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# Downtown Sugar Grove

A Plan for Revitalizing the Historic Core of the  
Village

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Village of Sugar Grove, Illinois

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January 10<sup>th</sup>, 2007

Open  
House

# Overview of Presentation

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- ◆ Introduction
- ◆ Situation Audit
- ◆ Vision|Goal Summary
- ◆ Future Land Use & Urban Design Plans
- ◆ Action Plan
- ◆ Questions

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Downtown Sugar Grove: A Plan for Revitalizing the Historic Core of the Village

*Prepared by Teska Associates, Inc. & Business Districts, Inc. \ January 10<sup>th</sup>, 2007*

# Introduction

## ◆ Project Goal

To prepare a Plan for Action that addresses the revitalization needs of downtown Sugar Grove.

## ◆ Study Area (map)

## ◆ Project Description

Three distinct areas for the Village's Town Center:

- Traditional Downtown
- Southern Extension of Downtown
- Special Development District (237-acre piece)



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# Introduction

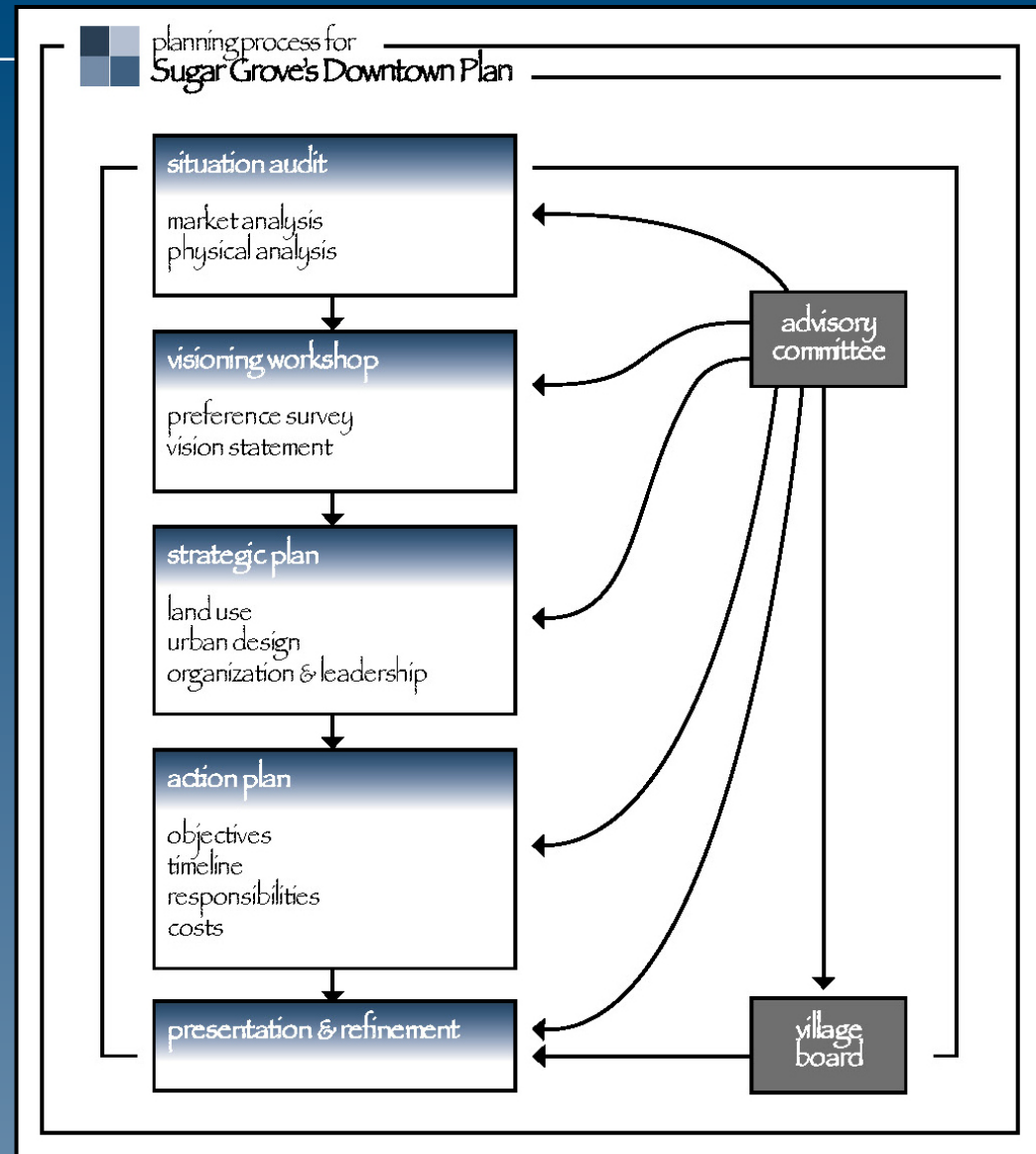
## ◆ Planning Process

Began in late 2005

Directed by Advisory Committee, including:

- Residents
- Business/property owners
- Sugar Grove Economic Development Corp (EDC)
- Village representatives

Open house planned for January 10<sup>th</sup>, 2007



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# Situation Audit

## ◆ Historical Significance

Reviewed the Village's past to ensure important historical elements are preserved while building upon Sugar Grove's historical development patterns.

## ◆ Market Review

Reviewed the current market conditions that impact existing and future development in Sugar Grove.

## ◆ Visual Preference Survey

Conducted a survey to identify the community's design preferences on five topics:

- ◆ Neighborhood infill commercial
- ◆ ~~Corridor commercial~~ Single family
- ◆ ~~Residential~~ Family residential
- ◆ Streetscape



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# Situation Audit: Market Review

## ◆ Core Concepts for a Successful Market Area

- Residential base
- Business clusters
- Visibility to customer base

## ◆ Attributes of a Successful Downtown

- Market supported business mix
- Appearance
