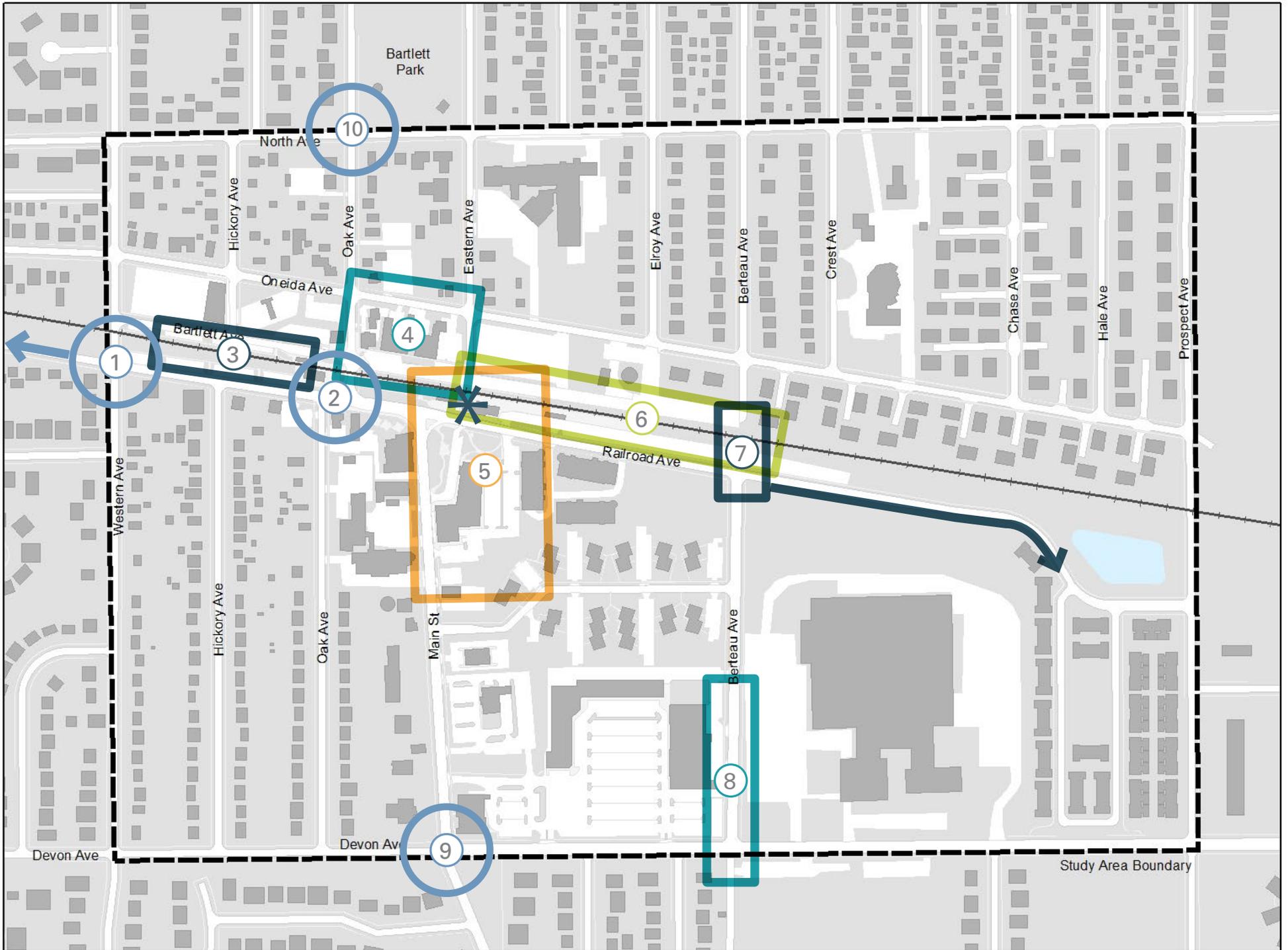




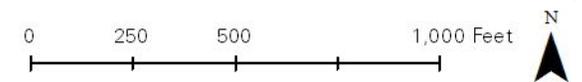
# Village of Bartlett Downtown TOD Plan

## STREETSCAPE & URBAN DESIGN MEMORANDUM





Streetscape Improvement Zones Diagram



## Streetscape Analysis Improvement Opportunity Zones

- 1 Rail Crossing at Western Avenue and Pedestrian / Bike Connections to the West:**

Previously recommended in the West Bartlett Road Corridor Plan and mentioned by several stakeholders, better pedestrian and bicycle connectivity to the west would help connect residents and employees to Downtown.
- 2 Rail Crossing and Intersection at Oak Avenue:**

Streetscape at the Oak Avenue Metra track crossing includes newer landscaping and paving, but lacks adequate night lighting, and business directory signage.
- 3 Streetscape Along W Bartlett Avenue:**

This zone is characterized by wide driving lanes, narrow sidewalks, and excessive curbs cuts. Expanded landscape zones and curb cut consolidation is needed.
- 4 One-way Street and Block Circulation Along Historic Retail Strip:**

The one way traffic flow of this block creates frustration and confusion for visitors driving to businesses. The circulation pattern for vehicular traffic is needlessly complex, and could be streamlined to create better visitor experience.
- 5 Town Center Access and Circulation:**

The current Town Center creates confusion for visitors trying to find businesses and parking. Better connectivity between front and rear parking zones is needed.
- 6 Streetscape Along Parking Areas to the East:**

The eastern Metra commuter parking areas lack adequate sidewalk width, street trees, and landscape to provide a comfortable and safe walking experience for commuters.
- 7 Lack of Crossing for Pedestrians and Bikes at Berteau Avenue:**

As future developments are constructed on vacant land in the eastern portion of Downtown, more connectivity for pedestrians will be needed to allow for access to schools and parks north of the tracks. However, there is a grade change in this location that will require further study.
- 8 Streetscape and Landscape Along Berteau Avenue:**

Berteau Avenue currently serves as a service street for Senior Flexonics and Bartlett Plaza, and therefore is not inviting to pedestrians. In the future, as new housing is built Downtown, it will become an important north-south connection to the Metra station and should be improved.
- 9 Gateway Intersection at Devon Avenue and Main Street:**

A more welcoming gateway from the south is needed to brand identify and draw visitors to Downtown.
- 10 Gateway Intersection at Oak and North Avenues:**

The entrance to Downtown from the north has a more residential character. It is unclear for those unfamiliar with Downtown what is further south. Signage or landscape improvements in this area are needed to attract more visitors to Downtown.



