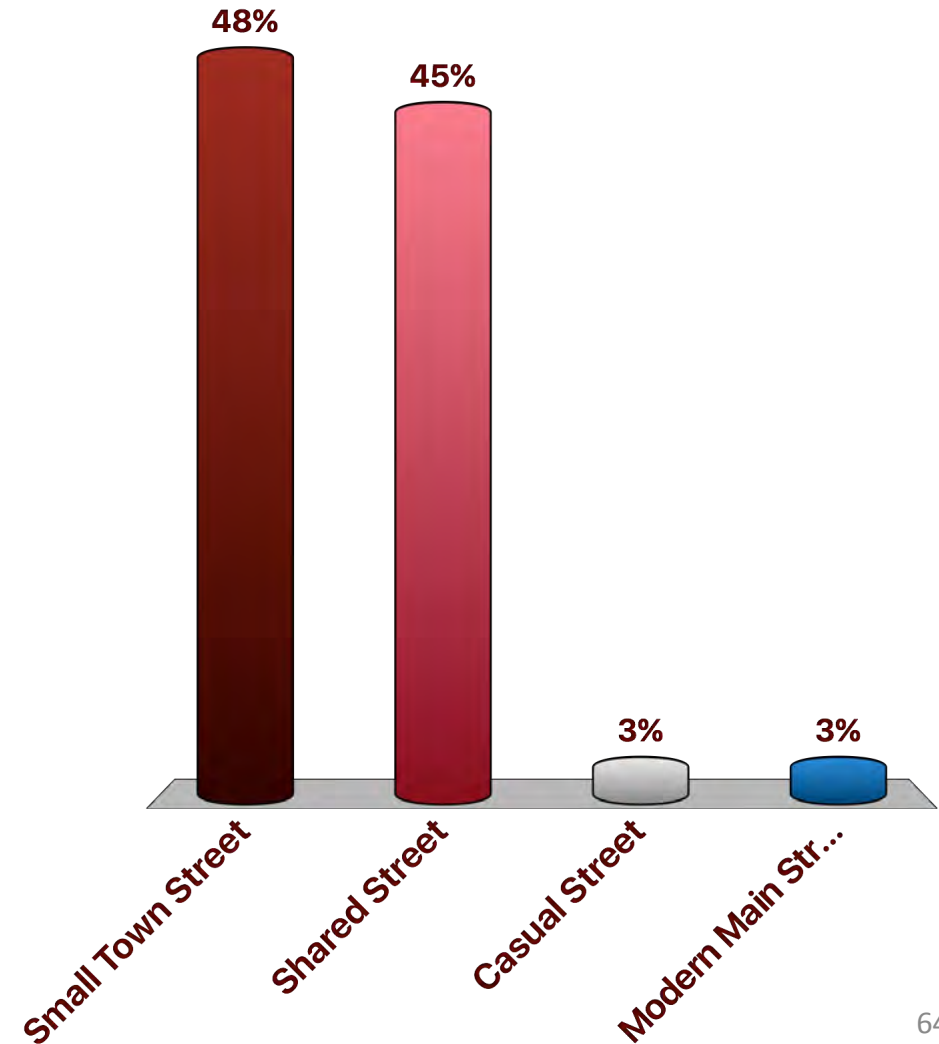
03 Streetscape Synergies

Which **street character** do you prefer?



Which **street character** do you prefer?

- a) Small Town Street
- b) Shared Street
- c) Casual Street
- d) Modern Main Street