- Regulatory enforcement
- Parking
- Connectivity
- Traffic interception

# Situation Audit: Market Review

## ◆ Commercial Shopping Centers

**Existing Downtown Sugar Grove exhibits demographic attributes that most mirror a Convenience Center:**

general characteristics for **Community, Neighborhood & Convenience Centers**

	Community Center	Neighborhood Center	Convenience Center
total site acreage	10 - 30 acres	3 - 10 acres	1 - 5 acres
total retail sq ft	100,001 - 400,000 sq ft	30,000 - 100,000 sq ft	less than 30,000 sq ft
number of stores	15 - 25 stores	5 - 15 stores	1 - 10 stores
principal tenants	full line discounter, junior department store or category killer	supermarket or drug store	gas mini market store, drug store, bank
goods & services	moderate assortment focusing on a mix of shopping and convenience-oriented goods & services	small assortment focusing on convenience-oriented goods & services	small assortment focusing on personal convenience-oriented goods & services
minimum population to support center	50,000 - 250,000 residents	10,000 - 50,000 residents	5 - 10,000 residents
trade area drive time	up to 15 minutes	less than 5 minutes	less than 5 minutes

Source: ICSC.org; ULI, Dollars and Cents of Shopping Centers 2004; BDI.

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# Situation Audit: Market Review

## ◆ Market Geographies

Downtown Sugar Grove is served by different demographic service radii and drive time markets:

demographic characteristics of **Sugar Grove's Market Geographies**

	village Sugar Grove	service radii			drive times	
		1/2-mile radius	1-mile radius	5-mile radius	5-minute drive	15-minute drive
households	2,240	1,285	1,585	14,471	2,738	47,512
population	7,153	3,950	5,052	40,478	8,147	137,973
median age	35.4	34.2	34.1	36.6	36.0	33.3
avg household income	\$91,166	\$82,007	\$81,038	\$82,190	\$98,736	\$75,184
income \$75,000+	1,317	73	888	7,067	1,712	19,668
median household income	\$83,034	\$79,986	\$80,219	\$73,757	\$86,964	\$65,487
total employees	1,087	336	469	10,188	1,158	52,398
total establishments	160	47	71	1,014	183	4,486
total household expenditures	\$148,786,280	\$79,170,505	\$97,214,763	\$888,045,598	\$192,442,557	\$2,755,494,109
total retail expenditures	\$64,664,598	\$34,399,240	\$42,232,312	\$387,520,061	\$83,630,508	\$1,195,716,438
% owner occupied units	87.8%	85.9%	86.4%	81.2%	90.6%	74.4%

