



# 2015 COMPREHENSIVE PLAN



Discover  
**Oswego's**  
Potential



**Oswego Bold, Balanced and Bountiful.**

**Balancing** **Healthy  
Economic  
Growth**  
with  
**Stewardship  
of Nature**



**Oswego** Bold, Balanced and Bountiful.

**Today, Oswego is at a crossroads of two possible paths for its future.**

One path leads to staying as is, not growing distinctly in size or population, and keeping vacant land untouched or reserved for large homes.

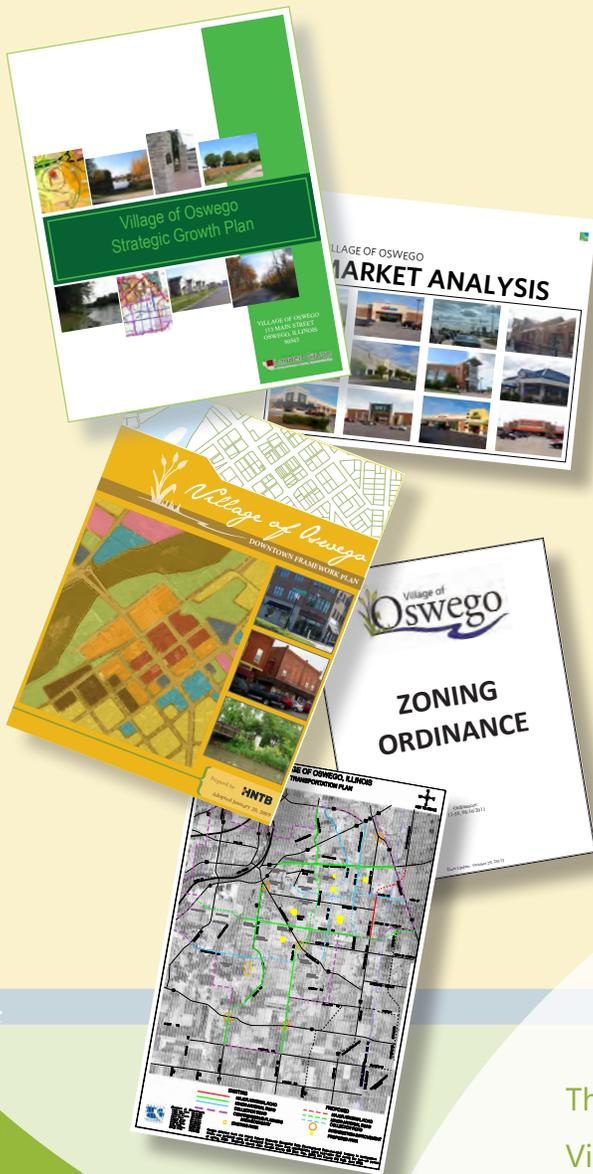
The other path leads to full buildout, as offered by the previous Comprehensive Plan, maximizing Oswego's Growth potential to the full Planning Boundary.

The 2015 Comprehensive Plan Update provides a path in the middle that combines the best of both options to

**Create a Legacy of**  
**Balanced**  
Growth

**This plan balances Healthy Economic Growth with Stewardship of Nature, and reflects a bold and clear vision for Oswego:**

**“Oswego will be known as the 21st Century Model for Balanced Growth in the Chicagoland Region. Thousands of acres of farmland will remain untouched, preserving the sense of openness that attracts people to come and live here. New economic growth will be welcomed in areas near downtown and established hubs of activity. This charming riverfront community will have a distinct identity as a Compact Suburb that has it all. A walkable and vibrant downtown. A uniquely natural and accessible riverfront. Quality housing choices for all age groups. A great system of natural areas and parks. An extensive Trail System connecting the Fox River, Downtown and other destinations with neighborhoods. And much more.”**



The **Oswego Comprehensive Plan 2015 Update** brings forward **New Ideas** that build on Previous Plans.

A significant number of Planning efforts have already been undertaken and completed by the Village in recent years. This 2015 Comprehensive Plan document **builds on**, and does not replicate, the contents of these previous plans, which include the following:

- 2006 Strategic Growth Plan
- 2009 Downtown Framework Plan
- 2009 TIF No. 1 Redevelopment Plan Proposal
- 2013-2014 Village of Oswego Market Analysis, CMAP
- 2014 Historical Survey
- 2012-2017 Strategic Growth Implementation Plan
- Oswego Zoning Ordinance

All Documents are available at [www.oswegoil.org](http://www.oswegoil.org)

The 2015 Comprehensive Plan Update for the Village of Oswego is A **CONCISE, HIGHLY GRAPHIC and USER FRIENDLY PAMPHLET** that is **bold in vision and easy to implement.**

This document reflects the Village's desire to create a plan that is **different from the typical Comprehensive Plan document.**

- A Graphic Plan that is communicated primarily with maps and illustrations, with concise text used to supplement images
- A User-Friendly Plan that is easy to use both by Village and developers
- A Buildable Plan that gives a Clear Path for moving forward to implementation
- A Colorful Marketing tool that can be used to attract new development to the Village

Most importantly, this is a Bold Plan that **captures community vision and hopes to inspire action.**

*This document is laid out as facing pages intended for double sided printing.*



Prepared with the  
**Oswego Community** by



**Ginkgo Planning & Design, Inc.**  
Prime Consultant, with

SB Friedman & Co.  
Economic Analysis

KLOA, Inc.  
Transportation, &

Hitchcock Design Group  
Landscape Architecture

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# 2011 Best Places to Live

CNNMoney.com



## Discover Oswego Today

Located on the Fox River just minutes from I-88, Oswego offers so many things to see and do.....

*Historic Downtown Oswego  
Little White School Museum  
Fox Bend Golf Course  
Fox Valley Winery  
Emerson Creek Pottery  
Oswego Country Market  
Arranmore Center for the Arts  
and much more.*

Special Events take place all year long in Oswego, including:

*Lunafest, Wine on the Fox, Oswego Beats + Eats, Market on Main Street, PrairieFest, Fine Art Fair, Movies in the Park, Drag Strip Reunion and Car Show and Christmas Walk.*



# Largest community in Kendall County

At the border of three "collar counties": Will, Kane & DuPage. This Four County Area is recognized as one of the fastest growing regions in Illinois and the Midwest.

Today, Oswego has a municipal area of over

# 14 sq-miles

with a population over

# 30,000

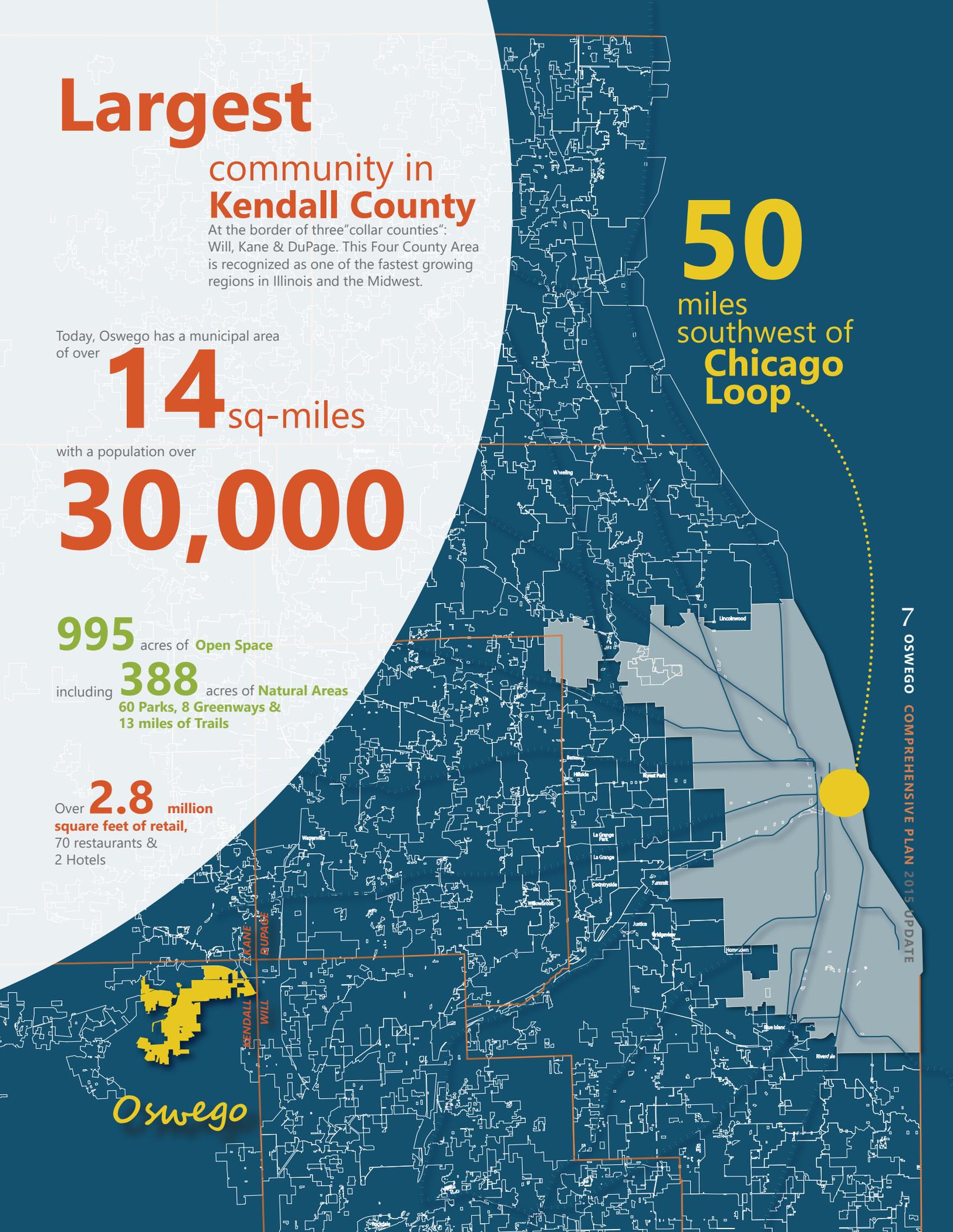
995 acres of **Open Space**

including **388** acres of **Natural Areas**  
60 Parks, 8 Greenways & 13 miles of Trails

Over **2.8 million** square feet of retail,  
70 restaurants & 2 Hotels

# 50 miles southwest of Chicago Loop

# Oswego

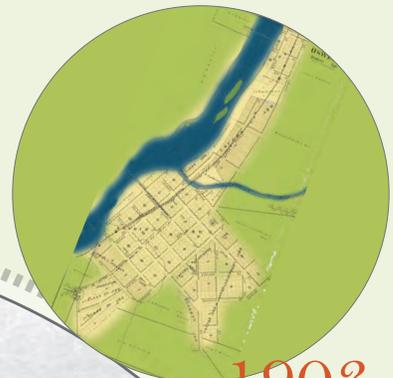




1859



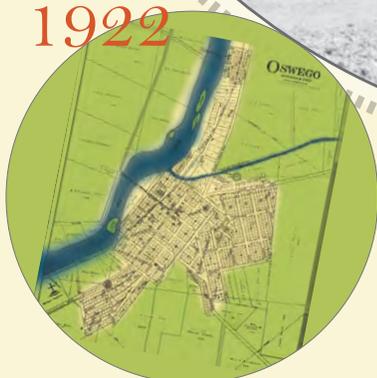
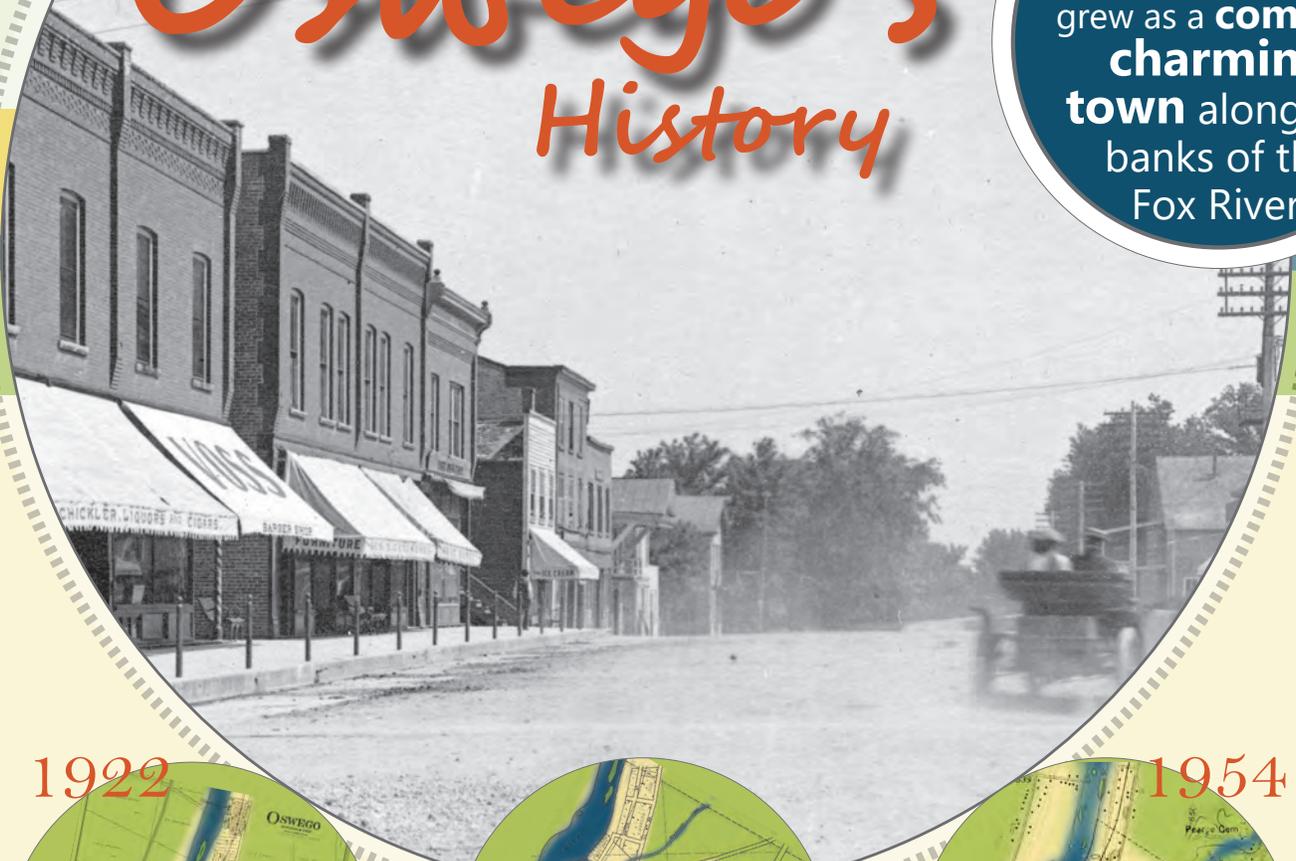
1870



1903

# Discover Oswego's History

From the mid-nineteenth century, Oswego grew as a **compact charming town** along the banks of the Fox River.



1922



1941



1954

At the confluence of Fox River and Waubonsie Creek, 50 miles west of Chicago, Oswego was settled, at least in part, for its transportation potential. A limestone shelf created a natural, smooth-bottomed, ford across the river just above the mouth of the creek, making it a favored crossing first for Native Americans and then for the American settlers who began arriving in the 1830s.

William Smith Wilson and his wife, Rebecca, were the first settlers on the site of what is now Oswego. Wilson and his brother-in-law, Daniel Pearce, scouted the area in 1832, permanently moving their families to their claims in 1833. The area began growing that year, and in 1834 two newly arrived businessmen, Lewis Brinsmaid Judson and Levi F. Arnold, platted a new village they called Hudson.

economic draw from the very beginning. Decoalia Towle and his wife Elizabeth established an inn and tavern at Oswego on the road to the ford, joining Arnold's general store and, after 1837, the post office, in Oswego's growing business district.

By 1838, Oswego consisted of about 30 wooden buildings. Hotels, including the stately National Hotel on Main Street, the Kendall House, the Smith House and others were soon built to handle the stagecoach passengers and other travelers.



From the removal of the county seat until the mid-1950s, Oswego was the mercantile hub of a large surrounding agricultural area. In the mid-1950s, Caterpillar, Inc. and Western Electric built facilities within Oswego Township close to the village. The proximity of the two large industrial plants led to the development of the sprawling Boulder Hill Subdivision just north in unincorporated Oswego Township. For the next 40 years, Boulder Hill was the largest community in Kendall County.



**By 1845, Oswego Township had enough population to win a referendum to move the county seat to Oswego from Yorkville.**

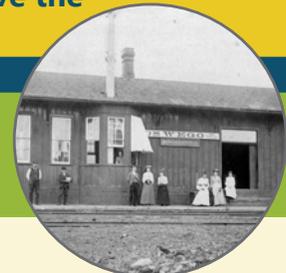
One of the early roads to Galena crossed the Fox River ford at the new town, and in 1836 the Temple, later Frink & Walker, stagecoach line began regular service on the "High Prairie Trail" branch of the Chicago to Ottawa Road through the village.

Although Judson and Arnold had called their new village Hudson, the U.S. Post Office decided to call the post office established in 1837 *Lodi*. The evolving confusion led to an informal referendum in 1837 during which neither Hudson nor Lodi was picked as the town's name. Instead, they decided on Oswego, named after the city in New York near which several early settlers lived.

The ford across the Fox River was an

The county seat remained in Oswego until it was moved back to the more centrally located Yorkville in 1864. Although Oswego lost the county seat, the extension of the Fox River Branch of the Chicago Burlington & Quincy Railroad through the village in 1870 proved another economic boost.

In 1910, the Aurora Elgin & Yorkville Railway, an interurban trolley line, made another connection to Oswego from Aurora to the north and Yorkville to the south. With the advent of inexpensive automobiles in the early years of this century, and the paved roads they required, **Oswego once again found itself to be a transportation hub** where three state highways, Ill. Route 25, Ill. Route 71, and Ill. Route 31, originated and through which two U.S. highways, U.S. Route 34 and U.S. Route 30 pass.



In the mid 1980s, the homebuilding boom in Naperville and Aurora spread west, and housing developments began to spring up around Oswego. In order to control development in its immediate area, Oswego began to encourage annexations, extending its boundaries west of the Fox River for the first time in its history, and growing east and north to U.S. Route 30.

**In the 1990 U.S. Census, Oswego's population stood at 3,875. Just seven years later, a special census showed its population had risen above 9,000, finally surpassing Boulder Hill and making it the largest community in Kendall County.**

*Narrative and images courtesy of Little White School Museum, Oswego*



Oswego's population is projected to grow from **11,000** to **15,500** by 2025, and up to **35,000** by 2040.

## Discover Oswego's Growth Potential

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OSWEGO

COMPREHENSIVE PLAN 2015 UPDATE

Oswego is located in Kendall County, one of the fastest growing counties in the nation. From 1980 to 2010, Kendall County grew at a compound annual growth rate (CAGR) of approximately 4% and is anticipated to grow at a CAGR of approximately 2.0% in the future. Growth in population, in addition to broader economic trends, will continue to drive new residential development in Oswego in the future.

According to census data, Oswego's population as of 2014 is approximately 33,429. According to the most recent projections

provided by CMAP, Oswego is projected to add over 35,000 new residents by 2040, nearly doubling in size.

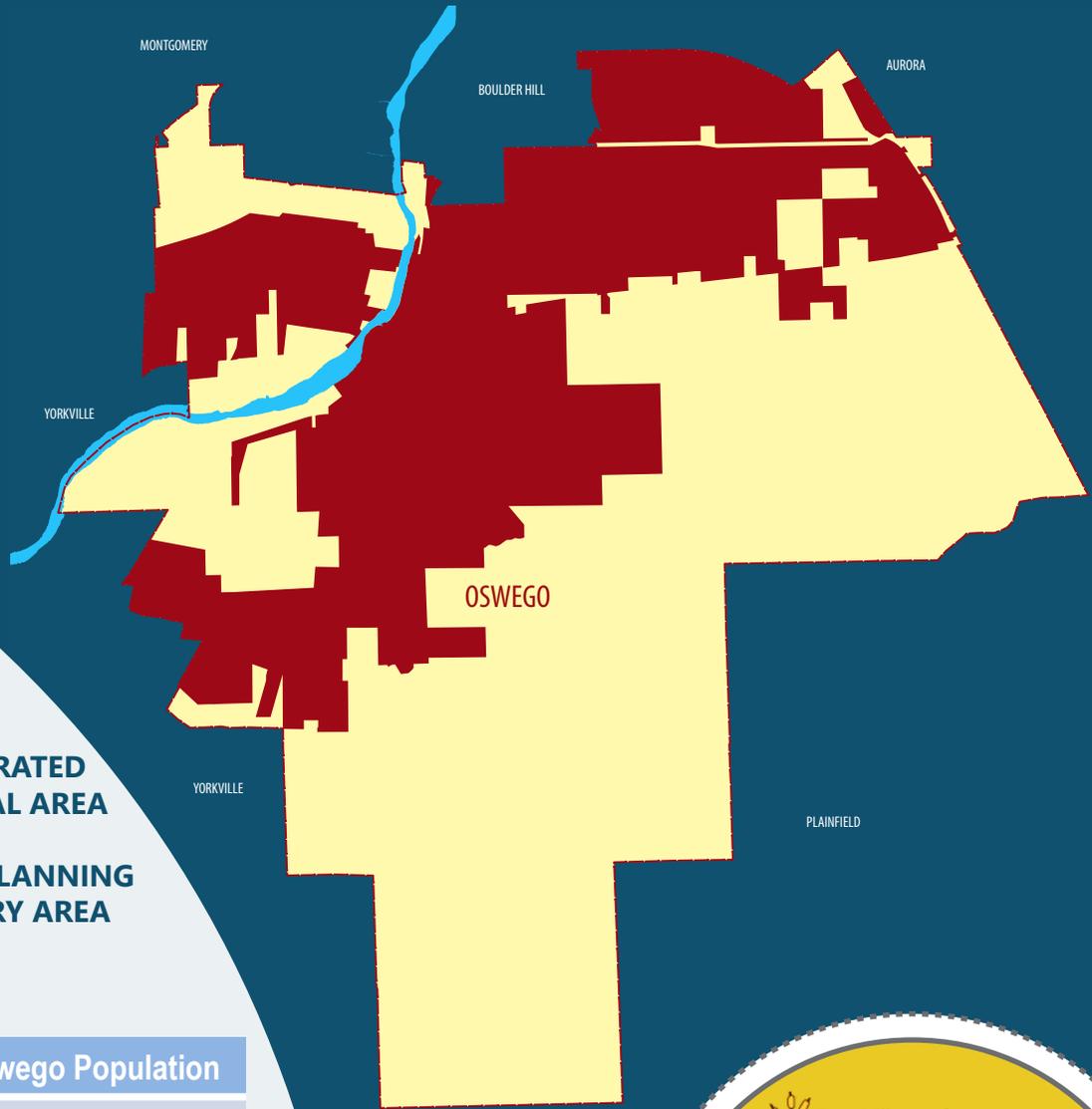
Oswego is estimated to add between 11,082 and 15,483 people between 2014 and 2025. The population is forecasted to grow at a compound annual growth rate (CAGR) of 2.7% to 3.6% from 2014 to 2025 compared to 7.02% from 2000 to 2014.

Forecasted population growth takes into account a number of growth assumptions including historical population growth, housing starts, household size and vacancy. The household size is anticipated to decrease slightly while vacancy is projected to remain constant.

Housing starts are conservatively anticipated to increase from approximately 200 annual starts to approximately 400 to 550 units per year. It is not anticipated that housing starts will reach the frequency achieved during the housing boom, approximately 900 starts annually.

Today, Oswego's 2015 Municipal Area is over **14** sq miles with a population over **30,000**.

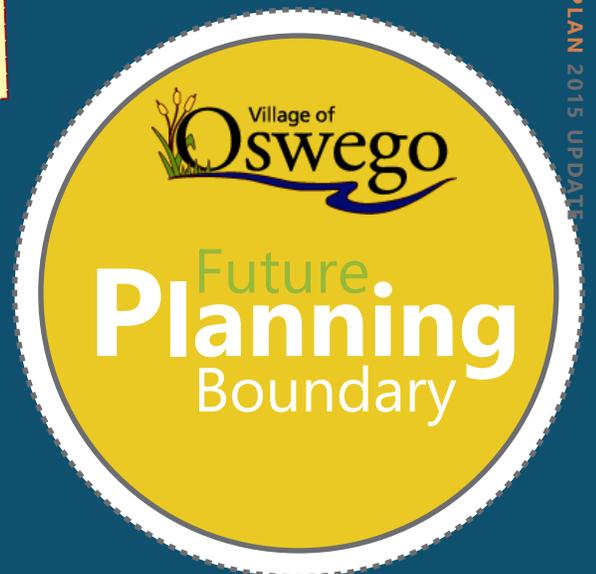
By 2040, Oswego has the capacity to grow to **40** sq miles with over **60,000** people.



-  **2015 INCORPORATED MUNICIPAL AREA**
-  **FUTURE PLANNING BOUNDARY AREA**

Year	Oswego Population
2000	13,326
2010	30,355
2014	33,429
2018 [1]	36,507 - 37,900
2025 [2]	43,944 – 48,346
2040 [3]	69,155

- Source: US Census, ESRI, CMAP
- [1] ESRI Estimate
- [2] SB Friedman Forecast, CAGR ranges from 2.8 – 3.8%
- [3] CMAP Estimate



# 4

## Bold Goals

to create a Legacy of Balanced Growth

1 Keep Oswego **Compact**, concentrating future growth near Downtown and already built up areas

2 Reinvest in **Downtown & The Riverfront**

3 Maintain a strong **Economic Base**

4 Preserve **Farmland**



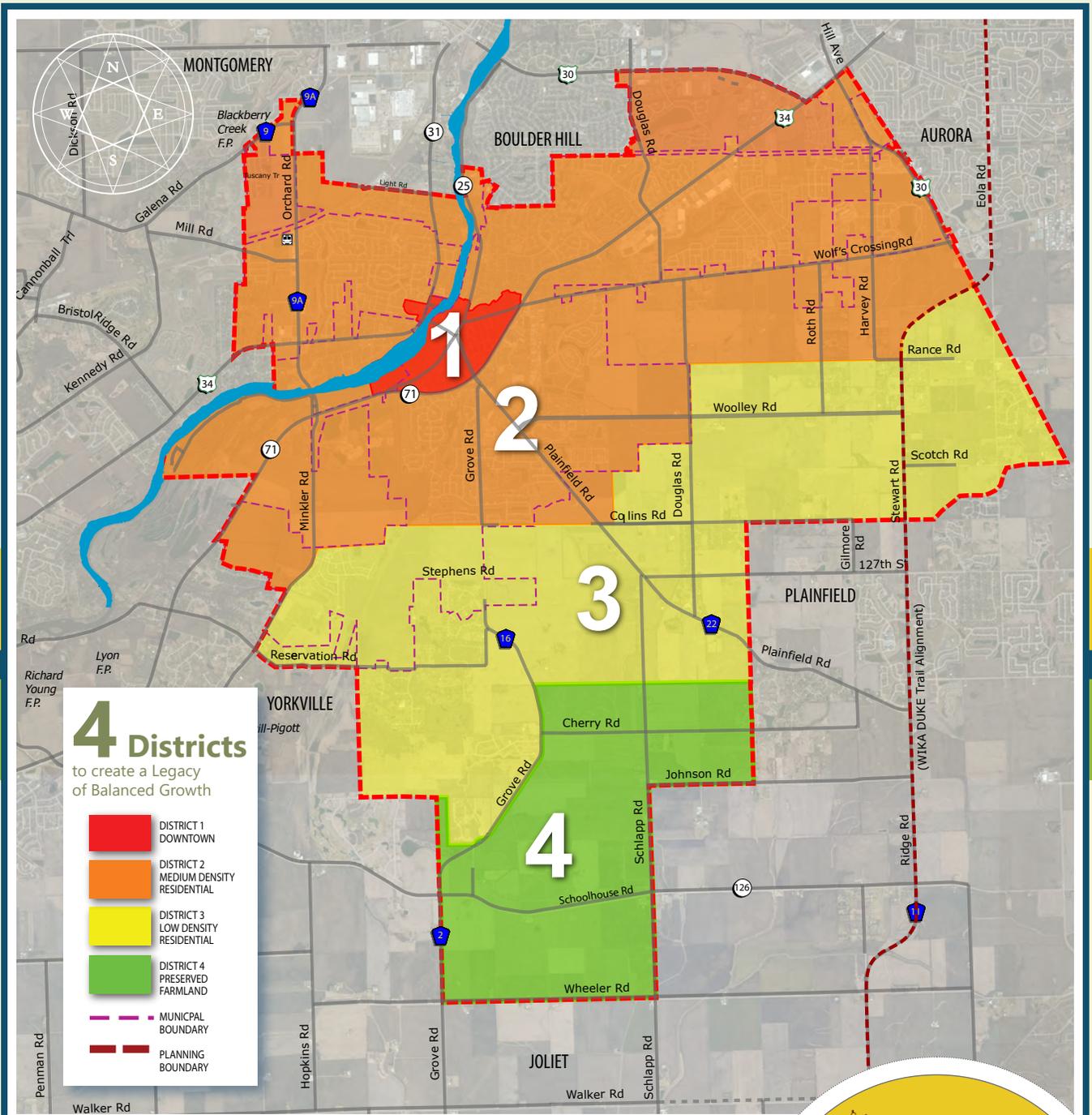
*Comprehensive Plan*

# Goals

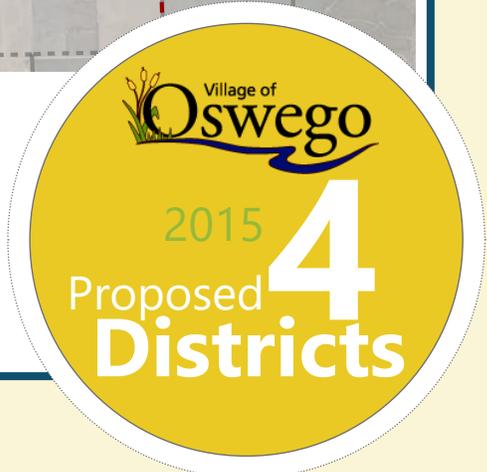
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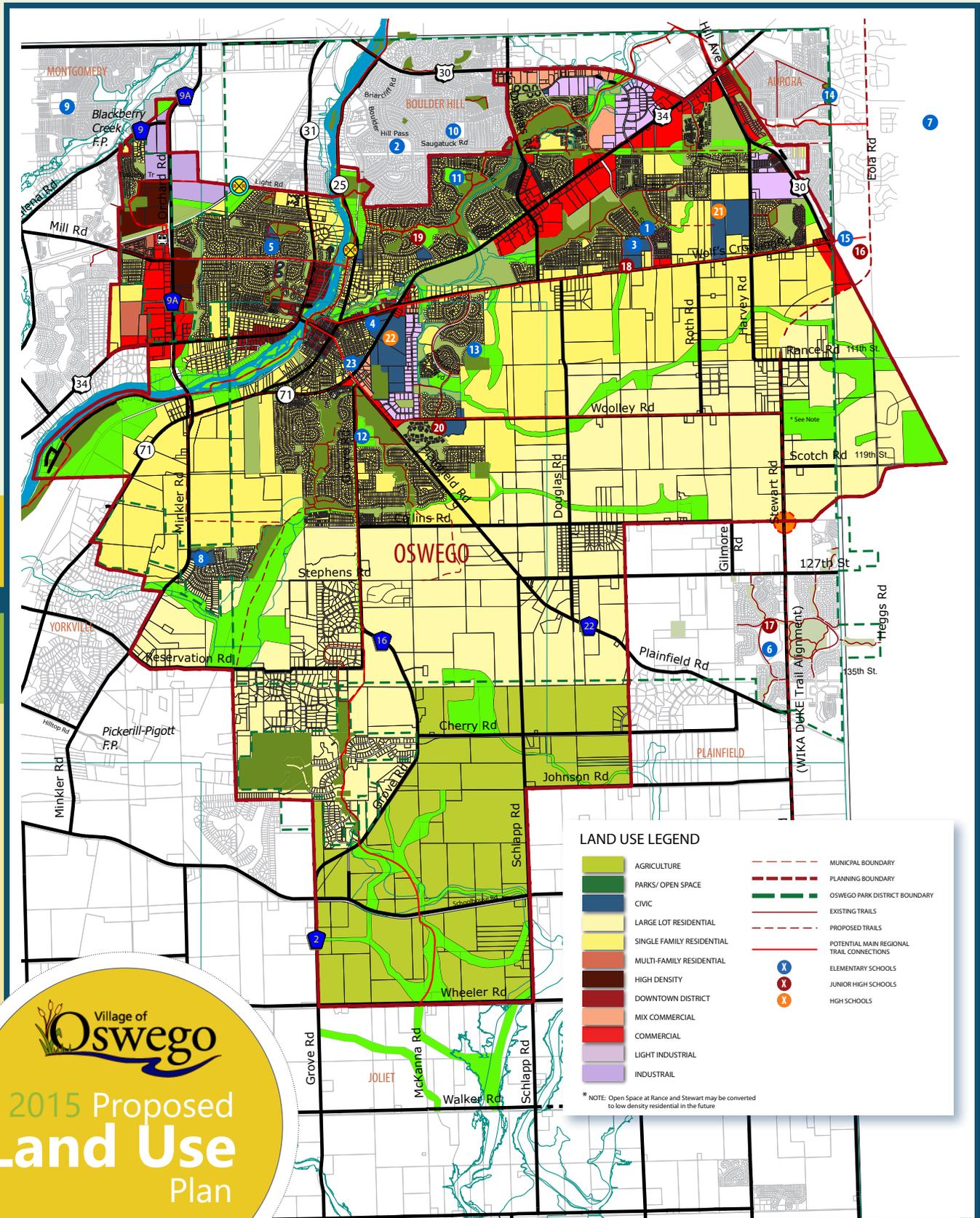
OSWEGO  
COMPREHENSIVE PLAN





	CHARACTER	DENSITY	LOT SIZE	RETAIL
DISTRICT 1	DOWNTOWN	NOT APPLICABLE	NO MINIMUM	DOWNTOWN PEDESTRIAN ORIENTED RETAIL
DISTRICT 2	MEDIUM DENSITY WITH MANY HOUSING CHOICES	2 -3 DU/ ACRE	MINIMUM 8,000 SF FOR SINGLE LOTS	MAJOR LARGE FOOTPRINT RETAIL
DISTRICT 3	LOW DENSITY SINGLE FAMILY	2 DU/ACRE	MINIMUM 10,000 SF	SMALL NEIGHBORHOOD RETAIL
DISTRICT 4	PRESERVED FARMLAND		MINIMUM 5 ACRES	NO RETAIL



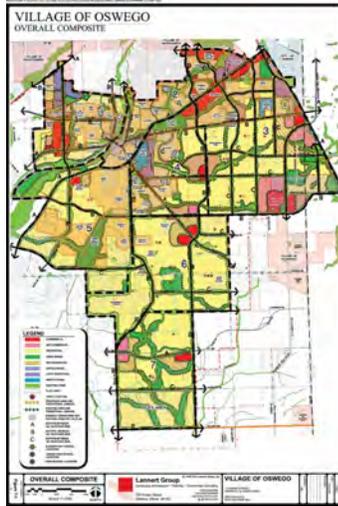


### LAND USE LEGEND

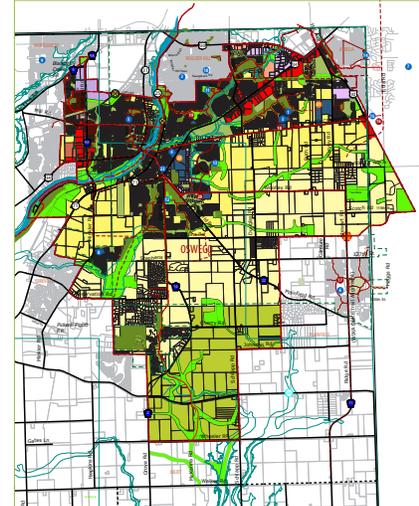
	AGRICULTURE		MUNICIPAL BOUNDARY
	PARKS/ OPEN SPACE		PLANNING BOUNDARY
	CIVIC		OSWEGO PARK DISTRICT BOUNDARY
	LARGE LOT RESIDENTIAL		EXISTING TRAILS
	SINGLE FAMILY RESIDENTIAL		PROPOSED TRAILS
	MULTI-FAMILY RESIDENTIAL		POTENTIAL MAIN REGIONAL TRAIL CONNECTIONS
	HIGH DENSITY		ELEMENTARY SCHOOLS
	DOWNTOWN DISTRICT		JUNIOR HIGH SCHOOLS
	MIX COMMERCIAL		HIGH SCHOOLS
	COMMERCIAL		
	LIGHT INDUSTRIAL		
	INDUSTRIAL		

\* NOTE: Open Space at Rance and Stewart may be converted to low density residential in the future

# How is the 2015 Comprehensive Plan different from the 2009 Plan?



**2009 Plan**



**2015 Plan**

Growth in the surrounding region

The Plan responded to the significant residential growth anticipated in surrounding communities, especially in Joliet to the south

The 2015 Plan responds to the significant slowdown in residential growth in the surrounding communities. The anticipated rapid growth in Joliet is not likely to occur in the near future, leaving unincorporated areas primarily as farmland to the south of Oswego's Planning Boundary.