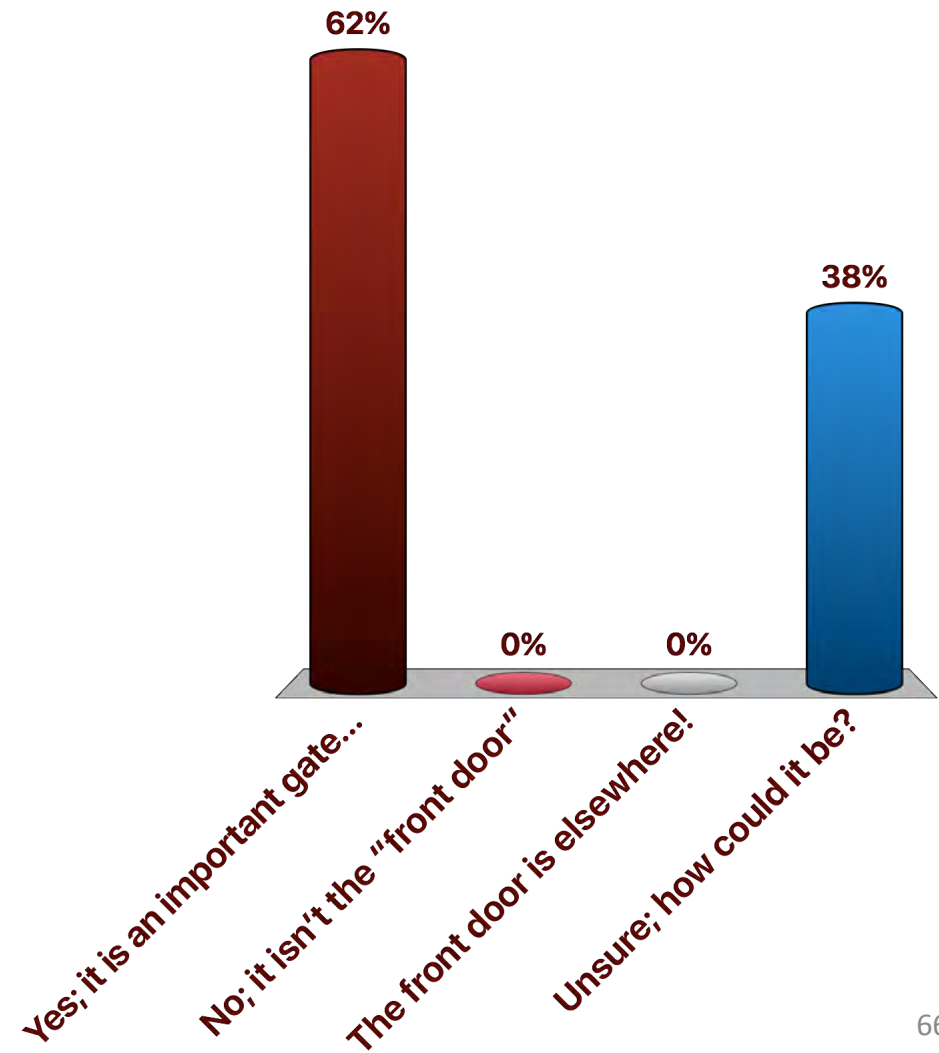


Should Bridge Street be a gateway to downtown?



Should Bridge Street be a **gateway** to downtown?

- a) Yes; it is an important gateway
- b) No; it isn't the "front door"
- c) The front door is elsewhere!
- d) Unsure; how could it be?



Which is a preferred **gateway** element into downtown?

a) Overhead Signage



Which is a preferred **gateway** element into downtown?

b) Architectural Symmetry



Which is a preferred **gateway** element into downtown?

c) Bridge over Bridge Street



Which is a preferred **gateway** element into downtown?

d) Overhead Lights

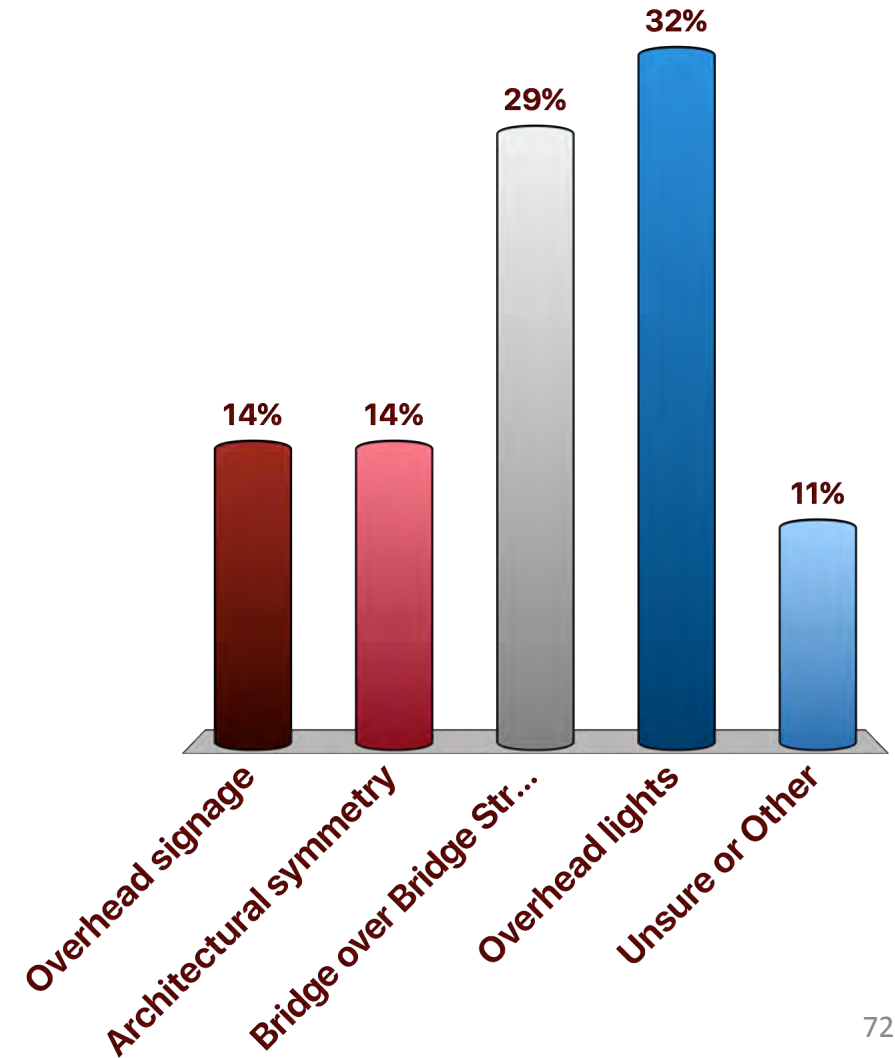


Which is a preferred **gateway** element into downtown?