Adjust to provide consistence with EDC, including:

- Update to 2006
- Use Mean (average), not median
- Village limits and Planning Area

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# Situation Audit: Market Review

## ◆ Market Approach

- With new retail development in surrounding communities, enhancing Sugar Grove's current business mix is dependent on increases in market size and market demand.
- Sugar Grove's current and best market opportunity is to create an attractive commercial environment at Main St & Cross St and enable the area's appeal. This can occur via the following:
  - ◆ Redevelopment
  - ◆ Physical improvements to existing structures & areas
  - ◆ Potential for Metra commuter rail station
  - ◆ Supplemental community activities to Farmers Market & Corn Boil event
  - ◆ Marketing activities (e.g. events, retail/business promotions, image/character development via advertising and public relations, etc)

# Vision|Goal Summary

## ◆ Downtown Sugar Grove Vision

Downtown Sugar Grove is the historic core of the Village. It provides a unique sense of identity for the Village. It is comprised of three unique areas:

### Main Street -----

- Establish Main St as evolving mixed use environment
- Maintain one- to two-story traditional structures
- Focus on renovation & adaptive reuse rather than new construction

### Expanded Downtown -----

- Maintain higher density & pedestrian-friendly mixed use environment
- Provide two- to four-story structures

### Route 47 Corridor -----

- Establish Route 47 as “gateway” to downtown creating a sense of arrival and projecting an identity unique to Sugar Grove

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# Vision|Goal Summary

## ◆ Need for Anchors

A strong anchor or set of anchors would lend stability to Downtown Sugar Grove and attract other businesses/uses that provide complementary goods and services.

### Potential anchors include:

- Metra station
- Village Hall
- Library
- Restaurants
- Specialty shops
- Corporate offices





# Vision|Goal Summary

## ◆ Alternative Design Concepts

Three Alternative Design Concepts were explored to encapsulate the Downtown Sugar Grove Vision.

