APPLICATION FORM

RTA Community Planning Program and CMAP Local Technical Assistance Program

Deadline: Noon on Friday, October 26, 2018

This application form is online at www.rtachicago.org/applications. You may submit the form by email to applications@rtachicago.org. Please submit one application per project as a PDF package. Please avoid submitting multiple PDFs for the same application.

TYPE OF APPLICANT
(please check all that apply)

☑ Local Government
☐ Multijurisdictional group*
☐ Nongovernmental organization*

Please list the members of the group (including government and nongovernmental organizations):

Name: City of Geneva
Applicant

Name: Jennifer Becker
Main Contact of Application

Title: Business Development Analyst

Phone: 630 938-4555

Email: jbecker@geneva.il.us

*Applications submitted by multijurisdictional groups and nongovernmental organizations must include a letter indicating support from each relevant local government. See the FAQs for more information. Nongovernmental applicants are strongly encouraged to contact CMAP or the RTA prior to submitting their application to discuss their project and the demonstration of local support.
1. **Project Location.** Please provide a brief description of the location of your project. You may include a map if that helps to describe location, but this is not required. If your project helps to implement a past plan, please include a link to that plan.

The City of Geneva's East State Street corridor project area is located along the City's eastern gateway, running from the industrial land uses located near the Kane/DuPage County border west over the Fox River, through the historic downtown shopping district. The project area under consideration for LTA assistance contains properties along the north and south sides of East State Street – IL 38 from IL 31 on the near west side of the Fox to Longview Drive on the east side. The project area contains a mix of outdated and obsolete platted lots and incompatible land uses, which has largely rendered this significant commercial gateway to the City underutilized and underperforming. The established residential neighborhoods surrounding this corridor have suffered from lack of access to supportive land uses, which creates a perceived inequity between east and west side neighborhoods. Historically, the east side of the City has lagged in housing value and per capita income. The lack of investment and redevelopment of this commercial corridor has contributed to the general perception that the west side receives attention and investment, leaving the east side largely unchanged.

In an effort to reverse these perceptions, the City has concentrated efforts on this portion of the City since the 1970s, establishing prioritized planning efforts in the early 1990s. The East State Street Corridor Subarea Plan, a component of the 2003 Official Comprehensive Plan, contains strategies for redevelopment and improvement to both the land uses and the transportation network serving this important corridor. Design and development guidelines are a part of the subarea plan. The East State Street Tax Increment Financing District was established in 1999 to spur redevelopment and private investment along a portion of the corridor. Some selected redevelopment has occurred, however has stalled in recent years. The expiration of this TIF district is approaching, and the City seeks to utilize the remaining time facilitating redevelopment. A second Tax Increment Financing District, the newly formed Fox River TIF, encompasses an area roughly from the Fox River to the western edge of the East State Street TIF.

In addition, the City participated in a “Homes for a Changing Region” study in 2013 that resulted in recommendations that the City utilizes in guiding decisions on redevelopment and housing types along the corridor. Two sites identified in the Homes report as potential sites for affordable housing are in the corridor study area.

The East State Street corridor strategic planning efforts also include full reconstruction of the pavement, congestion mitigation design features at targeted intersections, enhancements to the corridor and the installation of bicycle and pedestrian infrastructure. The City began working with IDOT in 2001, requesting the State address roadway and streetscape challenges. The City also programmed $1.7 million in local funds to complete Phase I & II engineering to position the project for potential funding via partners. The strategy was successful, as the project has received over $16.8 million in federal and state funds through IDOT (letter of intent for direct state funds, and ITEP), the Kane Kendall Council of Mayors STP L funding, and CMAQ funds. Local funds have been committed and programmed toward the required match for these fund sources. Implementation is scheduled for in 2019.

Community engagement in all stages of the planning process is a hallmark practice of the City of Geneva. Initial work on the East State Street component of the Comprehensive Plan developed out of a committee formed to prioritize goals for the corridor. The community was involved in the development and approval of both Tax Increment Financing Districts and the City’s Strategic Plan Advisory Committee has an extensive community outreach component via multiple platforms, surveys, in person meetings and online outreach.

Links: Comp Plan - https://www.geneva.il.us/456/Comprehensive-Plan
Strategic Plans - https://www.geneva.il.us/Archive.aspx?AMID=64
East State St TIF - https://www.geneva.il.us/162/East-State-Street
2. **Project Description.** Please tell us what you would like to do in your community, and what assistance is needed. If you have more than one idea, please submit a separate application for each project. Please be specific, but also brief (less than two pages per project idea)—we simply want to have a basic understanding of what you want to do. For plan updates please tell us how you will be building upon (or replacing) the previous work. Program staff will follow-up with you if we need any additional information to fully understand your proposed project. (Please limit your responses to 6000 characters including spaces).