## Streetscape, Urban Design & Walkability Analysis

### ① Vacant Parcel - Opportunity Site, 0.8 acres:

This site located at the western edge of Downtown is best suited for future residential development. Depending on the residential demand, small scale multi-family (3 story maximum) or attached single family homes would be appropriate in this location.

②



### Commuter Parking Lot - Opportunity Site, 0.9 acres:

As demand for Downtown housing increases, commuter parking on this lot could be relocated to provide space for a new multi-family residential development. A larger-scale 3-5 story building in this location would help to anchor the western edge of Downtown by continuing the character and scale of the Bartlett Ave retail street.

③



**Excessive Curb Cuts Along Bartlett Ave**

④



**Streetscape Maintenance Issues:**

Some streetscape elements such as paving and streetscape furnishings have deteriorated, and are in need of repairs. In the future, more durable streetscape materials, that require minimal maintenance should be investigated.

⑤



**Crossing Improvements at Western Ave:**  
Because this intersection is not signalized, pedestrian crossing signage and clear markings to warn motorists are needed.

⑥



**Rail Crossing Surface:**

The current condition of the rail crossing is unsafe, especially for older residents or people with disabilities.

⑦

**Need for Extension of Sidewalks and Bike Routes to the West** (as noted on page 3):

⑧

**Opportunities for Improved Downtown Gateway Signage**

⑨

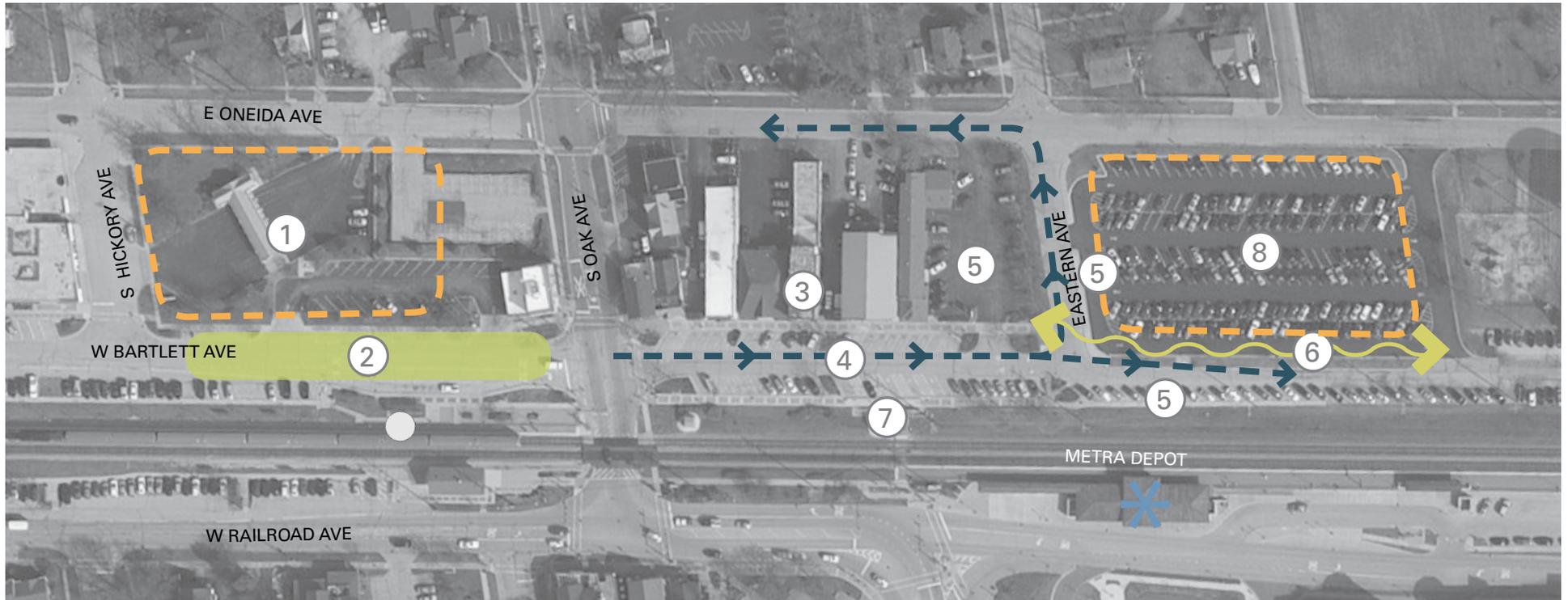


**Need for Facade Improvements / Modernization to Attract New Commercial:**  
Modernization of this property's facades will help attract new tenants and improve the aesthetics of this intersection.

⑩

**Lack of Adequate Lighting in Commuter Pedestrian Zones:**

In the evening hours, many of the areas of Downtown are too dark for motorists to see pedestrians crossing and walking from the Metra station. Improved lighting of the pedestrian routes to the Metra parking lots to create a safe and welcoming night time environment.



①



**Potential Future Redevelopment Site - Bank Drive-Through Block, 1.0 acre:**  
Consolidating the existing Associated Bank drive-through facility by using a more compact layout would create a new development parcel on the western portion of this block. Development in this zone would help to extend the retail street character of eastern Bartlett Avenue.

②



**Uninviting Streetscape, and Excessive Street Width on W Bartlett Ave:**  
The existence of multiple driving, turning, and drop-off lanes along this portion of Bartlett Avenue has resulted in a very open and uninviting street. Providing additional streetscape and sidewalks by reducing the number and width of lanes should be explored.

③



**Facade Upgrades Needed to Reinforce the Historic Character of Retail:**  
Minor improvements to the historic buildings along Bartlett Ave would help create the charming small-town atmosphere desired by many stakeholders. Improved signage, facade lighting, awnings, and welcoming window displays would contribute to this goal.

## Streetscape, Urban Design & Walkability Analysis

④ Confusing Circulation Pattern Due to One-way Streets and Parking Layouts:



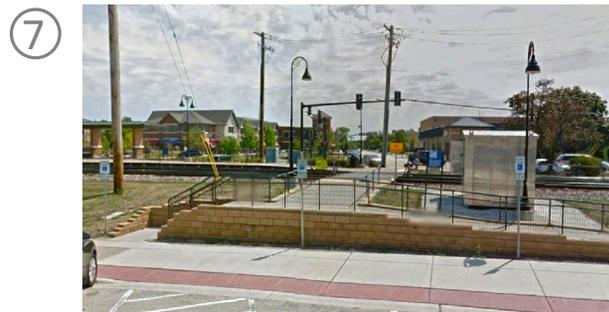
⑤ **Clearer and More Welcoming Parking Signage is Needed:**

Signage for many Downtown businesses is aimed at deterring commuters from illegally parking in private parking lots. However, the signage isn't clear for visitors looking for short-term parking, and the parking rules are often confusing. A systematic approach to parking management and signage Downtown would be more welcoming.