New Residential Development

Allowed to full extent of Planning Boundary

Allowed only in Districts 1, 2 & 3

Farmland

Preserved Greenways but not Farmland

Preserves 4,936 acres of Farmland

Community Services

Allowed significant new development in areas not served by Oswego Park District (OPD), schools, and utilities

Keeps new development within the existing areas served by OPD, schools and utilities

Retail

Many new retail nodes / centers

Directs major new retail growth to existing Retail Hubs

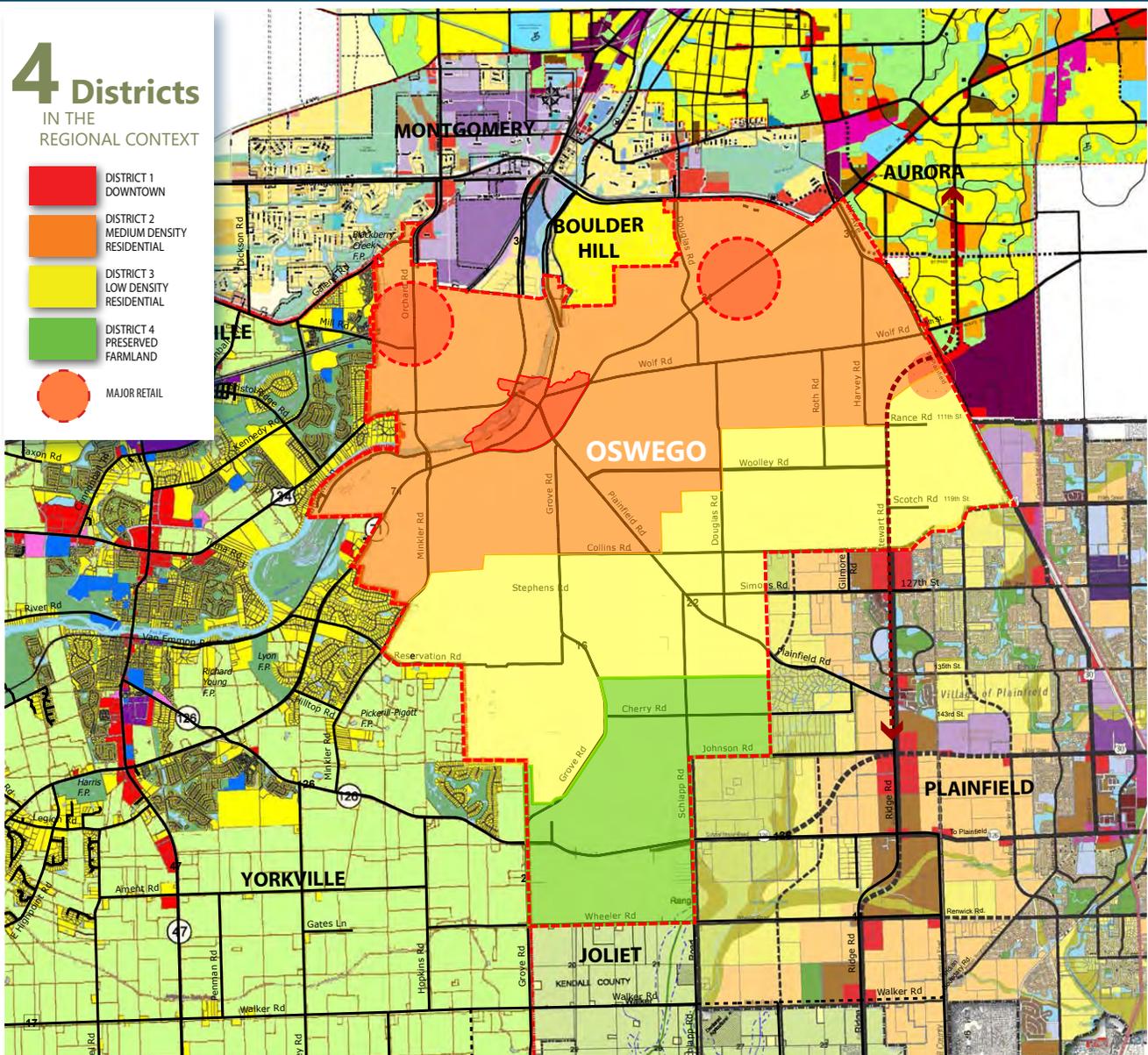
Planning Boundary

Included "Flex Area", down to Walker to the south

Excludes "Flex Area", and extends down to Wheeler to the south

# 4 Districts IN THE REGIONAL CONTEXT

- DISTRICT 1  
DOWNTOWN
- DISTRICT 2  
MEDIUM DENSITY  
RESIDENTIAL
- DISTRICT 3  
LOW DENSITY  
RESIDENTIAL
- DISTRICT 4  
PRESERVED  
FARMLAND
- MAJOR RETAIL



## The 4 Districts in the Regional Context

The Land Use recommendations were developed to be consistent with trends in major neighboring communities.

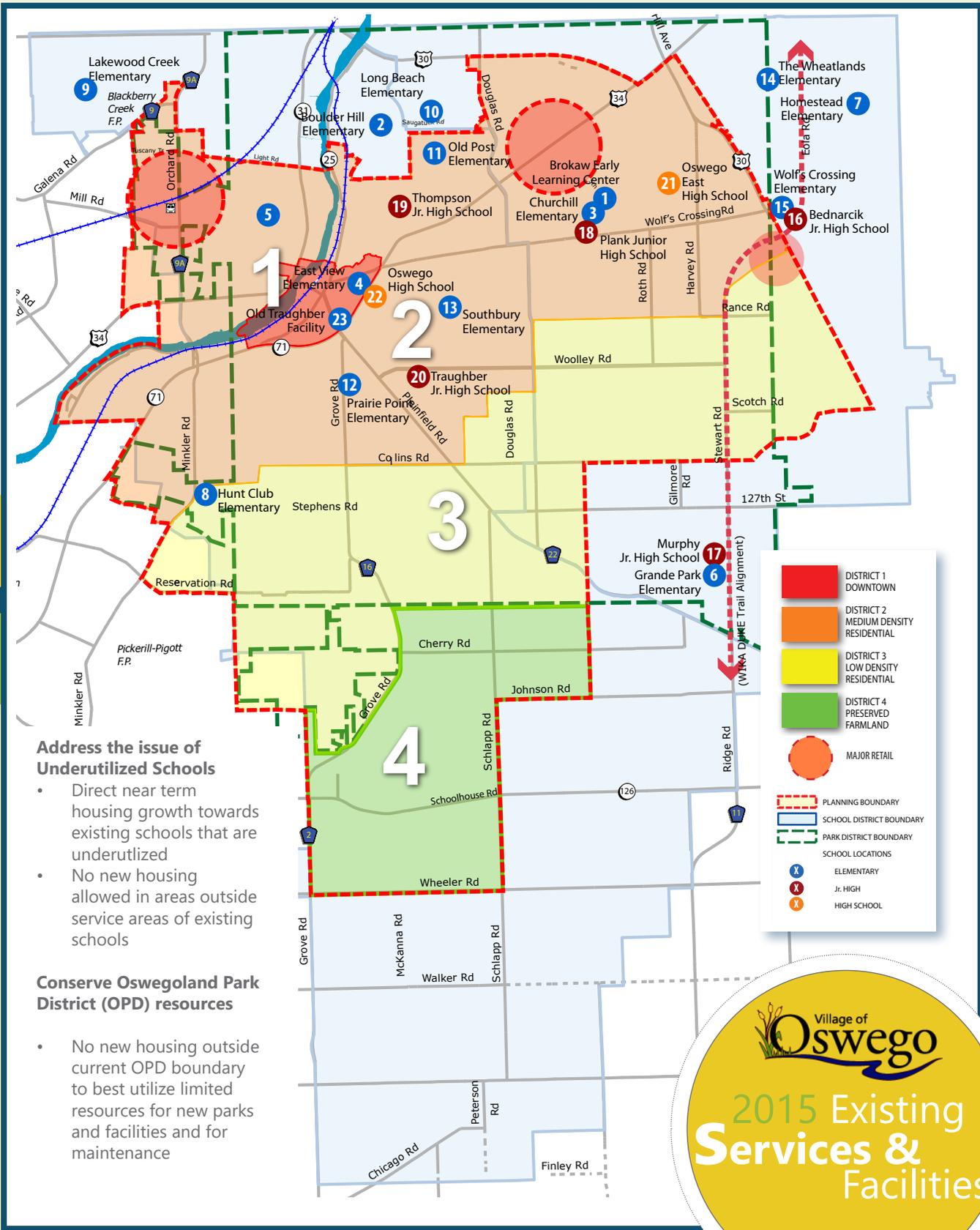
**JOLIET:** While the last plan for the area to the south of Oswego was planned for significant residential growth, the City currently does not

anticipate this growth to occur in the near term. District 4 preserves farmland to be consistent with the existing agricultural uses to the south.

**PLAINFIELD:** Plainfield’s current land use plan shows primarily large residential lots for the area to the east of Oswego. District 3 (low density large lots) and District 4 (agricultural) are consistent with this land use.

**AURORA:** District 2 (medium density development) continues the established direction of residential growth coming from the north-east border with Aurora

**YORKVILLE:** District 4 (agricultural) is consistent with Yorkville’s current plan, showing significant agricultural and open space and Districts 2 and 3 continue the residential growth pattern towards the west.



**Address the issue of Underutilized Schools**

- Direct near term housing growth towards existing schools that are underutilized
- No new housing allowed in areas outside service areas of existing schools

**Conserve Oswegoland Park District (OPD) resources**

- No new housing outside current OPD boundary to best utilize limited resources for new parks and facilities and for maintenance





Oswego is forecasted to add between **11,082 to 15,483 people between 2014 - 2025** & to grow at a compound annual growth rate (CAGR) of **2.7% to 3.6%** from 2014 to 2025 compared to 7.02% from 2000 to 2014.

This translates to **400 to 550 units per year**, compared to 900 starts annually during the housing boom.

The 2015 Comprehensive Plan analysis provides the following Housing Projections (see pages # to # for full analysis):

## Projected Demand 4,500 to 5,900 New Residential Units by 2025

### Projected Demand for New Housing by Housing Type

Single-family	62%-65%
Townhome	19%
Multi-family	17%-19%

### Projected Demand for New Multifamily Housing

TOWN HOMES	905 – 1,189 approx.
APT/CONDO	891 – 1,048 approx.
<b>TOTAL</b>	<b>1,796 – 2,237 approx.</b>

# Offering more Housing Choices for all

## Planned Capacity to meet Demand

### Single Family Homes

There is significant capacity in District 2 and 3 to accommodate over **8,000 to 16,000 new single family homes** to meet near term and long term growth. (see Table on next page).

### Multifamily Homes

New Multifamily should be directed to the following areas:

- New Multifamily units in developments already planned or underway
- Downtown Oswego & Village Hall Area
- Orchard Road, within 10 minute walk of the future Train Station
- Existing activity centers, including Route 34 Retail, schools, civic centers etc.

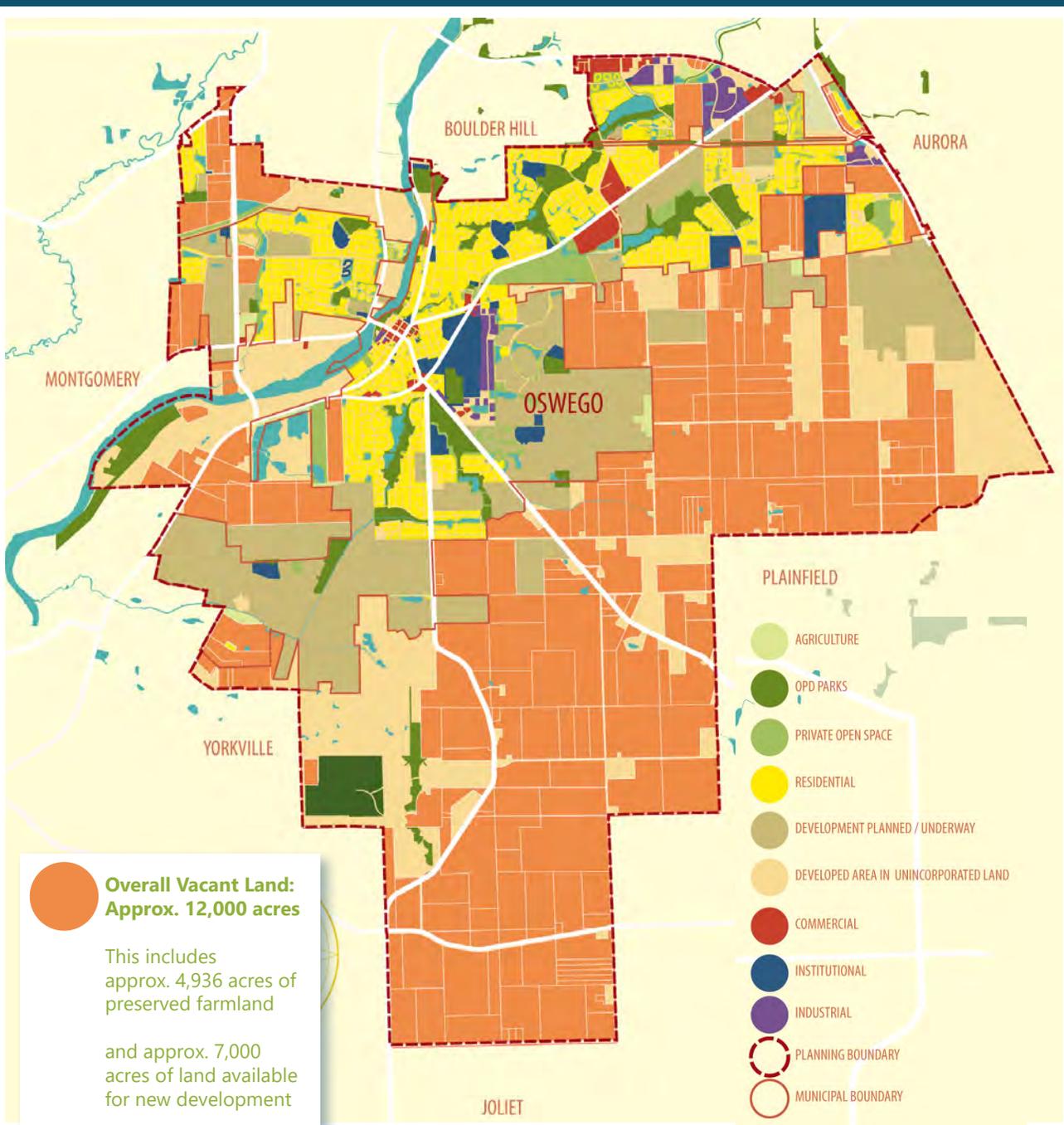
### MULTIFAMILY UNITS (APPROX.) IN DEVELOPMENTS PLANNED OR UNDERWAY

Ashcroft Walk	210 townhomes
Hummel Trails	230 apartment/condos
Parksmith Run	88 townhomes
Pine Ridge Club	117 condos
Keck Farm	163 townhomes
Seasons at Southbury	162 townhomes
Southbury Townes	105 townhomes
Tuscany Station	346 apartments
Hudson Pointe	150 townhomes and 312 apartments (could be flex to single family)
<b>TOTAL</b>	<b>1,421 to 1,883 Units approx.</b>

### MULTIFAMILY UNITS ESTIMATED IN POTENTIAL NEW DEVELOPMENTS

ESTIMATE OF MULTI-FAMILY UNITS IN DISTRICT 1 & 2				
LOCATION	NUMBER OF MULTI-FAMILY DWELLING UNITS			TOTAL
	TOWNHOMES	CONDOS	APARTMENTS	
Hudson Pointe	150		312	462
Tuscany Station			146	146
Alexander L.Y. Site	16	96		112
Harrison Street South	21	60		81
Village Hall Area	50	90		140
<b>Total M.F. Dwelling Units</b>	<b>237</b>	<b>246</b>	<b>458</b>	<b>941</b>

**TOTAL CAPACITY FOR MULTIFAMILY UNITS (PLANNED, UNDERWAY AND POTENTIAL): APPROX. 2,300 TO 2,700 UNITS**



DISTRICT	GROSS AREA (ACRES)	DENSITY D.U./AC		GROSS DEVELOPABLE AREA	NO. OF UNITS BASED ON GROSS ACREAGE		NET BUILDABLE ACREAGE (70% OF GROSS)*	NO. OF UNITS BASED ON NET ACREAGE		POPULATION FROM SINGLE FAMILY HOMES**	
		MIN	MAX		MIN	MAX		MIN	MAX	MIN	MAX
DISTRICT 1	529										
DISTRICT 2	13,170	2	3	2,466	4,932	7,399	1,726	3,453	5,179	10,945	16,418
DISTRICT 3	8,887	2	2	4,587	6,880	9,174	3,211	4,816	6,422	15,267	20,356
DISTRICT 4	4,936	0	1	0	0	0	0	0	0		
<b>TOTAL</b>	<b>27,523</b>			<b>7,053</b>	<b>11,813</b>	<b>16,572</b>	<b>4,937</b>	<b>8,269</b>	<b>11,601</b>	<b>26,212</b>	<b>36,774</b>



The Oswegoland Park District was organized in 1950 and currently serves the residents of Oswego Township, a 38 square mile area with a population of 55,000. The district includes residents of Oswego, Boulder Hill, parts of Aurora, Montgomery and Plainfield. The park district is a separate taxing body with a 5 member elected Board of Commissioners.

**One Major River.  
Three Major Creeks.  
Three Watersheds.  
Natural Islands.  
Wildlife Habitat.  
Saw Wee Kee Park.**

The 2015 Comprehensive Plan was developed with great participation and support from OPD, and reflects the following goals:

- Create a continuous system of Riverfront Parks at Downtown Oswego
- Build New Parks near schools, stormwater management areas, natural resources and trails
- No new parks for areas outside the current OPD boundary and in District 4.
- Create a Stormwater Management and Maintenance Plan and Guidelines for Oswego

**995 acres of Open Space, including  
388 acres of Natural Areas  
and 60 Parks.**

## Oswego's Existing Parks & Open Space System

### 30 Neighborhood Parks

#### 3 Community Parks

Civic Center Park, Hudson Crossing Park, Violet Patch Park

#### 5 Community Parks and Sportsfields

Community Park at Grande Park, Old Post Park, Prairie Point Community Park, PrairieFest Park, Wormley Heritage Park

#### 13 Natural Area Parks (402 acres)

Bartlett Lake and Prairie/Wetland, Bluegrass Prairie Park West, Eagle Ridge Park, Farmington Lakes, Marina Woods Park, Millstone Park, Morgan Creek Prairie/Wetland, Saw Wee Kee Park, Stonegate Park, Troy Park, Waa Kee Sha Park, Waubonsie Park, Waubonsie Wetland

#### 9 Greenways and Linear Parks

Amber Fields Greenway  
Fox River Trail River Frontage  
Grove Estates Greenway  
Grove Road Trail  
Matena Greenway  
Northampton Greenway  
Oswego Prairie Trail  
Prairie Point Greenway  
Waubonsie Greenway

#### 6 Parks facility buildings

Civic Center, Prairie Point, South Point, Boulder Point, Stewart Farm Little White School Museum

#### Park Facilities

32 playgrounds  
2 pools, 1 splash pad  
18 hole disc golf course  
9 sand volleyball courts (Bluegrass Park, Grande Park, Old Post, Wormley, Prairie Point)  
25 half court basketball  
4 full court basketball courts  
3 roller hockey courts (Old Post,

Wormley, Grande Park)

11 tennis courts (Briarcliff, Pearce's Ford, Grande Park, Civic Center)  
3 pickleball courts (Briarcliff, Grande Park)  
2 skate parks,  
Soccer, baseball, football fields  
6 sledding hills

#### 7 Lakes

Augusta Lake, Bartlett Lake, Briarcliff Lake, Chesterfield Lake, Douglas Lake, Whispering Woods Lake, Winrock Lake

#### Fox River Canoe Access

Violet Patch Park, Hudson Crossing Park and Saw Wee Kee Park

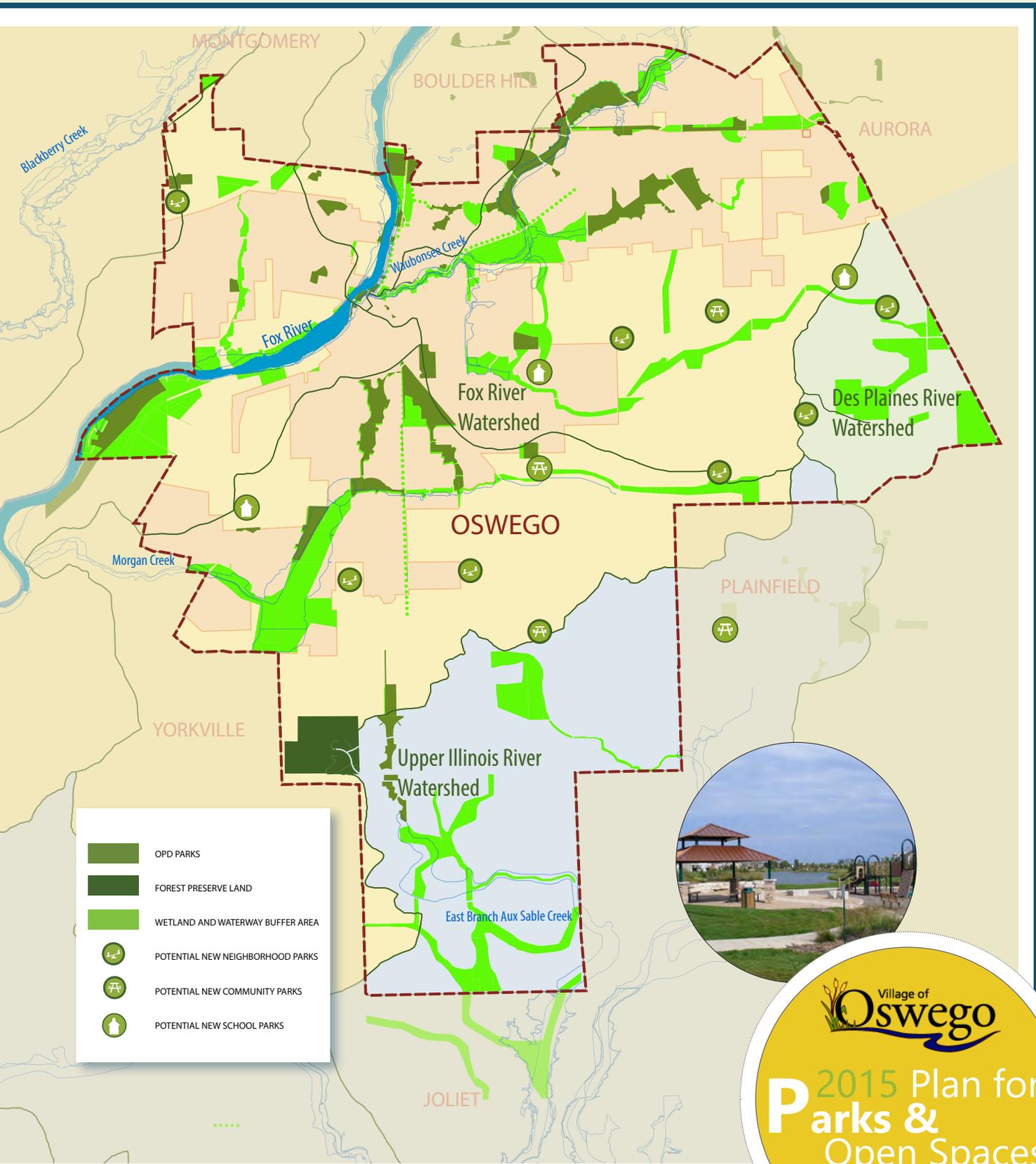
#### 5 Elementary School/Park sites

Old Post, Fox Chase, Wheatlands, Prairie Point, Southbury and Hunt Club

#### Fox Bend Golf Course

18 holes, 160 acres

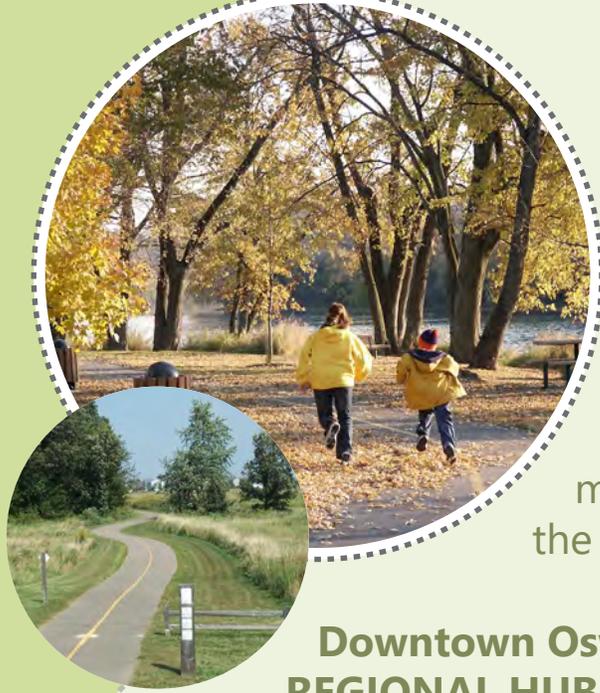




-  OPD PARKS
-  FOREST PRESERVE LAND
-  WETLAND AND WATERWAY BUFFER AREA
-  POTENTIAL NEW NEIGHBORHOOD PARKS
-  POTENTIAL NEW COMMUNITY PARKS
-  POTENTIAL NEW SCHOOL PARKS



  
**P** 2015 Plan for  
 Parks &  
 Open Spaces



Oswego residents already enjoy over 13 miles of trails and 8 greenways owned and maintained by the Oswegoland Park District. Downtown Oswego is the southern terminus today of the 43 mile long Fox River Trail, one of the regions most spectacular and scenic trails going all the way north to Algonquin.

**Downtown Oswego is now poised to be a MAJOR REGIONAL HUB where local and regional trails meet,** and not just a place where great trails end. Community feedback for the Plan shows very strong support for creating an outstanding trail system that Oswego can be known for in the

## Creating an outstanding

# T rail System for Oswego

### Existing 5 Trails

Waubonsie Trail	3.75 miles
Fox River Trail	3.25 miles
Grove Road Trail	3.23 miles
Oswego Prairie Trail	0.5 mile
Prairie Point Trail	2.0 miles
<b>Total</b>	<b>12.73 miles</b>

### Recommendations for New Trails and improvements

(see Map # on page # for location of projects)

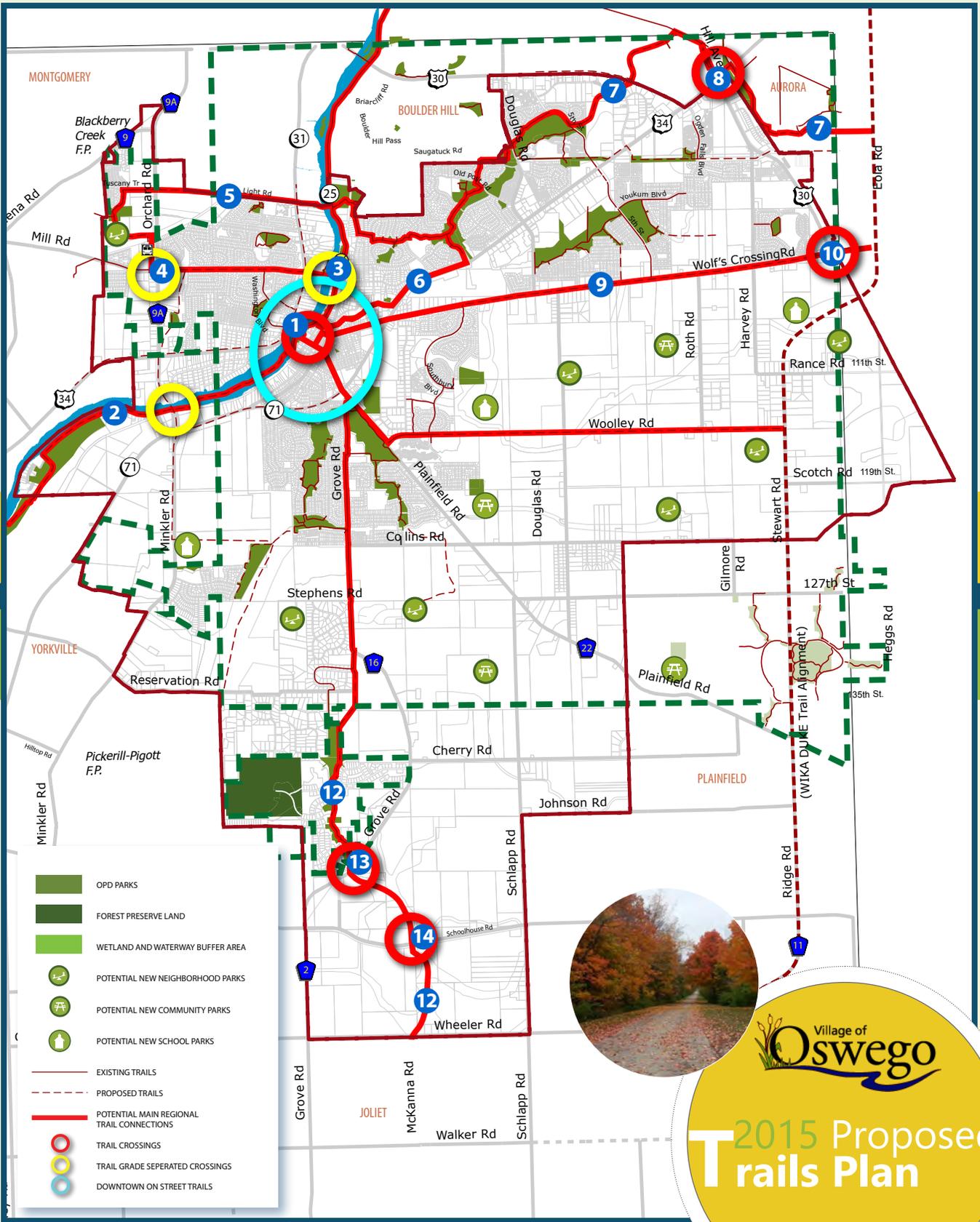
1. Under Bridge connection under Washington Street to link north and south parks and extend the Fox River Trail
2. Extend the Fox River Trail to Saw Wee Kee Park along the west side of the railroad r.o.w.

3. A potential pedestrian and bike bridge over the Fox River at Mill Rd. was considered, but deemed not a near term priority at this point.
4. Potential trail underpass at Orchard Road to the future train station
5. Complete trail segments for a continuous trail along Light Road from Mill and Orchard to the Fox River and Waubonsie Creek trails
6. Extend the Waubonsie Creek Trail to the Downtown Waterfront
7. Complete trail segments of the Waubonsie Creek Trail to the Future Wikaduke Trail
8. Install safe pedestrian and bike crossing at Route 34
9. Install dedicated trail along Wolf's Crossing to connect the following: Future Wikaduke Trail, Main Street

via Chicago St, Washington St, the Waterfront and the Bike Bridge to Village Hall.