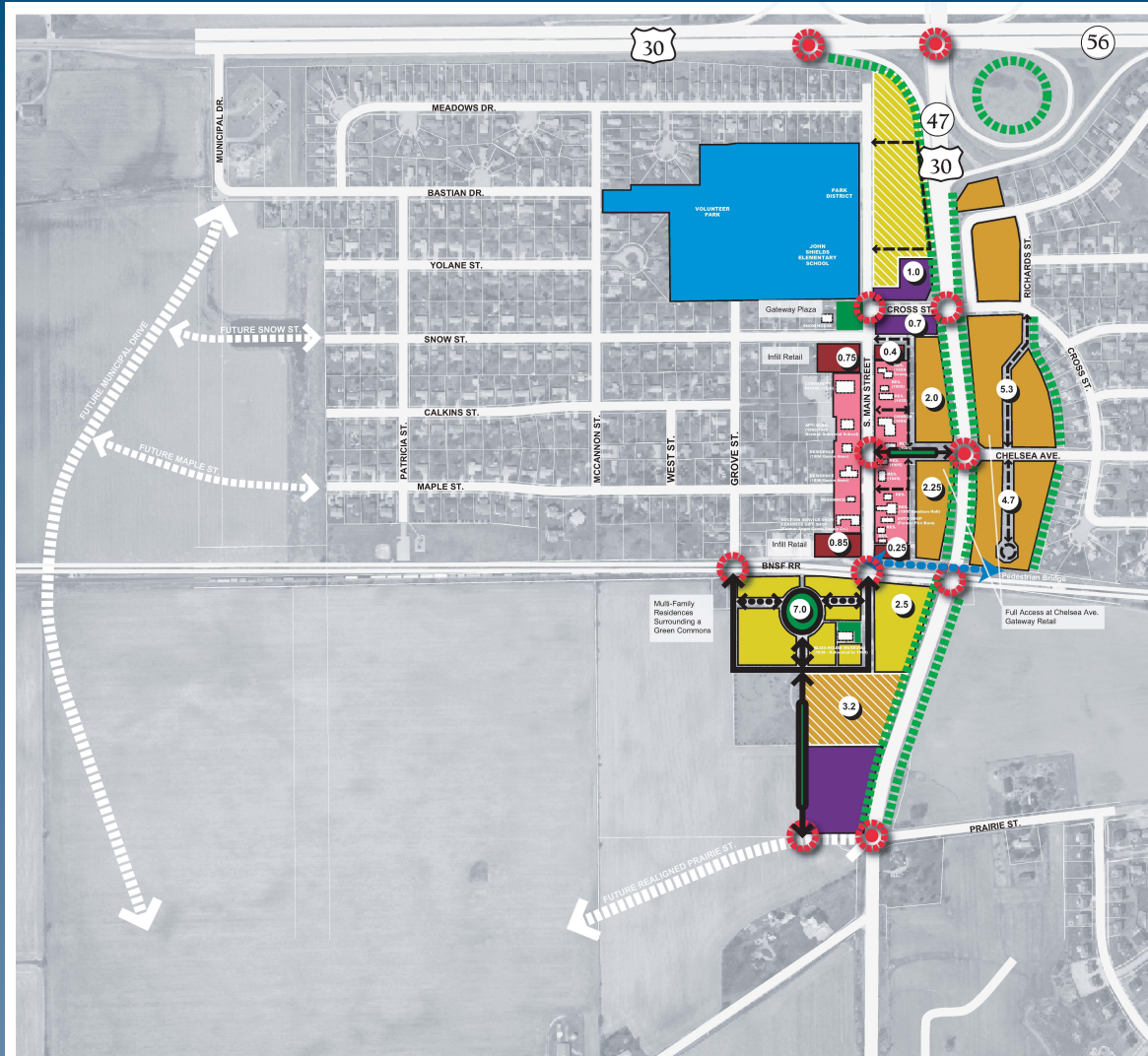
Common elements among the Alternative Design Concepts include:

- Continuation of mixed use character of area bounded by Main St, Cross St & Route 47
- Renovated Cross St business area between Route 47 & Main St
- Business transition area along Main St between Snow St & the railroad
- Realignment of Main St south of the railroad
- Gateway Plaza at end of Cross St
- Access from Route 47 at Chelsea St were explored to encapsulate the Downtown Sugar Grove Vision.

Alternative Design Concept C is the preferred alternative of the Downtown Advisory Committee.

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# Alternative Design Concept A



## CONCEPT A

Residential Development Adjacent to Downtown

### LEGEND

#### DEVELOPMENT OPPORTUNITIES

- - Community Green Space
- - Automobile Oriented Retail
- - Pedestrian Oriented Retail
- Mixed Use
- - Multi-Family Residential
- - Civic
- - Retail/Office
- - Business Transition

5.3 - Acreages

#### CONNECTIVITY OPPORTUNITIES

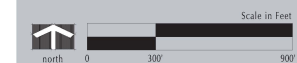
- ↔ - Major Access Road
- ↔↔↔ - Minor Access Road
- - - - Service Drive
- ↔↔↔ - Pedestrian Bridge