Which is a preferred gateway element into downtown?

- a) Overhead signage
- b) Architectural symmetry
- c) Bridge over Bridge Street
- d) Overhead lights
- e) Unsure or Other



'A' vs. 'B' Streets

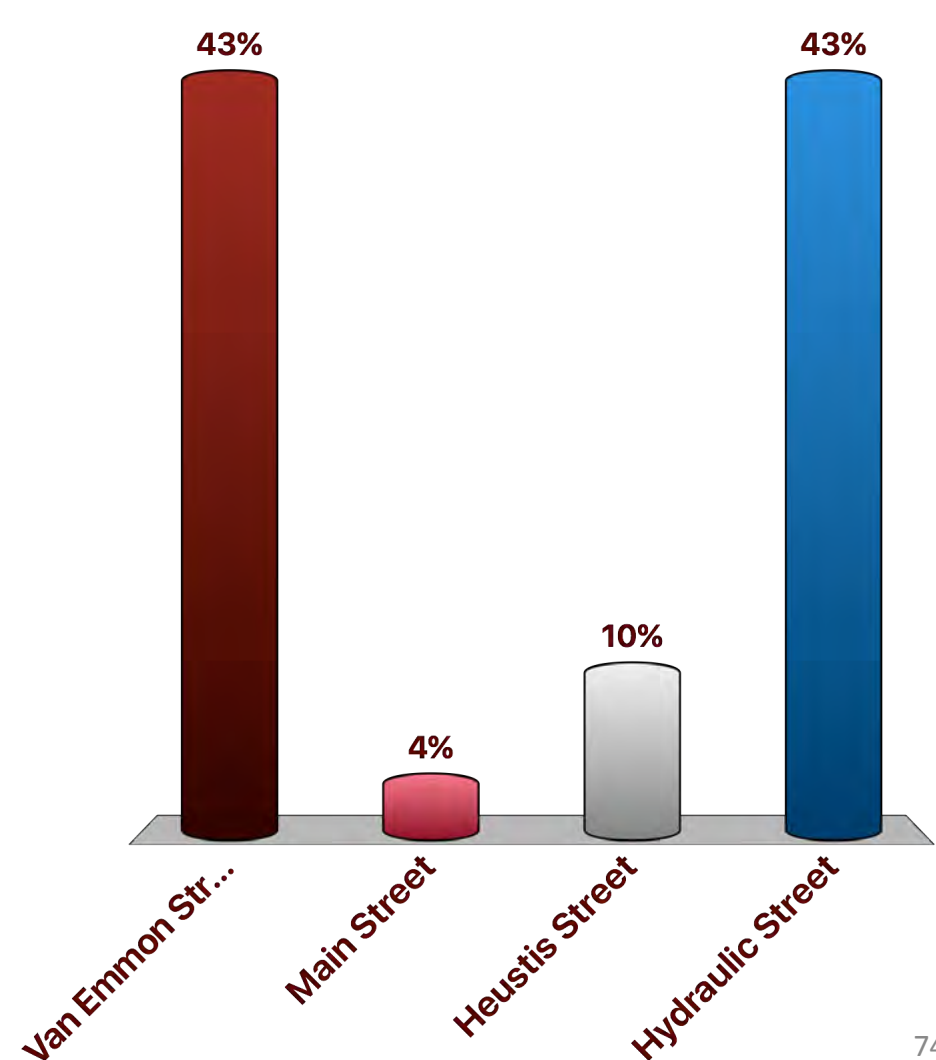
- 'A' Street
 - Primary
 - Walkable
 - Commercial
 - Engaging
- 'B' Street
 - Secondary
 - Service oriented
 - Parking access
 - Supports 'A' street




'A' Street (Ann Arbor, MI)

Which street do you most consider an 'A' Street?

- a) Van Emmon Street
- b) Main Street
- c) Heustis Street
- d) Hydraulic Street





FEEDBACK & DISCUSSION



FORM-BASED CODE

Which architectural character do you prefer?

a) Traditional



Which **architectural character** do you prefer?

b) Industrial



Which **architectural character** do you prefer?

c) Modern



Which **architectural character** do you prefer?