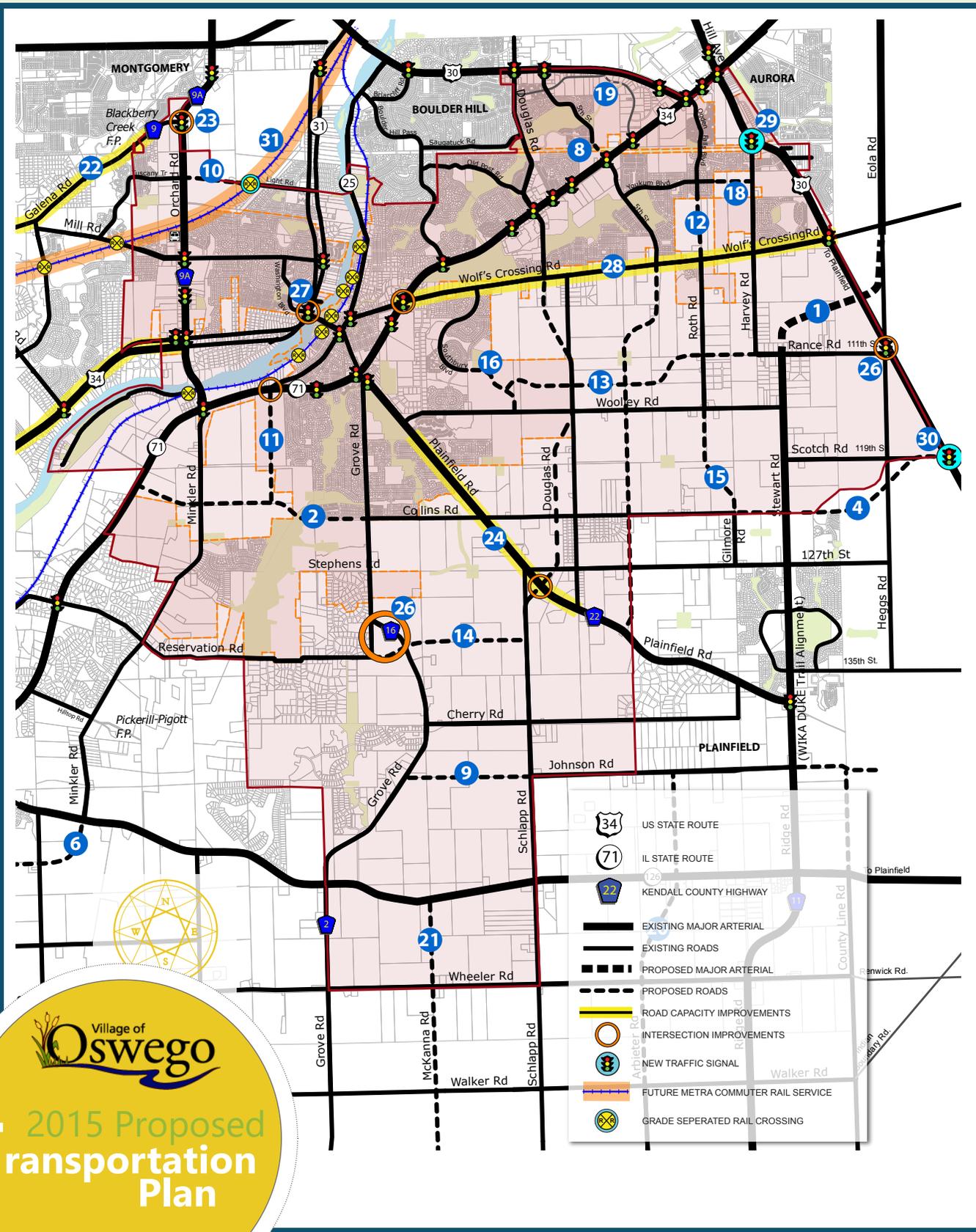
10. Install safe crossing at Wolf's Crossing and Route 30
11. Install a dedicated trail along Woolley Rd from Future Wikaduke Trail to Downtown via Plainfield Rd and Washington St
12. Complete missing trail segments of Grove Rd Trail south to Wheeler Rd, creating a major north south trail
13. Install a safe crossing at Grove Rd
14. Install a safe crossing at Schoolhouse Rd.





Village of Oswego

# 2015 Proposed Trails Plan



Village of Oswego

# 2015 Proposed Transportation Plan

## 2015 TRANSPORTATION PLAN RECOMMENDATIONS

### Future Roadway Extensions

#### Major Arterial Roads

1. WIKADUKE Trail (Kendall Co 5-Year STP)

#### Minor Arterial Roads

2. Collins Road, west to Orchard Road/Minkler Road (Kendall Co 5-Year STP)
3. Collins Road, continued west from Orchard/Minkler to IL 71 (Oswego Transp. Plan)
4. Collins Road, east to WIKADUKE Trail & 119th Street (Kendall Co 5-Year STP)
5. Douglas Road (Realignment), Wolf's Crossing Road-IL 126 (Oswego Transp. Plan)
6. Minkler Road, IL 126-Windett Ridge Road (Kendall Co 5-Year STP)
7. Schlapp Road, realignment at Plainfield Road (Oswego Transp. Plan)

#### Collector Roads

8. Fifth Street, US 34-Farmington Lakes Drive (KLOA)
9. Johnson Road, Schlapp Road-Grove Road (KLOA)
10. Light Road, BNSF Railroad-Orchard Road (KLOA)
11. Main Street, IL 71-Collins Road extension (KLOA)
12. Ogden Falls Boulevard, Raintree Drive-Wolf's Crossing Road (Oswego Comp Plan)
13. Rance Road, Harvey Road-Southbury Boulevard (Oswego Transp. Plan)
14. Reservation Road, Plainfield Road-Schlapp Road (Kendall Co 5-Year STP)
15. Roth Road, Woolley Road-Collins Road (Kendall Co 5-Year STP)
16. Southbury Boulevard, Colchester Drive-Woolley Road (Oswego Transp. Plan)

17. Wheeler Road, Hopkins Road-Lisbon Road (Kendall Co 5-Year STP)
18. Youkam Boulevard, Raintree Drive-Harvey Road (KLOA)

#### Local Roads

19. Kendall Point Drive, extension across Waubonsie Creek to Wiesbrook Drive (KLOA)
20. Arbeiter Road, Walker Road-Johnson Road (Kendall Co 5-Year STP)
21. McKanna Road, IL 126-Chicago Road (Kendall Co 5-Year STP)

#### Future Roadway Capacity Improvements

22. Galena Road, Orchard Road-IL 47 (Kendall Co 5-Year STP)
23. Orchard Road/Galena Road intersection (Kendall Co 5-Year STP)
24. Plainfield Road, Linden Drive-Douglas Road (Kendall Co 5-Year STP)
25. Reservation Road/Grove Road intersection (Kendall Co 5-Year STP)
26. US 30/Heggs Road intersection (IDOT FY 2015-2020 Multi-Modal TIP)
27. US 34, Orchard Rd-IL 47 (IDOT FY 2015-2020 Multi-Modal TIP)
28. Wolf's Crossing Road, US 34/IL 71-US 30 (KLOA)

#### Future Traffic Signal Installations

29. US 30/Harvey Road (IDOT FY 2015-2020 Multi-Modal TIP)
30. US 30/119th Street (IDOT FY 2015-2020 Multi-Modal TIP)
31. METRA Commuter Rail Extension

## ADDITIONAL PROJECTS

#### New Fox River Crossing Alternatives: (KLOA)

- Extension of Mill Road across Fox River to IL 25
- Pedestrian/bicycle bridge over Fox River connecting Fox River

Trail (via Adams Street) on east side with Mill Road bike path on west side.

- Extension of Light Road across Fox River to IL 25

#### Additional/Enhanced Truck Route Signage: (KLOA)

install Class II Truck Route signage (R5-I102) with auxiliary directional arrow (M6-3) on westbound US 34 in advance of IL 71 to guide trucks onto IL 71 instead of following US 34 through the downtown. Signs can be added to existing state route signage and/or installed in additional locations.

#### Harrison Street-Benton Street Connector (KLOA)

Extend Harrison Street south and east to align with Benton Street at Adams Street. Widen Benton Street and the existing railroad grade crossing.

#### Washington Street/Harrison Street Traffic Signal (Downtown Framework Plan)

Pedestrian underpass of the Washington Street bridge via a realignment and extension of the Fox River Trail (Downtown Framework Plan)

Adams Street Vacation, Washington Street-Van Buren Street (Downtown Framework Plan) or conversion to a multi-use path

Washington Street Complete Street Enhancements, Madison Street-Fox River Bridge and at the Washington Street/IL 31 intersection

Washington Street Traffic Calming Enhancements, Madison Street-IL 71, including traffic circle at Washington/Ashland/Van Buren

US 34/IL 71/Wolf's Crossing Road Intersection Improvements

Downtown is a historic and iconic symbol of Oswego. This is where Oswego was born, at the confluence of the Fox River and Waubonsie Creek. The historic scale and charm of Old Oswego is still well preserved in old Main Street buildings and local shops at the street level. Hudson Crossing Park is a lovely natural riverfront park serving Downtown and the overall Village as a great community open space.

The 2015 Plan identifies a bold community vision and major catalytic projects to realize the vision.

# A Catalytic Plan for Downtown Oswego





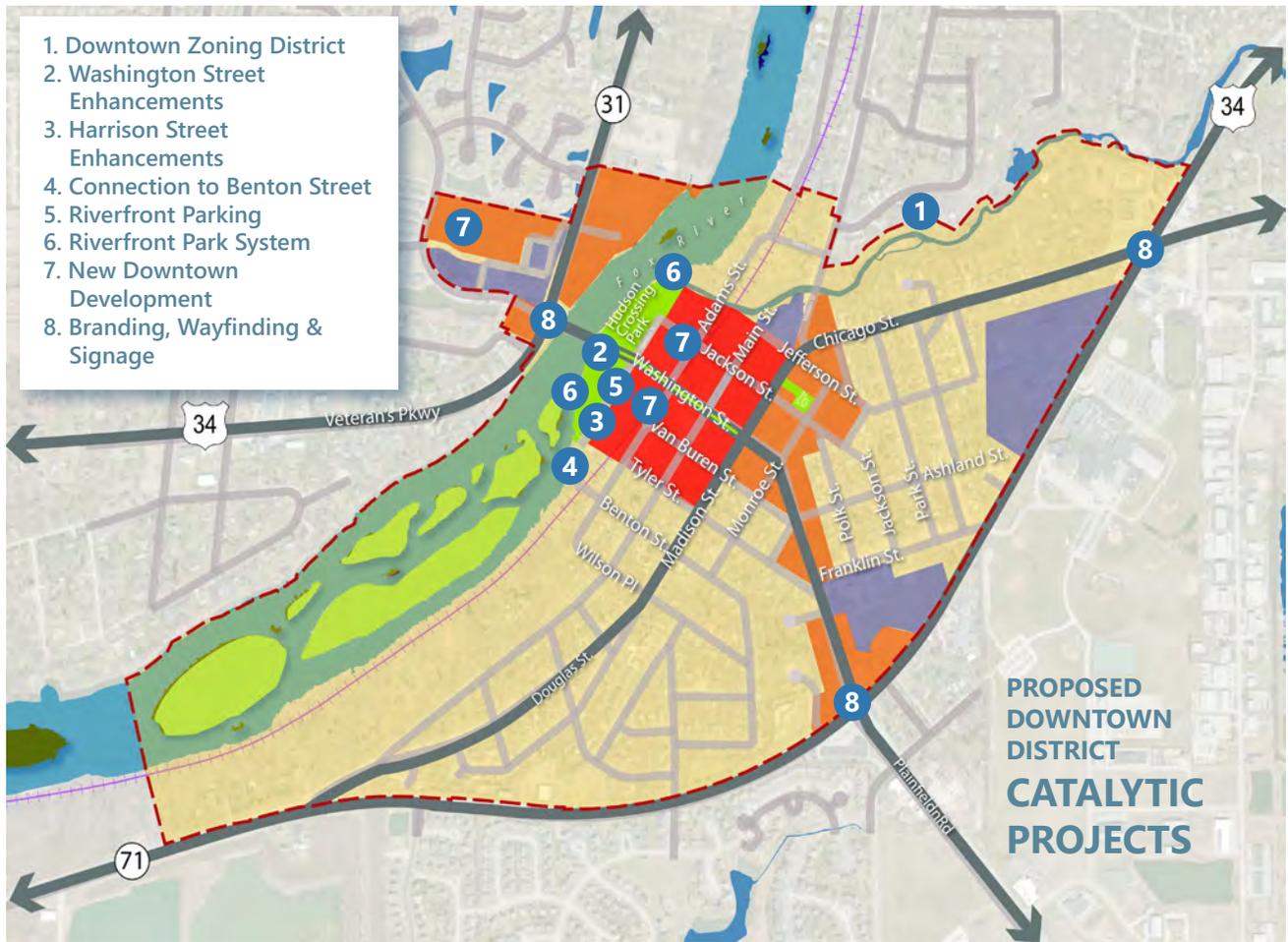
# A Vision for Downtown Oswego

**Downtown Oswego will be known in the Chicago region as a delightful Riverfront Downtown that combines the best of the old and the new, drawing visitors from Oswego as well as neighboring communities. The charming historic Main Street character will be strengthened with new development that brings more shops and residents to the heart of Downtown. A unique system of connected Riverfront parks and islands will showcase Oswego's commitment to great public open spaces and the preservation of natural areas.**

The walkable scale of small blocks and pedestrian friendly streets will be greatly reinforced by the transformation of Washington Street and Harrison Street. Downtown Oswego will be well established as a great hub in the Fox Regional Trail system. With new underbridge and other critical trail connections completed, Downtown will be the place to stop for both residents and visitors enjoying the wonderful trail system.

The Downtown Core will expand along Harrison Street to create a full riverfront frontage of new and old buildings, that can offer restaurants, cafes and outdoor seating at the street level with homes above facing the river. The Fox River will be at the center of the expanded Downtown, tying the Village Hall and new development to the west to the historic Downtown Core to the east. Attractive gateways and wayfinding signage will make it easy to reach Downtown and the Riverfront from the major routes into Oswego.

1. Downtown Zoning District
2. Washington Street Enhancements
3. Harrison Street Enhancements
4. Connection to Benton Street
5. Riverfront Parking
6. Riverfront Park System
7. New Downtown Development
8. Branding, Wayfinding & Signage



**PROPOSED  
DOWNTOWN  
DISTRICT  
CATALYTIC  
PROJECTS**

# Create a Downtown Zoning District

## Create a well defined and expanded Downtown District

Previous plans for Downtown focused primarily on the blocks at the heart of Downtown. The 2015 Plan expands the Downtown District Boundary to meet two simple goals:

- Make the Fox River the "Central Feature" of Downtown, not just an edge, by including the Village Hall area to the west.
- Extend to Route 34 to the east and IL 71 to include and protect historic pattern of small blocks and older homes

## Amend current Zoning to be consistent with following recommendations:

- Create a "Downtown Zoning District" that is an overlay district or an actual zoning district with the same boundaries as shown in Map below.
- The current Zoning Ordinance has many designations within one block or street, including B1, B2, B3, M1, R1, R2 and R3. This is confusing and inhibits creating a consistent mix of uses where appropriate.

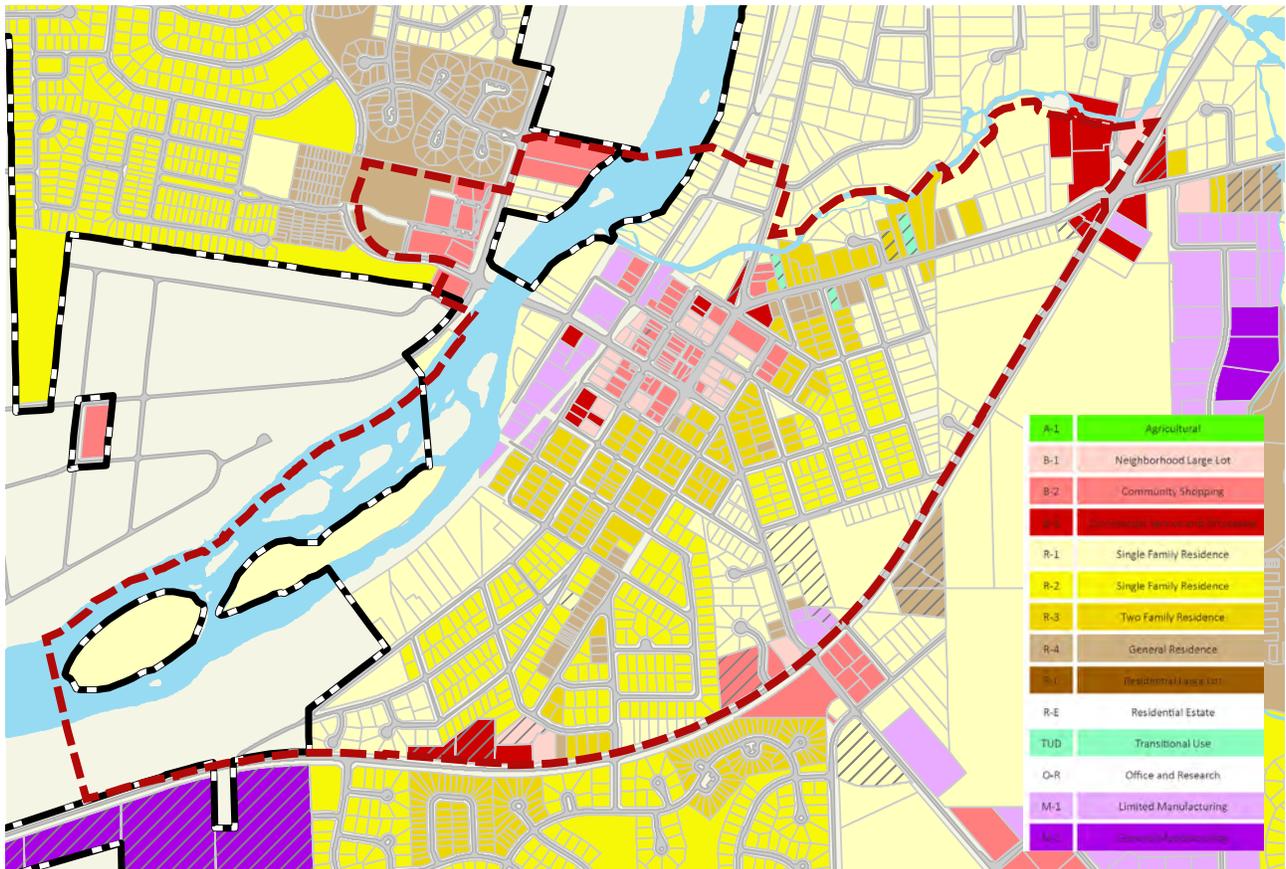
## Simplify Permitted Land Uses to the following:

- **Downtown Core: D1**
- **Secondary Core / Transitional Area: D2**
- **Residential Blocks: DR**

## Create a DOWNTOWN TIF to help fund recommended infrastructure improvements in the Downtown District

## Extend the FACADE IMPROVEMENT program boundary to cover the extents of the new Downtown District.

PROPOSED DOWNTOWN DISTRICT BOUNDARY ON EXISTING ZONING

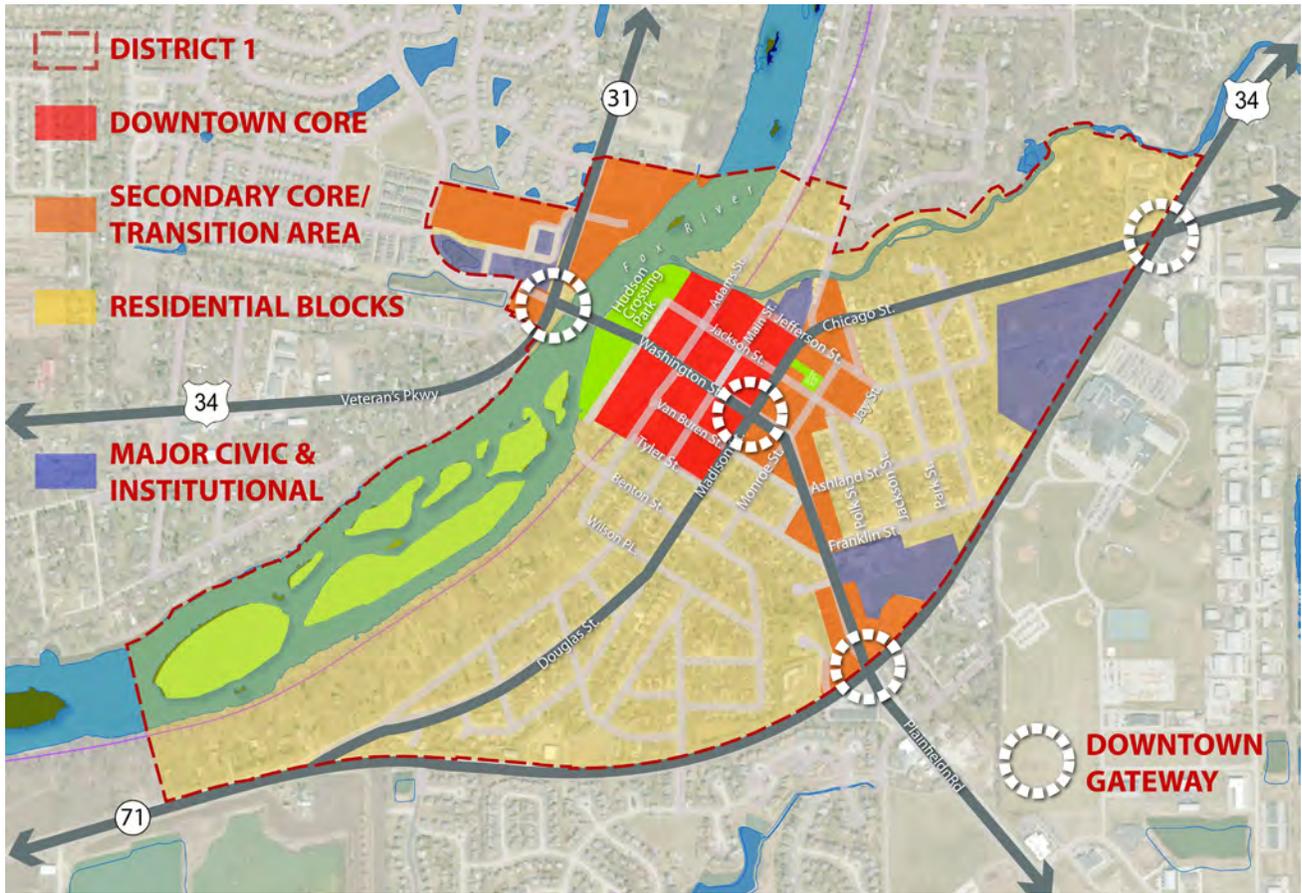


# Create a Downtown Zoning District

RECOMMENDED ZONING DESIGNATION		PERMITTED USES	HEIGHT LIMIT
DOWNTOWN CORE	D1	COMMERCIAL, RESIDENTIAL AND MIXED USE	4 stories. 5 stories allowed facing the river and Washington Street.
SECONDARY CORE / TRANSITION AREA	D2	RESIDENTIAL, SMALL OFFICE AND RETAIL	3
RESIDENTIAL BLOCKS	DR	RESIDENTIAL ONLY	3

- Any preexisting Nonconforming uses should be grandfathered.
- Remove FAR and Density requirements for the Downtown District. Traditional density and FAR calculations fail to reflect the uniqueness of Downtown sites that are typically small and constrained, and work against the goal of attracting more residents, shops and offices to Downtown.
- Control size of development with Height Limits and Desired Setbacks instead of FAR and Density.
- Remove on-site parking requirements for sites within the Downtown District. Instead, implement the Downtown Parking recommendations and provide more public parking options to serve all Downtown sites.

## PROPOSED DOWNTOWN DISTRICT & RECOMMENDED LAND USES

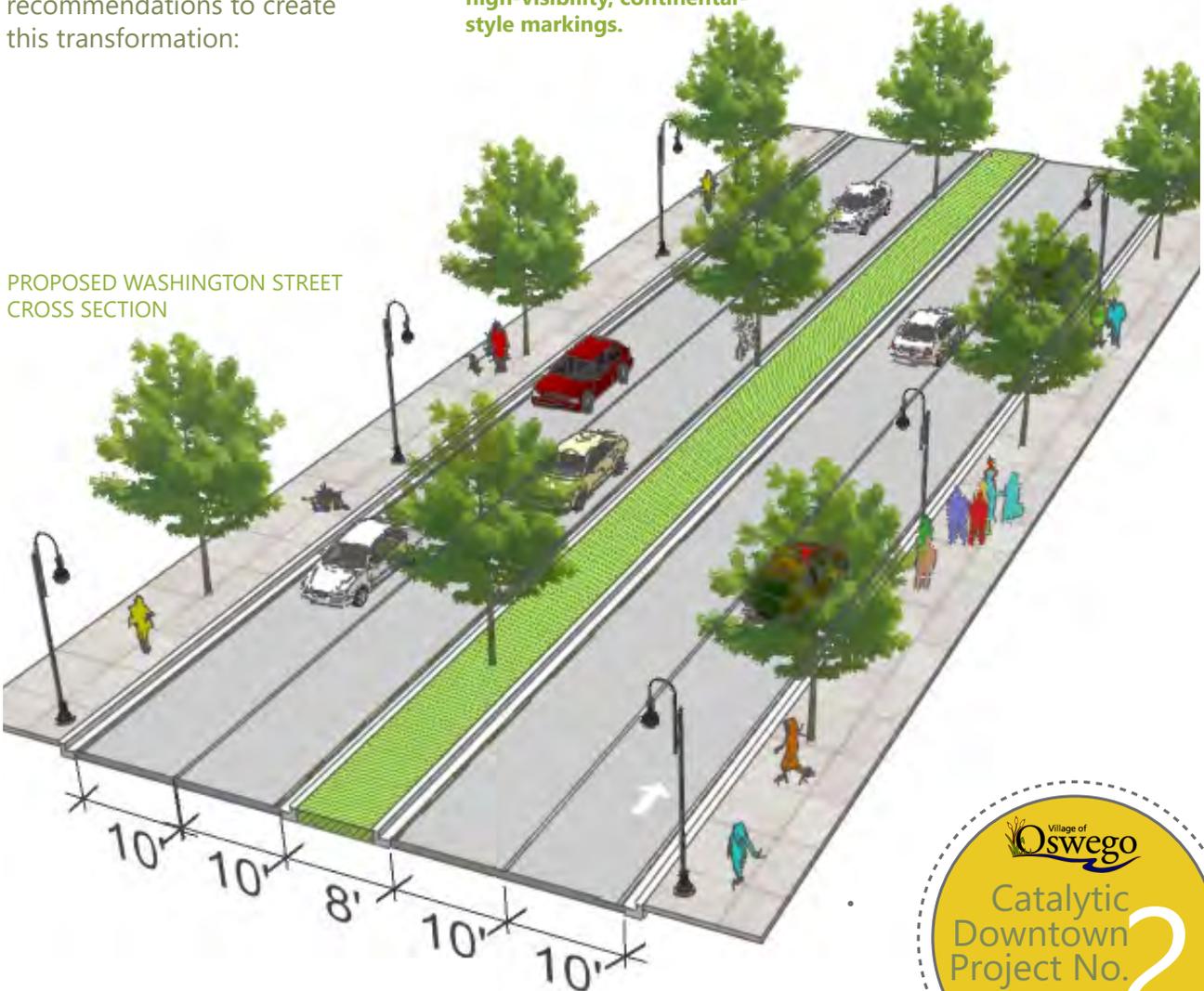


# W *Enhance* S Washington Street

Washington Street is the major thoroughfare running through the heart of Downtown Oswego. Enhancing this car oriented street to create an attractive landscaped street that is safe for pedestrians and bicyclists is a critical first step in realizing Downtown's full potential. Following are key recommendations to create this transformation:

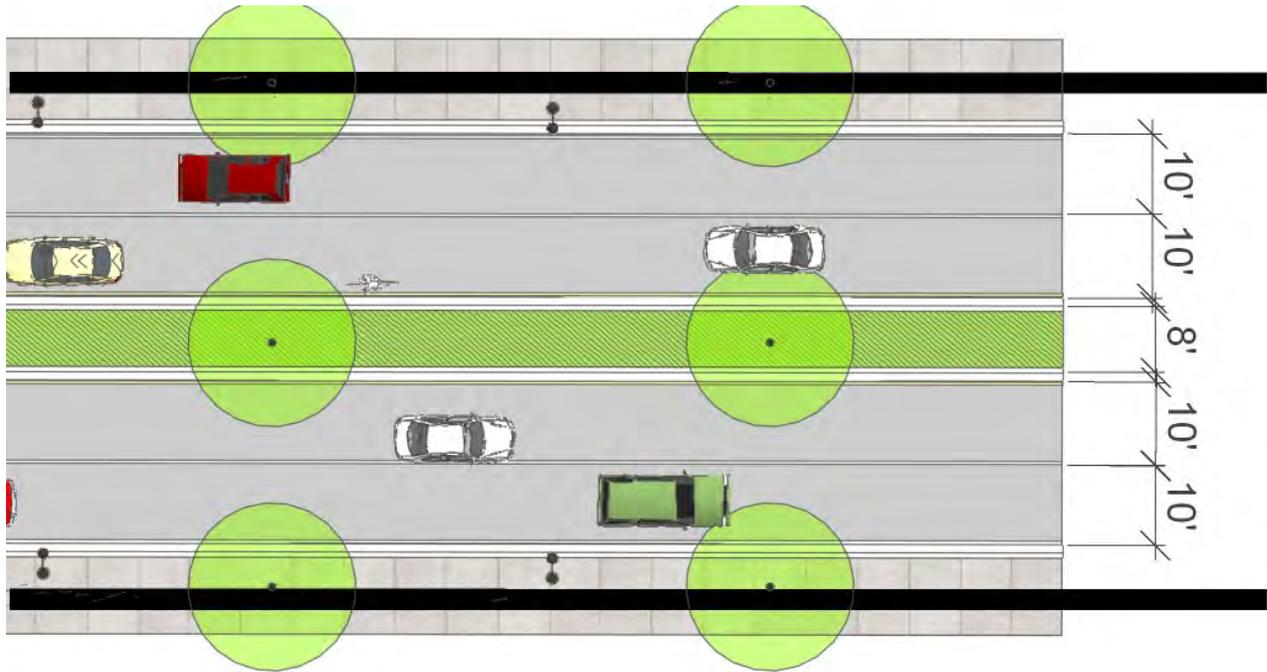
- **Narrow the travel lanes on Washington Street, from the east end of the bridge to Madison Street, to 10 feet and install an 8-foot median/pedestrian refuge island.**
- **Carry the median through the crosswalks at Main Street, Harrison Street and Adams Street.**
- **Replace the worn crosswalks along Washington Street with high-visibility, continental-style markings.**
- Install a new crosswalk on the west leg of Washington Street at Adams Street (north leg only), supported with pedestrian crossing signs.
- Attach countdown timers to the existing pedestrian signals at IL 31 and Madison Street, and the future traffic/pedestrian signals at Harrison Street.

PROPOSED WASHINGTON STREET CROSS SECTION

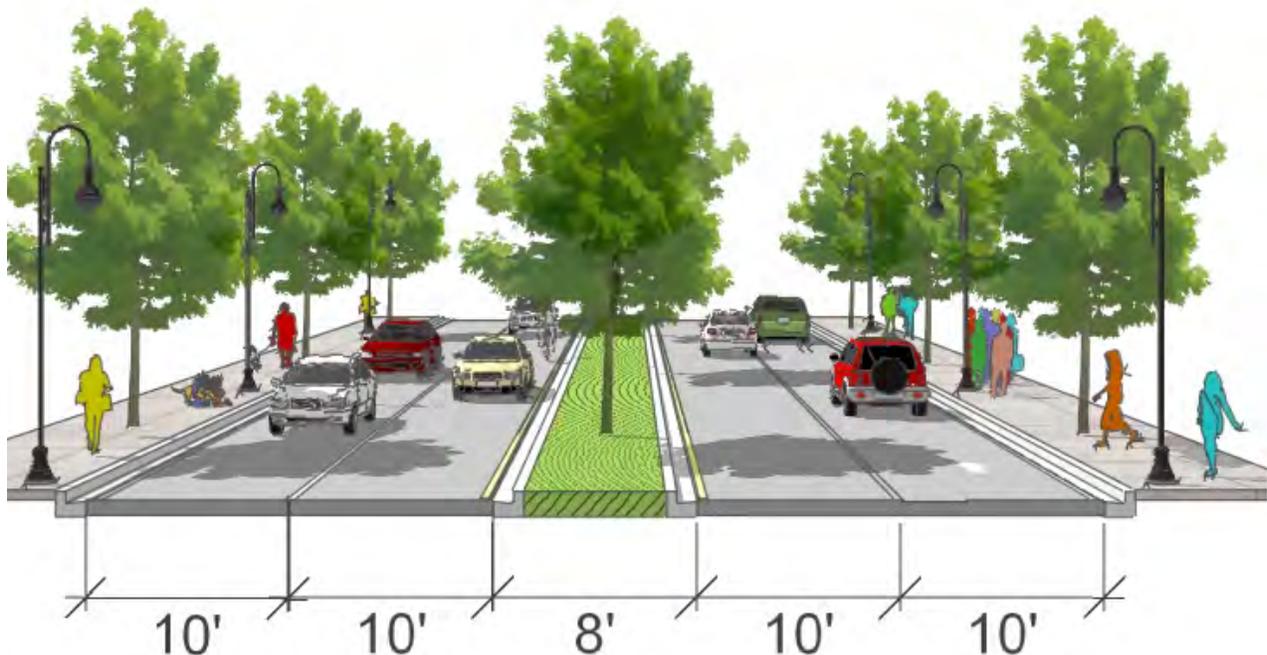


# W<sup>Enhance</sup>ashington Street

Creating a pedestrian friendly street with a landscaped median and safe crosswalks. Narrowing traffic lanes does not create any loss in traffic capacity. It slows down traffic and greatly deters truck through traffic.