⑥ **Extension of Sidewalks to the East:**

Sidewalks along Bartlett Avenue currently dead-end in the Metra commuter parking lot. Extending this pedestrian route would encourage more walking Downtown, by creating connections (north and east) to residential neighborhoods.



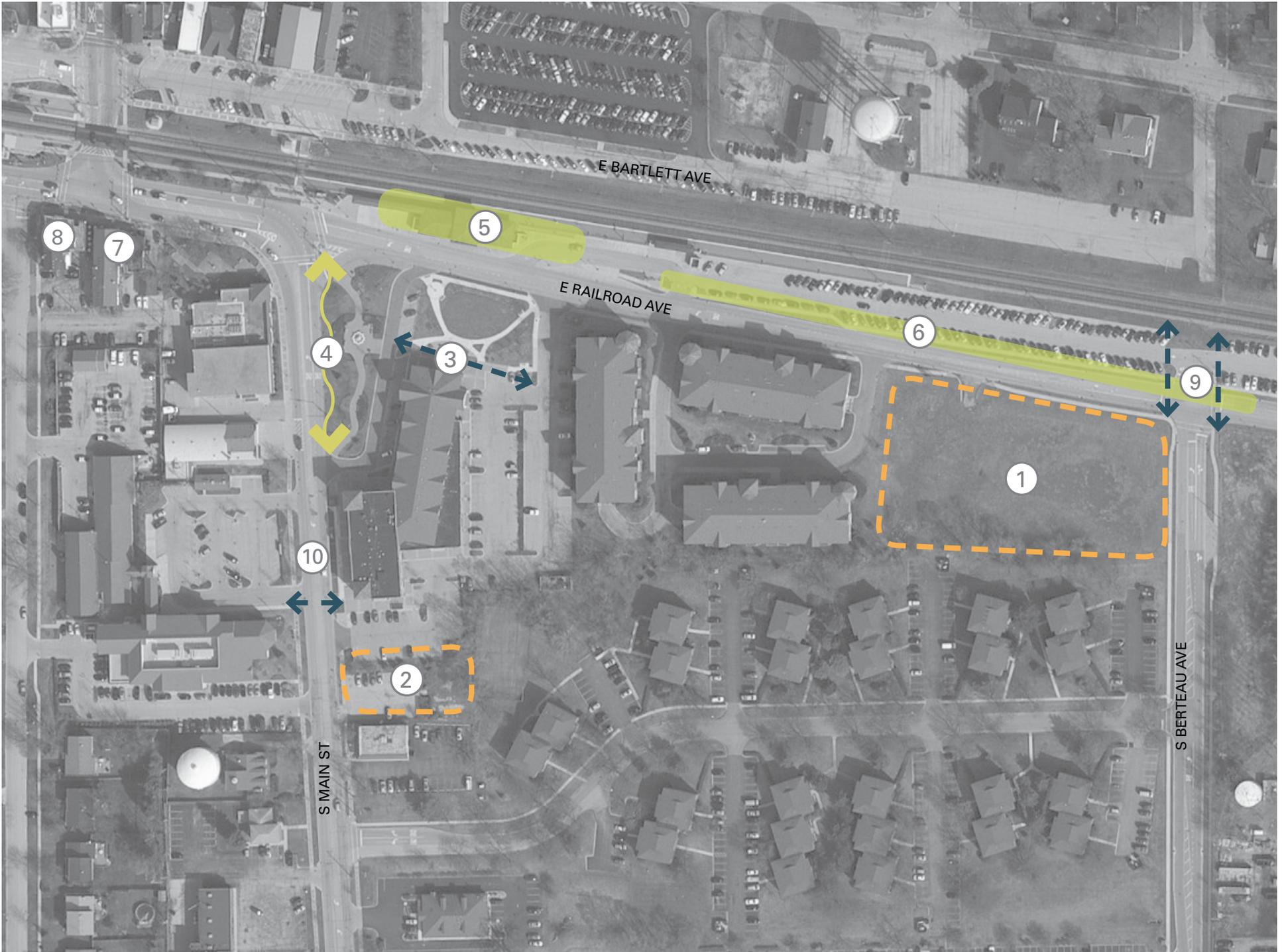
⑦ **Opportunity for Business Directional Signage at Metra Crossing:**

A stronger relationship between the businesses north and south of the Metra track is needed. Business directional signage at the track crossing areas would encourage visitors to walk to the Town Center from Bartlett Avenue restaurants.



⑧ **Potential Site for Consolidated Metra Commuter Parking in Parking Structure, 1.5 acres:**

A long-term goal of the community is to create a consolidated Metra parking structure, with retail on the ground floor. This location would provide direct access to the Metra station.



Streetscape, Urban Design, and Walkability Analysis Diagram

## Streetscape, Urban Design & Walkability Analysis

### ① Vacant Parcel - Development Site, 1.7 acres :

This parcel was originally planned to have additional multi-family condominium developments, similar to those found directly to the west in the Town Center. Today, based on changing housing needs, other styles of multi-family housing may be more in demand for this location.

### ② Opportunities for Infill Development Along Main St:

The utilization of the land along South Main Street is low, with several oversized surface parking lots, and large landscape setbacks. Creating infill commercial uses along this corridor would help to create a denser, more walkable environment.

### ③ Needed Connection Between Front and Rear Parking for Town Center

### ④ Lack of Direct Sidewalk Connection is Problematic for Pedestrians Walking North:

The design of the Town Center park provides a meandering pathway leading east through the center of the site. For pedestrians walking north and west, this doesn't provide a direct route. An additional sidewalk along the edge of the street would provide walkers with a direct option, without having to cross Main Street.



### ⑤ More Welcoming Landscape and Streetscape Surrounding the Metra Station is Needed

### ⑥ Streetscape Along Commuter Parking is Inadequate:

Although sidewalks and lighting are provided, this area lacks a landscape buffer and street trees to help pedestrians feel protected from the travel lanes.

### ⑦ Facade Improvements to Historic Businesses Are Needed:

Many of the historic buildings in Downtown Bartlett do not feel welcoming from the exterior and need to create larger storefront windows, welcoming entries, and clear signage to attract new visitors.