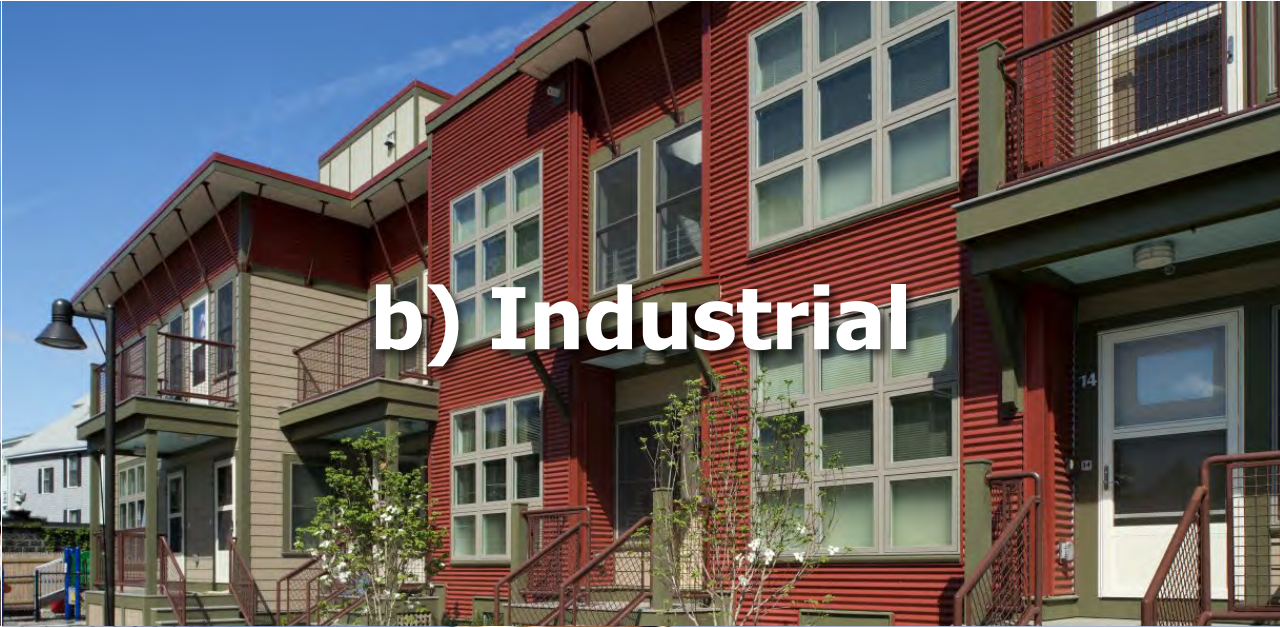
d) Mixture



Which **architectural character** do you prefer?



a) Traditional



b) Industrial



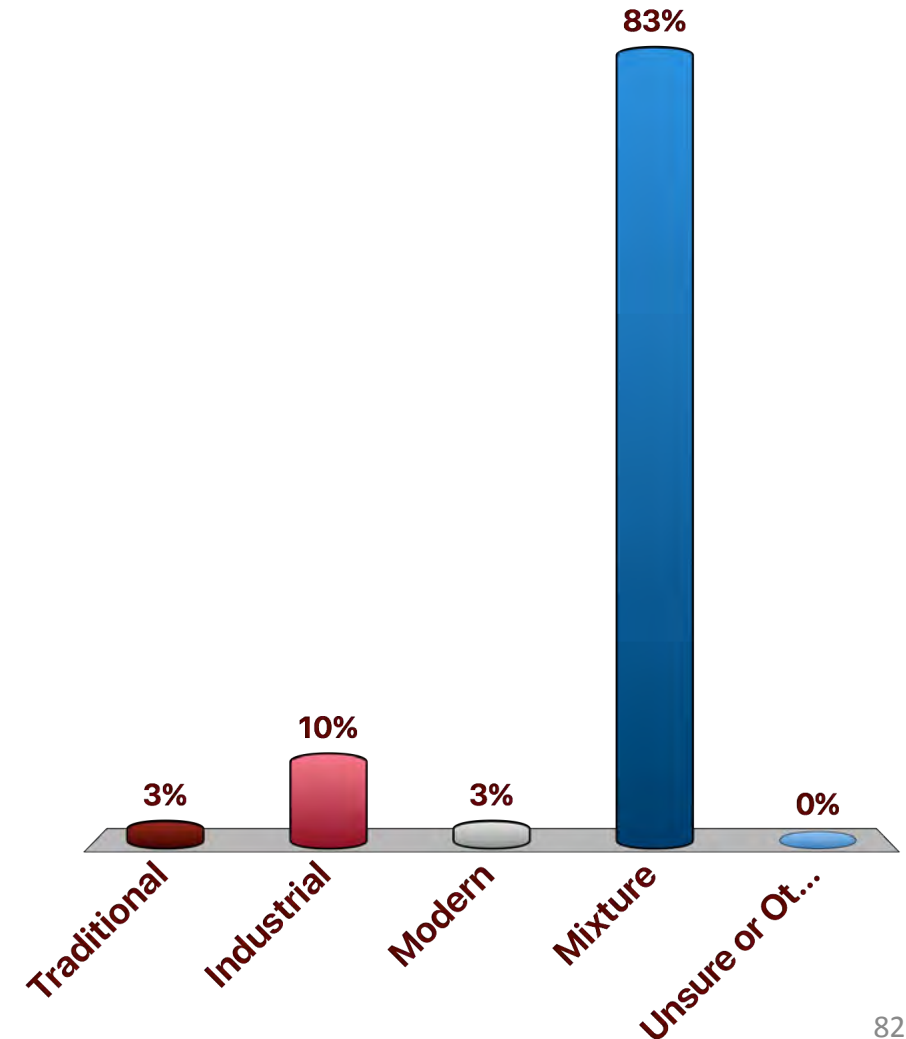
c) Modern



d) Mixture

Which **architectural character** do you prefer?