#### GATEWAY STREETSCAPE OPPORTUNITIES

- ⊗ - Primary Gateway
- ⊗ - Secondary Gateway
- - Parkway/ Bufferyard Plantings

## SUGAR GROVE DOWNTOWN STUDY

Village of Sugar Grove, Illinois



EXHIBIT

3

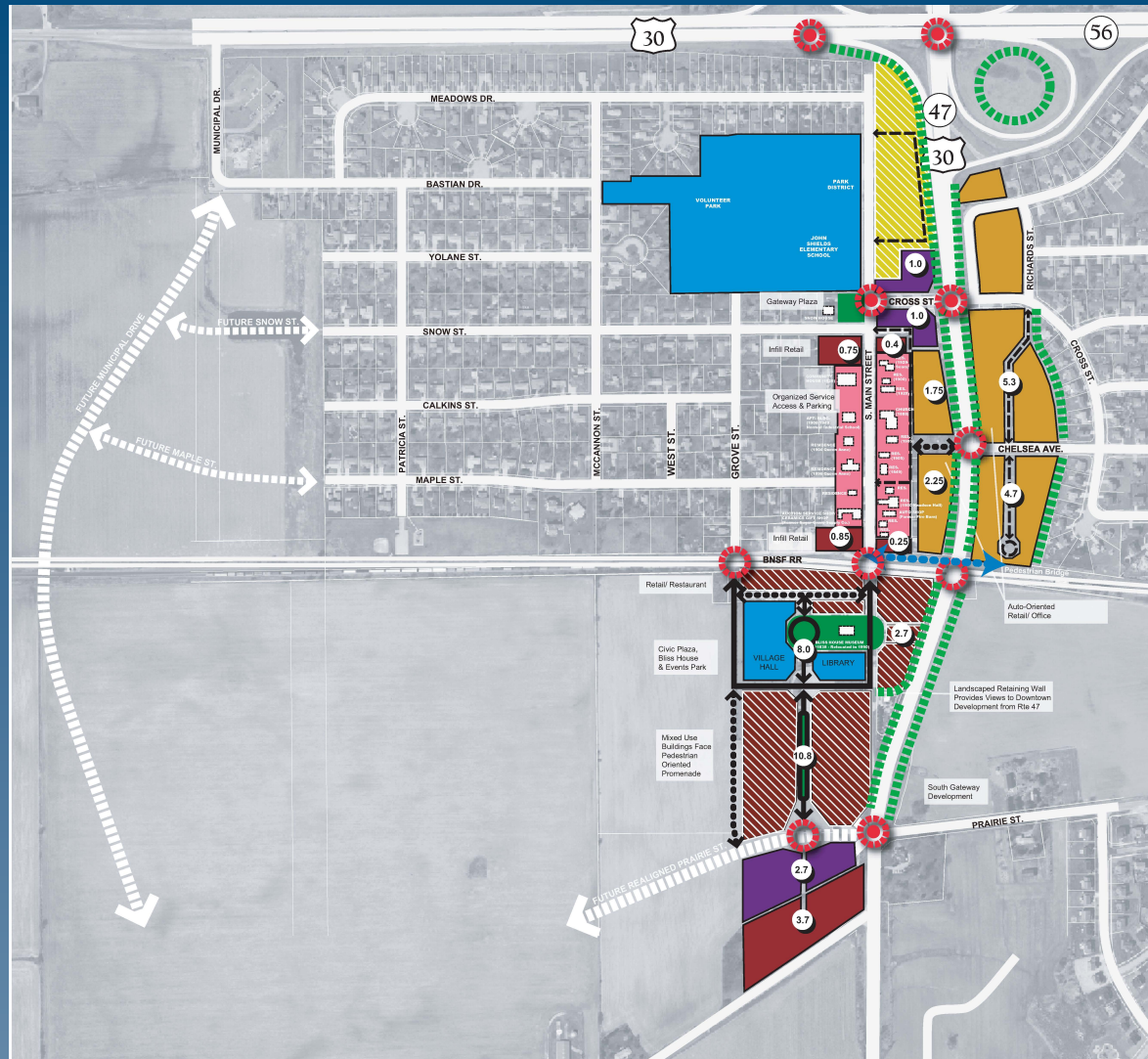
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# Alternative Design Concept B



**CONCEPT B**  
Civic Uses Adjacent to Downtown

**LEGEND**

**DEVELOPMENT OPPORTUNITIES**

- Community Green Space
- Automobile Oriented Retail
- Pedestrian Oriented Retail
- Mixed Use
- Multi-Family Residential
- Civic
- Retail/Office
- Business Transition
- 5.3 - Acres