### ⑧ Vacant Building in Key Location:

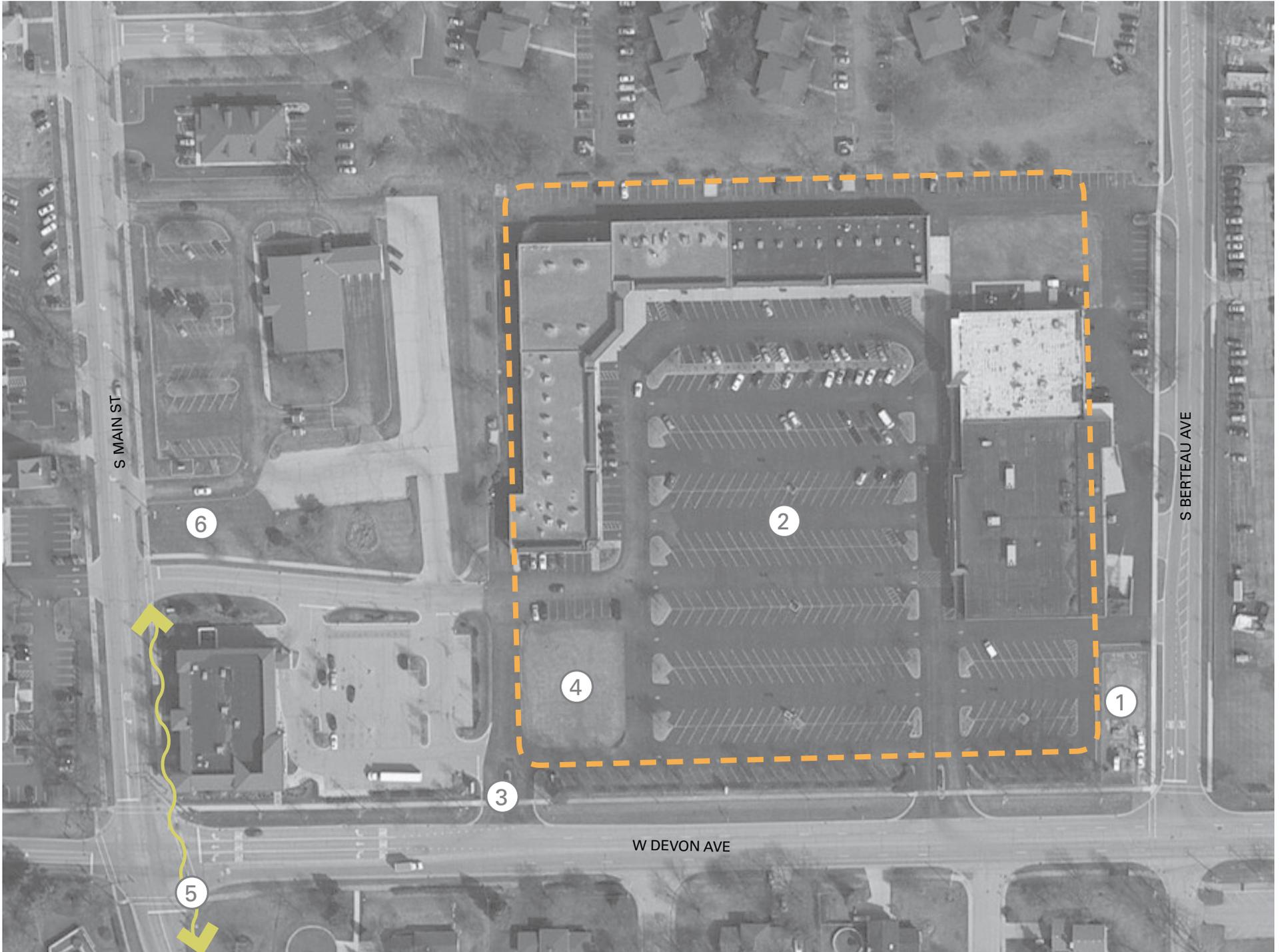
This property located at the intersection Railroad Avenue and South Oak Avenue is vacant with boarded up windows. It is located at a highly visible intersection in Downtown. Major restoration or demolition of this structure is critical to improving the aesthetics of this corridor, and should be a high priority for the Village.

### ⑨ New Pedestrian Crossing Along the Metra Tracks to Improve Circulation:

As more development occurs in this area, there may be a need for an additional Metra track crossing. One option to be explored further is a connection at Berteau Ave, as shown.

### ⑩ Consider Mid-Block Crossing Along Main Street:

Because traffic volumes are low, a mid-block crossing with signage along Main Street is possible and would allow for better pedestrian access between the Town Center, Village Hall, and other businesses.



Streetscape, Urban Design, and Walkability Analysis Diagram



**① Utility Area Along Devon Needs More Attractive Screening:**  
The existing utility at the intersection of Devon Avenue and Berteau Avenue is in a high profile location and needs improved landscape or architectural screening.



**② Modernization / Redevelopment of Bartlett Plaza:**  
Bartlett Plaza is set back from the Devon Avenue frontage, and is an older building with many vacancies. It is located at a key gateway for Bartlett's Downtown and needs significant modernizations to attract new tenants. Strategies for redevelopment of the Plaza are explored on pages 16-21.