- a) Traditional
- b) Industrial
- c) Modern
- d) Mixture
- e) Unsure or Other

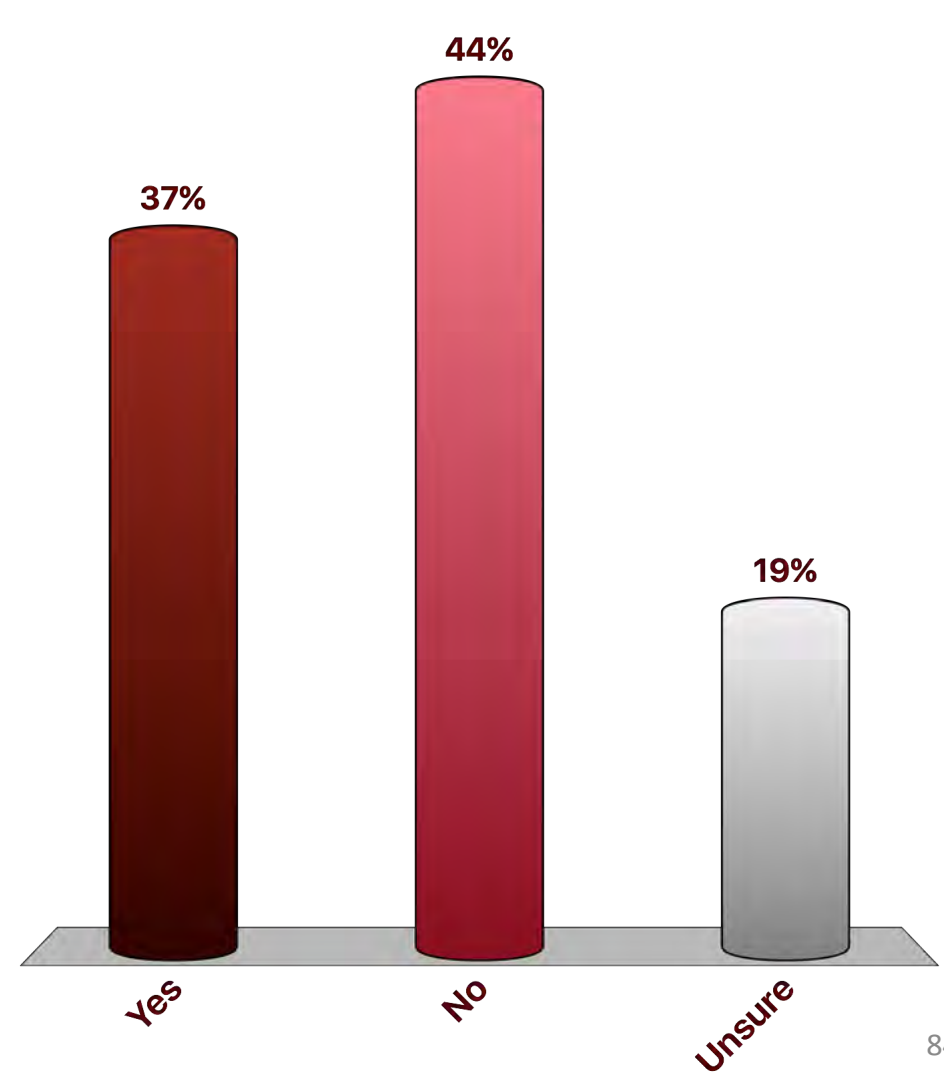


Would **attached housing** be a good fit downtown?



Would **attached housing** be a good fit downtown?