**CONNECTIVITY OPPORTUNITIES**

- Major Access Road
- Minor Access Road
- Service Drive
- Pedestrian Bridge

**GATEWAY STREETScape OPPORTUNITIES**

- Primary Gateway
- Secondary Gateway
- Parkway/ Bufferyard Plantings

**SUGAR GROVE DOWNTOWN STUDY**  
Village of Sugar Grove, Illinois

Scale in Feet  
north 0 300 900

**SUGAR GROVE**  
business districts, inc.

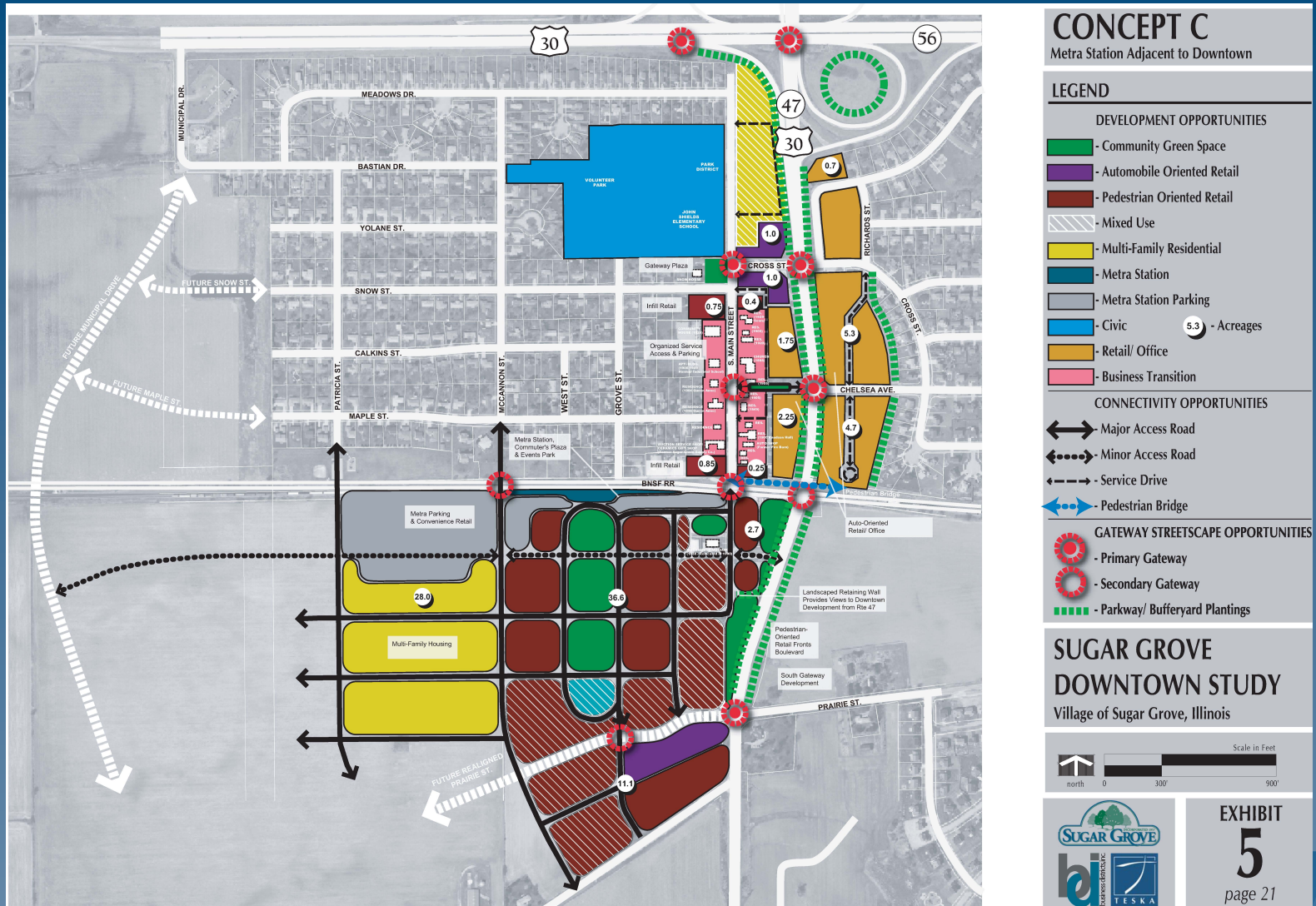
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**EXHIBIT 4**  
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# Alternative Design Concept C



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