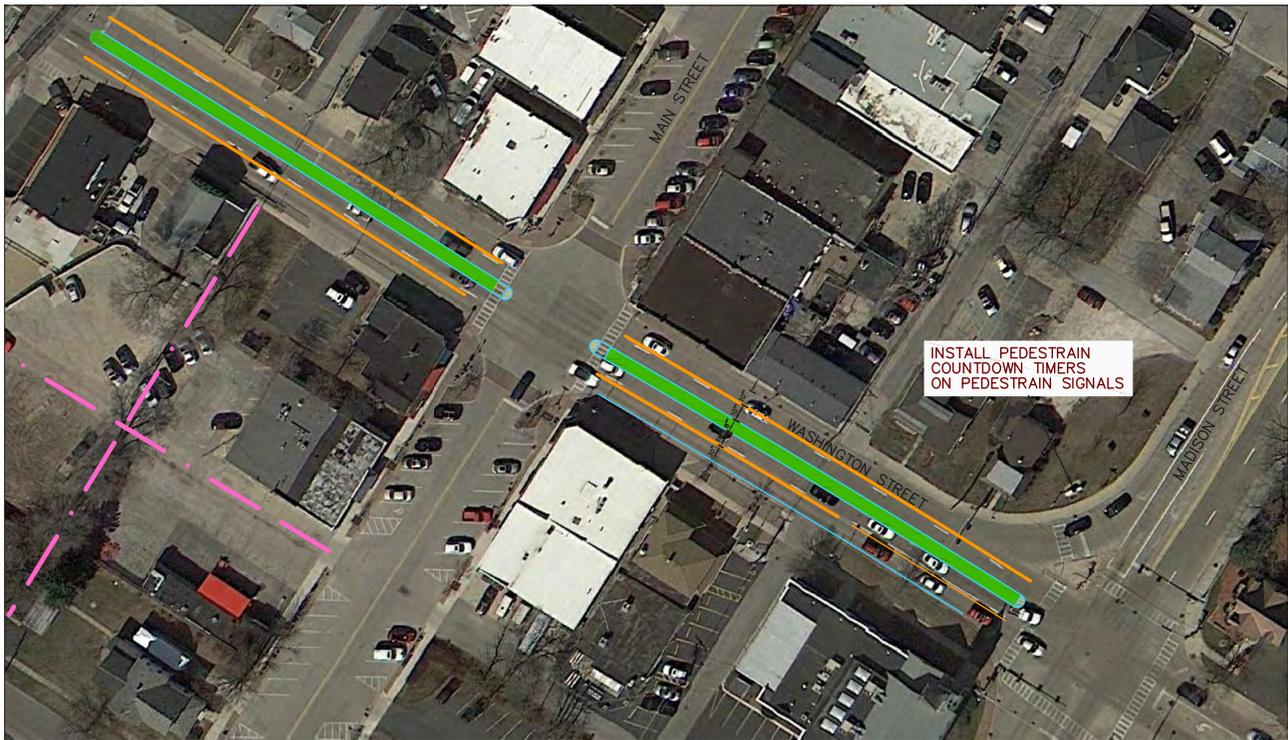


PROPOSED WASHINGTON STREET PLAN AND CROSS SECTION



# Enhance Washington Street

## PROPOSED WASHINGTON STREET IMPROVEMENTS



# Enhance Washington Street

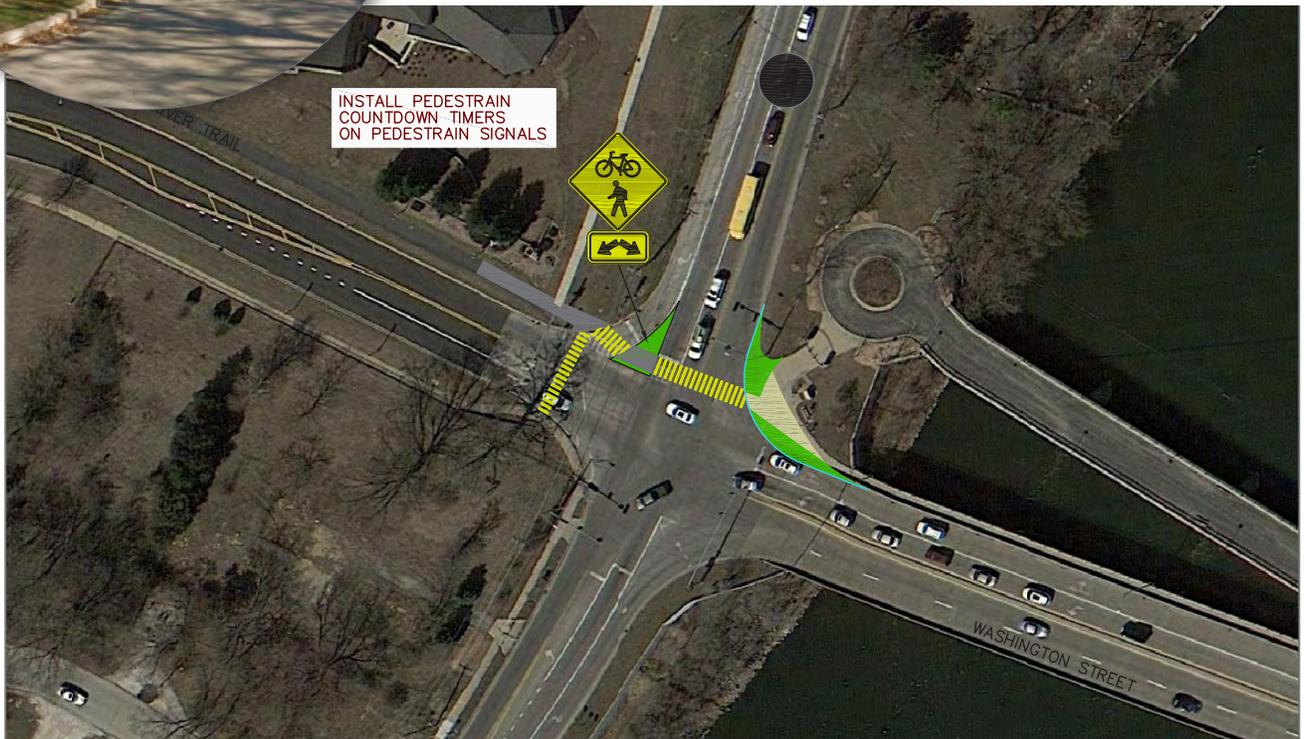


**This intersection is a critical pedestrian and bike trail connection between Downtown and the Village Hall area across the Fox River. There is an opportunity to increase safety for people and bicyclists, especially with the heavy car and truck traffic. Recommended improvements should be a near term priority project for the Village.**

- Reduce the corner radius on northeast corner of Washington Street/IL 31 to 50 feet and realign the multi-use path and sidewalk with the crosswalk.
- Install a corner island at the northwest corner of Washington Street/IL 31 and realign the crosswalks.
- Install pedestrian/bicycle crossing signs on both sides of crosswalk on the north leg of IL 31 (at Washington Street) to increase the visibility of this at-grade crossing of the Fox River Trail.



PROPOSED WASHINGTON STREET / IL 31 INTERSECTION IMPROVEMENTS



# Transform Harrison Street into a Great Riverfront Street

Harrison Street is Downtown Oswego's Riverfront Street, offering tremendous potential to attract new development along the Fox River frontage.

The 2015 Comprehensive Plan identifies the enhancement of Harrison Street as a critical infrastructure investment for creating a successful Downtown Riverfront.



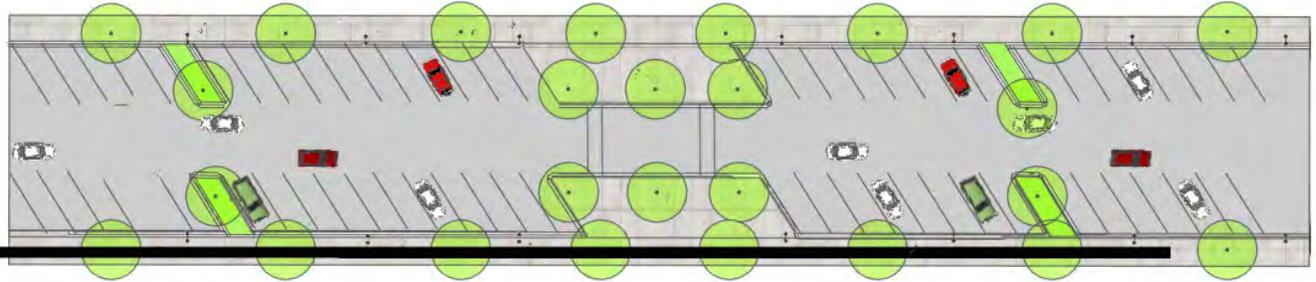
- Recommended enhancements are within existing R.O.W. No additional R.O.W. is needed.
- Install angled parking on both sides to provide approx. 104 public parking spaces to serve all of Downtown.
- Consolidate curbs where possible to create continuous sidewalks, streets trees and signage on both sides of the street.



PROPOSED HARRISON STREET SECTION

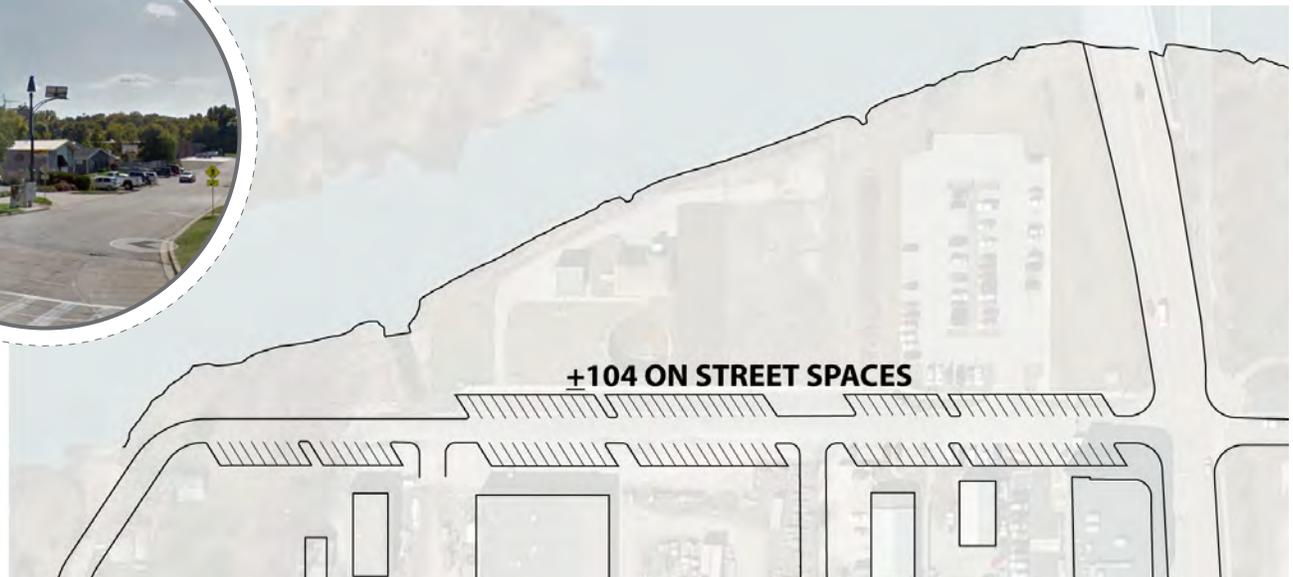
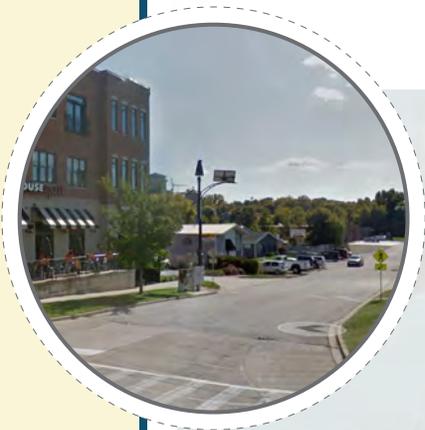


# Transform Harrison Street into a Great Riverfront Street

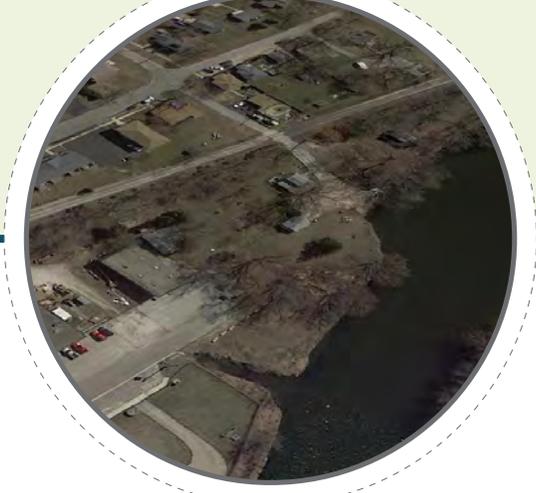


66.0'

PROPOSED HARRISON STREET PLAN  
AND CROSS SECTION

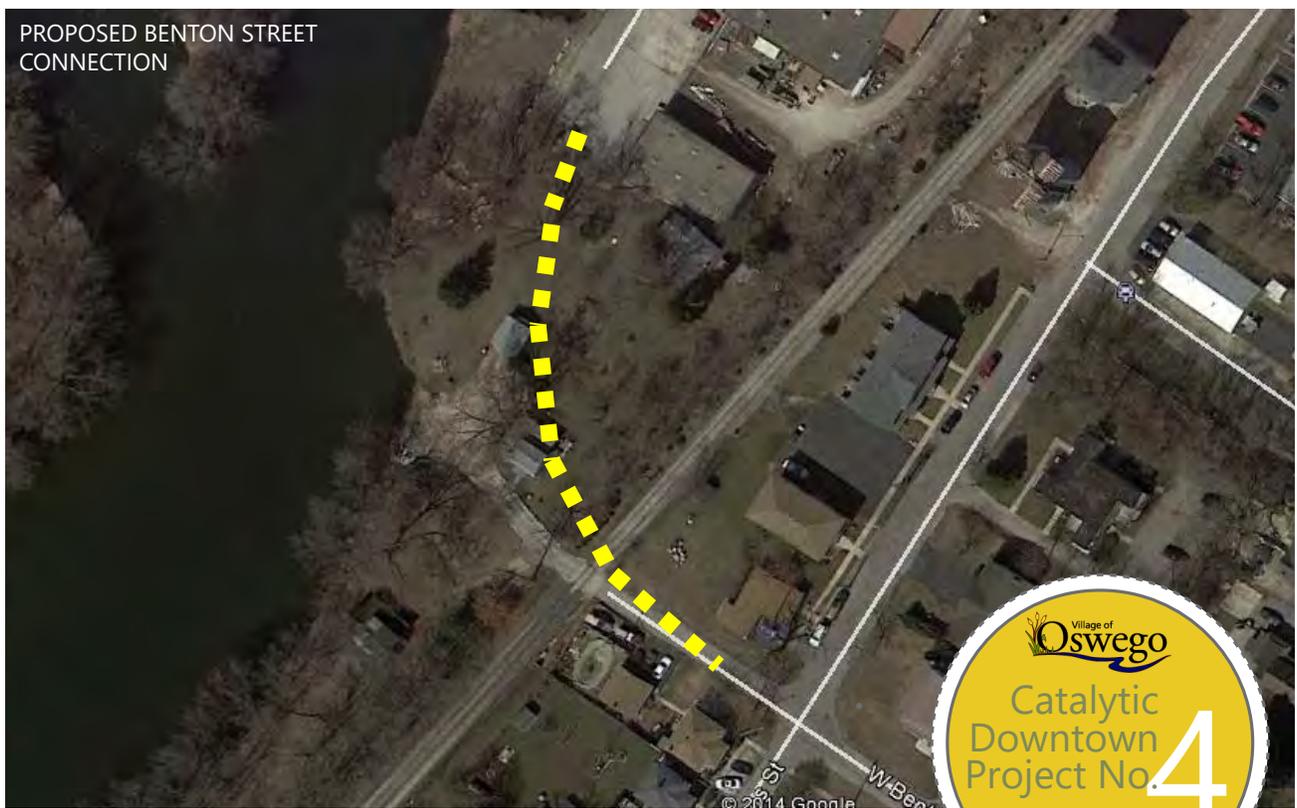


# Connect to Benton Street



Harrison Street today is a poorly defined and disconnected street ending in a parking area to the north and in a dead end near the river to the south. There is an opportunity to reconnect the street to the street network with a well defined connection to Jackson Street to the north and a new connection the Benton Street to the south.

- Benton Street today just dead ends after a grade crossing just a short distance from Harrison Street.
- Connecting and improving these two streets avoids dead ends, allows better local traffic dispersion and makes riverfront parcels more accessible.



# Create a Long Term Solution to Parking to free up land along the River

There is a large public parking lot today at the southwest corner of Harrison Street and Washington Street, occupying prime riverfront land. By providing a long term alternate solution to parking, this great piece of riverfront land can become a southern extension of Hudson Crossing Park to the north, creating one continuous Riverfront Park System for Downtown.

Long Term Parking Recommendations include:

- On-Street angled parking on Harrison Street: approx. 104 spaces
- New parking lot along tracks behind existing buildings: approx. 68 spaces, with access from Harrison Street. This also allows for a new building on Washington Street.



# Creating a continuous system of Riverfront Parks

Hudson Crossing Park is Downtown Oswego's community gathering place at the banks of the Fox River. This is where the 43 mile Fox River Trail ends, and where local trails connect the River to the rest of Oswego.

By relocating the existing parking lot (see page #), a new riverfront park can be created south of the Washington Street Bridge. The Concept Plan provided by OPD below shows the possibilities this park provides for Downtown Oswego, including an amphitheater, ice skating, fountains, seating and trails.

## Safe Crossing across Washington Street

Crossing or accessing this busy four-lane roadway can be challenging today due to the width of the roadway, traffic speeds and sight line constraints. To

provide safe pedestrian and bicyclist connections between the two parks across Washington Street, two major elements are recommended:

- 1. A new underbridge connection** at the river's edge under the Washington Street Bridge.
- 2. An enhanced and safer grade crossing** designed for pedestrians and bicyclists at the Washington and Harrison Street intersection. Long term, the intersection can warrant the installation of a traffic signal with the full buildout of the Harrison Street parcels.

### CONCEPT PLAN FOR EXTENDING HUDSON CROSSING PARK

Courtesy of Oswegoland Park District (OPD)



**Hudson Crossing Park**  
Conceptual Plan

Plan: Not-to-Scale  
12.22.2014

Village of Oswego  
Catalytic  
Downtown Project No. **6**

# Protecting the legacy of Natural Islands

Oswego has a unique asset that other towns along the Fox River do not have: a series of nine natural islands right at the heart of Downtown. These shallow water islands are still natural and have no public access or connection or to the shoreline today.

The 2015 Comprehensive Plan identified the islands as a major untapped resource for Downtown Oswego, and a variety of options were considered to preserve and enhance these unique assets. Most of the islands are owned by the Kendall County Forest Preserve District today.

One bold idea presented at a public forum was to create a One Mile Natural Trail Loop (see below) connecting all the islands with Downtown, a feature that no other riverfront town offers in the region. While these initial ideas received significant community support (see following pages), further plans for

the islands were withheld because of reported sightings of bald eagles on the islands.

**The Village and the Kendall County Forest Preserve District need to confirm that there are eagle nests on the islands, and determine what habitat conservation rules would apply.** The option of a pedestrian bridge connecting just to the northernmost island could still be considered provided there are no eagles nesting on this island. Regardless of the options selected, the Village should ensure that the islands continue to be preserved as great unique assets for Oswego.

**2014 COMPREHENSIVE PLAN UPDATE Village of Oswego, IL**

**1 THE ISLANDS & A 1 MILE TRAIL LOOP AS A UNIQUE DESTINATION**

POSSIBILITIES  
 AN "ARTS/SCULPTURE TRAIL"  
 NATURAL TRAILS  
 WILDLIFE HABITAT  
 BIRD WATCHING AREAS  
 NESTING BOXES  
 TREEHOUSES  
 UNIQUE PLAY AREAS & ACTIVITIES  
 BEACHES  
 BOATING  
 DOCKS  
 OTHER?

**2 A CONNECTED SYSTEM OF UNIQUE RIVERFRONT PARKS**  
 2A SOUTH PARK 2B HUDSON CROSSING PARK 2C NORTH ADAMS PARK 2D WAUBONSIE CREEK PARKS

WHAT WOULD YOU LIKE TO SEE IN OSWEGO'S RIVERFRONT PARKS?

**3 NEW RIVERFRONT DEVELOPMENT TO ENERGIZE DOWNTOWN**

POSSIBILITIES  
 3-4 STORY MIXED USE BUILDINGS  
 RESTAURANTS & SHOPS  
 ROWHOUSES  
 APARTMENTS AND CONDOS  
 OUTDOOR SEATING & PLAZAS  
 PARKING IN THE REAR  
 UNDERGROUND PARKING  
 OTHER?

**4 A MORE CONNECTED AND PEDESTRIAN FRIENDLY RIVERFRONT**

POSSIBILITIES  
 POTENTIAL NEW TRAILS AND TRAIL HEADS WITH SIGNAGE, SEATING, LANDSCAPING, ART ETC.  
 IMPROVE EXISTING BRIDGE AND TRAIL HEADS WITH LIGHTING, SEATING, SIGNAGE, LANDSCAPING

CONNECT HARRISON STREET TO BENTON STREET  
 MAINTAIN THE JACKSON STREET CONNECTION TO HARRISON STREET AND THE RIVERFRONT  
 MAKE WASHINGTON STREET MORE PEDESTRIAN FRIENDLY THROUGH DOWNTOWN  
 TRANSFORM HARRISON STREET TO A GREAT RIVERFRONT STREET

**SHARE YOUR BIG IDEAS**  
 for Downtown & the Riverfront

Village of Oswego  
**Initial Ideas**  
 shared at the First Public Forum, June, 2014

**Trail connection on the west side of the Fox River**

to connect the new Mill Street path with the Fox River Trail. Either through path installation along Route 31, or land acquisition along the west bank of the river.

**Would LOVE a walking/bike trail on the islands..**

if you can easily link it to current bike trails what a fabulous idea. treehouses or "obstacle" courses would be used by many. Dock would be beneficial for boaters to break for lunch. And then they could access downtown too?

Nature trails and wild life would be nice however a little boring.

**Adding out door activities**

like a summer camp would be fun for all. An obstacle course, rock climbing, canoeing, and zip lining would be great.

**I think looking to the future, a bike/pedestrian friendly city would not only bring folks to Oswego for a visit, but would factor in their decision to move and live in our town.**

I get excited to think about a place where a person could walk/bike to local events, the store and even a future Metra stop for travel to other towns and Chicago.

**I love the idea of the 1 mile loop on the unused islands.**



I think the plan for **riverfront park** connections is incredibly important for the residents and visitors of Oswego. Once the work along the Waubonsie Creek is complete, the interconnection to the parkland northeast of Hudson Park and the downtown area will be available. Does the reconstruction of the Waubonsie Walk include rip-rap between the walk and the watercourse?

I would like to see Oswego market itself as the **most bike/pedestrian friendly city** in the surrounding area. Walkable and Bikeable towns/cities are the future. Young people are less and less excited automobiles and driving. I read articles all the time stating people are choosing to not own cars but instead use their feet, a bicycle or public transportation. To take it a step further I feel people should not be forced to drive a car just because the current infrastructure does not allow for safe bike/pedestrian travel (i.e no bike lanes, paths, sidewalks).

I would be in favor of constructing a **riverfront walk** with overhung viewing areas. Has anyone at the Village researched acquiring the property from the railroad and the private owners?

Village of Oswego  
**Community Feedback on Riverfront, Islands & Trails**

Oswego has a wonderful network of multi-use trails I feel they need to be connected into **one complete network of trails** that would allow folks from anywhere in Oswego to walk or bike, say downtown or to the shopping/restaurant areas located along route 34. I have lots of ideas on the infrastructure needed to complete this network. We need bridges over major streets (i.e. route 34 and Washington St.) Route 34 essentially bisects the town for pedestrians right now.

**The use of the islands** – We thought this was a great idea, however, we know the river has flooded and will continue to flood in the future. Our concern is how the long-term maintenance would be handled if that area was developed..

The islands are under water almost every Spring. **A bridge** to the islands and a natural trail would be easiest to replace after floods.

- **Nature observation area**
- **Beach area for kids to play in, row boating and playarea**
- **Seating, art work, nature paths and sculptures**

I am a huge conservationist as are many in our community. **However, I balance the need for preservation with the economic reality** that development brings dollars. I believe we can have both and have them abundantly.

**Awesome concept**, but most islands should be treated in a low impact fashion. Keep the hoopla (if any) located at the entry island.

The river is under-utilized.. if we had a boat launch and access to the islands would be wonderful.

This area should have a **fountain, which turns into an ice skating ring** in Winter, Rain gardens, trees, benches, a small bandshell...this is a flood zone, so the simpler, the better.

Picturing **a boat** of some kind to transport people to islands.

I think we need more **access to the riverfront** and am unaware where we could access this location ... if there is land there I like Aurora idea of a band shell.. maybe on a smaller scale?

Assuming the Kendall County Forest Preserve and the Oswegoland Park District approves such a project, I believe shredded mulch or compacted stone paths limited to the periphery of the islands with a raised lookout area would be utilized by our residents and their guests. The islands are often overtopped in the event of a hundred-year storm, and any permanent pavement would surely be destroyed in such an event. Bridging the river with wooden spans seems somewhat problematic but not insurmountable. I would not be in favor of steel span pedestrian bridges or any hard paved bridge like the ones at Violet Patch. The very nature of the access with set the tone of the visit to the islands.

# Long Term Possibilities for Full Buildout of Downtown Riverfront

The Downtown District offers many opportunities for new and infill development, and redevelopment of underutilized sites. The 2015 Comprehensive Plan focuses on three such areas that are large enough to have a significant catalytic impact on the Downtown Riverfront. Long Term development potential for these areas is illustrated in detail in the following pages.

## TOTAL POTENTIAL LONG TERM DEVELOPMENT (AREAS A, B & C)

RETAIL	
AREAS A+B	38,500 SF APPROX.
AREA C	15,500 SF APPROX.
<b>TOTAL RETAIL</b>	<b>54,000 SF APPROX.</b>

## RESIDENTIAL

### CONDOMINIUM UNITS

AREAS A+B	156 DU APPROX.
AREA C	90 DU APPROX.
<b>TOTAL</b>	<b>246 DU APPROX.</b>

### ROW HOUSES

AREAS A+B	37 DU APPROX.
AREA C	50 DU APPROX.
<b>TOTAL</b>	<b>87 DU APPROX.</b>

**TOTAL RESIDENTIAL 333 DU APPROX.**



Long Term  
Development  
Potential

# Area A

AREA A: Area northeast of Washington and Harrison Streets, including former Lumber Yard site (currently vacant), and existing single family homes. Development possibilities include:

**Parcel A-1**

- Mixed use development with retail at the street level and residential above along Washington Street and facing the River.
- 4 stories maximum, with 5 stories allowed facing the River and

- Washington Street.
- Parking can be provided in one level below grade and street level with access from Adams Street.
- Buildings facing Jackson Street can be residential only, including apartments, condominiums and rowhouses.
- A small plaza at the corner of Washington and Harrison is encouraged.

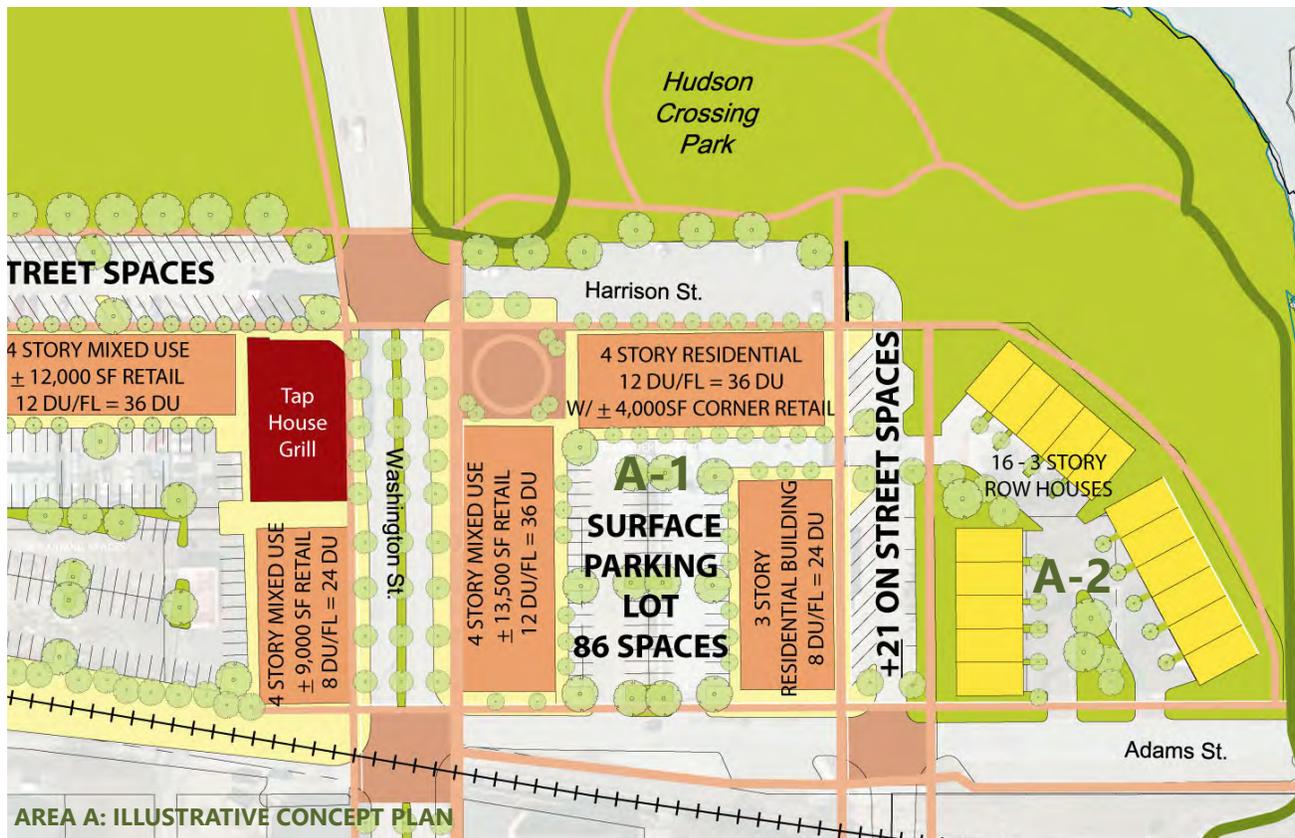
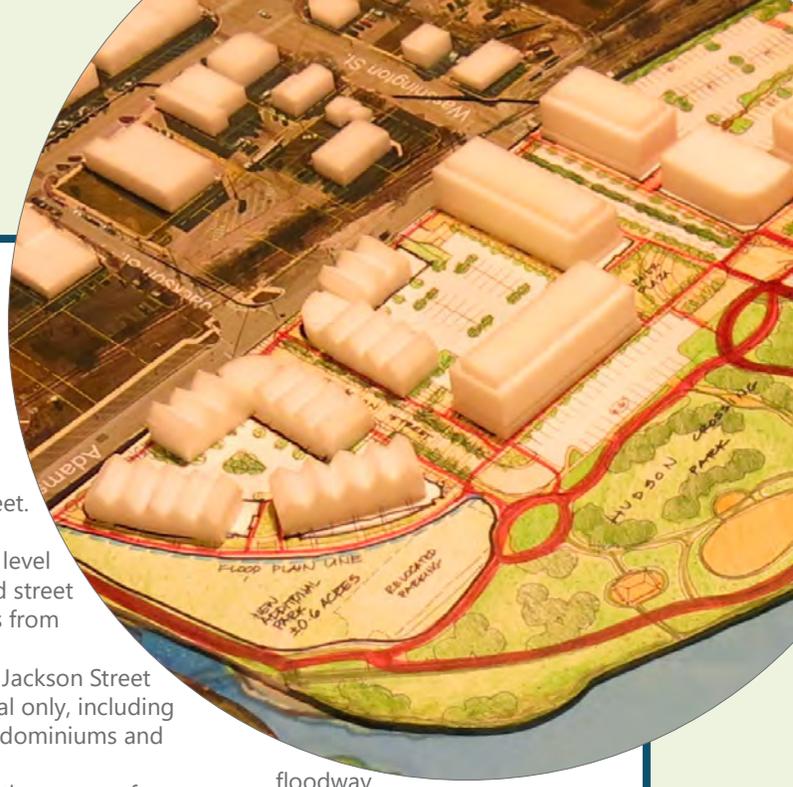
**Parcel A-2**

- Row Houses or Townhomes with parking to the rear on parcel A-2 and return the portion in the

floodway to Hudson Crossing Park

**Jackson Street**

- Preserve Jackson Street as a pedestrian friendly street with Hudson Crossing park as a view terminus.





Long Term  
Development Potential

# Area B

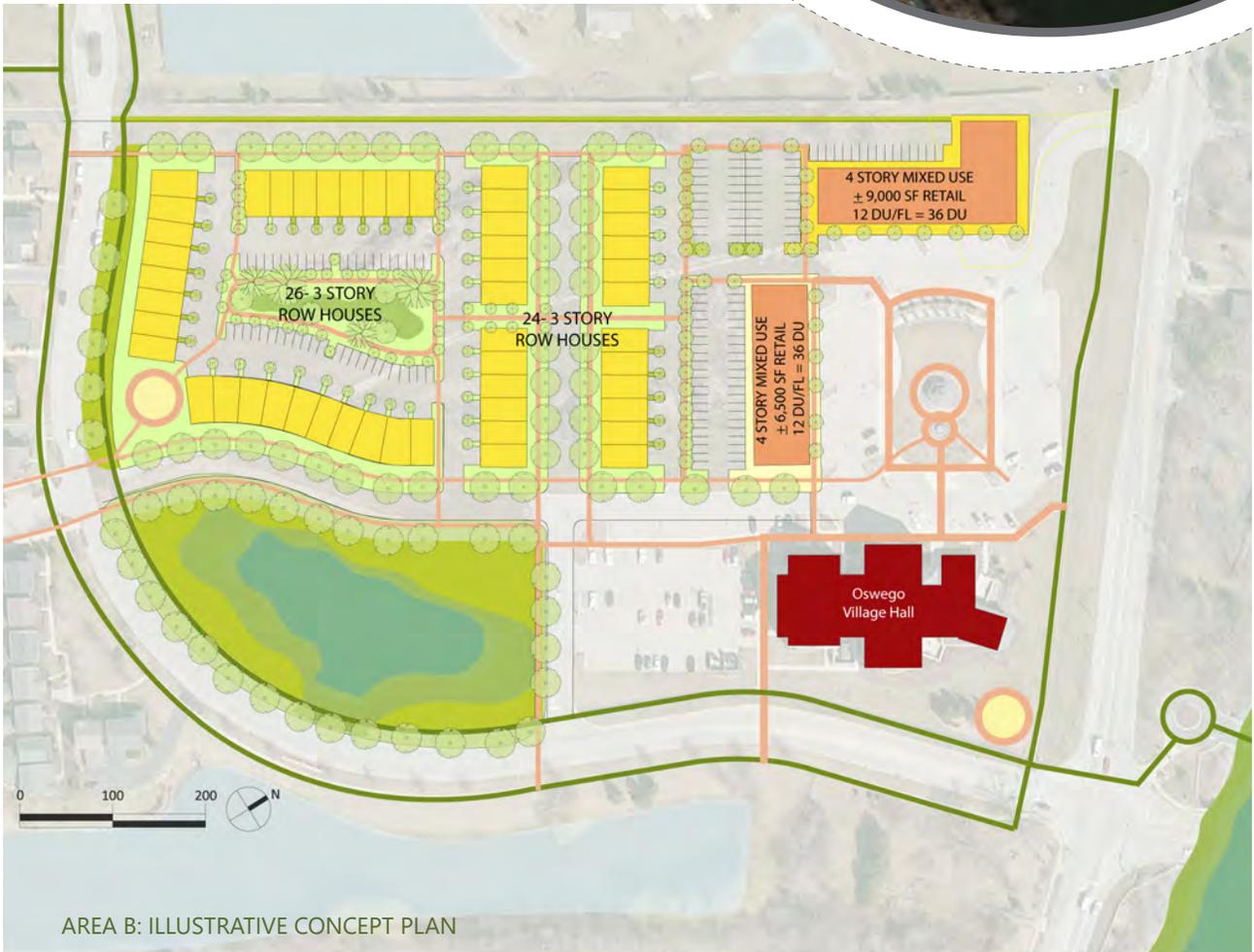
AREA B: Area southeast of Washington and Harrison Streets. This area has several existing auto service oriented businesses (auto sales, collision and auto body services). A major anchor is the new three story mixed use building at the corner, with Tap House Grill and other retail below, and office space above.



Long Term  
Development Potential

# Area C

AREA C: Area northwest of existing Village Hall. This is approx. 8.0 acres of vacant land that is planned to add new mixed use and residential development closer to the new Village Hall and extend Downtown across the Fox River.