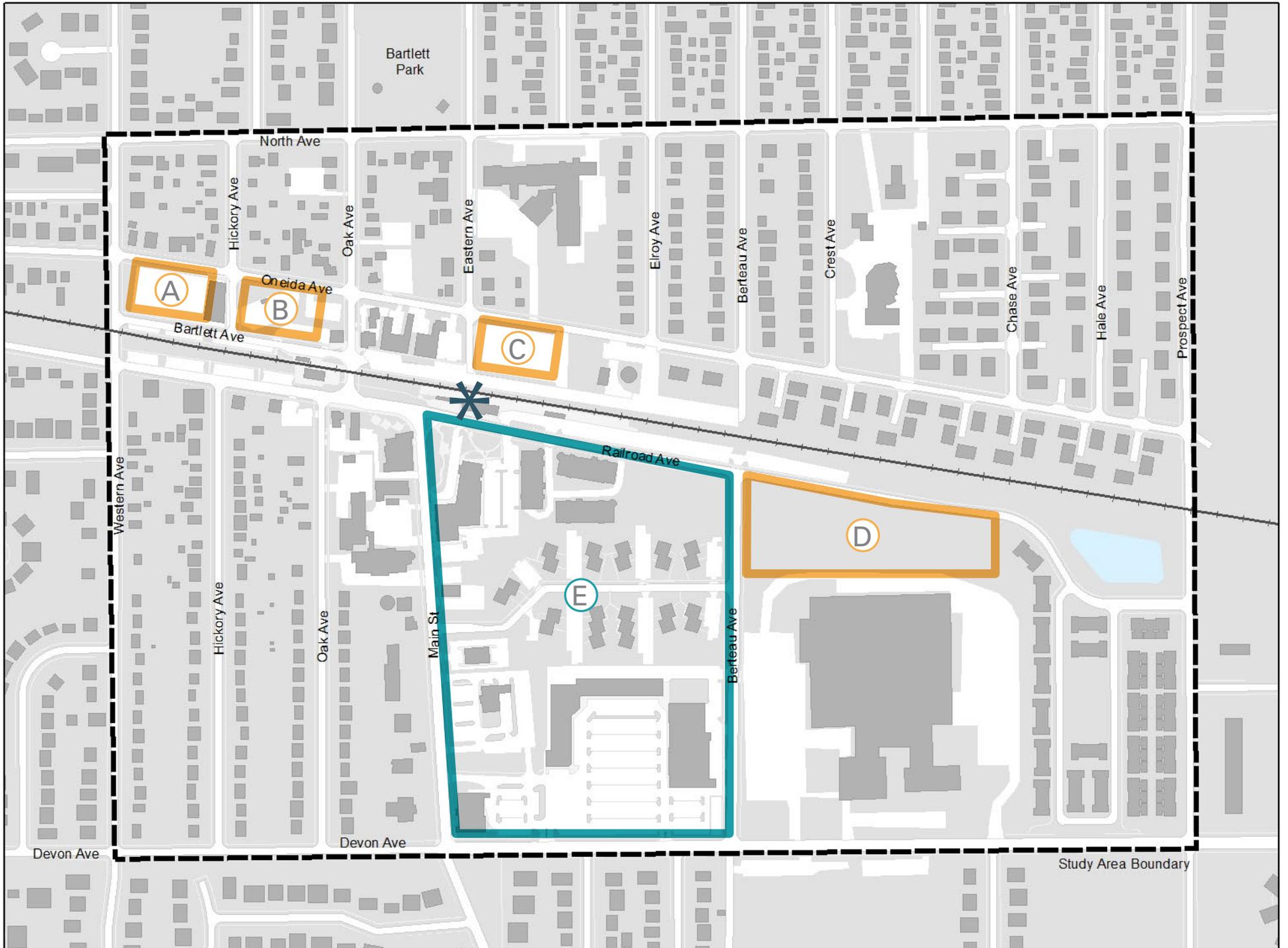


**③ Sidewalks and Landscape Along Devon Avenue are Inconsistent With Downtown's Character:**  
Much of the high quality lighting, paving and other streetscape elements that define Downtown end at the intersection of Main Street and Devon Avenue. Extension of the streetscape character of Downtown to the east and west along Devon Avenue is needed to help draw new visitors to the area.

**④ Vacant Frontage Parcels Offer Opportunities for New Development:**  
Frontage sites in Bartlett Plaza, were never built-out and these vacancies are in key commercial opportunity locations. These highly visible sites reflect negatively on the vitality of Downtown. Strategies for new uses on frontage sites should be prioritized.

**⑤ Sidewalk Connection to the South:**  
Many important community destinations in Bartlett are located a 1/2 mile south of Downtown on Main Street and Stearns Road. Creating better connections to the south by adding sidewalks and enhancing the intersection is needed to encourage more walking and biking in the community.

**⑥ Large Parking Areas and Inefficient Land Usage Along Main Street:**  
The Main Street corridor has several parcels with low land utilization. As the Downtown becomes more built-out in the future, new infill uses should be encouraged to close wide gaps between existing buildings along Main Street.



Development Opportunities Diagram



## Urban Design Analysis Development Opportunities Map

### **A** Surface Parking at Western and Oneida Avenues:

This Village-owned surface parking lot is an excellent opportunity for future multi-family residential development.

### **B** Associated Bank Drive-Through:

The existing drive-through banking facility on this site is an inefficient use of land, and doesn't support the Downtown character goals. Reconfiguring the bank site, to condense its layout would allow for a new development parcel in this desirable Downtown location.

### **C** Surface Parking at Oneida and Eastern Avenues:

As heard from Village leadership, business owners, and Downtown residents, compressing some of the Metra commuter parking into a parking structure, with retail on the first floor is a long-term goal of the community. Many feel that consolidating the parking would free up Downtown land (such as sites A and B) for new development.

**D** **Vacant Parcels Along Railroad Avenue:**  
A large vacant parcel exists just north of the Senior Flexonics facility. This site could accommodate expanded Downtown multi-family residential, in a similar layout as the development to the east. A landscape buffer already exists along the southern edge of the parcel, and should be maintained to provide the necessary separation between future residential and the Senior Flexonics facility.

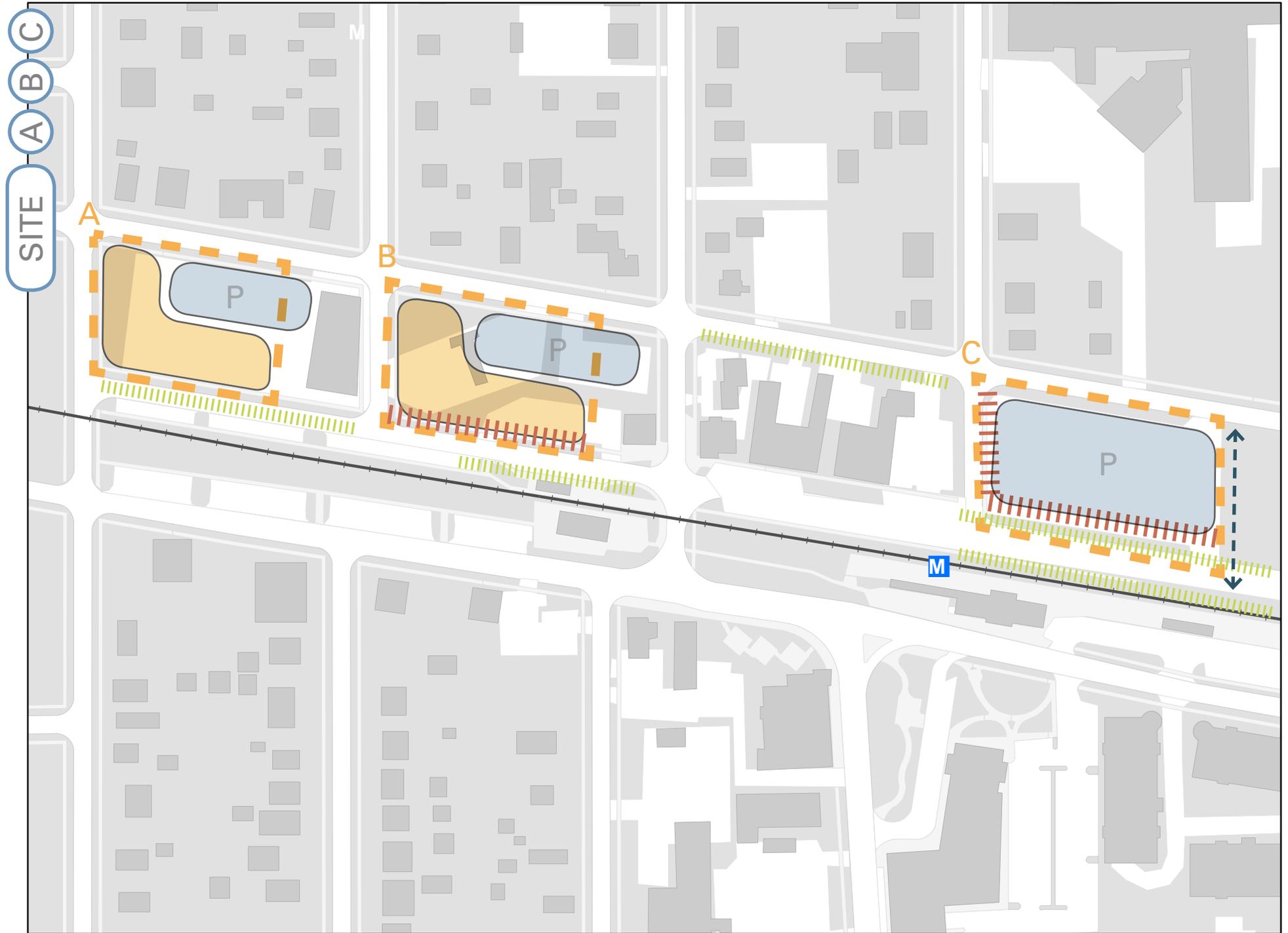
**E** **Downtown Super-Block:**  
Located just south of the Metra station, this large block is a substantial part of Bartlett's Downtown. This block is a "Super-Block" due to its lack of north-south through streets or sidewalk connections. The block layout doesn't serve the goals of the TOD Plan to improve Metra access and Downtown circulation through walkable, mixed-use blocks.