- a) Yes
- b) No
- c) Unsure

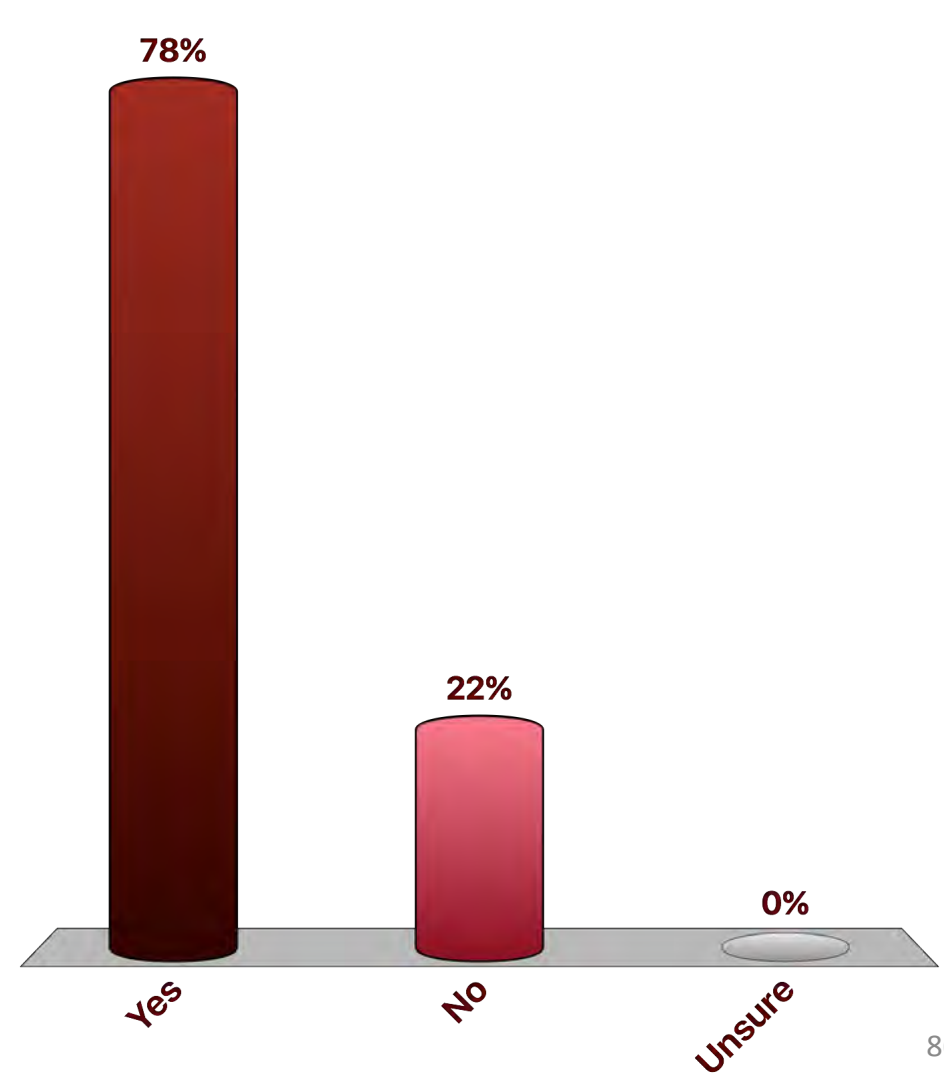


Would **multi-family housing** be a good fit downtown?