AREA B: ILLUSTRATIVE CONCEPT PLAN

# The need for clear Branding & Signage

Oswego is poised to craft a unique 21st Century identity that is distinct from other suburbs in the Chicagoland region. The 2015 Comprehensive Plan was an opportunity for the community to create the following bold vision that can help shape this identity:

“Oswego will be known as the 21st Century Model for Balanced Growth in the Chicagoland Region. Thousands of acres of farmland will remain untouched, preserving the sense of openness that attracts people to come and live here. New economic growth will be welcomed in areas near downtown and established hubs

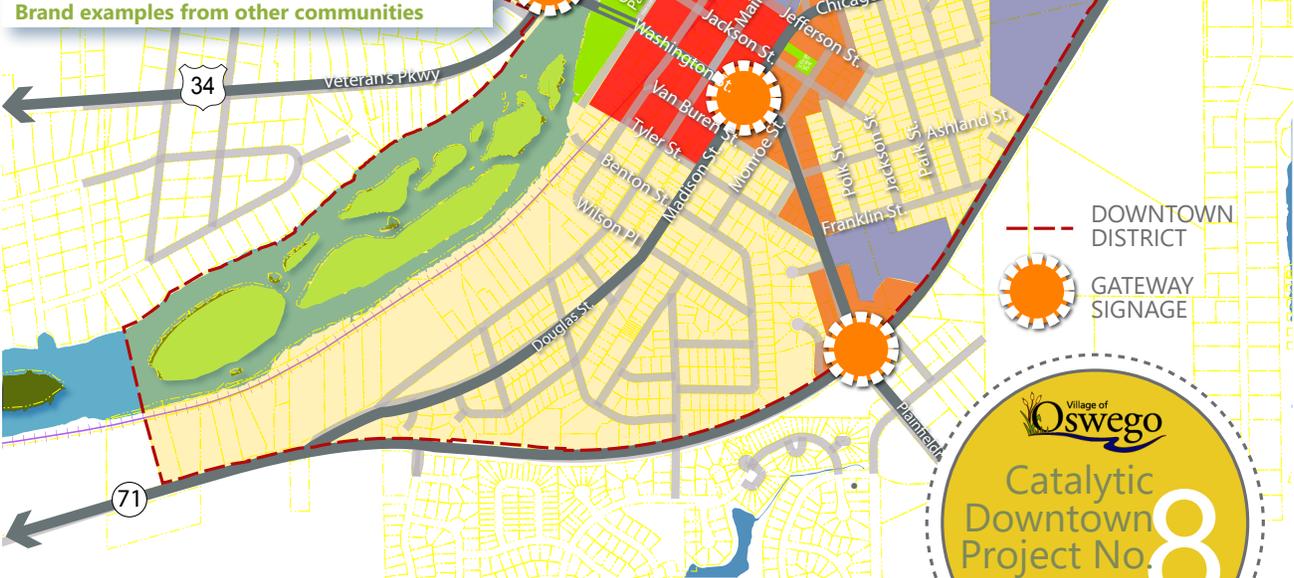
of activity. This charming riverfront community will have a distinct identity as a Compact Suburb that has it all. A walkable and vibrant downtown. A uniquely natural and accessible riverfront. Quality housing choices for all age groups. A great system of natural areas and parks. An extensive Trail System connecting the Fox River, Downtown and other destinations with neighborhoods. And much more.”

Based on this vision, the following message / brand is suggested:

**“Oswego: Bold, Balanced & Bountiful.”**

## Branding Recommendations

- Develop a branding and signage plan with graphics and design elements that can promote the brand with a consistent palette of colors, fonts and graphics that are used in all marketing materials, banners and signage.
- Place wayfinding signage directing to Downtown, the Riverfront, and other local destinations at locations shown below.



# Oswego Bold, Balanced & Bountiful.

**Balancing** **Healthy  
Economic  
Growth**  
with  
**Stewardship  
of Nature**



A Clear Identity that is Distinct from other suburbs:

**“Oswego will be known as the 21st Century Model for Balanced Growth in the Chicagoland Region.”**

On behalf of the **Historic Preservation Commission** we wanted to voice our support to include language in the Comprehensive Plan that encourages the preservation of our historic structures in the downtown district and throughout the Village. We are excited at the goals the Comprehensive Plan strives to achieve. These goals closely follow our Historic Preservation Strategic Plan goals that include establishing historic districts and promoting civic pride in the beauty and accomplishments of the past. We appreciate the acknowledgement in the Comprehensive Plan of the important part our historic downtown will play in future growth. We are all invested in the community and would like to ensure the Village and all commissions and committees are working with a cohesive vision.

### Save the Historic Homes

Being homeowners of an older home close to downtown that we are trying our best to restore, we would hope that any existing buildings and/or homes in or around the downtown area affected by the development ideas would be considered for restoration and use instead of simply being torn down for new.

### Our Assets

- Historic Village
- Only sanctioned drag strip in America 1955
- Fox River
- Eagle watching
- Antique shops
- Quaint town for shopping - featuring different stores



Village of  
**Oswego**  
*Community  
Feedback on  
Downtown  
& Identity*

A bright future for the **Downtown Oswego** area.

We have long been without a vision for Oswego--something that has caused huge divides for years. People are clear on what they do NOT want to be; however, articulating who we are or who we want to be has been absent. **This plan is bringing new light, ideas and hope for a clearly articulated vision.**

### DOWNTOWN TIF

Let's get this done right and implement the TIF as we should have done years ago.

## Destination Oswego!

I believe the goal should be to be different than other cities. That is why Oswego caught my family's eye. We do not want to live in the next Naperville or Geneva, something new.

Include transport to **Wine on the Fox** and other events

Incorporate several entryway locations for the installation of public art or other **downtown gateway** feature.

Introduce **trolley rides** once a month during 7 - 9 months of decent weather to different historical sites

An **outdoor theater** could be fun for all ages. Could be used for family plays, kid shows (radio Disney), Traveling Shows (similar to Ravinia for plays and acts), and also different area churches could use for a change. All enjoyable for the community and a draw for local businesses.

I too see the riverfront and downtown as crucial to define our community. Connectivity throughout the downtown, adaptable multi-use gathering spaces, and optimally placed retail, housing, and office space together should create an identity we can be proud of.

As an **entryway feature**, the Fox River Bridge would appear to offer an opportunity for decorative lighting or other form of attractive feature as a welcome to downtown: type of statement.



With new housing allowed only in Districts 1, 2 and 3, and over 4,000 acres reserved for farmland to the south, does the 2015 Comprehensive Plan ensure that Oswego can meet the housing demands of the future?

**The answer:  
YES!**

50  
OSWEGO  
COMPREHENSIVE PLAN 2015 UPDATE

This Plan ensures that there is **AMPLE LAND CAPACITY** designated for residential use to meet future housing needs

It advocates a healthy and more diverse mix of housing types for all ages

& directs new multifamily to existing activity centers.

# Summary of Housing Analysis



Oswego is estimated to add  
**11,000 to 15,500**  
people between  
2014 and 2025.

The 2015 Comprehensive Plan focused on real estate market research into residential and retail markets within Oswego. The Plan provides estimates for market-based forecasts of land demand for residential and retail land uses through 2025. The forecasts are intended to serve as a guide for reasonable allocation of future land uses. The market, demographic and economic data presented provide insight into recent development trends and an initial idea of future residential and retail market potential within Oswego.

Year	Oswego Population
2000	13,326
2010	30,355
2014	33,429
2018 [1]	36,507 - 37,900
2025 [2]	43,944 – 48,346
2040 [3]	69,155

- Source: US Census, ESRI, CMAP
- [1] ESRI Estimate
- [2] SB Friedman Forecast, CAGR ranges from 2.8 – 3.8%
- [3] CMAP Estimate

# Oswego's Residential Market

## Housing Profile

Oswego is located in Kendall County, one of the fastest growing counties in the nation.

From 1980 to 2010, Kendall County grew at a compound annual growth rate (CAGR) of approximately 4% and is anticipated to grow at a CAGR of approximately 2.0% in the future. Growth in population, in addition to broader economic trends, will continue to drive new residential development in Oswego in the future.

According to census data, Oswego's population as of 2014 is approximately 33,429. According to the most recent projections provided by CMAP, Oswego is projected to add over

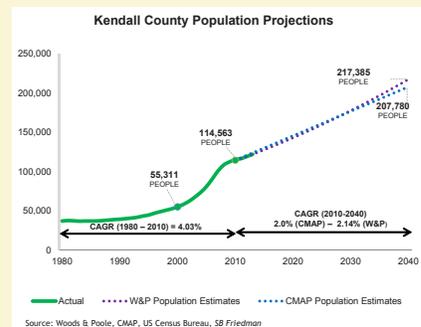
35,000 new residents by 2040, nearly doubling in size.

Through analysis of historical housing start activity, interviews with Village staff, and a synthesis of population projections from CMAP, Woods and Poole and ESRI, SB Friedman prepared interim 2025 forecasts for the Village.

According to these forecasts, Oswego is estimated to add between 11,082 and 15,483 people between 2014 and 2025. The population is forecasted to grow at a compound annual growth rate (CAGR) of 2.7% to 3.6% from 2014 to 2025 compared to 7.02% from 2000 to 2014.

Forecasted population growth takes into account a number of growth assumptions including historical population growth, housing starts, household size and vacancy. The

household size is anticipated to decrease slightly while vacancy is projected to remain constant. Housing starts are conservatively anticipated to increase from approximately 200 annual starts to approximately 400 to 550 units per year. It is not anticipated that housing starts will reach the frequency achieved during the housing boom, approximately 900 starts annually.



Based on forecasted population distribution data by subzone, produced by CMAP, much of the growth between 2010 and 2040 in Oswego is projected to occur along Oswego's southeastern boundary and near the proposed Metra Station area. This pattern of development reflects CMAP's GoTo 2040 policy goals which prioritizes more compact and infill development over more sparse land intensive development patterns.

Custom cross-tabulations of five-year (2008-2012) American Community Survey (ACS) and Public Use Microdata Sample (PUMS) files were conducted by SB Friedman to obtain Kendall and western Kane County data on housing product (single family, townhome and multi-family) preferences by age and income. Housing preferences and net change in adult population by age were then reviewed to determine how changing demographics may impact

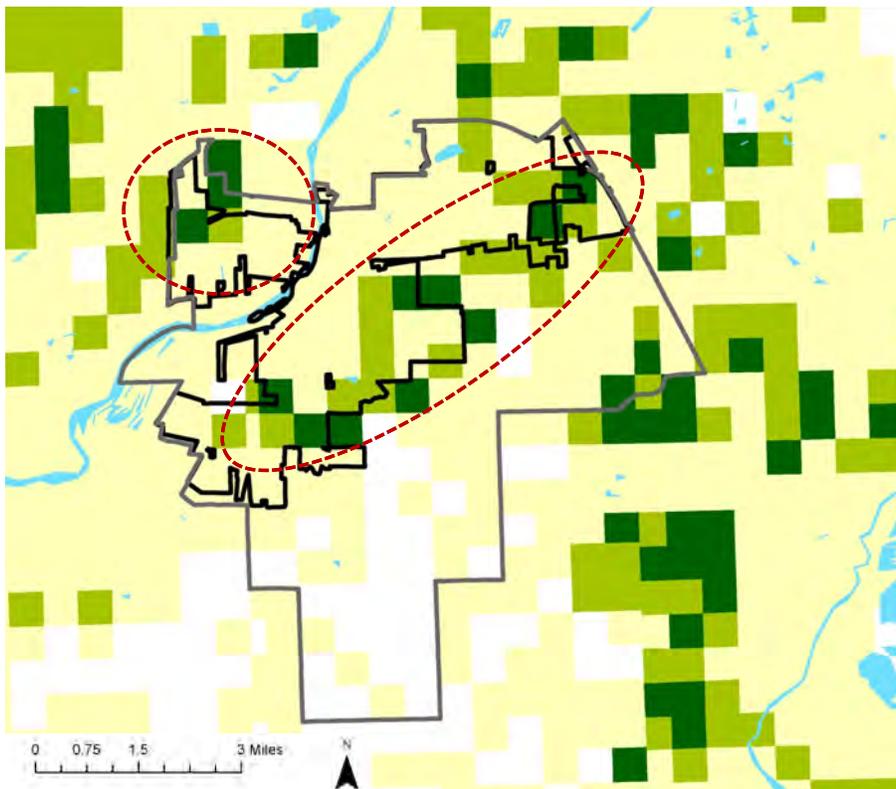
housing type preferences. Historically between 2000 and 2014, the most significant growth was among people (predominantly the baby boomer generation) in their family years (35 to 54 years) which drove growth in single family homes (86% of this demographic chooses to live in single family homes). In the future, key demographic shifts will drive the make-up of various life stages and their associated housing choices:

The Millennials (born 1983-2001) are still not yet in the peak home buying age and at least over the next five years a significant percent of this generation will likely continue to rent.

Generation X (born 1965-1982) which is currently in

their family years (the peak single family home buying age) is a smaller generation in terms of size (than the preceding the boomer generation) as compared to Baby Boomers and therefore will likely lead to less single family home demand.

Baby boomers (born 1946-1964) will continue to age and while most may choose to age in place there will be need for multi-family senior housing product including Independent Living, Assisted Living and Continuing Care.



Much of the growth in Oswego is projected to occur along Oswego's southeastern boundary and near the proposed Metra Station area



Source: CMAP, SB Friedman

## Oswego Growth Assumptions

	Population		Housing Starts		Household Size	Vacancy	
	Low	High	Low	High			
2014	32,863	32,863	190	190	3.08	3%	
Forecasted	2015	33,429	33,429	250	300	3.05	3%
	2016	34,169	34,317	300	400	3.03	3%
	2017	35,049	35,491	350	500	3.00	3%
	2018	36,068	36,946	400	600	2.98	3%
	2019	37,222	38,677	400	600	2.95	3%
	2020	38,367	40,394	400	600	2.93	3%
	2021	39,502	42,096	400	600	2.90	3%
	2022	40,627	43,784	400	550	2.88	3%
	2023	41,742	45,318	400	550	2.85	3%
	2024	42,848	46,838	400	550	2.83	3%
	2025	43,944	48,346	400	550	2.80	3%
	<b>Net Change</b>	<b>11,082</b>	<b>15,483</b>				

Oswego is forecasted to add between 11,082 to 15,483 people between 2014 - 2025

Forecasted to grow at a compound annual growth rate (CAGR) of 2.7% to 3.6% from 2014 to 2025 compared to 7.02% from 2000 to 2014.

This translates to 400 to 550 units per year (compared to 900 starts annually during the housing boom)

## Projected Housing Growth

Based on the forecasted population growth it is estimated that Oswego will add approximately **4,500 to 5,900** new residential units by 2025.

This forecast is based on 2012 to 2025 change in households assumptions based on SB Friedman growth estimates. SB Friedman utilized the CMAP Envision Tomorrow Balanced Housing Model based on national trends and adjusted it add a localized (Kendall, Western Kane and SW Will) housing preference component by age and income.

Based on the adjusted model, it is anticipated that new development will account for changing demographics and consist of a greater proportion of townhome and multi-family housing options. Demographic shifts and associated housing preferences in the future indicate a demand for a greater diversity of housing products.

Approximately 19% of new development between 2012 and 2025 is anticipated to be townhome development and 17% to 19% of new development is projected to be multi-family development. Single family homes will still be the largest product type, accounting for approximately 62% to 65% of new residential development.

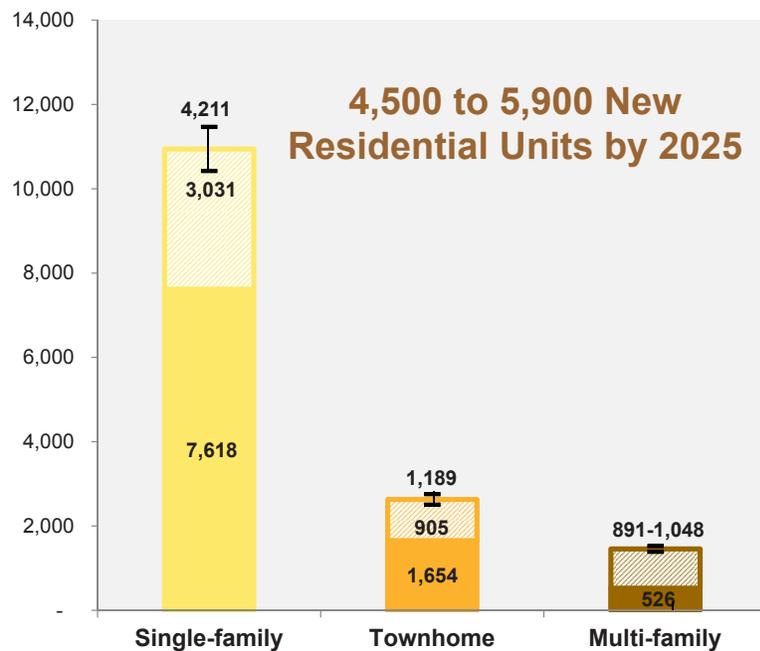
### HISTORICALLY...

- Most significant growth was among family years, driving growth in single family homes

### IN THE FUTURE.....

- Demographic shifts and associated housing preferences indicate a demand for a greater diversity of housing products:
  - High-growth senior population
  - Greater demand for senior housing products: Independent Living, Assisted Living and Continuing Care
- Decreasing family years demographic
- Likely to lead to less demand for single family homes

## Oswego Housing Market Forecast (2012-2025)



Occupied Housing Stock, 2012  
 Incremental New Housing Range, 2025  
 High Forecast  
 Low Forecast

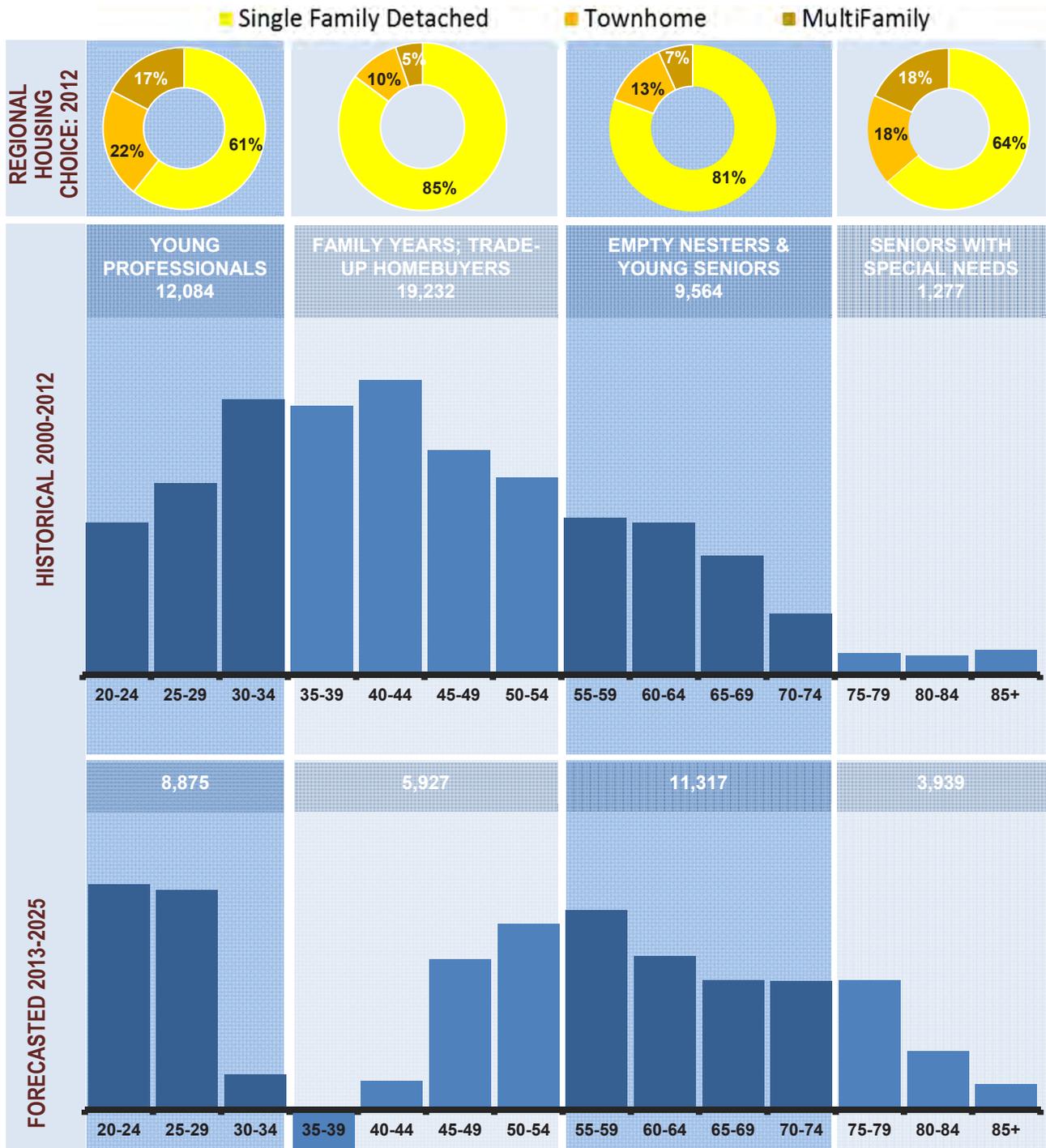
### Projected Demand by Type of Unit

	2012 Housing Mix	New Development Mix (2012 – 2025)		Future Housing Mix (2025)
		Low	High	
Single-family	78%	62%	65%	73%
Townhome	17%	19%	19%	18%
Multi-family	5%	19%	17%	10%

### Forecasts Assumptions:

- 2012 – 2025 change in households based on SBF estimate
- Housing type forecast range based on:
  - CMAP Envision Tomorrow Balanced Housing Model
  - SB Friedman model based on regional householders' preferences for housing type by age and income

- Kendall County Housing Preferences & Net Change in Adult Population by Age
- 



Source: Woods & Poole, CMAP, US Census Bureau Public Use Microdata Sample, SB Friedman



Oswego is forecasted to add between **11,082 to 15,483 people between 2014 - 2025** & to grow at a compound annual growth rate (CAGR) of **2.7% to 3.6%** from 2014 to 2025 compared to 7.02% from 2000 to 2014.

This translates to **400 to 550 units per year**, compared to 900 starts annually during the housing boom.

The 2015 Comprehensive Plan analysis provides the following Housing Projections (see pages # to # for full analysis):

## Projected Demand 4,500 to 5,900 New Residential Units by 2025

### Projected Demand for New Housing by Housing Type

Single-family	62%-65%
Townhome	19%
Multi-family	17%-19%

### Projected Demand for New Multifamily Housing

TOWN HOMES	905 – 1,189 approx.
APT/CONDO	891 – 1,048 approx.
<b>TOTAL</b>	<b>1,796 – 2,237 approx.</b>



# Offering more Housing Choices for all

## Planned Capacity to meet Demand

### Single Family Homes

There is significant capacity in District 2 and 3 to accommodate over **8,000 to 16,000 new single family homes** to meet near term and long term growth.

### Multifamily Homes

New Multifamily should be directed to the following areas:

- New Multifamily units in developments already planned or underway
- Downtown Oswego & Village Hall Area
- Orchard Road, within 10 minute walk of the future Train Station
- Existing activity centers, including Route 34 Retail, schools, civic centers etc.

### MULTIFAMILY UNITS (APPROX.) IN DEVELOPMENTS PLANNED OR UNDERWAY

Ashcroft Walk	210 townhomes
Hummel Trails	230 apartment/condos
Parksmith Run	88 townhomes
Pine Ridge Club	117 condos
Keck Farm	163 townhomes
Seasons at Southbury	162 townhomes
Southbury Townes	105 townhomes
Tuscany Station	346 apartments
Hudson Pointe	150 townhomes and 312 apartments

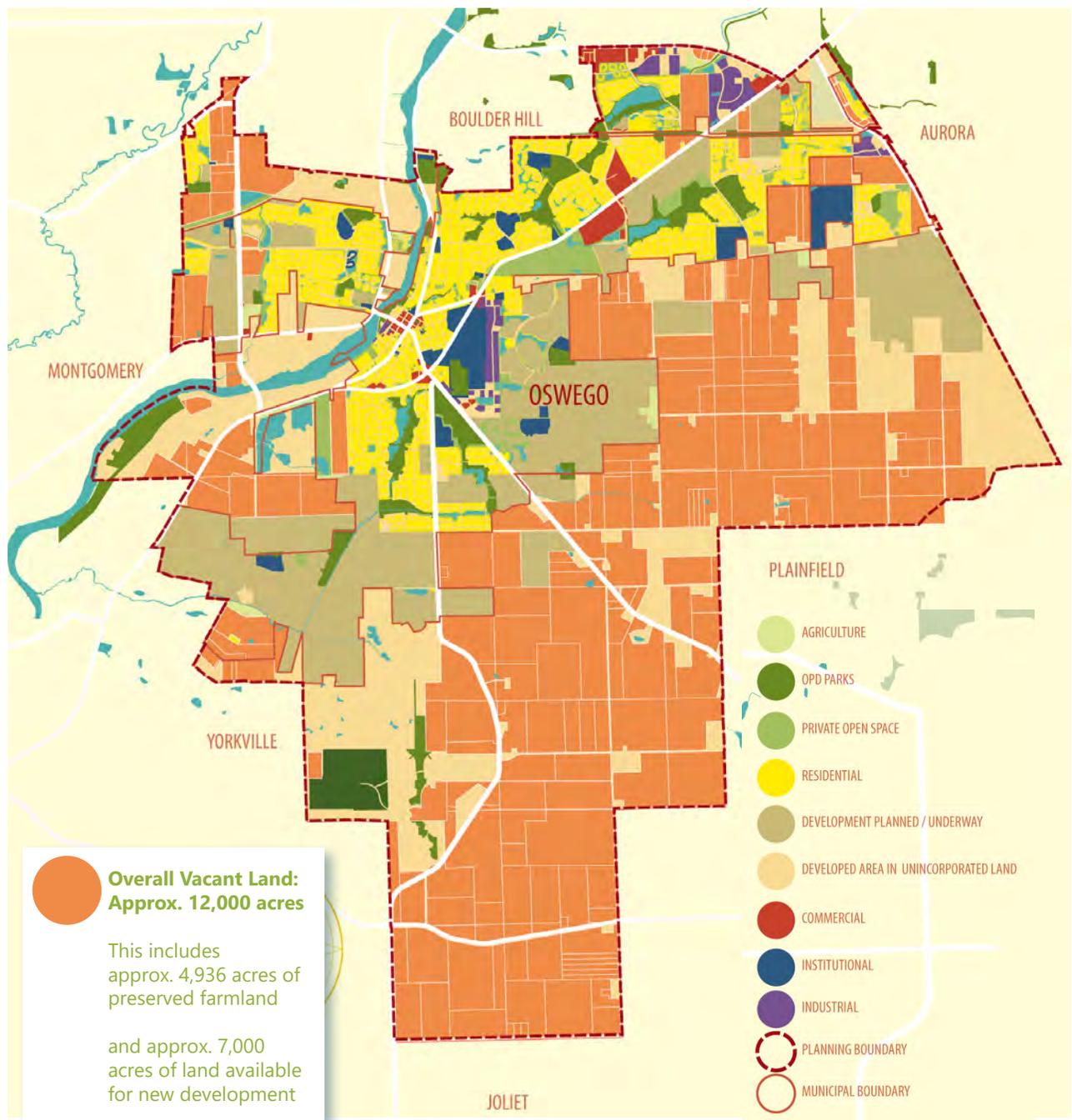
(could be flex to single family)

**TOTAL 1,421 to 1,883 Units approx.**

### MULTIFAMILY UNITS ESTIMATED IN POTENTIAL NEW DEVELOPMENTS

ESTIMATE OF MULTI-FAMILY UNITS IN DISTRICT 1 & 2				
LOCATION	NUMBER OF MULTI-FAMILY DWELLING UNITS			TOTAL
	TOWNHOMES	CONDOS	APARTMENTS	
Hudson Pointe	150		312	462
Tuscany Station			146	146
Alexander L.Y. Site	16	96		112
Harrison Street South	21	60		81
Village Hall Area	50	90		140
<b>Total M.F. Dwelling Units</b>	<b>237</b>	<b>246</b>	<b>458</b>	<b>941</b>

**TOTAL CAPACITY FOR MULTIFAMILY UNITS (PLANNED, UNDERWAY AND POTENTIAL): APPROX. 2,300 TO 2,700 UNITS**



**Overall Vacant Land:  
Approx. 12,000 acres**

This includes  
approx. 4,936 acres of  
preserved farmland

and approx. 7,000  
acres of land available  
for new development

DISTRICT	GROSS AREA (ACRES)	DENSITY D.U./AC		GROSS DEVELOPABLE AREA	NO. OF UNITS BASED ON GROSS ACREAGE		NET BUILDABLE ACREAGE (70% OF GROSS)*	NO. OF UNITS BASED ON NET ACREAGE		POPULATION FROM SINGLE FAMILY HOMES**	
		MIN	MAX		MIN	MAX		MIN	MAX	MIN	MAX
DISTRICT 1	529										
DISTRICT 2	13,170	2	3	2,466	4,932	7,399	1,726	3,453	5,179	10,945	16,418
DISTRICT 3	8,887	2	2	4,587	6,880	9,174	3,211	4,816	6,422	15,267	20,356
DISTRICT 4	4,936	0	1	0	0	0	0	0	0		
TOTAL	27,523			7,053	11,813	16,572	4,937	8,269	11,601	26,212	36,774



With major new retail development allowed only in District 1 (Downtown) and District 2, leaving District 3 for single family homes and District 4 for farmland, does the 2015 Comprehensive Plan ensure that Oswego can meet the Retail demands of the future?

**The answer: YES!**

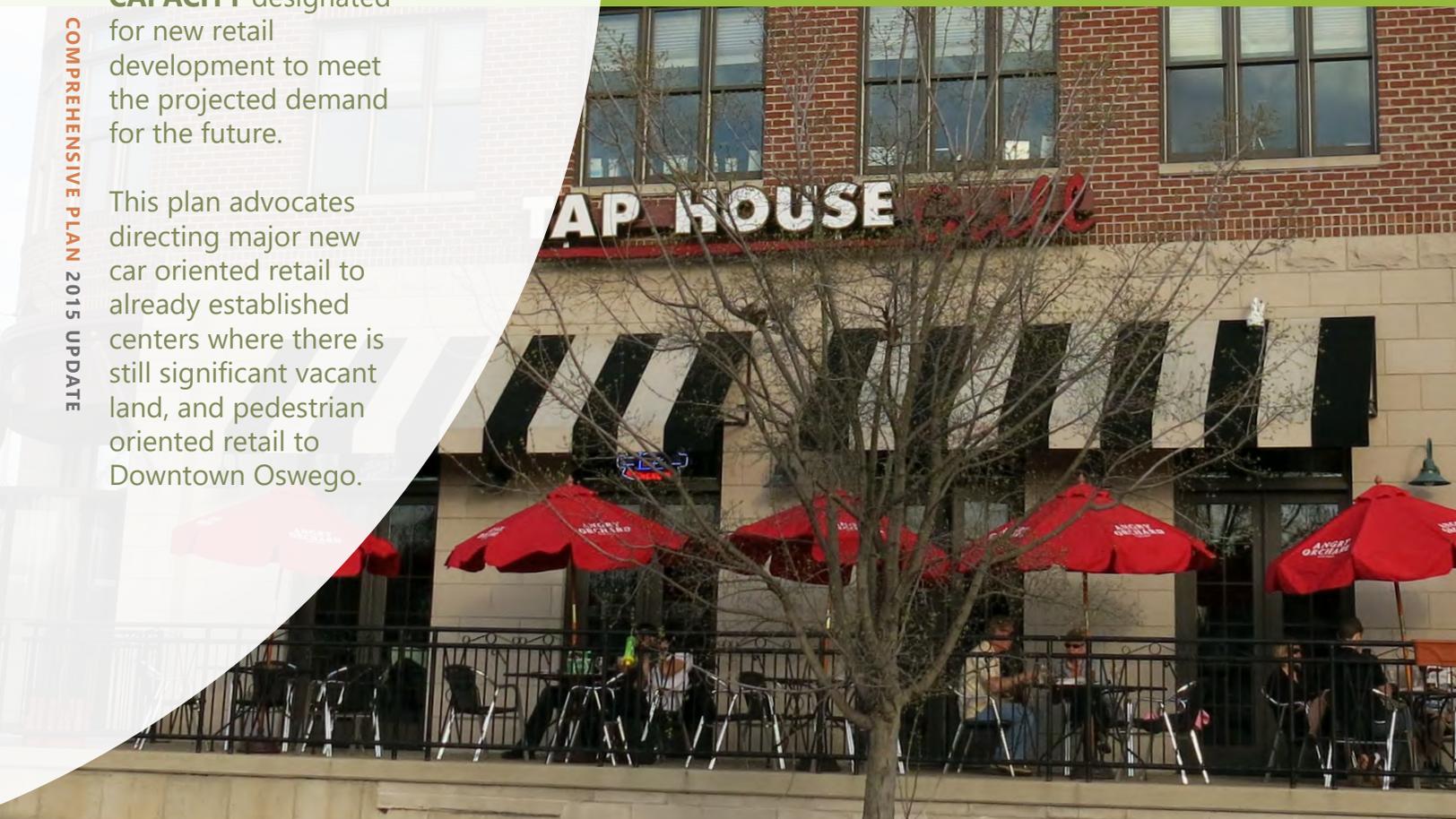
# Summary of Retail Analysis

58

OSWEGO COMPREHENSIVE PLAN 2015 UPDATE

This Plan ensures that there is **AMPLE LAND CAPACITY** designated for new retail development to meet the projected demand for the future.

This plan advocates directing major new car oriented retail to already established centers where there is still significant vacant land, and pedestrian oriented retail to Downtown Oswego.



The 2015 Comprehensive Plan Retail Market Analysis focused on the following elements:

1. Understanding the spatial distribution of competitive retail and establishing realistic trade areas that extend beyond community boundaries.
2. Reconciling current demand and supply with the trade area.
3. Using population forecasts to estimate net new demand for retail and the supportable square of retail within the community by 2025.
4. Converting supportable square feet of retail into reasonable estimates of market based land demand needed to accommodate the demand.



# Oswego's Retail Market

## Community Analysis

### Existing Supply

Oswego is a major retail destination. Oswego currently has over 2.8 million square feet of retail. Approximately 1.8 million square feet of retail has been added since 2000, representing approximately 62% of the total retail stock. There are a number of retail typologies present within Oswego including Power Centers, Community Centers and other retail including Downtown, Neighborhood Center, Strip Center and Freestanding. The primary typologies within Oswego are Power Centers (1.5 million sf) and Other Retail (1.2 million sf). Mall and lifestyle centers are missing retail typologies in Oswego.

**Oswego has three primary retail clusters. These clusters are outlined below:**

#### 1. US Route 34

This is Oswego's primary shopping destination consisting of power centers and larger community centers. There is approximately 1.8 million square feet of retail, with 13% vacancy. Major tenants include Wal-Mart Supercenter, Kohls, Home Depot, Target, Party City, Office Max, Dick's Sporting Goods, Best Buy, Meijer, Michael's, Bed Bath and Beyond, and Old Navy

#### 2. Orchard Road

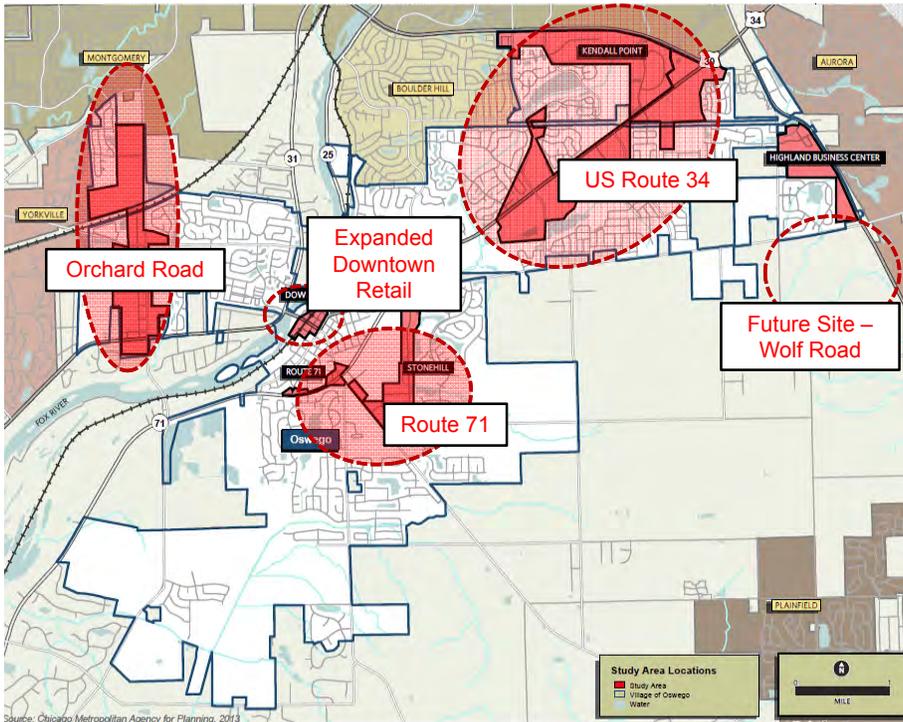
Orchard Road provides neighborhood retail options. This node has approximately 250,000 square feet of

retail space and 6.5% vacancy. Major tenants include Jewel-Osco, several smaller-scale neighborhood centers that include a bank, insurance agency, hair salon, pizzeria, and medical practices.