Today, this block includes many important and active uses, including the US Post Office, Town Center Shopping Center, BMO Harris Bank, CVS and many Downtown residents in the Bartlett Terrace apartment complex. It also includes vacant

parcels along Devon Avenue, and the Bartlett Plaza Shopping Center which has a long-vacant anchor tenant space.

The Bartlett Plaza Shopping Center is highly visible along Devon Avenue, and serves as the southern gateway to the Downtown. In the future, modernization and phased redevelopment of this block will be needed to improve the over-all image of Downtown.

Initial concepts for creating better circulation within this block, and the potential to create new development parcels for Downtown are explored further on pages 16-21.



Site A, B, and C Development Strategy Diagram

0 100 200 400 Feet



### Strategy Overview

Development opportunity parcels A, B and C (as shown on the facing page) could accommodate a variety of uses, development layouts, and sizes. Examples of similar developments from other communities are shown to the right. The focus for new developments should be to extend the streetwall along Bartlett Avenue and define the corners of the blocks. New developments on these parcels would help to bridge the gaps between existing buildings Downtown and create the concentrated density of activity expected in a historic, transit-served town center.

### KEY

- Super-Block Boundary
- Proposed Future Roadway Connections
- Proposed Future Pedestrian Connections
- Streetscape Improvement Zones
- Proposed Future Retail Frontage
- Proposed Future Residential Uses
- Proposed Future Parking