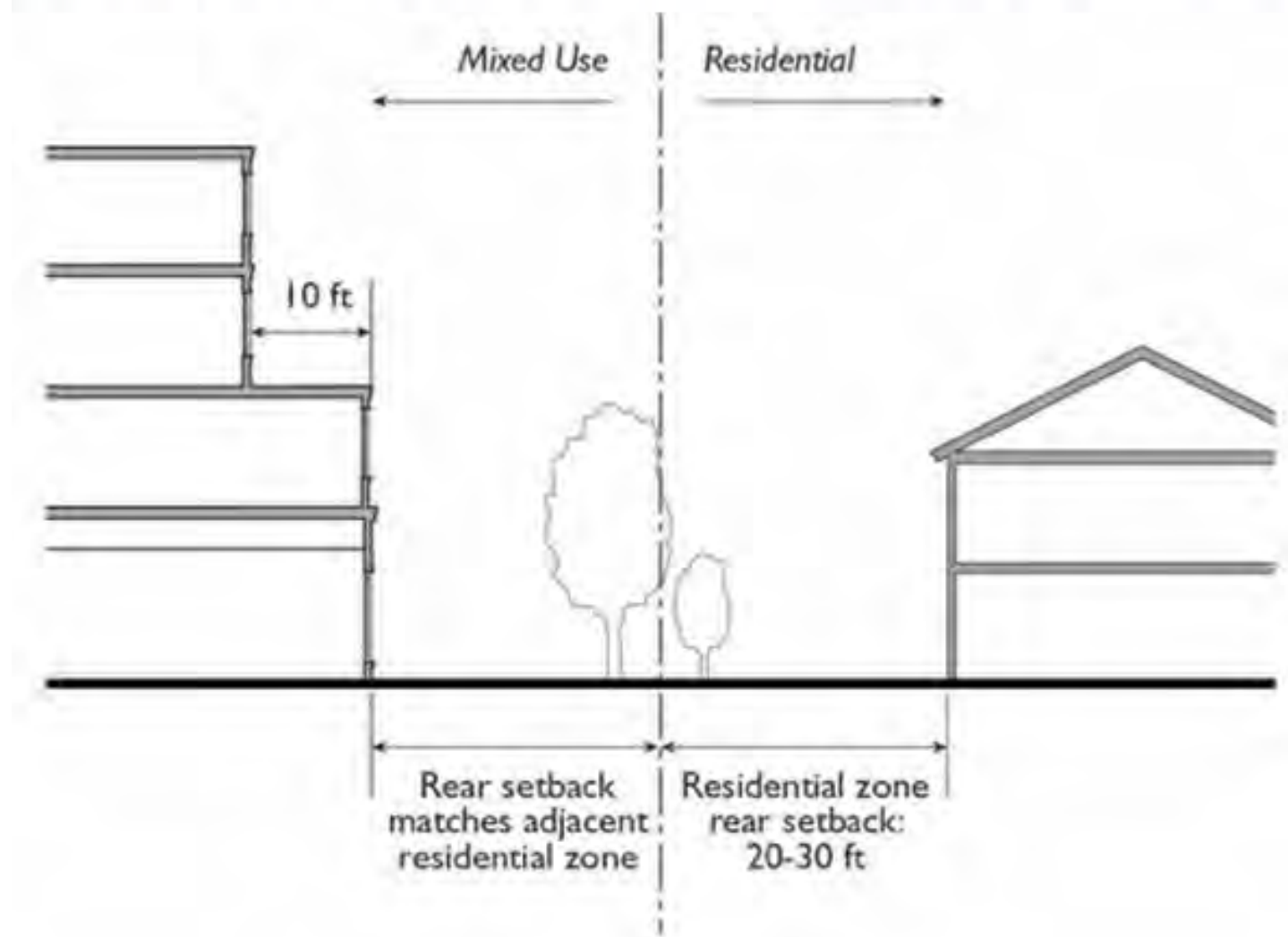


Would **multi-family housing** be a good fit downtown?

- a) Yes
- b) No
- c) Unsure



How Stepbacks Can Preserve a Desired Character



What should the maximum **façade height** be downtown?



a) 2-story



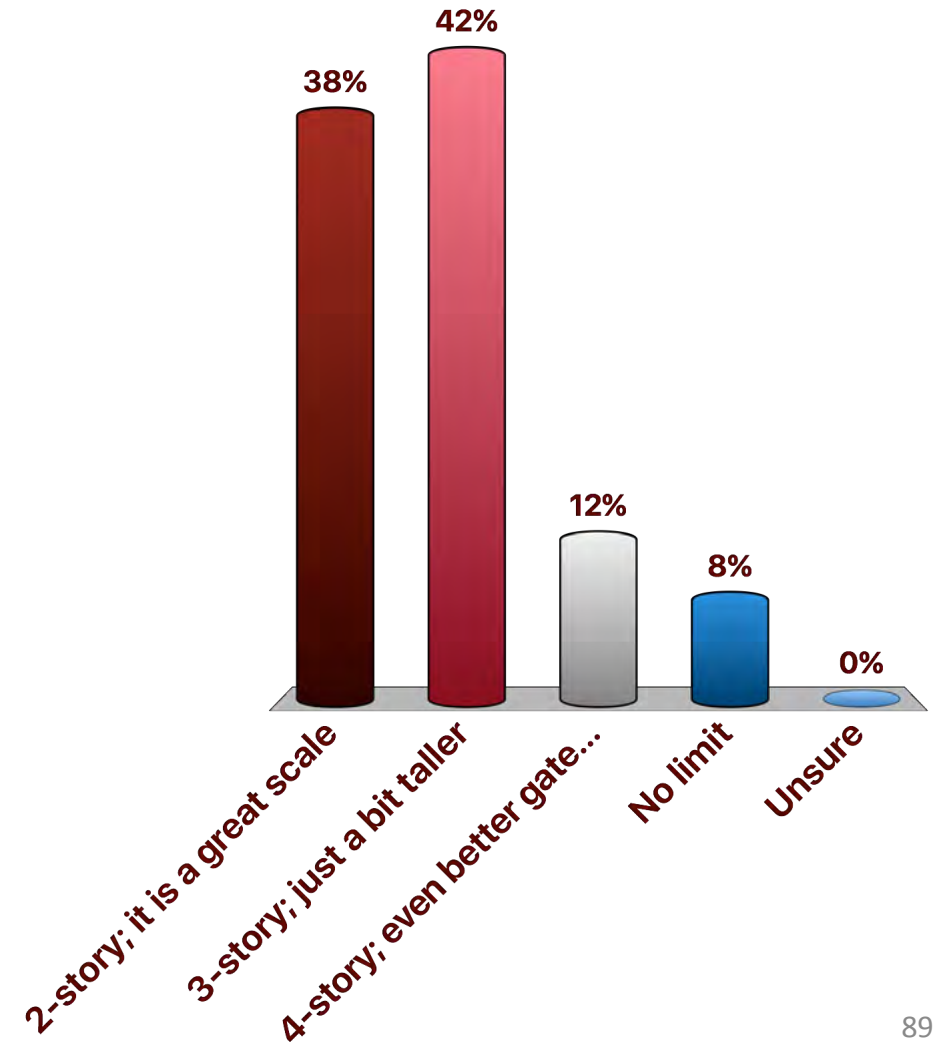
b) 3-story



c) 4-story

What should be maximum **façade height** be downtown?

