Community Open House

Downtown Oswego

September 11, 2008
Open House Agenda

- Overview of Planning Process
- Overview of Planning Opportunities
- Overview of Downtown Vision
- Overview of Preliminary Recommendations
- Discussion
- Next Steps

Purpose of the Open House

- Review preliminary recommendations for Downtown
- Provide feedback and input for the final plan
Process Overview

- Stakeholder Interviews  (January 22 and February 26, 2008)
- Downtown Development Committee Kick-Off Meeting  
  (February 26, 2008)
- Visioning Workshop  (May 12, 2008)
- Development of Vision
- Planning Framework
  - Land Use
  - Access and Circulation
  - Urban Design
- Community Open House
- Plan Documentation and Review
- Plan Refinement and Adoption
Study Area
Lack of synergy in the business mix

Opportunity and Pending Development Sites

Build on natural assets

Transitional Zone surrounding Downtown Core

Historical Significance
Floodplain and Utilities

- Undersized water and storm sewer service in Harrison Street area ‘downhill’ from Downtown area.

- Opportunities to bury overhead utilities.

- Floodplain mitigation measures may be required for redevelopment projects.

Planning Opportunities

- Strong Open Space and Trail Network
- River Views
- Pedestrian-Oriented Core
- Gateway Areas
- Short-Term Redevelopment Opportunities
Planning Opportunities

Schematic showing potential building heights relationship between development on Main Street and Harrison Street.
Vision and Recommendations

The Vision concisely describes key concepts for change and improvement in Downtown Oswego.

The Recommendations guide development of the Downtown Framework Plan by considering the following:

- Land Use and Redevelopment
- Access, Circulation and Parking
- Urban Design
Vision for Downtown Oswego

- Attract visitors and residents to the vibrant Downtown year round.
- Hudson Crossing Park on the Fox River serves as the central gathering place of the Village, hosting a wide range of recreational uses and events.

In the next 15 years:
- Downtown combines retail, arts, and entertainment uses with civic, business, and professional services.
- Infill in the downtown blends with and complements the historic core’s attractive older facades.
- The pedestrian-oriented downtown core has expanded west of Main Street.
- A green belt trail system connects activities on both sides of the Fox River and encourages walking and biking in the community.
- Gateway features, streetscape and signage treatments combine to create a consistent visual identity for Downtown Oswego.
Preliminary Recommendations

- Land Use Framework
  - Establishes functional sub-areas within Downtown to accommodate desired redevelopment and to enhance the relationship between Downtown and surrounding neighborhoods
  - Ensures that the land use mix offers flexibility; encourages adaptive reuse and infill development

- Parking and Circulation Framework
  - Identifies general locations for off-street parking
  - Non-vehicular access depicted

- Urban Design Framework
  - Depicts three urban design zones
  - Outlines locations for enhancements
Land Use Framework

- Downtown Core
- Secondary Core
- High-Priority Redevelopment Sites
- Auto-Oriented Commercial
- Perimeter Commercial/Office
- Multi-Family Residential
- Single Family Residential
- Public/Institutional
- Open Space
Land Use Framework

- **Downtown Core**
  - Selected mixed use and commercial infill completes street wall, maintains and enhances existing historic facades and is compatible in scale and height.

- **Secondary Core**
  - New mixed use or commercial development capitalizes on views of the Fox River, supplies sufficient parking to support new uses and shields it from pedestrian view. Building heights are up to five stories west of the railroad, and three to four stories to the east of the tracks.

- **Multi-Family Residential**
  - Denser residential development supports Downtown commercial uses, takes advantage of river views, and accommodates resident and guest parking needs on site.
Parking and Circulation Framework

- **Red:** Downtown Zone
- **Blue:** Perimeter Zone
- **Yellow:** Residential Zone
- Mid-Block Parking
- On-Street Parking
- Alley and Pedway Access
- Pedestrian Connections
Parking and Circulation Framework

- **Downtown Zone**
  - Consolidate parking into one municipal lot per block, allow access through alleys and pedestrian pathways, minimize visual impact with mid-block parking.

- **Perimeter Zone**
  - Consolidate parking areas and share spaces between users where feasible, allow access from Madison Street with one curb cut per block face.

- **Residential Zone**
  - Configure parking below or behind buildings, integrate structured parking into overall site design, maintain and enhance alternative transportation options for residents such as pedestrian connections and bike routes.
Residential Parking demand was estimated at 2 spaces per dwelling unit. Commercial Parking demand was estimated at 3-5 spaces per 1,000 sq ft of commercial space.

Results in surplus parking capacity shown in the secondary core area of Downtown Analysis suggests that a reduced parking requirement for Downtown may be appropriate.
Urban Design Framework

- **Red (Urban Design Zone A):** Downtown Zone
- **Blue (Urban Design Zone B):** Perimeter Zone
- **Yellow (Urban Design Zone C):** Residential Zone

**Recommendations consider:**
- Automobiles
- Bicycles
- Pedestrians
- Visibility
- Stormwater Management
- Safety
Urban Design Framework

- **Cross-Walk Enhancements**
  - High priority and secondary locations are specified to improve safety.

- **Gateway Signage and Way Finding Features**
  - Improve visibility and direct residents and visitors into and around Downtown.

- **Plaza and Public Art Opportunities**
  - Provide visual interest and a gathering place for Downtown events.

- **Historic Facade Priority Area**

- **Maintain and preserve views of the Fox River**
Three story buildings are in the historic core;
Four story buildings are appropriate along Washington and Adams Sts;
Sites at low elevation along Harrison St can accommodate up to five stories.
Downtown Building Height Recommendations
Section Views

Shows the relationship of allowable building heights to the approximate thirty foot drop in elevation between Main Street and Harrison Street.
NEXT STEPS

- Receive and review community feedback
- Prepare complete draft of the Downtown Framework Plan
- Preparation of the Final Plan document for adoption
- Public Hearing
Thank You for Your Interest!

Village and HNTB representatives are available to answer your questions. Please complete a feedback form before you leave this evening.