## Site A, B & C - Development Strategies

### Example Similar Developments from Other Communities:

A



Downtown Residential, Sun Prairie, WI



Downtown Residential, Wheaton, IL

B



Downtown Mixed Use, Sun Prairie, WI



Downtown Mixed Use, Naperville, IL

C

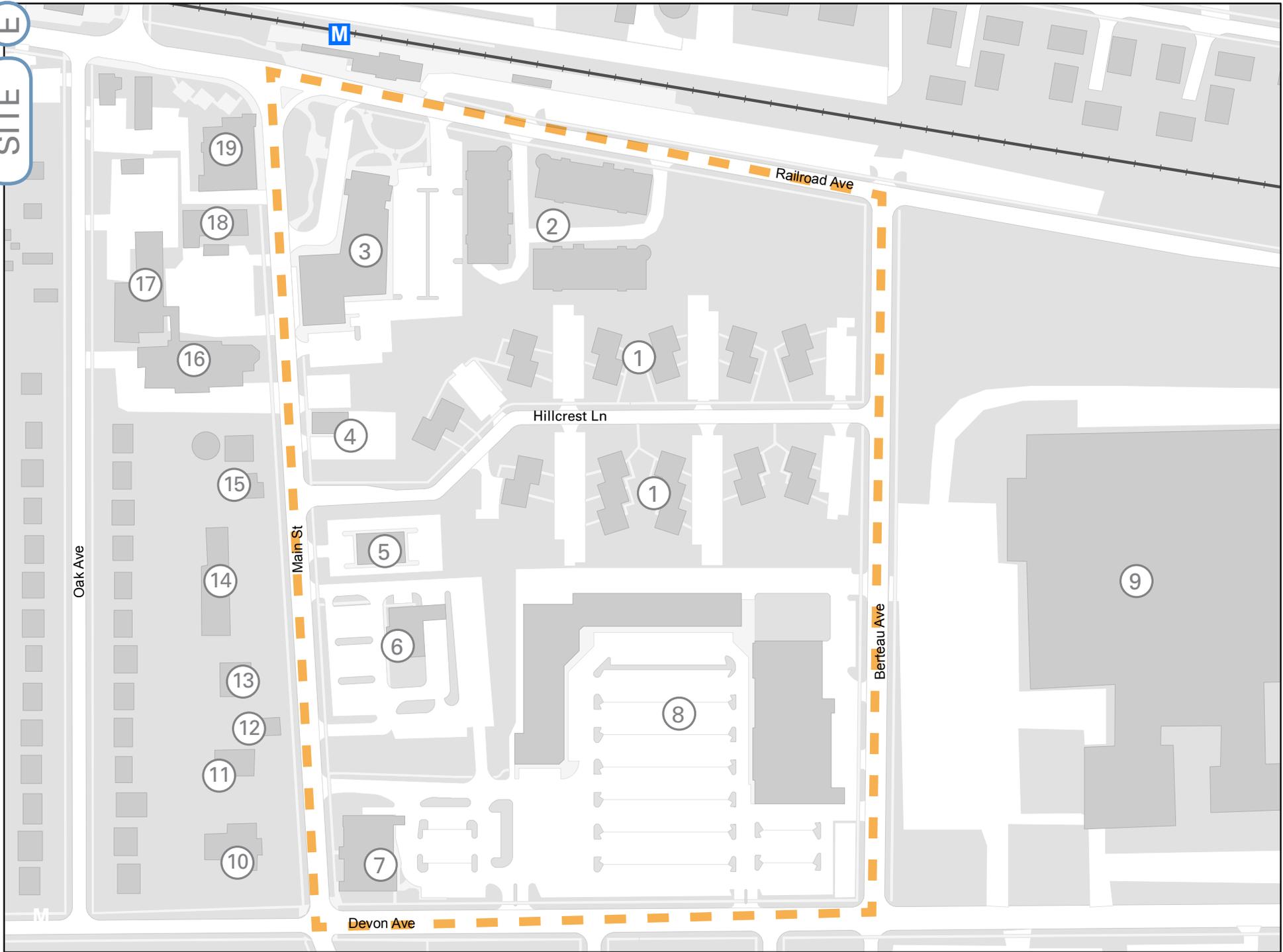


Commuter Parking Ramp, Palatine, IL

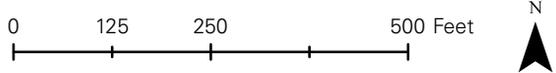


Parking Ramp with Residential, Wheaton, IL

E  
SITE



Super-Block Existing Conditions Diagram



## Site E - Super-Block Existing Conditions

### KEY

■ Super-Block Boundary

1. Bartlett Plaza Apartments
2. Town Center - Condominiums
3. Town Center - Retail / Apartments
4. Schwartz Pediatrics - Medical Office
5. Mixed Medical / Professional Offices
6. BMO Harris Bank
7. CVS
8. Bartlett Plaza Shopping Center
9. Senior Flexonics
10. American Charter Bank
11. V&V Paesanos Pizzeria
12. Home Converted to Office
13. Mixed Office
14. Main Street Plaza Shopping Center
15. Office
16. Village Hall
17. Police Department
18. Fire District
19. At&t

①



⑦



②



⑧



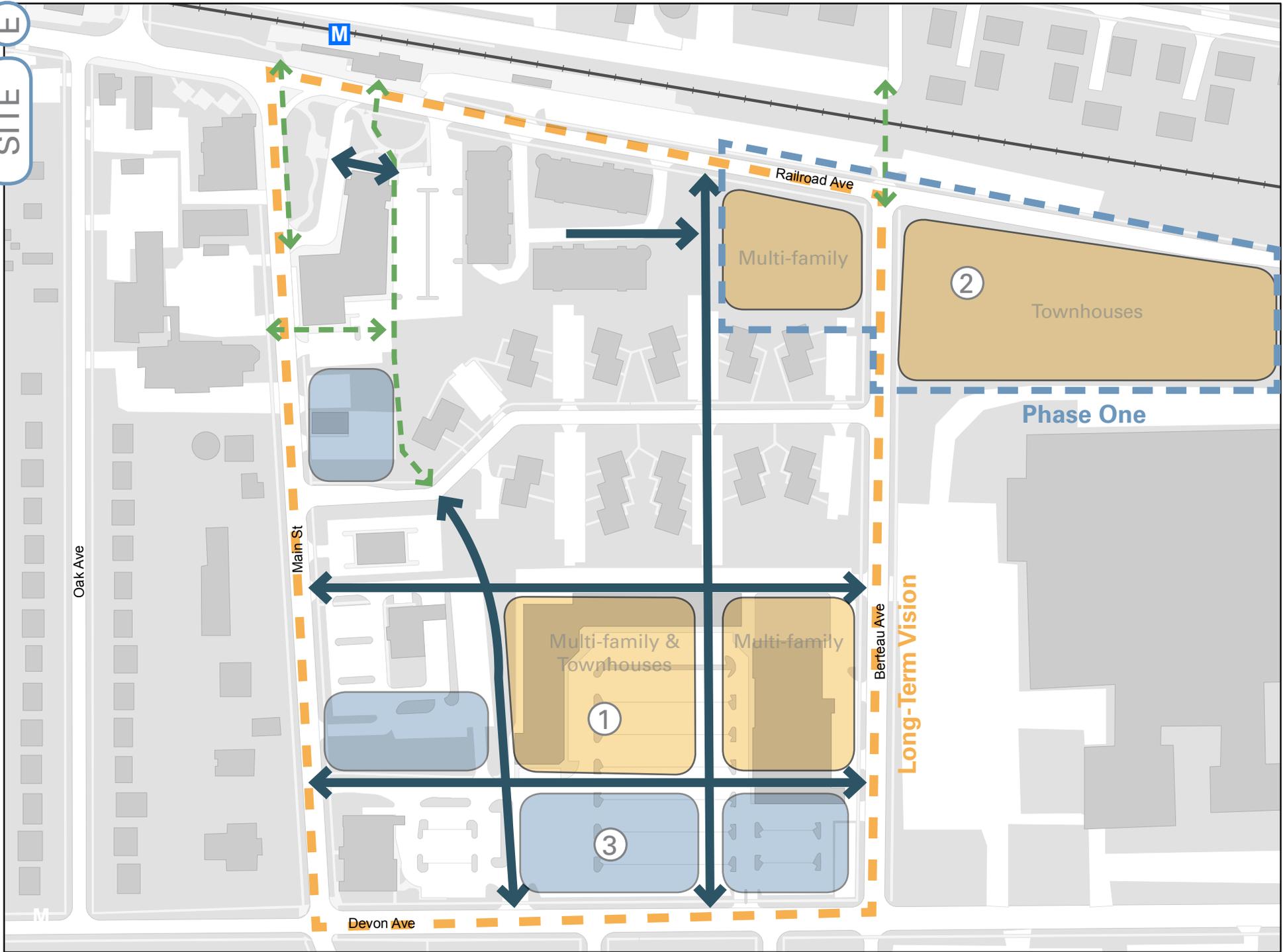
③



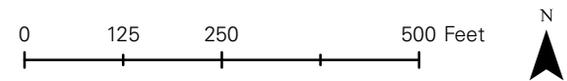
⑩⑥



SITE E



Super-Block Proposed Connectivity Diagram



## Long-Term Vision

Redevelopment of Bartlett Plaza and better connectivity through the Super-Block is needed to concentrate existing businesses and provide new opportunities for Downtown residential or commercial development. A concept for subdividing the Super-Block with new north-south pedestrian and vehicular routes is shown on the facing page. Maintaining successful existing residential and commercial properties is also important. The uses in Bartlett Plaza could be relocated to new commercial developments along the Devon Avenue or Main Street frontages to improve their visibility. The center of the block would be best suited for new multi-family developments with a mix of styles, heights, and densities. The types of housing would be flexible and tied to changing market demand. Examples of similar developments in other communities are shown to the right.