#### 3. Route 71

This node provides approximately 55,000 square feet of convenience retail with approximately 13.3% vacancy. Tenants include Holmes Automotive Repair and First Place Rental.

**It is anticipated that there will be future retail nodes at Route 30 and Wolf Road, in addition to a growing retail presence in Downtown. For Downtown Retail opportunities, see Downtown Oswego, pages #-#.**



Source: CoStar, CMAP, SB Friedman

**US Route 34 – Power Center**

RBA – 1,800,000 sf  
 Vacancy – 9.7%  
 Tenants – Wal-Mart Supercenter, Kohls, Home Depot, Target, Party City, Office Max, Dick’s Sporting Goods, Best Buy, Meijer, Michael’s, Bed Bath and Beyond, and Old Navy

**Orchard Road – Community and Neighborhood**

RBA – 258,000 sf  
 Vacancy – 6.5%  
 Tenants – Jewel-Osco, several smaller-scale neighborhood centers that include a bank, insurance agency, hair salon, pizzeria, and medical practices.

**Route 71 - Convenience**

RBA – 55,000 sf  
 Vacancy – 13.3%  
 Tenants – Holmes Automotive Repair and First Place Rental.

**Future Retail Nodes at:**

- Route 30 and Wolf Road
- Downtown

**Mall & Lifestyle Centers**

**Regional or Super-Regional Mall**

- Typically enclosed
- Anchored by 2+ full-line department stores



400,000-1,000,000+ sf

**Lifestyle Center**

- Upscale national-chain specialty stores
- Dining & entertainment
- Outdoor setting



250,000-500,000 sf

**Regional Retail Clusters**

**Power Center**

- 3+ category-dominant freestanding anchors of at least 20,000 sf



250,000- 600,000 sf

**Community Center**

- General merchandise and convenience-oriented
- Includes apparel/soft goods



125,000-400,000 sf

**Other Retail**

**Downtown**

- First-floor or standalone

< 20,000 sf



**Neighborhood Center**

- Convenience-oriented center
- Grocery anchor

30,000-125,000 sf



**Strip Center**

- Small convenience center with goods and services
- Limited trade area

< 30,000 sf



**Freestanding**

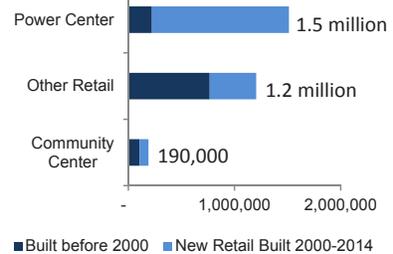
- Standalone stores
- Often owner-occupied

5,000-150,000+ sf



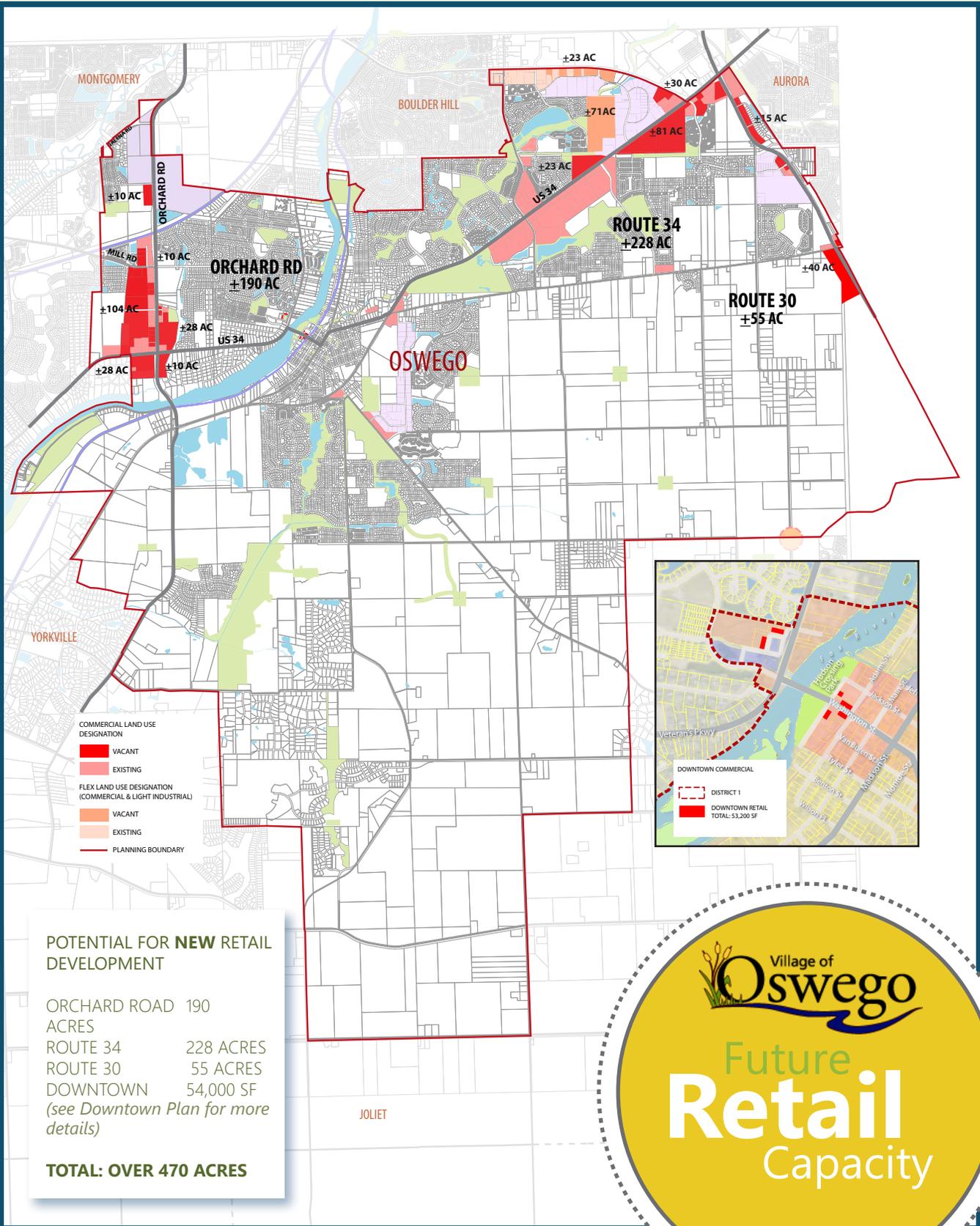
- Oswego has over **2.8 million sf** of retail
- **1.8 million sf** built since 2000 (62% of total)
- Mall and lifestyle centers are missing typologies in Oswego

**Oswego Existing Retail (sf)**



Source: International Council of Shopping Centers, CoStar, SB Friedman

Based on International Council of Shopping Centers retail classifications



# Competition Assessment

Oswego has a major retail Presence in a highly competitive environment. Retail in the region is concentrated around major clusters including:

## North Aurora Cluster

Major tenants include Home Depot, Office Depot, Target, JC Penney and a number of auto dealers including Riverfront Chrysler, Dodge Jeep, and Fox Valley Ford.

## Chicago Premium Outlets

Luxury brands like Armani, Calvin Klein, Coach, Cole Haan, Elie Tahari, Lacoste, Polo Ralph Lauren, Michael Kors, and more. The Premium Outlets is currently undergoing a \$110 million

expansion to add an addition 290,000 square feet of retail space.

## Fox Valley/IL-59 Naperville Cluster

This cluster consists of the Westfield Fox Valley Mall and the proposed Fountain Pointe Lifestyle Center. Additional major tenants include Costco, Whole Foods, Marshalls, Burlington Coat Factory, Bed Bath & Beyond and Office Depot

## Bolingbrook Cluster I

This cluster consists of the Promenade Bolingbrook lifestyle center and other major tenants such as Macy's, Bass Pro Shops, IKEA and Meijer

## Bolingbrook Cluster II

Major tenants include Kohl's, Marshalls, Lowes, Meijer, Best Buy, and

Home Depot.

## Naperville Crossings & IL-59 Cluster

AMC Showplace Cinema and restaurants

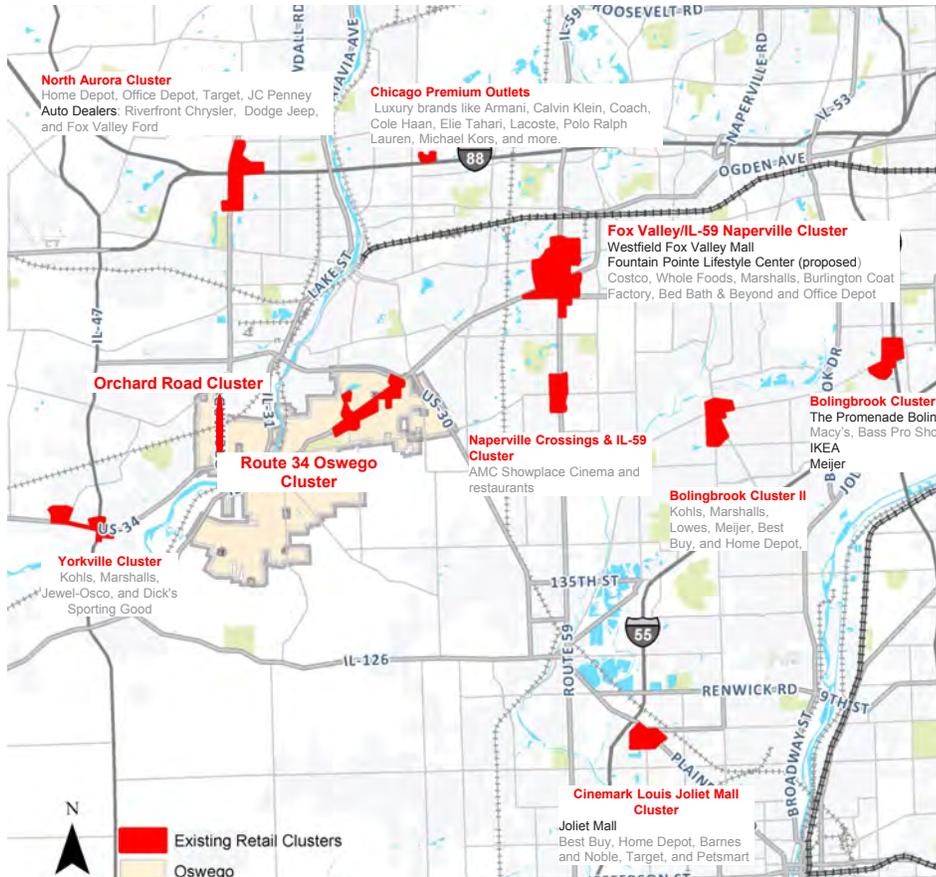
## Yorkville Cluster

Major tenants include Kohl's, Marshalls, Jewel-Osco, and Dick's Sporting Good

## Cinemark Louis Joliet Mall Cluster

This clusters contains the Joliet Mall and tenants such as Best Buy, Home Depot, Barnes and Noble, Target, and PetSmart

To project the amount of supportable retail square footage in Oswego, SB Friedman estimated the appropriate trade area.



Oswego Has a Major Retail Presence in a Highly Competitive Environment

Retail in the region is concentrated around major clusters

## Trade Area Methodology Determination

Retail development relies on market areas that are not necessarily defined by political boundaries. The Trade Area boundary is defined such that it encompasses the major retail clusters in Oswego but specifically accounts for the key competitive regional retail clusters identified in the prior section. The Trade Area was defined based on drive times from key Oswego retail nodes (assuming a 5-minute drive time for the Orchard Rd. corridor and downtown Oswego and a 10-minute drive time for the Route 34 corridor), natural barriers and transportation networks, and lines of equidistance between competitive retail nodes (drawn such that a consumer on the line between two retail nodes is equidistant from both nodes). The Trade Area has been adjusted to account for a new retail clusters located at Wolf Road and Route 30 which would redefine trade areas.

Because the Trade Area is defined based on drive times and accounts for competition a consumer just outside the boundary of the Trade Area is likely to find a regional retail cluster outside the trade area that is in closer proximity to the retail clusters within Oswego. Conversely a consumer within the trade area will likely patronize stores within the Trade Area because these store would be most proximal and only venture out of the Trade Area for store types that are missing or under-represented within the trade area. This approach to Trade Area definition therefore allows for identification of specific categories of retail that are missing or under-represented within it.

## Trade Area Demographics

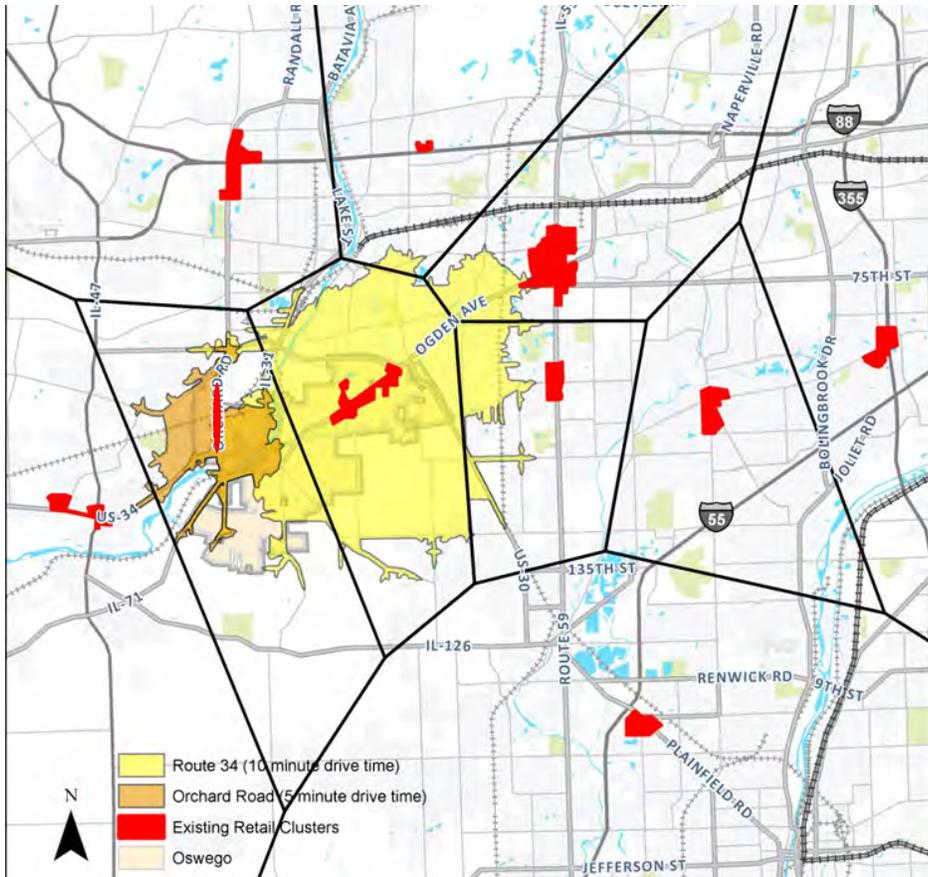
The following market demographics form the foundation for the retail market assessment in subsequent sections. The trade area consists of approximately 72,000 people. It is a fast growing area of the region, with approximately 4.2% CAGR from 2000 to 2014. Since 2000, the trade area has added approximately 57,000 people.

**The Trade Area per capita spending is less than Oswego (\$12,500 versus \$15,000). This accounts for more densely populated regions with lower incomes located to the north of Oswego.**

**Table 1: Trade Area Demographics and Spending Potential (2014)**

Population	72,356
Net Population Change (2000-2014)	56,901
Total Per Capita Retail Spending	\$12,462
Percent online sales	8%

Source: ESRI, SB Friedman



## Regional Cluster Trade Areas

The key retail clusters have been used to form trade areas.

Trade areas are based on drive times from key Oswego retail nodes and lines of equidistance\* between nodes.

\*A consumer on a black line between two retail nodes is equidistant from both nodes

## Trade Area Supply

The Trade Area has approximately 4.9 million square feet of retail space with 60% of all retail within the Trade Area located within Oswego. Nearly 2.4 million square feet of new retail space has been built since 2000 with 76% of new retail development since 2000 occurring within Oswego.

## Trade Area Demand

There are two primary generators of future retail demand in Trade Area: capture of existing retail leakage and projected population growth and associated spending.

### 1. Capture of existing retail leakage.

SB Friedman utilized data from ESRI Business Analyst to estimate the retail gaps in the Trade Area. These data are broken down by employment sub-sectors using the North American Industrial Classification System.

The trade area's total forecasted retail leakage is \$596 million dollars. Trade area retail leakage has been adjusted for mall and outlet sales which tend to be much larger. It is assumed that existing malls will continue to remain as major draws and no new regional mall will be developed in the region. The largest categories of retail leakage include Motor Vehicle and Parts Dealers, Food & Beverage Stores, Gasoline Stations, Food Services and Drinking Place and Health and Personal Care stores.

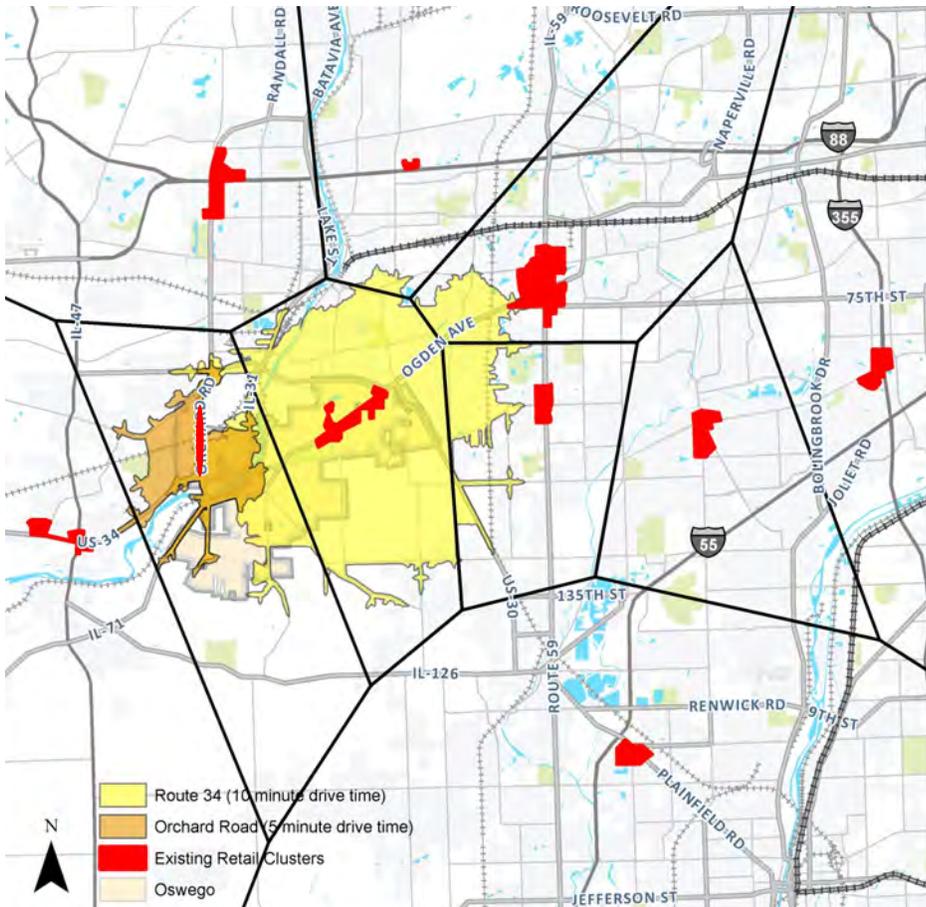
### 2. Projected population growth and associated spending.

Using data from CoStar and ESRI Business Analyst, SB Friedman estimated that the population growth of 31,000 to 40,000 people is projected to generate \$340 to \$436 million in retail demand within the Trade Area. This is based on a 2025 per capita retail spending estimate of approximately \$10,853, after adjusting for mall and outlet spending and non-store retailers. The total per capita retail sales is expected to increase but retail e-commerce will capture a significant share of growth (16%).

**Table X: Projected Per Capita Spending**

Total 2014 Per Capita Sales	12,461
Projected 2025 Per Capita Sales	14,175
Deduction for Malls, Lifestyle & Outlet Sales	(1,010)
Deduction for Non-store Retailers (16% of total sales)	(2,311)
Projected 2025 Per Capita Sales Net of Mall Sales and Non-store Retailers	\$ 10,853
Trade Area Population Growth through 2025	31,334 – 40,181
<b>Total Estimated Spending Potential from New Population Growth</b>	<b>\$340 - \$436 million</b>

Source: ESRI, SB Friedman



## Regional Cluster Trade Areas

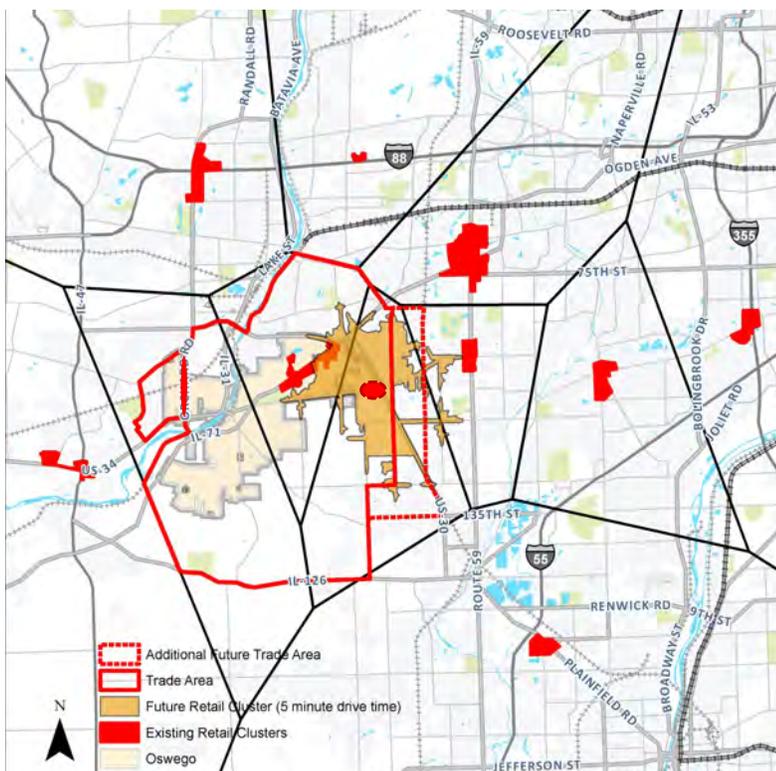
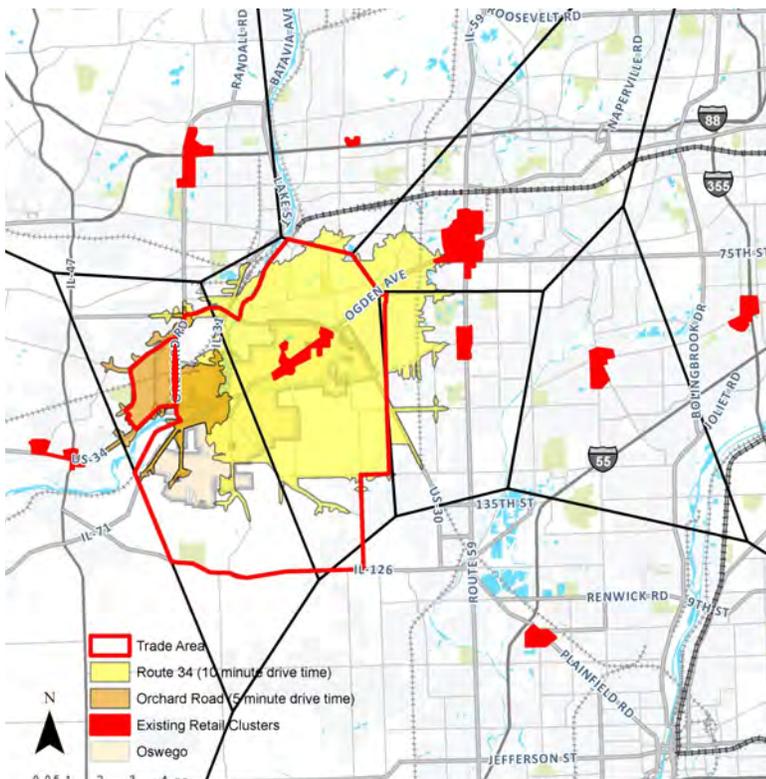
The key retail clusters have been used to form trade areas.

Trade areas are based on drive times from key Oswego retail nodes and lines of equidistance\* between nodes.

\*A consumer on a black line between two retail nodes is equidistant from both nodes

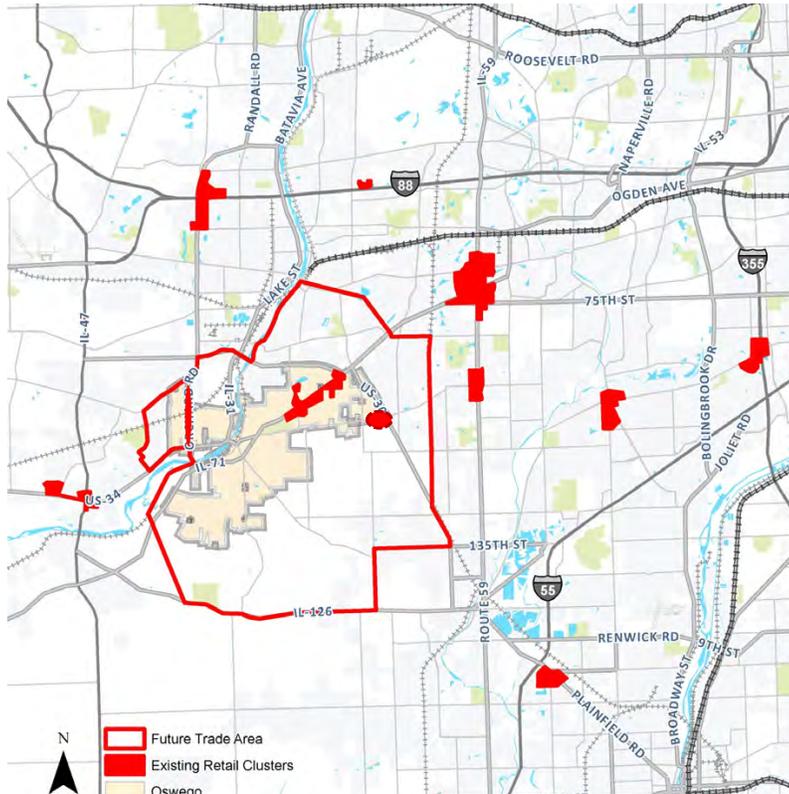
# Oswego's Trade Area

Based on drive times, lines of equidistance, natural barriers and transportation network.



# Future Retail Cluster and Adjusted Trade Area

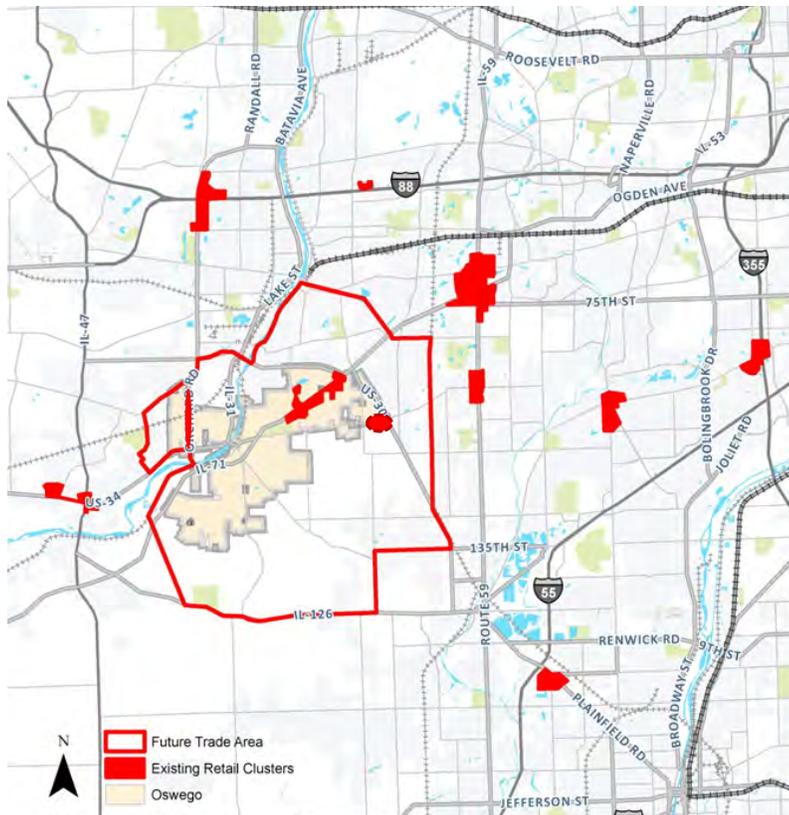
A new retail cluster would redefine trade areas



## Trade Area Demographics and Spending Potential

- Fast growing area of the region (4.2% CAGR from 2000 to 2014)
- Trade Area per capita spending is less than Oswego (\$12,500 versus \$15,000)

Trade Area Demographics and Spending Potential(2014)	
Population	72,356
Net Population Change (2000-2014)	56,901
Total Per Capita Retail Spending	\$12,462
Percent online sales	8%



## Trade Area Retail Supply

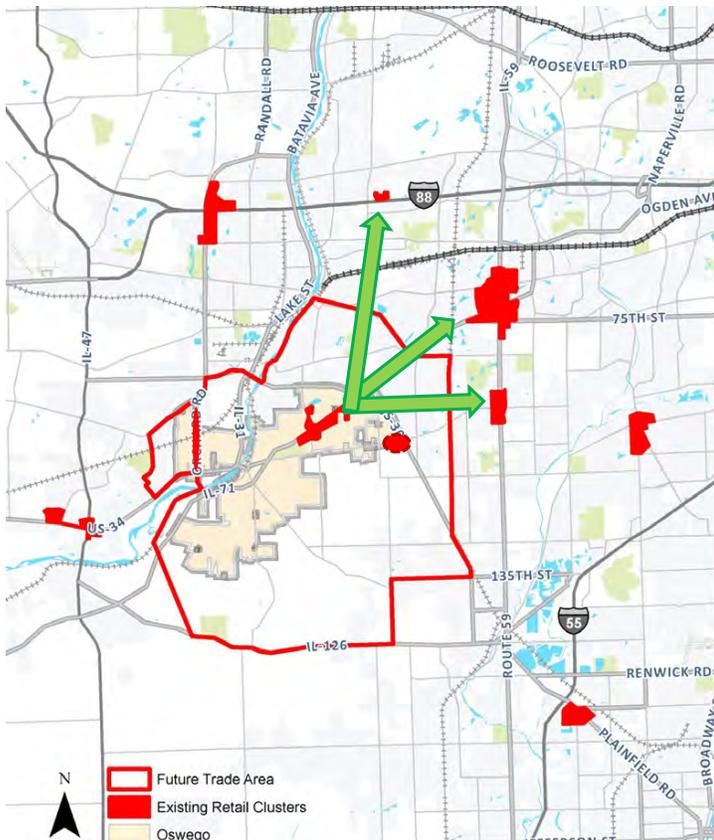
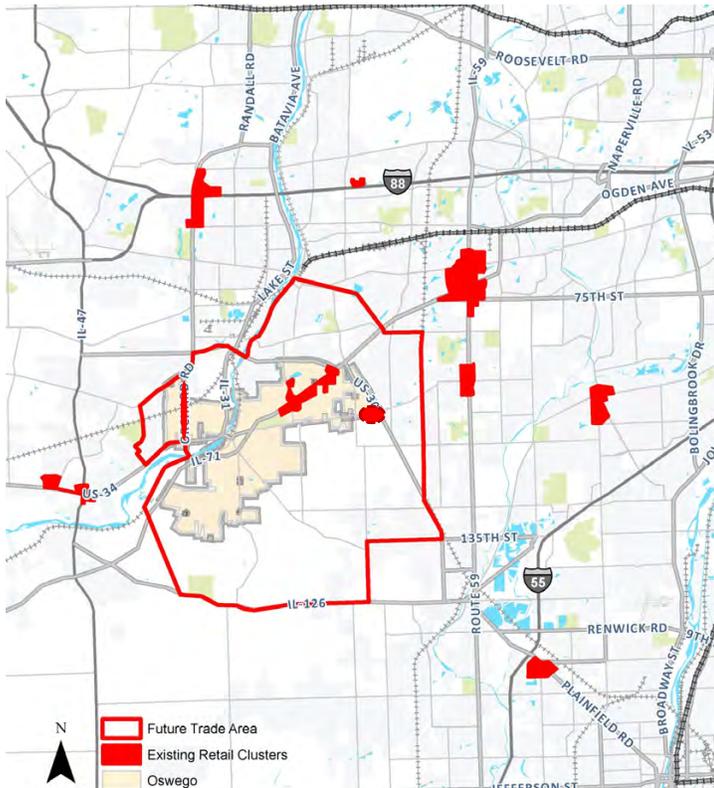
The Trade Area has **4.9 million square feet** of retail space

**60%** of all retail within the Trade Area is within Oswego

Nearly **2.4 million** sf of new retail space has been built since 2000

**76%** of new retail development since 2000 has occurred within Oswego





## Future Retail Demand in Trade Area

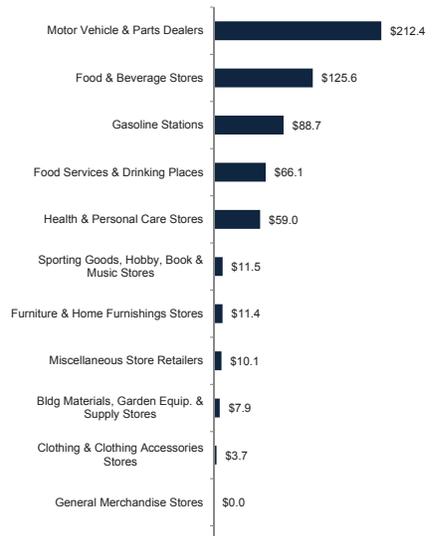
Two primary generators of retail demand in trade area:

- 1) Capture of existing retail leakage
- 2) Projected population growth and associated spending

## Retail Demand: Capture of existing retail leakage

The trade area's total forecasted retail leakage is **\$596 million dollars**

Trade Area Retail Leakage Net of Malls (millions)



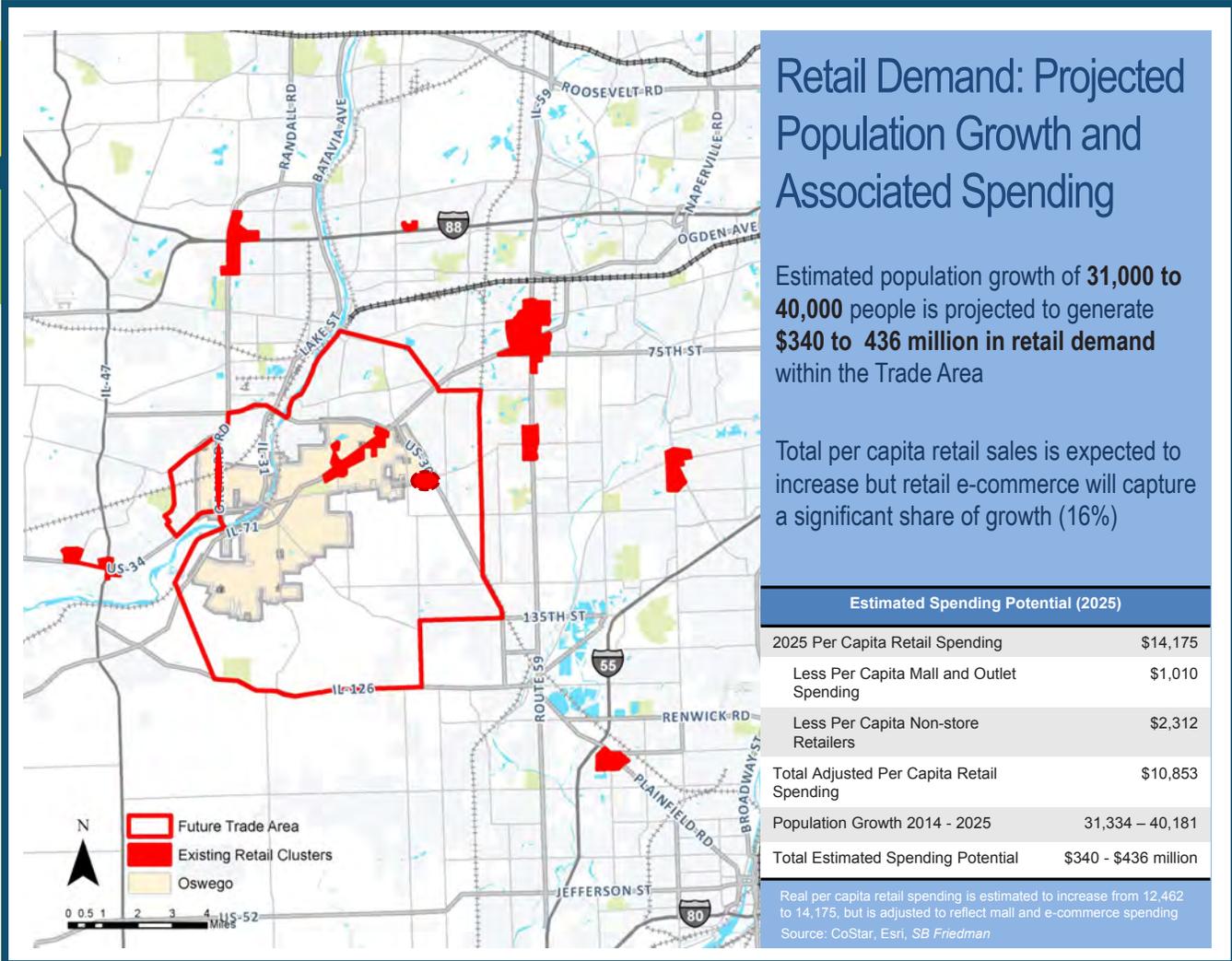
## Oswego's Retail Potential

### Future Retail Demand & Supportable Square Feet in Trade Area

SB Friedman utilized existing retail leakage and projected population growth and associated spending to estimate the supportable square feet of retail space in Trade Area. The Trade Area is forecasted to capture 50% of retail leakage and Oswego is estimated to capture 60-75% of future development.