- a) 2-story; it is a great scale
- b) 3-story; just a bit taller
- c) 4-story; even better gateway
- d) No limit
- e) Unsure



Which place would you **invest in first?**

a) Front of Bridge Street



Which place would you **invest in first**?

b) Backs of Bridge Street



Which place would you **invest in first**?

c) Courthouse Slope



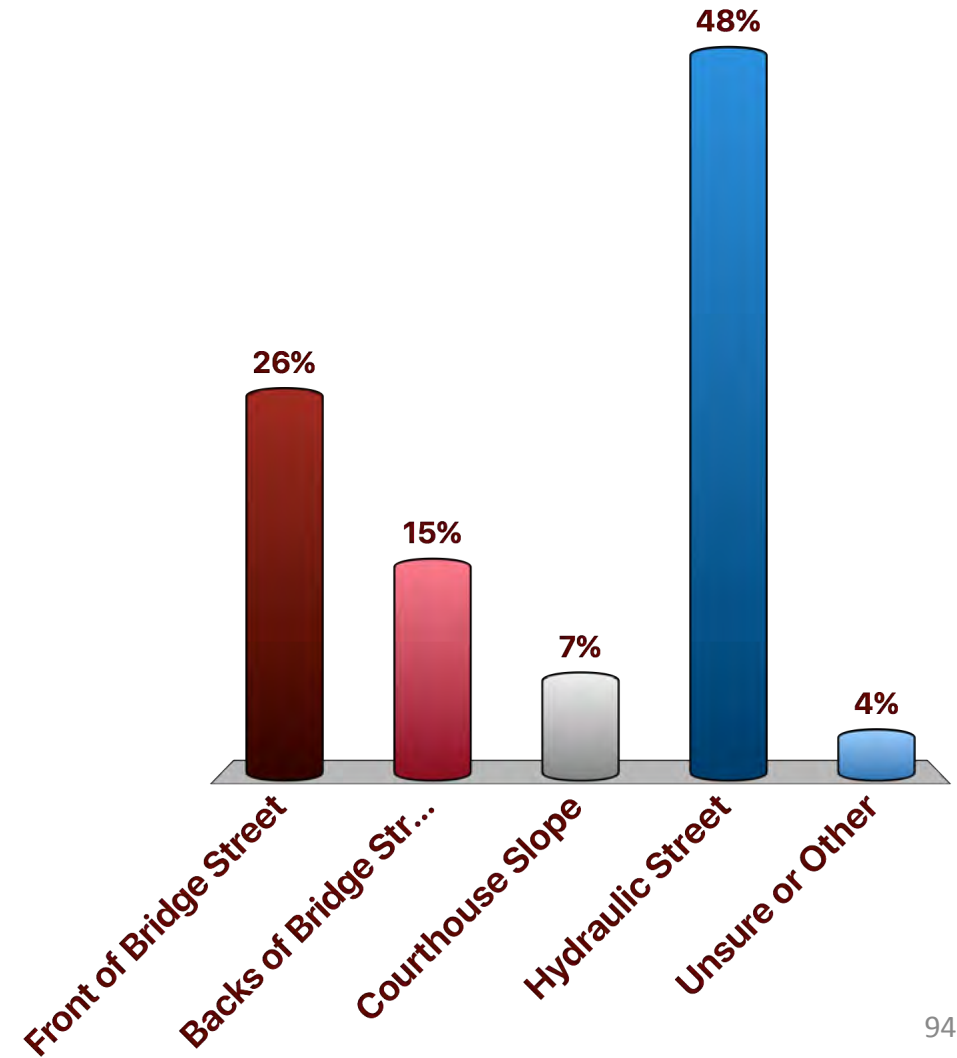
Which place would you **invest in first**?


d) Hydraulic Street



Which place would you **invest in first**?

- a) Front of Bridge Street
- b) Backs of Bridge Street
- c) Courthouse Slope
- d) Hydraulic Street
- e) Unsure or Other





FEEDBACK & DISCUSSION



**THANK YOU &
STAY UP-TO-DATE**

Check Out the Project Website!

- DowntownYorkville.com
- Contact the team through the website
- Make sure to grab a business card!



"Downtown Yorkville will feature a **vibrant mix** of businesses, institutional uses, cultural offerings and recreational amenities along with **an attractive streetscape and urban design environment** that attracts shoppers and visitors alike."



Stay Up-To-Date!

downtownyorkville.com

#DowntownYorkville

YORKVILLE
Downtown Overlay District

How to Participate in the Survey (ONLINE)

- Survey can be accessed **BEGINNING** Monday, February 19
- Go to website, click on the **SURVEY** tab
- Log in with a Google account
- Answer questions at your own pace!
- The survey you took today will be available online for **TWO WEEKS.**

www.DowntownYorkville.com