## KEY

- Super-Block Boundary
- ←--→ Proposed Future Roadway Connections
- ←--→ Proposed Future Pedestrian Connections
- Proposed Future Commercial / Retail Uses
- Proposed Future Residential Uses

## Site E - Super-Block Strategies

### Example Similar Developments from Other Communities:

①



Multi-Family Housing, Palatine, IL



Multi-Family Housing, Palatine, IL

②



Townhouses, Prairie Crossing, IL



Existing Townhouses, Bartlett, IL

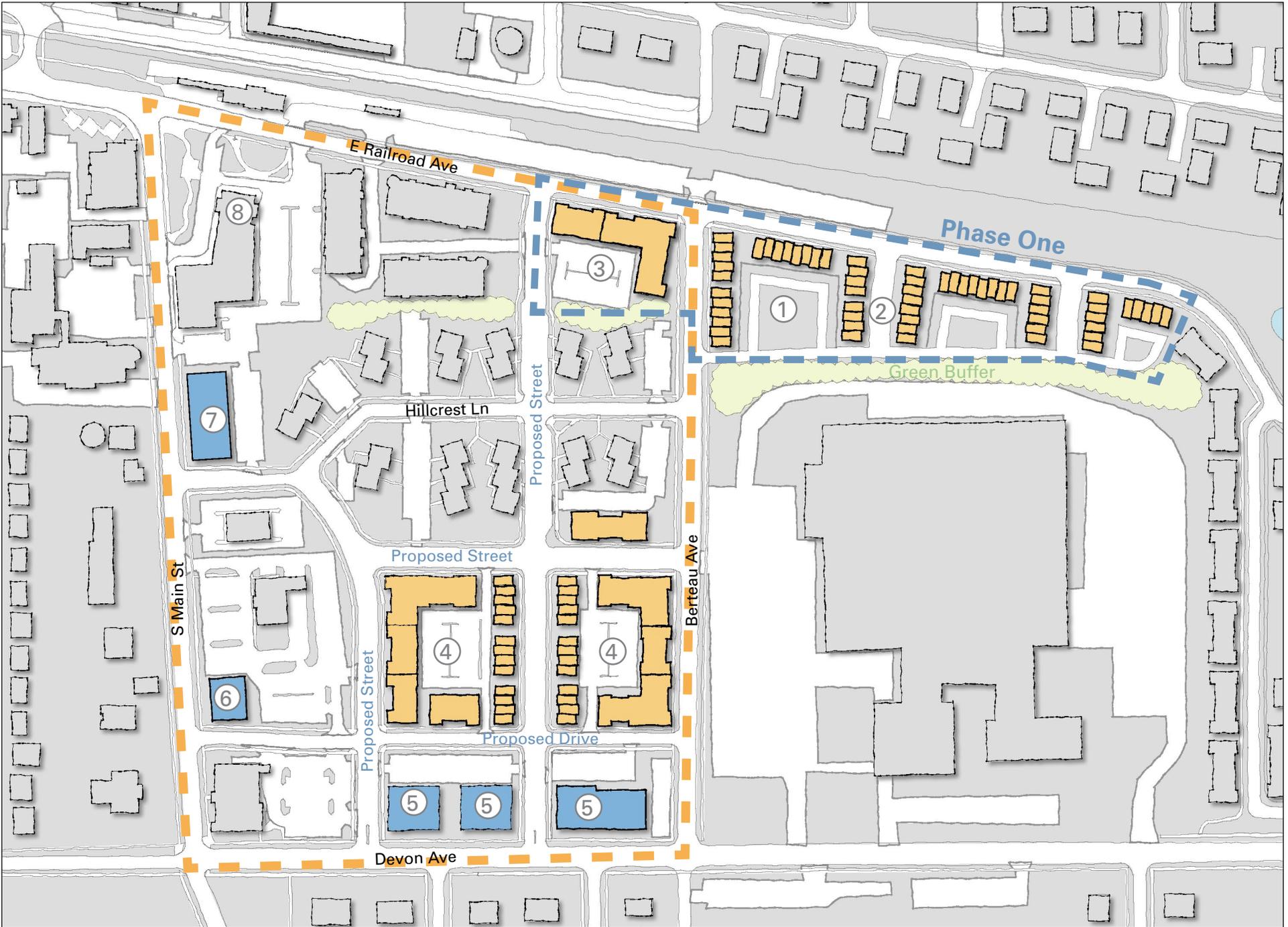
③



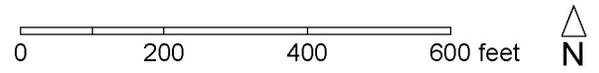
Downtown Stand-alone retail,  
Sun Prairie, WI



Downtown Stand-alone Retail,  
Naperville, IL



Super-Block Redevelopment Concept Sketch



## Site E - Super-Block Sketch Concept

- ① Railroad Avenue townhouse development
- ② Reserved space for future north-south street
- ③ Railroad Avenue multifamily development
- ④ Redevelopment of Bartlett Plaza Shopping Center into mixed multifamily housing
- ⑤ Devon Ave frontage commercial developments
- ⑥ Main Street infill retail development
- ⑦ Main Street mixed use development
- ⑧ Town Center front and rear parking connection

### KEY

-  Super-Block Boundary
-  Conceptual Phase One (1-5 years)
-  Proposed Future Commercial / Retail Uses
-  Proposed Future Residential Uses

### Initial Concept Sketch

There is currently a demand for new Downtown residential in the Village of Bartlett. The least costly locations for new Downtown development are on the vacant sites shown as “Phase One” in the map on the facing page. The sites would require minimal infrastructure improvements, and are located within an easy walk of the Metra station. The concept shown on the facing page illustrates one potential layout for townhouses and multifamily residential on these parcels. Opportunities for future north-south streets should be reserved in any new developments. The street grid could be re-established overtime as development to the south occurs. Improved circulation in this block would help increase through-traffic along Railroad Avenue, and would create opportunities for residents to the south to access the Metra station.

### Phase One - 1-5 years

Attached Single Family = 40-55 units

Multifamily = 50-60 units



Consultant Contact:  
Christine Carlyle, AIA, AICP  
Principal & Director of Planning

SCB Chicago  
625 N. Michigan Ave  
Chicago, IL 60611  
T 312.896.1100  
[www.scb.com](http://www.scb.com)

© Solomon Cordwell Buenz