There is an opportunity for 1 to 1.5 million square feet of retail in Oswego through 2025. Based on a FAR of 0.25, 95 to 140 acres is anticipated to be needed for new retail development and redevelopment opportunities. Route 34 will remain the primary retail destination. In the near term, Orchard Road is likely to remain neighborhood serving. The northern portion of Orchard Road

may transition to residential to support transit oriented development with some land held for flex/retail uses. In the future, we anticipate potential new retail nodes at the eastern edge at Route 30 and Wolf Road as well as a greater retail presence downtown .



## Retail Demand: Projected Population Growth and Associated Spending

Estimated population growth of **31,000 to 40,000** people is projected to generate **\$340 to 436 million in retail demand** within the Trade Area

Total per capita retail sales is expected to increase but retail e-commerce will capture a significant share of growth (16%)

Estimated Spending Potential (2025)	
2025 Per Capita Retail Spending	\$14,175
Less Per Capita Mall and Outlet Spending	\$1,010
Less Per Capita Non-store Retailers	\$2,312
Total Adjusted Per Capita Retail Spending	\$10,853
Population Growth 2014 - 2025	31,334 – 40,181
Total Estimated Spending Potential	\$340 - \$436 million

Real per capita retail spending is estimated to increase from 12,462 to 14,175, but is adjusted to reflect mall and e-commerce spending  
Source: CoStar, Esri, SB Friedman

# Conclusions

## Retail Market

- There is an opportunity for 1 to 1.5 million sf of retail in Oswego through 2025
- 95 to 140 acres are needed for retail development at an FAR of 0.25

## Retail Clusters in Oswego

- Route 34 will remain the primary retail destination
- In the near term, Orchard Road is likely to remain neighborhood serving. The northern portion of Orchard Road may transition to residential to support transit oriented development with some land held for flex/retail uses
- Potential new nodes at eastern edge at:
  - Route 30 and Wolf Road
- Downtown

	Total Demand Potential (millions)	Typical Sales per SF	Retail Opportunity in Trade Area (thousands of sf)	Retail Opportunity in Oswego (thousands of sf)
Motor vehicles and parts dealers	182 - 203	1000	182-203	109-152
Food and beverage stores	113 - 127	450	250-281	150-211
Food Services & Drinking Places	73 - 85	300	244-282	147-212
Health and personal care stores	70 - 81	400	174-202	104-152
Gasoline Stations	70 - 77	800	88-97	53-73
General merchandise stores	59 - 75	300	196-251	117-188
Building materials and garden equipment and supplies stores	17 - 21	220	78-95	47-71
Clothing and clothing accessories stores	13 - 16	200	63-78	38-59
Miscellaneous store retailers	12 - 14	175	70-82	42-62
Furniture and home furnishings stores	11 - 13	200	57-65	34-49
Sporting goods, hobby, book, and music stores	11 - 13	175	65-74	39-55
Electronics and appliance stores	8 - 10	500	15-19	9-15
		<b>Total</b>	<b>1,482-1,729</b>	<b>889-1,299</b>
			<b>Adjusted Total</b>	<b>1,000-1,519</b>
			<b>Land Area Needed</b>	<b>95 - 140 acres</b>

■ Demand from Existing Leakage (Net of Mall and Outlet Sales)

■ Average Demand from Growth

## Future Retail Demand & Supportable Square Feet in Trade Area

The Trade Area is forecasted to capture 50% of retail leakage

Oswego is estimated to capture 60-75% of future development

There is an opportunity for **1 to 1.5 million sf** of retail in Oswego through 2025

**95 to 140 acres** needed for retail development at an FAR of 0.25

Source: CoStar, Esri, SB Friedman



**The 2015  
Comprehensive  
Plan focuses on  
the following  
Transportation Goals:**

Create an outstanding trail system for Oswego. Make Downtown Oswego a Bike Hub in the Fox River Trail system.

Make Downtown and other high pedestrian traffic areas safer for people.

Combine all Village, County and IDOT plans into one cohesive Transportation Plan.

Continue to support bringing a Metra Station to Oswego on Orchard Road.

Direct truck traffic away from Downtown



## Summary of Transportation Analysis

This section provides information on the existing transportation system in the Village of Oswego with a focus on roadways, public transit, and bicycle and pedestrian facilities. The information was obtained from various sources, including the Village of Oswego, Kendall County, Regional Transportation Authority (RTA), Metra, Kendall Area Transit (KAT), Illinois Department of Transportation (IDOT), Illinois Commerce Commission (ICC), visual assessments, and field reviews.



## Oswego's Existing Roadway System

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OSWEGO  
COMPREHENSIVE PLAN 2015 UPDATE

### Roadways

#### Jurisdiction

The roadway network serving the Village of Oswego is governed by several jurisdictional entities, including IDOT, the Kendall County Highway Department, Bristol Township, Oswego Township, Na-Au-Say Township, Kendall Township, and the Village of Oswego. Many of the major travel arteries are under IDOT and Kendall County jurisdiction, which limits the ability of the Village to make improvements, control access or unify roadway character. The Village will need to maintain close coordination with these two governmental agencies in order to accomplish the goals and objectives of the Comprehensive Plan that will result in a well-balanced transportation system.

#### Functional Classification and Thoroughfare Type

Roadways have two basic functions: to provide mobility and to provide land access. For planning and design purposes, roadways are classified in a hierarchical structure by function to define their role in the transportation system and their eligibility for certain types of federal transportation funds. Four general functional classifications are typically used, including freeways, arterials, collectors and local roads. Arterials are commonly subdivided into major (principal) and minor designations based on location, service function and design features (i.e., right-of-way, road capacity, continuity within system, speed limits, parking controls, traffic signal spacing, etc.). Each roadway classification serves as a collecting/distributing facility for the next higher

classification in the system. The following summarizes the roadway functional classification system serving the Village of Oswego, as defined by IDOT and Kendall County, and further describes these thoroughfares based on their context and design features.

#### Freeways

Freeways provide the highest degree of mobility, with access limited to grade-separated interchanges to preserve capacity for high volumes of traffic and high travel speeds. The nearest freeways to the Village of Oswego are Interstate 88 (Ronald Reagan Memorial Tollway) and Interstate 55. Interstate 88 is accessed from Orchard Road, IL 31 and Eola Road (via Ogden Avenue) in Aurora and North Aurora approximately 6.5 to 7 miles north of the Village. Interstate 55 is accessed from Weber

Road (via 127th Street) in Bolingbrook and Romeoville approximately 7 miles southeast of the Village. The Tollway is under the jurisdiction of the Illinois State Toll Highway Authority and Interstate 55 is under IDOT jurisdiction.

## Major Arterials

Major arterials provide a high degree of mobility and function as the primary travel routes through urban areas. These roadways are continuous and serve the broader region, connecting the freeway system with the local system of minor arterials and collector roads, as well as the major activity centers within a community. Major arterials are higher capacity facilities that carry high volumes of traffic and require more stringent access controls and traffic signal spacing.

In the Chicago metropolitan area, IDOT has established a 1,500-mile network of the most important major arterials into the Strategic Regional Arterial (SRA) system. This system is a component of the Chicago Metropolitan Agency for Planning's (CMAP) Go To 2040 Comprehensive Regional Plan and is intended to supplement the freeway system by accommodating a significant portion of the long-distance, high volume automobile and commercial vehicle traffic in the region.

In Oswego, US 30, US 34, and Orchard Road are part of the SRA system. Other major arterials within the Village's planning area include IL 71, IL 126, Hill Avenue, Plainfield Road, and Ridge Road. US 30, US 34, IL 71 and IL 126 are under IDOT jurisdiction. Orchard Road (County Highway 9A), Plainfield Road (County Highway 22) and Ridge Road (County Highway 11) are under the jurisdiction of the Kendall County Highway Department. Hill Avenue is under the jurisdiction of the City of Aurora. The major arterials are generally two-lane or four-lane roadways with turn lanes at key intersections. The right-of-way width of these major arterials generally ranges from 120 to 150 feet.

## Minor Arterials

Minor arterials augment the principal arterials by accommodating somewhat shorter trips to and from residential neighborhoods, commercial areas, employment centers and recreational activity areas at the community level. As such, operating speeds and road capacity may be less than that of major arterials, with less stringent controls on property access. Minor arterials in Oswego include US 34 through the downtown area, IL 25, IL 31, Collins Road, Douglas Road, Galena Road, Grove Road, Mill Road, Minkler Road, Schlapp Road, Van Emmon Road, Washington Street, and Wolf's Crossing Road. US 34, IL 25 and IL 31 are under IDOT jurisdiction. The other minor arterials are under the jurisdiction of the Village or local townships. Most of the minor arterials are two lane roadways with or without a center median accommodating left-turning movements at key intersections, with the exception of the four-lane sections of US 34 (between IL 71 and IL 31) and Douglas Road (between US 30 and the Oswego Commons shopping center). Minor arterials have right-of-way widths generally ranging from 80 to 120 feet.

## Collectors

The collector system is designed to support the arterial network. Collector roads consist of medium-capacity, medium volume roads that have limited continuity and serve to distribute traffic between the higher level arterials and the lower level local roads. Collectors provide some direct land access but to a more limited degree than local roads. In Oswego, the collectors are maintained by the Village or townships and are two-lane roadways, with or without a center median, and a right-of-way width of 80 feet.

## Local Roads

Local roads provide direct access to private property and are accessed from arterial and collector roads. Trip lengths on local roads are typically short and volumes and speeds are

typically low. All remaining roadways in Oswego not mentioned above are classified as local roads and are generally two-lane roadways with a right-of-way width of 66 feet. The local roads are also maintained by the Village or townships.

### Major Arterials

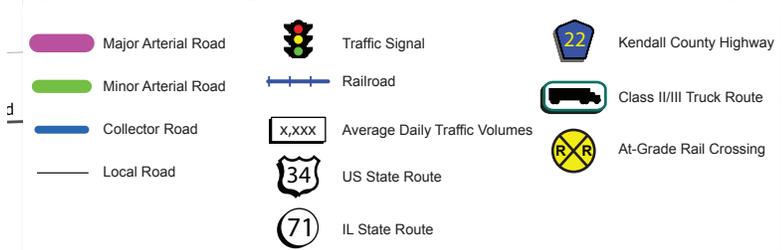
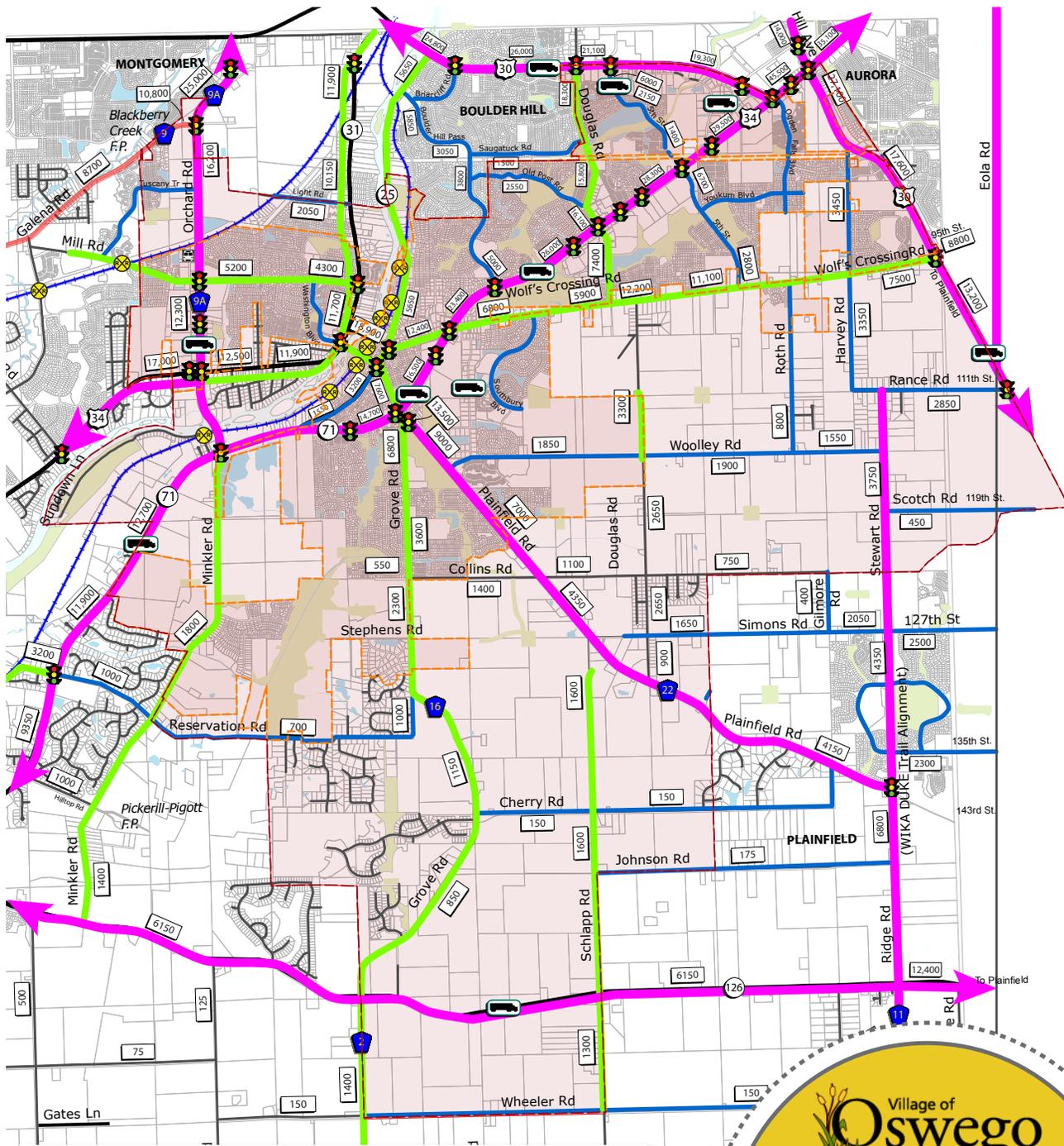
US 30  
US 34 (E of IL 71; W of Orchard Rd)  
IL 71  
IL 126  
Hill Avenue  
Orchard Road  
Plainfield Road  
Ridge Road

### Minor Arterials

US 34 (Between IL 71 and Orchard Rd)  
IL 25  
IL 31  
Collins Road (Between Grove Rd and Douglas Rd)  
Douglas Road  
Galena Road  
Grove Road  
Mill Road  
Minkler Road  
Schlapp Road  
Van Emmon Road  
Washington Street  
Wolf's Crossing Road

### Collectors

5th Street  
Boulder Hill Pass  
Briarcliff Road  
Cherry Road  
Collins Road (E of Douglas Rd; W of Grove Rd)  
Gilmore Road  
Harvey Road  
Johnson Road  
Light Road  
Main Street/Douglas Street/Madison Street  
Ogden Falls Boulevard  
Old Post Road  
Rance Road (111th Street)  
Reservation Road  
Roth Road  
Sagatuck Road  
Scotch Road (119th Street)  
Simons Road (127th Street)  
Southbury Boulevard  
Stewart Road  
Tuscany Trail  
Washington Boulevard  
Wheeler Road  
Woolley Road  
Youkum Boulevard



# ANALYSIS SUMMARY

## Primary Travel Corridors

The backbone of the Village of Oswego's roadway system is its arterial system. These roadways convey the highest volumes of traffic through the community, connect with the collector and local roads, and provide auto and truck access to the community's commercial and industrial areas.

### North-South Arteries

Orchard Road, IL 31 and US 30 (south of US 34) are the primary north-south arteries in Oswego carrying traffic volumes ranging from 10,000 to 27,000 vehicles per day. While Orchard Road and IL 31 are approximately one mile apart, the spacing between IL 31 and US 30 is over four miles. As such, these arterial roadways are supplemented by the north-south minor arterial and collector roads including Minkler Road, IL 25, Grove Road, Douglas Road, Harvey Road, and Stewart Road, which are spaced at approximately 1.5- to two-mile intervals and carry volumes ranging from 850-18,300 vehicles per day.

### East-West Arteries

The primary east-west arteries in Oswego are US 34, US 30 (west of US 34), IL 71, and IL 126, which carry volumes ranging from 6,150-45,500 vehicles per day. These roadways are supplemented by the east-west minor arterial and collector roads including Wolf's Crossing Road, Collins Road, Mill Road, Simons Road, Reservation Road, and Woolley Road, which carry volumes ranging from 550-12,200 vehicles per day.

## System Continuity Issues

The Oswego roadway system is a comprehensive network of tangential and curvilinear streets that provides good connections between local neighborhoods and the arterial and collector system, given the barrier created by the Fox River, BNSF Railway, and Illinois Railway. With a few exceptions, the road network in the downtown area and the established residential, commercial and industrial areas to the north of Wolf's Crossing Road and west of the Fox River generally provides good continuity through the Village and direct access to the major arterials. The road network in the future growth areas of the Village to the east and south, however, lacks key connections and alignments to complete the road grid. The most notable missing linkages and alignment issues are noted below:

**Douglas Road** – The north and south segments of Douglas Road are offset from each other by 1,150 feet at Wolf's Crossing Road.

**Schlapp Road** – Schlapp Road intersects Plainfield Road at a 150-foot offset from Simons Road and a ½-mile offset from Douglas Road.

**Collins Road West** – The termination of Collins Road at Blue Heron Drive, approximately 1,400 feet west of Grove Road, leaves a 2.5-mile gap in east-west road continuity between IL 71 on the north and Reservation Road on the south.

**Collins Road East** – The termination of Collins Road at Gilmore Road leaves a ½-mile gap between this minor arterial/collector road and the future WIKADUKE Trail along the Stewart Road alignment.

**Fifth Street** – The continuity of Fifth Street is severed by a missing linkage of 1,000-feet between Farmington Lakes Drive and US 34.

**Reservation Road** – There is a ¼-mile

long segment of Reservation Road that is misaligned at Chippewa Drive and requires a sharp S-curve maneuver at each end. Reservation Road also lacks a direct east-west connection to Grove Road. The termination of Reservation Road at Grove Road leaves a two-mile gap in east-west road continuity between Collins Road on the north and Cherry Road on the south.

**Ogden Falls Boulevard** – The termination of Ogden Falls Boulevard at Raintree Drive, approximately 3,000 feet north of Wolf's Crossing Road, limits north-south continuity in the area between Fifth Street and Harvey Road/US 30.

**Youkam Boulevard** – The termination of Youkam Boulevard at Raintree Drive limits access to this collector road to/from the east (via Harvey Road).

**Roth Road** – The termination of Roth Road at Woolley Road leaves a one-mile gap in north-south road continuity between Woolley Road and Collins Road.

**Rance Road** – The termination of Rance Road at Harvey Road leaves a 1.25- to 1.5-mile gap in east-west road continuity between Wolf's Crossing Road on the north and Woolley Road on the south.

**Johnson Road** – The termination of Johnson Road at Schlapp Road leaves a 1.5-mile gap in east-west road continuity between Cherry Road on the north and IL 126 on the south.

**Light Road** – The termination of Light Road immediately west of the BNSF Railroad leaves a 1.75-mile gap in east-west road continuity between Mill Road on the south and Caterpillar Drive on the north in Montgomery.

**Kendall Point Drive/Wiesbrook Drive** – These two local truck routes are disconnected at Waubonsie Creek.

**Southbury Boulevard** – The termination of Southbury Boulevard just east of Colchester Drive restricts access to/from the Southbury

subdivision from the east (via Douglas Road).

## System Capacity Issues

Most of the roadways in the Oswego planning area provide sufficient capacity to accommodate the volume and composition of traffic using the roadways. There are a few arterial roads that are nearing the capacity of the current road design, including:

**US 34** – The segment of US 34 between Washington Street and Orchard Road carries approximately 12,000-13,000 vehicles per day, which is nearing the capacity of a two-lane roadway. The segment of US 34 to the west of Orchard Road carries volumes in excess of 17,000 vehicles per day, which exceeds the two-lane capacity for efficient traffic flow.

**US 30** – This roadway carries volumes that range from 17,600 to 26,000 vehicles per day, which requires a four-lane cross-section for efficient traffic flow. However, several segments of US 30 remain with a two-lane cross-section, including the segment from just east of Briarcliff Road to just west of Douglas Road, from just east of Douglas Road to just west of Goodwin Drive, and south of US 34.

**IL 71** – This roadway carries volumes ranging from 14,700 to 17,700 vehicles per day between US 34 and Orchard Road, which exceeds the capacity of a two-lane roadway. The section of IL 71 between Orchard Road and Reservation Road/Van Emmon Road carries volumes that are approaching the capacity of the current two-lane roadway. IDOT's SRA study for IL 47/IL 71/US 34 calls for the widening of IL 71 to four lanes through Oswego.

**Wolf's Crossing Road** – The segment between Douglas Road and Harvey Road carries approximately 11,100-12,200 vehicles per day, which is nearing the capacity of a two-lane roadway without turn lanes at

intersections.

## River Crossings

There are two roadway crossings of the Fox River within the Village of Oswego. The US 34 (Washington Street) crossing serves the downtown area and the central part of the Village. The Orchard Road crossing serves the south and west parts of the Village. The next crossing to the north is just under three miles upriver at US 30 in Montgomery. The next crossing to the west is five miles downriver at IL 47 in Yorkville.

## Travel Behavior

Tracking travel behavior of Oswego's working residents provides insights into how the community moves around town and how much Oswego's households spend on transportation. It also provides a benchmark for comparison with the travel patterns of all Kendall County residents and with the greater Chicago region as a whole.

### Mode of Travel

Table 4 shows the commuter travel modes by Oswego's working residents in comparison to Kendall County and the Chicago region. The majority of Oswego residents (81.8%) drive alone to work, which is a lower proportion than Kendall County as a whole but higher than the average for the Chicago region. Those that do not drive alone and do not work at home mostly either carpool or use transit, which in Oswego is primarily by Metra commuter rail in Aurora. While Oswego has fewer transit options than other parts of the Chicago region, the service that it does have is still better than many other areas of Kendall County and is reflected by a higher transit share than the County as a whole. Very few Oswego workers walk or bike to work, similar to the Kendall County averages but less than the Chicago region. A slightly lower proportion of Oswego residents work

at home compared to county and regional averages.

## Travel Time

As shown in Table 5, approximately 75.4 percent of Oswego residents are able to drive to their jobs in less than 45 minutes, which is higher than the drive time average for Kendall County but lower than the average for the Chicago region. The vast majority (more than 90%) of Oswego residents that commute by transit utilize Metra commuter rail service and have travel times in excess of 60 minutes, which is substantially higher than the average transit commute times for the region but similar to the lengthy transit commute times experienced by most other Kendall County residents.

## Vehicle Miles & Auto Ownership

The average annual vehicle miles traveled per household in Oswego is less than that of Kendall County but greater than that for the Chicago region, as shown in Table 6, which can be attributed to the longer travel times to work and shopping and to the limited transit options in the Village.

The auto-dominant travel patterns of Oswego residents are also reflected in the number of vehicles available in each household. As shown in Table 7, Approximately 88.2 percent of Oswego households have two or more vehicles available, which is 0.4 percent higher than the average in Kendall County and 18.2 percent higher than the average in the Chicago region.

## Spending on Transportation

Affordability of a community can be measured in terms of the average percentage of household income devoted to housing and transportation costs, with a threshold of 45 percent or less being representative of an affordable community. Table 8 shows that a

household in Oswego making the region's median income (\$60,289) would spend 61.76 percent of their household income on the combined costs of housing and transportation, making Oswego a comparable location to other communities in Kendall County but a less affordable location than the Chicago region as a whole.

## KEY FINDINGS

The following are key conclusions about the state of the existing transportation system in the Village of Oswego. Moving forward in the planning process, these conclusions will shape and inform the transportation goals and objectives of the comprehensive plan and the recommended plan for improvements to the system.

The Oswego community is divided by the Fox River and there are a limited number of bridge crossings serving the Village. Washington Street (US 34) and Orchard Road are the only crossings within the Village, which funnels more vehicular traffic through the downtown area and limits the number of locations where automobiles, pedestrians and bicyclists can move between the east and west sides of the community.

Congestion persists during peak periods on a few of Oswego's major arterial roadways due to road design, capacity constraints and traffic controls. Improvements are needed to US 30, US 34 and IL 71.

Truck traffic contributes to congestion in the downtown area and the challenges in safely crossing Washington Street (US 34). The official IDOT truck route via US 34 and IL 71 could be made more visible to prevent truck traffic from deviating through the downtown and across the Fox River bridge.

There are a limited number of

continuous north-south and east-west roadways in Oswego's development growth areas. Opportunities may exist to extend and/or align several of the minor arterial and collector roads to improve the overall roadway grid.

Public transit service in Oswego is limited to KAT's Dial-a-Ride (demand-response) bus program. The Village of Oswego should continue to support Metra's ongoing engineering and environmental studies to extend commuter rail service from Aurora to the Village along the BNSF line. The Village should also support the recommendations from IDOT's Illinois Valley Public Transportation Plan (IVPTP), which preliminarily include the near-term initiation of an express bus service from Sandwich to the Aurora Transportation Center, with interim stops in Plano, Yorkville, and Oswego. Longer term recommendations of the IVPTP include new or expanded fixed-route bus service in Oswego.

While the predominant mode of travel in Oswego is by automobile, 4.2% of Oswego residents utilize transit for their commute to work. The low utilization of the former Oswego Park-n-Rides suggested that many of these transit users were driving directly to Aurora to utilize Metra. An extension of the BNSF service to Oswego would reduce commuting times for these transit users.

There may be a shortage of free and convenient customer parking on weekdays in the downtown business district. There is a need to conduct a comprehensive downtown parking study to establish peak parking demands and determine if additional parking is needed and/or determine if the existing parking supply can be better managed.

Complete Streets features have been initiated along Main Street in the downtown business district to improve pedestrian safety, expand public space, and enhance streetscaping. These street design elements would ideally be expanded onto other downtown streets, including Jackson Street, Jefferson Street, Madison

Street, Adams Street and Van Buren Street.

Bicycle and pedestrian crossings of the arterial roadways would be made more comfortable with enhanced safety features including high-visibility crosswalks, pedestrian countdown displays, and signage. Priority is needed for the crossings along Washington Street in the downtown business district.

Bicycle parking opportunities are lacking in the downtown business district. The installation of additional bicycle parking facilities would encourage local travel into the downtown by non-motorized means and would reduce the demand for parking.

The railroad grade crossings in Oswego are in need of enhanced active and passive traffic control devices. Priority is needed for the BNSF crossing at Mill Road and the Illinois Railway crossing at Washington Street (US 34).

## Planned or Programmed Transportation Projects

The following transportation projects will have benefits to the Village of Oswego and are being planned or have been programmed by CMAP, IDOT, and Kendall County.

### CMAP Go To 2040 Comprehensive Regional Plan Update

Metra BNSF Line Extension – Service extension from current terminus in Aurora to Oswego. Metra is underway with an environmental assessment and preliminary engineering contract. May extend to Yorkville where space is available for a terminus yard.

### IDOT FY 2015-2020 Multi-Modal Transportation Improvement Program

- US 34- Widening/reconstruction from IL 47 (Yorkville) to Orchard Road, 3.54 miles, including curb and gutter, new storm sewer, utility adjustment and land acquisition.
- US 34- Resurfacing from Jackson Place to IL 71 (downtown Oswego), 0.52 miles.
- US 30- Traffic signal installation at Harvey Road.

- US 30 – Reconstruction of intersection with Hegg's Road.
- US 30- Traffic signal installation at 119th Street, including lane channelization and land acquisition.
- Kendall County 5-Year (2014-2018) Surface Transportation Program
- Orchard Road – Intersection improvement at Galena Road.
- Orchard Road – Preliminary engineering for Orchard Road/Minkler Road/Collins Road connector.
- Kendall County 2013-2033 Long Range Transportation Plan & 2012 Transportation Plan
- Metra Commuter Rail Extension – Along BNSF Railway with new stations at the Oswego Park-n-Ride and in Yorkville, Plano and Sandwich.
- WIKADUKE Trail – Reconstruction to 5-lane section from I-80 (Minooka) to Eola Road/Hegg's Road (Aurora). Alignment of Ridge Road segment between Wheeler Road and IL 126. Construction of new alignment from Stewart Road/Rance Road to Eola Road/Hegg's Road at US 30.
- Galena Road – Reconstruction to an urban 3-lane section from IL 47 (Yorkville) to Orchard Road.
- Collins Road – Westerly road extension and capacity improvements from Grove Road to Orchard Road/Minkler Road. Easterly road extension to WIKADUKE Trail and alignment with 119th Street (Plainfield).
- Plainfield Road – Reconstruction to an urban 3-lane section from Linden Drive to Douglas Road, including intersection improvements at Templeton Drive and at Douglas Road.
- Reservation Road – Realignment and intersection improvements at Grove Road. Easterly road extension to Plainfield Road at Schlapp Road.
- Roth Road – Southerly road extension from Woolley Road to Collins Road opposite Gilmore Road.
- Arbeiter Road – Northerly road extension from Walker Road to Johnson Road.
- Wheeler Road – Westerly road extension from Hopkins Road to Lisbon Road via Gates Lane.
- Minkler Road – Southwesterly road extension from IL 126 to Windett Ridge Road (Yorkville).
- McKanna Road – Northerly road extension from Chicago Road to IL 126.

**TABLE 4**

Workforce and Commuter Travel Mode

Mode of Travel	Oswego	Kendall County	Chicago Region <sup>1</sup>
Working Population	15,478	56,720	3,939,741
Drive Alone	81.8%	84.1%	69.3%
Carpool	8.8%	7.0%	8.9%
Transit	4.2%	2.7%	12.4%
Walk	0.4%	0.5%	3.3%
Bike	0.1%	0.1%	0.6%
Other	0.6%	1.0%	1.1%
Work at Home	4.0%	4.6%	4.4%

Source: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census Bureau.

<sup>1</sup> Reflects compilation of data from CMAP seven-county region.

**TABLE 5**

Commuter Travel Time to Work

Travel Time	Oswego	Kendall County	Chicago Region <sup>1</sup>
By Car < 45 min.	75.4%	71.2%	78.0%
By Transit < 60 min.	1.8%	3.1%	63.1%

Source: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census Bureau.

<sup>1</sup> Reflects compilation of data from CMAP seven-county region.

**TABLE 6**

Average Annual Vehicle Miles Traveled per Household

Oswego	Kendall County	Chicago Region <sup>1</sup>
22,133	23,890	18,272

Source: Center for Neighborhood Technology H+T Affordability Index.

<sup>1</sup> Reflects compilation of data from CMAP seven-county region.

**TABLE 7**

Average Household Automobile Ownership

Number of Vehicles Available	Oswego	Kendall County	Chicago Region <sup>1</sup>
0	1.4%	0.7%	5.5%
1	10.4%	11.4%	24.5%
2	52.1%	51.4%	43.2%
3+	36.1%	36.4%	26.8%

Source: 2008-2012 American Community Survey 5-Year Estimates, U.S. Census Bureau.

<sup>1</sup> Reflects compilation of data from CMAP seven-county region.

**TABLE 8**

Housing & Transportation Costs as a Percentage of Household Income

Travel Time	Oswego	Kendall County	Chicago Region <sup>1</sup>
Housing Costs	36.65%	35.53%	28.15%
Transportation Costs	25.11%	26.36%	21.82%
Housing & Transportation Costs	61.76%	61.89%	49.97%

Source: CNT "H+T Affordability Index". Primary dataset from the 2005-2009 American Community Survey, U.S. Census Bureau.

<sup>1</sup> Reflects the Chicago Metropolitan Statistical Area (MSA)

## Freight

There are two freight-moving railroads that pass through the Village of Oswego. The Burlington Northern Sante Fe (BNSF) Railway carries approximately 20-34 freight trains per day along a double-track railroad that extends from the City of Chicago to Galesburg and points further west. There are two grade crossings of the BNSF Railway in the Village (Mill Road, Light Road) and one grade-separated crossing (Orchard Road). The Illinois Railway carries an average of two freight trains per day along a single-track that extends from Montgomery to Streator. There are seven grade crossings of the Illinois Railway within the Village (2nd, Water, North, Jackson, Washington (US 34), & Benton Streets and Old Minkler Road) and two grade-separated crossings (IL 25, Orchard Road).

The grade crossings of the BNSF Railway are both outfitted with active (flashing lights, gates) and passive (crossbucks, advance warning signs) traffic control devices. There are no bells at either crossing. The grade crossings of the Illinois Railway are mostly outfitted with various forms of passive traffic control devices (Yield signs, advance warning signs, crossbucks, railroad crossing symbol on pavement). The only active control devices are flashing lights with no gates or bells, which are located at the Washington Street and Old Minkler Road crossings only.

**The Official IDOT Truck Route :** IDOT's official Class II truck route system extends along US 34 from east of US 30 to IL 71, then continues southwest along IL 71 to IL 126 and IL 47. **This has been the official truck route through Oswego for at least 20 years.**

**Route actually used by Trucks:** The preferred route for significant truck traffic today appears to be US 34 / Washington Street through Downtown Oswego, across the Washington Street bridge over the Fox River, and then connecting to US 30/ US 34 to the east. The Caterpillar Plant in Montgomery to the north appears to be a prime generator of truck traffic going through Downtown.

**Local Truck Routes:** There are also six locally-maintained truck routes in Oswego, all of which are accessible from the IDOT Class II routes, including one maintained by Kendall County (Orchard Rd) and five maintained by the Village (Stone Hill Rd, 5th St, Wiesbrook Rd, Kendall Point Dr, Kirkland Cl).

**Lack of Clear Signage:** The official IDOT truck route is not clearly posted so as to prevent truck traffic through the downtown and across the bridge.

# Minimizing

# Truck traffic through Downtown.

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OSWEGO

COMPREHENSIVE PLAN 2015 UPDATE

## Recommendations

### Install Clear Signage to Redirect Truck Traffic away from Downtown

1. Install Class II Truck Route signage (R5-I102) with auxiliary directional arrow (M6-3) on westbound US 34 in advance of IL 71 to guide trucks onto IL 71 instead of following US 34 through the downtown. Signs can be added to existing state route signage and/or installed in additional locations.

2. The Village should coordinate with IDOT and the City of Yorkville to install similar Class II truck route signage (with appropriate directional arrows) on northbound IL 47 in advance of IL 71 and US 34, southbound IL 47

in advance of US 34 and IL 126, and westbound IL 126 in advance of IL 71.

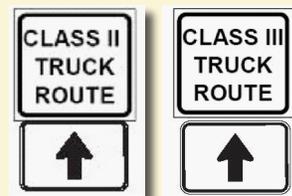
3. The Village should also coordinate with Kendall County to install additional Class III truck route signage (R5-I102a) on southbound Orchard Road in advance of US 34 to guide truck traffic south to IL 71.

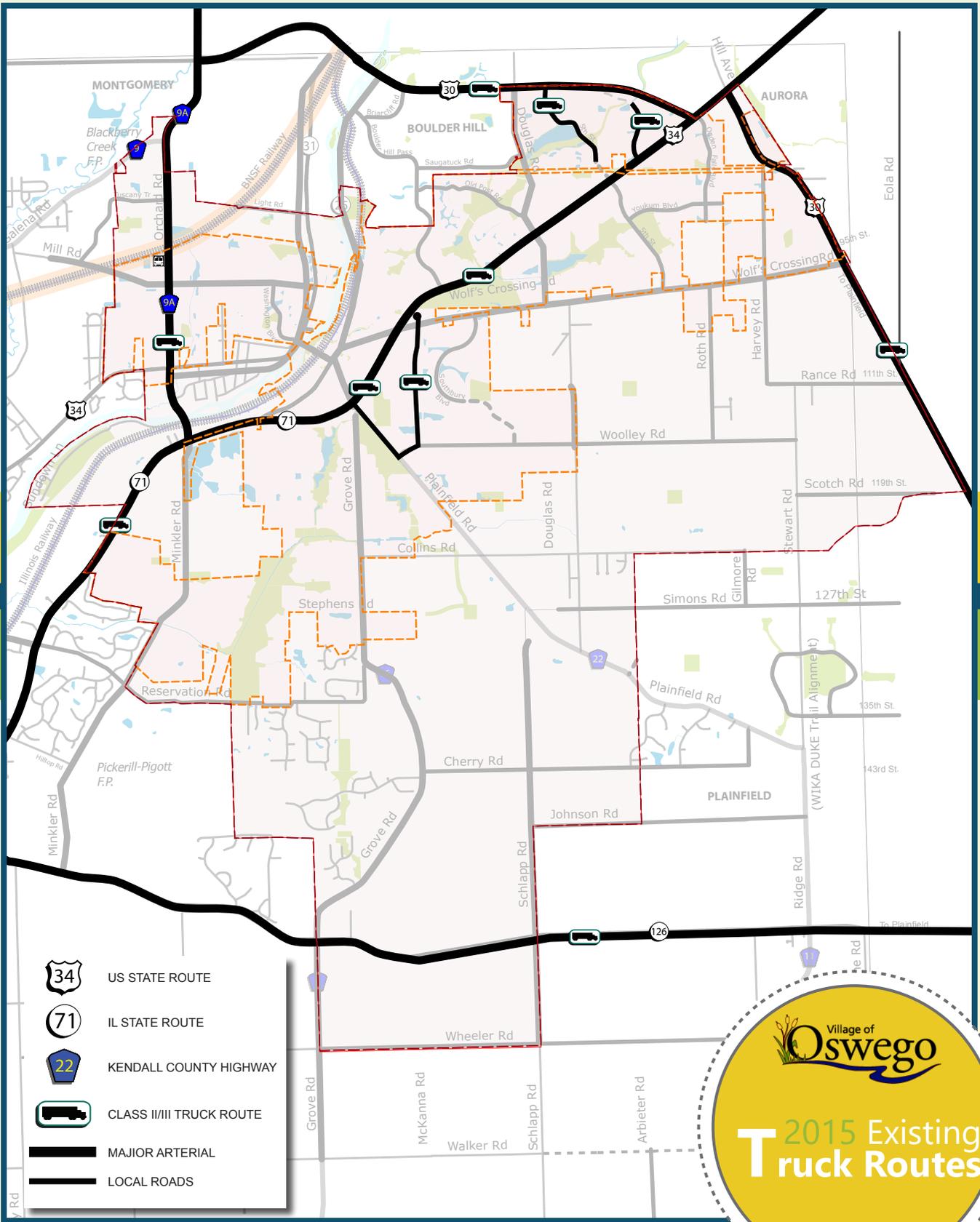
### Transform Washington Street into a Pedestrian Friendly Street to deter Truck Traffic

4. Washington Street Enhancement Recommendations, as described on page XX, recommends landscaped medians, crosswalks, narrow lanes and intersection improvements that can remove or deter truck traffic through Downtown.

**Install Class II Truck Route signage (R5-I102) with auxiliary directional arrow (M6-3) on westbound US 34 in advance of IL 71 to guide trucks onto IL 71 instead of following US 34 through the downtown.**

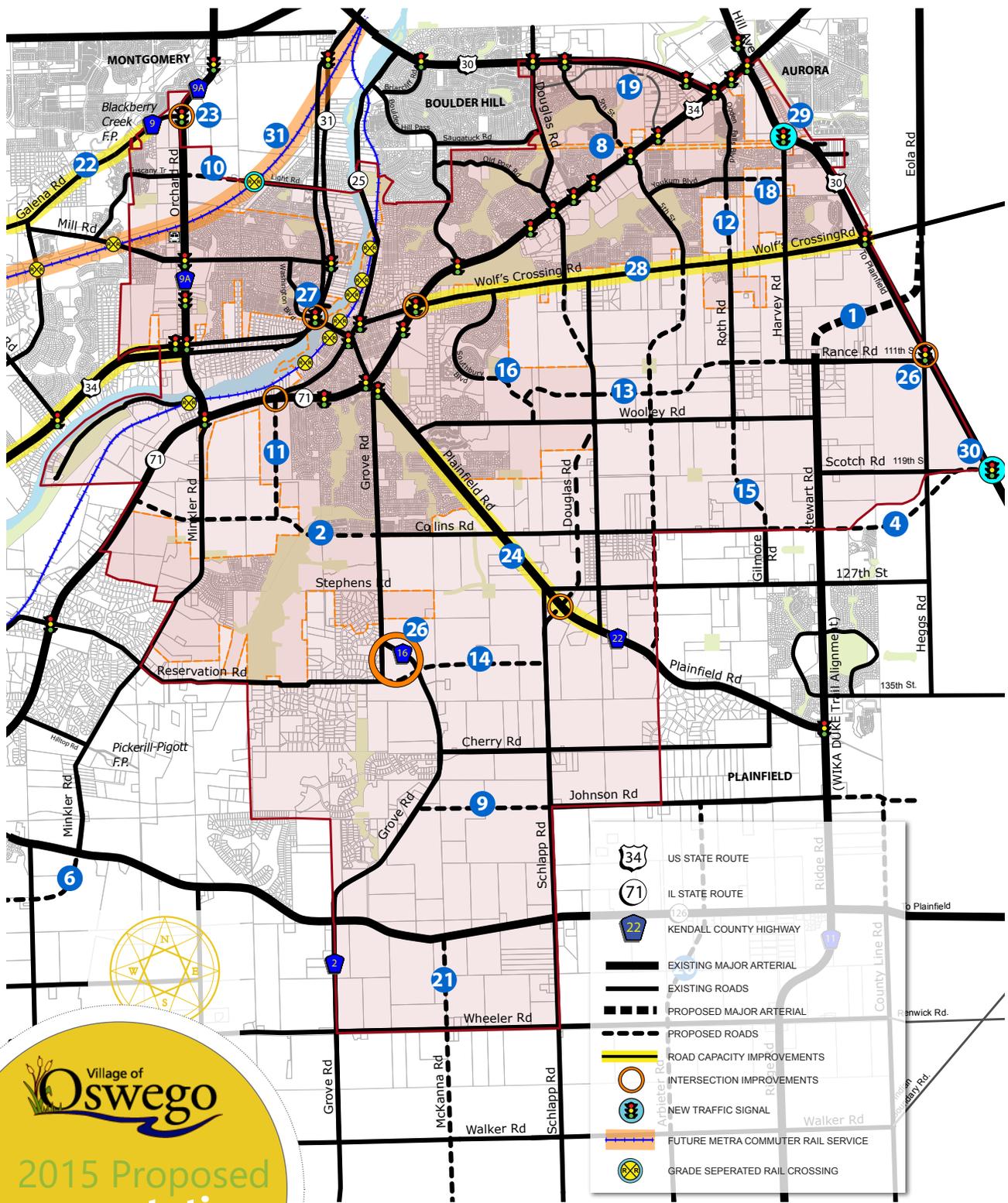
**Signs can be added to existing state route signage and/or installed in additional locations.**





-  US STATE ROUTE
-  IL STATE ROUTE
-  KENDALL COUNTY HIGHWAY
-  CLASS II/III TRUCK ROUTE
-  MAJOR ARTERIAL
-  LOCAL ROADS

  
**T** 2015 Existing  
**Truck Routes**



- US STATE ROUTE
- IL STATE ROUTE
- KENDALL COUNTY HIGHWAY
- EXISTING MAJOR ARTERIAL
- EXISTING ROADS
- PROPOSED MAJOR ARTERIAL
- PROPOSED ROADS
- ROAD CAPACITY IMPROVEMENTS
- INTERSECTION IMPROVEMENTS
- NEW TRAFFIC SIGNAL
- FUTURE METRA COMMUTER RAIL SERVICE
- GRADE SEPERATED RAIL CROSSING

Village of  
**Oswego**

**T** 2015 Proposed  
ransportation  
Plan

## 2015 TRANSPORTATION PLAN RECOMMENDATIONS

### Future Roadway Extensions

#### Major Arterial Roads

1. WIKADUKE Trail (Kendall Co 5-Year STP)

#### Minor Arterial Roads

2. Collins Road, west to Orchard Road/Minkler Road (Kendall Co 5-Year STP)
3. Collins Road, continued west from Orchard/Minkler to IL 71 (Oswego Transp. Plan)
4. Collins Road, east to WIKADUKE Trail & 119th Street (Kendall Co 5-Year STP)
5. Douglas Road (Realignment), Wolf's Crossing Road-IL 126 (Oswego Transp. Plan)
6. Minkler Road, IL 126-Windett Ridge Road (Kendall Co 5-Year STP)
7. Schlapp Road, realignment at Plainfield Road (Oswego Transp. Plan)

#### Collector Roads

8. Fifth Street, US 34-Farmington Lakes Drive (KLOA)
9. Johnson Road, Schlapp Road-Grove Road (KLOA)
10. Light Road, BNSF Railroad-Orchard Road (KLOA)
11. Main Street, IL 71-Collins Road extension (KLOA)
12. Ogden Falls Boulevard, Raintree Drive-Wolf's Crossing Road (Oswego Comp Plan)
13. Rance Road, Harvey Road-Southbury Boulevard (Oswego Transp. Plan)
14. Reservation Road, Plainfield Road-Schlapp Road (Kendall Co 5-Year STP)
15. Roth Road, Woolley Road-Collins Road (Kendall Co 5-Year STP)
16. Southbury Boulevard, Colchester Drive-Woolley Road (Oswego Transp. Plan)

17. Wheeler Road, Hopkins Road-Lisbon Road (Kendall Co 5-Year STP)
18. Youkam Boulevard, Raintree Drive-Harvey Road (KLOA)

#### Local Roads

19. Kendall Point Drive, extension across Waubonsie Creek to Wiesbrook Drive (KLOA)
20. Arbeiter Road, Walker Road-Johnson Road (Kendall Co 5-Year STP)
21. McKanna Road, IL 126-Chicago Road (Kendall Co 5-Year STP)

#### Future Roadway Capacity Improvements

22. Galena Road, Orchard Road-IL 47 (Kendall Co 5-Year STP)
23. Orchard Road/Galena Road intersection (Kendall Co 5-Year STP)
24. Plainfield Road, Linden Drive-Douglas Road (Kendall Co 5-Year STP)
25. Reservation Road/Grove Road intersection (Kendall Co 5-Year STP)
26. US 30/Heggs Road intersection (IDOT FY 2015-2020 Multi-Modal TIP)
27. US 34, Orchard Rd-IL 47 (IDOT FY 2015-2020 Multi-Modal TIP)
28. Wolf's Crossing Road, US 34/IL 71-US 30 (KLOA)

#### Future Traffic Signal Installations

29. US 30/Harvey Road (IDOT FY 2015-2020 Multi-Modal TIP)
30. US 30/119th Street (IDOT FY 2015-2020 Multi-Modal TIP)
31. METRA Commuter Rail Extension

## ADDITIONAL PROJECTS

#### New Fox River Crossing Alternatives: (KLOA)

- Extension of Mill Road across Fox River to IL 25
- Pedestrian/bicycle bridge over Fox River connecting Fox River

Trail (via Adams Street) on east side with Mill Road bike path on west side.

- Extension of Light Road across Fox River to IL 25

#### Additional/Enhanced Truck Route Signage: (KLOA)

install Class II Truck Route signage (R5-I102) with auxiliary directional arrow (M6-3) on westbound US 34 in advance of IL 71 to guide trucks onto IL 71 instead of following US 34 through the downtown. Signs can be added to existing state route signage and/or installed in additional locations.

#### Harrison Street-Benton Street Connector (KLOA)

Extend Harrison Street south and east to align with Benton Street at Adams Street. Widen Benton Street and the existing railroad grade crossing.

#### Washington Street/Harrison Street Traffic Signal (Downtown Framework Plan)

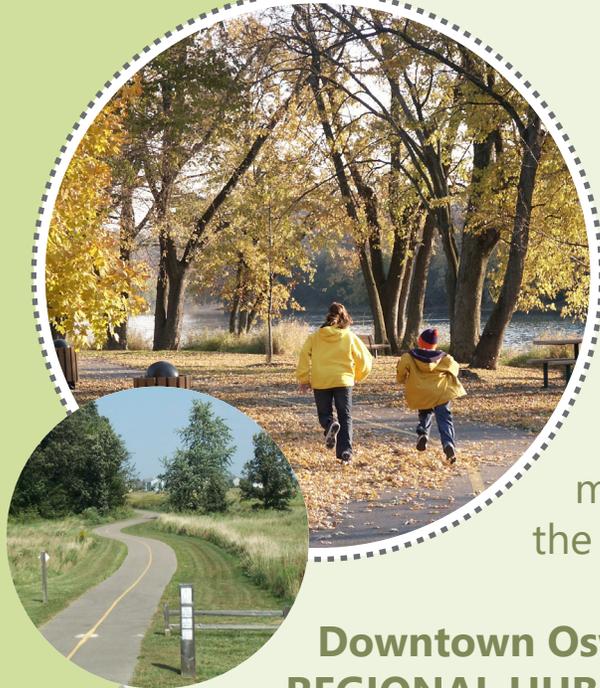
Pedestrian underpass of the Washington Street bridge via a realignment and extension of the Fox River Trail (Downtown Framework Plan)

Adams Street Vacation, Washington Street-Van Buren Street (Downtown Framework Plan) or conversion to a multi-use path

Washington Street Complete Street Enhancements, Madison Street-Fox River Bridge and at the Washington Street/IL 31 intersection

Washington Street Traffic Calming Enhancements, Madison Street-IL 71, including traffic circle at Washington/Ashland/Van Buren

US 34/IL 71/Wolf's Crossing Road Intersection Improvements



Oswego residents already enjoy over 13 miles of trails and 8 greenways owned and maintained by the Oswegoland Park District. Downtown Oswego is the southern terminus today of the 43 mile long Fox River Trail, one of the regions most spectacular and scenic trails going all the way north to Algonquin.

**Downtown Oswego is now poised to be a MAJOR REGIONAL HUB where local and regional trails meet,** and not just a place where great trails end. Community feedback for the Plan shows very strong support for creating an outstanding trail system that Oswego can be known for in the region.

# Creating an outstanding Trail System for Oswego

## Existing 5 Trails

Waubonsie Trail	3.75 miles
Fox River Trail	3.25 miles
Grove Road Trail	3.23 miles
Oswego Prairie Trail	0.5 mile
Prairie Point Trail	2.0 miles
<b>Total</b>	<b>12.73 miles</b>

## Recommendations for New Trails and improvements

1. Under Bridge connection under Washington Street to link north and south parks and extend the Fox River Trail
2. Extend the Fox River Trail to Saw Wee Kee Park along the west side of the railroad R.O.W.
3. A potential pedestrian and bike

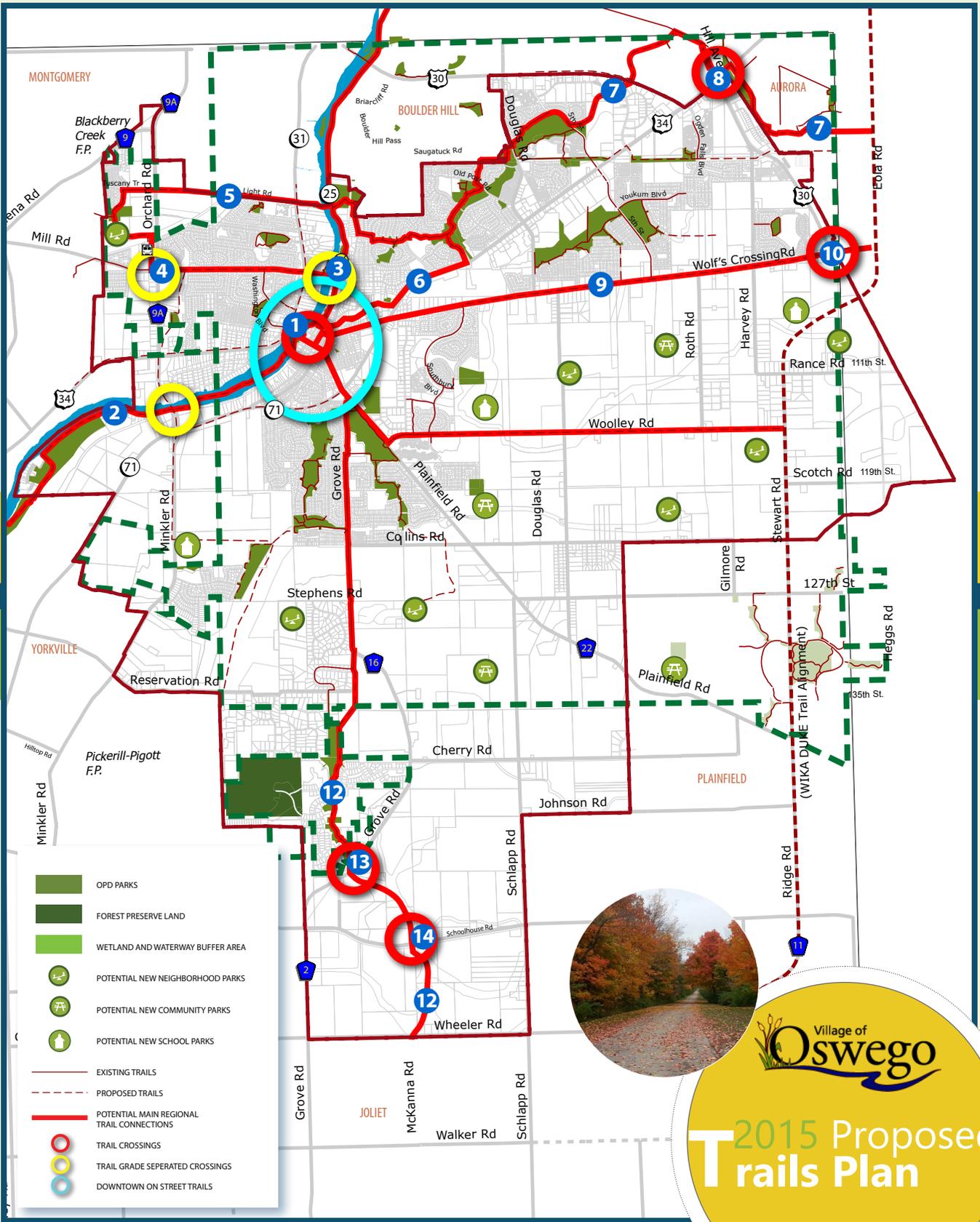
bridge over the Fox River was considered, but deemed not a near term priority at this point.

4. Potential trail underpass at Orchard Road to the future train station
5. Complete trail segments for a continuous trail along Light Road from Mill and Orchard to the Fox River and Waubonsie Creek trails
6. Extend the Waubonsie Creek Trail to the Downtown Waterfront
7. Complete trail segments of the Waubonsie Creek Trail to the Future Wikaduke Trail
8. Install safe pedestrian and bike crossing at Route 34
9. Install dedicated trail along Wolf's Crossing to connect the following: Future Wikaduke Trail, Main Street

via Chicago St., Washington St., the Waterfront and the Bike Bridge to Village Hall.

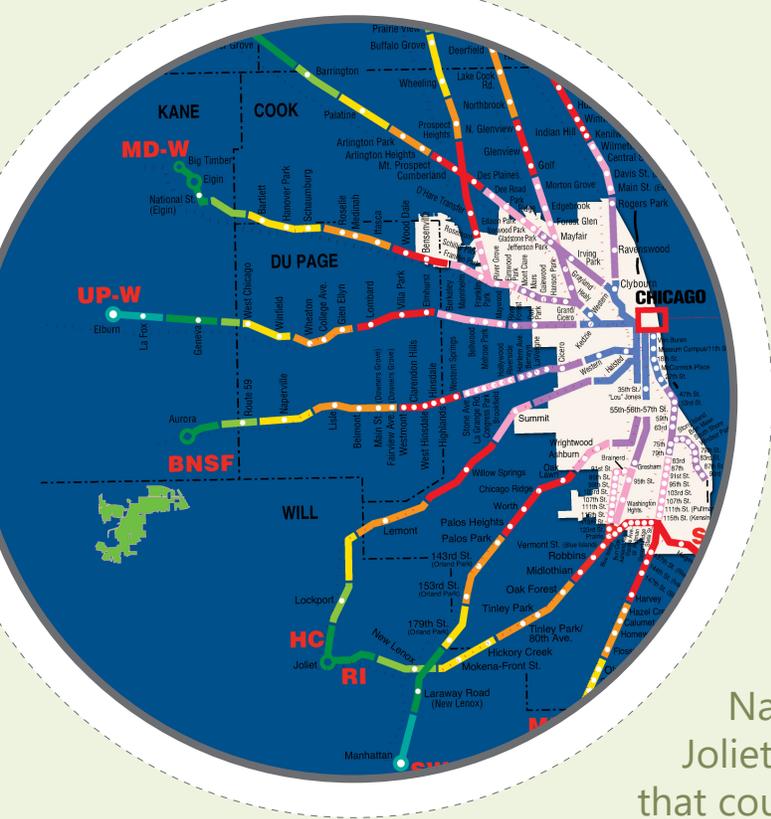
10. Install safe crossing at Wolf's Crossing and Route 30
11. Install a dedicated trail along Woolley Rd. from Future Wikaduke Trail to Downtown via Plainfield Rd. and Washington St.
12. Complete missing trail segments of Grove Rd. Trail south to Wheeler Rd., creating a major north south trail
13. Install a safe crossing at Grove Rd.
14. Install a safe crossing at Schoolhouse Rd..





Village of Oswego

# 2015 Proposed Trails Plan



There is presently no commuter rail service or inter-city passenger rail service in Oswego. The nearest Metra commuter rail service connecting Oswego to the greater Chicago area is located a little more than three miles to the north in Aurora (BNSF Railway Line). The nearest Amtrak inter-city passenger rail service is available nine miles to the west in Plano, nine miles to the northeast in Naperville, or 16 miles to the southeast in Joliet. However, two initiatives are underway that could one day bring commuter rail service to the Village of Oswego.

# The need for Oswego's own Commuter Station

## Transit

Public transportation service in the Village of Oswego is currently provided by Kendall Area Transit (KAT) and consists of Dial-a-Ride service. At the time of the comprehensive planning study, KAT also operated a Park-n-Ride service in the Village that connected with Metra's BNSF commuter rail line in Aurora. Long range plans include the extension of Metra commuter rail service to the Village of Oswego.

### KAT Dial-a-Ride

Local public transit service in Oswego is available to the general public but is limited to Dial-a-Ride service. Dial-a-Ride is a "demand-response service" (aka. paratransit) in which passengers must reserve a ride at least two business days in advance. Passengers are picked-up and dropped-off at the curb. Door-to-door service is

also available for mobility-impaired passengers. Unlike fixed-route service, in which buses travel the same route in a regular pattern and pick up any waiting passengers, Dial-a-Ride vehicles make only pre-arranged trips within a service area that includes all of Kendall County and designated locations outside of the County. The Dial-a-Ride service is available to Kendall County residents from Monday through Friday between 7:00 A.M. and 6:00 P.M.

### Oswego Park-n-Ride

At the time that the Comprehensive Plan was completed, a Park-n-Ride service was available in Oswego for Metra-BNSF line commuters. Ridership at the Oswego Park-n-Rides varied since the service was initiated, peaking at around 130 riders per day in 2008. Over time, however, use of the service waned as many of the Metra riders from Oswego found it more convenient to simply drive directly to

Aurora rather than making an interim stop at the Park-n-Ride. In the Spring of 2015, the Village terminated the shuttle service contract with KAT and closed the two Park-n-Ride facilities.

## Future Commuter Rail Service

### Metra BNSF Line Extension

Metra is underway with an environmental assessment and preliminary engineering contract that is exploring the feasibility of extending commuter rail service on the BNSF line from its current terminus in Aurora to Oswego and points further to the west such as Yorkville where space is available for a terminus yard. The study is expected to be completed in 2016. The Kendall County 2013-2033 Long Range Transportation Plan & 2012 Transportation Plan envisions this future BNSF service

extending further west to Plano and Sandwich. The most likely location for a future Metra station in Oswego is on the site of the west Park-n-Ride lot where parking has already been built adjacent to the BNSF line. The Comprehensive Plan incorporates high density residential uses near the future station site and recommends construction of a pedestrian tunnel under the tracks to connect to future development north of the tracks.

### Illinois Valley Corridor Service

This initiative is exploring the feasibility of extending commuter rail service or another form of regional transportation service through the Illinois Valley Region, which generally extends along the CSX rail line from

Joliet west to LaSalle/Peru and along the Illinois

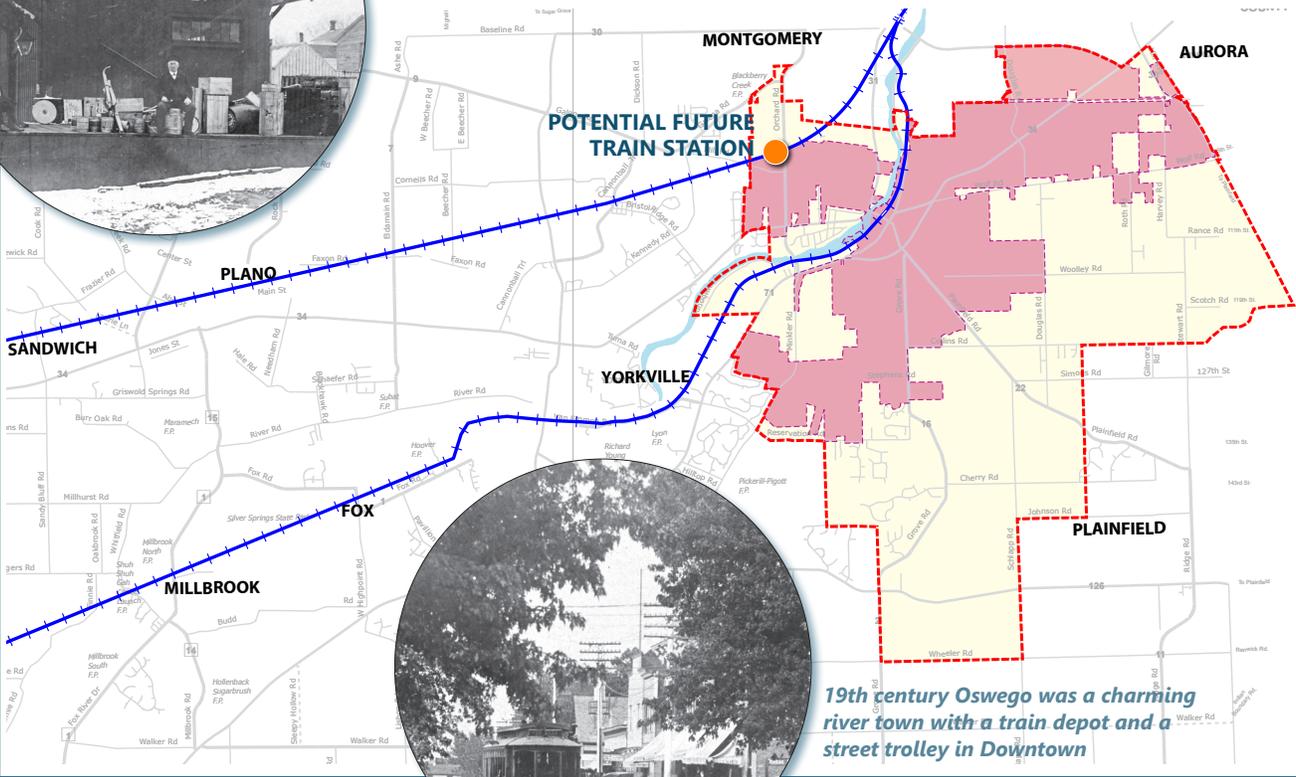
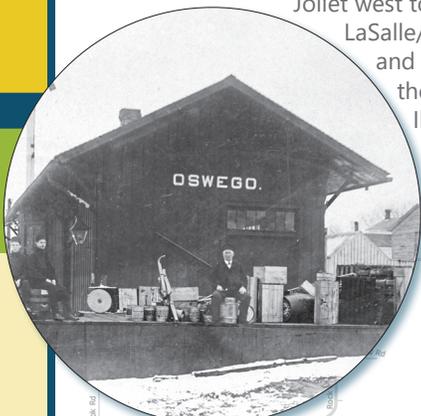
Railway line from Aurora southwest to Ottawa.

An initial study (Illinois Valley Commuter Rail Feasibility Study) completed in 2002 was focused on the CSX rail line from Joliet west to LaSalle/Peru and concluded that commuter rail service on the line was physically, operationally, and financially feasible although further study was needed to address engineering, environmental factors, and funding.

A follow-up study (Illinois Valley Public Transportation Plan) is currently underway and is being jointly lead by IDOT and the Illinois Valley Public Transportation Plan Committee, which includes representatives from many of the municipalities, counties, and local Chambers of Commerce within the Illinois Valley Region. The study area for the plan was expanded to also include the Illinois Railway between Aurora and Ottawa, and the work scope more comprehensively evaluated other

potential transportation service options as well. Preliminary near-term recommendations from the plan include the initiation of new express bus service from Sandwich to the Aurora Transportation Center, including a stop in Oswego, and from LaSalle/Peru to Joliet Union Station. Preliminary long-term recommendations include new or expanded fixed-route bus service in Oswego, Yorkville and Morris, and the initiation of commuter rail service on the CSX line from LaSalle/Peru to Joliet Union Station. Commuter rail service on the Illinois Railway was not recommended as a priority since it would overlap with the travel market of the proposed Metra-BNSF line extension, which will be a more cost-effective service for northern Kendall County.

**The Village of Oswego should continue to support the efforts of Metra and IDOT to bring these new forms of public transportation services to the Village.**



*19th century Oswego was a charming river town with a train depot and a street trolley in Downtown*

# Oswego Bold, Balanced & Bountiful.

## Balancing Healthy Economic Growth with Stewardship of Nature



Prepared with the  
**Oswego Community** by

**Ginkgo Planning & Design, Inc.**  
Prime Consultant, with

SB Friedman & Co., Economic Analysis  
KLOA, Inc., Transportation, &  
Hitchcock Design Group, Landscape Architecture

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