Even with the decades-long commitment to the redevelopment and renaissance of the East State Street corridor, challenges remain. There has been little private investment in the corridor in several years. Plans and development guidelines have been in place to foster private investment and redevelopment, which has essentially stalled. The lack of momentum in the corridor leaves the City facing many of the same problems the first TIF district and associated planning efforts were to address. There is a sense of urgency to address the barriers to redevelopment within the East State Street TIF, and proactively position the properties within the Fox River TIF for redevelopment. The substantial commitment of Federal and State funds contributes to the City's efforts to solidify the East State Street corridor as an asset for the residents and bring long lasting economic benefit to the community. The City wants to achieve the best return on public investment of funds by fully realizing the redevelopment potential of the properties fronting on East State Street.

We need assistance to do this and have developed a two-part strategy to achieve our goal:

1. The first part of our overall strategy is to identify issues and market barriers to development along the corridor. The strategy includes a community outreach component designed to solicit input from residents and stakeholders surrounding the study area. The City submitted a separate LTA request to convene a developer panel designed to identify barriers and to develop a suite of recommendations designed to stimulate appropriate redevelopment along the corridor. The request also includes a community engagement component.

2. The second part of the strategy, and the subject of this submittal, is to implement the recommendations to encourage redevelopment in the East State Street corridor. We envision building on the panel recommendations and outcomes and input by our community stakeholders to develop zoning recommendations for the East State Street corridor. This portion of the project will focus on studying the challenges and barriers to redevelopment that are present due to existing development controls (setbacks, parking regulation, drive thru regulations, etc.) in the current zoning regulations. Determining and identifying barriers as outlined by the panel and community outreach will allow us to work on correcting the City-controlled issues to secure investment. The study will formulate recommendations to the development controls and approval processes to allow for better utilization of the East State Street TIF District prior to its expiration in 2022. Zoning that is better aligned with the vision identified by the panel recommendations and community input will serve as a long-term guide redevelopment in the future. This work is the last component of planning efforts to foster redevelopment of the corridor.

The City acknowledges that this portion of the overall strategy will take longer and will require more resources. Local match is available to fund the development of zoning amendments and staff will function as team leaders throughout the process.
3. **Additional Strategic Partnerships.** Please list any additional partners you may want to include in this planning project, and specify if you have made contact with them in advance of submitting this application. (Please limit your response to 1400 characters).

The City is committed to soliciting input from the advocacy groups mentioned above – reaching out to the school community, the resident’s advocacy group as well as including the senior community in the discussion to talk about ageing in place. In addition, the City will include the Geneva Chamber of Commerce as part of the stakeholder team, as well as representatives from the industrial businesses operating within Geneva.

The City has worked diligently with our planning partners over the years on the redevelopment of the East State Street corridor. IDOT, CMAP and Kane Kendall Council of Mayors have been supportive planning partners through planning initiatives as well as funding for regionally important arterial improvements to a state route in our jurisdiction. We have also directed efforts toward equity and social justice in our work with CMAP on our Homes project in conjunction with municipalities in our subarea - Batavia, North Aurora and St. Charles. The values expressed in this document represent the commitment of all communities to continue to be livable, walkable and affordable to allow all residents to choose to live in our area.

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**PLAN CHARACTERISTICS**

My project involves:

- [ ] The preparation of a plan.
- [✓] Updating an existing plan.
- [✓] Implementation of a previous plan.
- [ ] My project has direct relevance to public transit and supports the use of the existing transit system.
- [ ] My project is not directly related to transportation or land use, but addresses ON TO 2050 and/or Invest In Transit in other ways.

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**ON TO 2050 ALIGNMENT**

(Please check all that apply)

- [✓] Inclusive Growth
- [✓] Prioritized Investment
- [ ] Resilience

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**RTA INVEST IN TRANSIT ALIGNMENT**

(please check all that apply)

- [ ] Deliver Value on our transit investments
- [ ] Build on the strengths of the transit network
- [ ] Keep transit competitive
Section 6: EAST STATE STREET SUBAREA

The appearance of the corridor lacks cohesiveness and has few design elements working to unify the subarea. Sidewalks are not continuous throughout the area. In addition, there is minimal landscaping, lighting and other pedestrian-oriented streetscape treatments. The Subarea Plan includes specific streetscape and overall aesthetic guidelines and recommendations to establish an overall character for the corridor, and improve its image and appearance. This Plan recommends streetscape improvements that support the East State Street Design and Development Guidelines, that are used by the City to guide appearance and character of private investment and development.

Purpose and Organization

The intent of the East State Street Subarea Plan is to provide detailed planning recommendations including land use, transportation, and urban design. The Subarea Plan is complimentary to the overall Geneva Comprehensive Plan, but it also provides more specific recommendations for this key location within the City.

The Subarea Plan for the East State Street Corridor was completed through a detailed planning process that included:

1. An East State Street Subarea Workshop;
2. Analyzing existing conditions;
3. Outlining functional subareas;
4. Creating proposed land use & transportation plans; and
5. Developing an urban design plan.

East State Street Subarea Workshop

A Community Workshop was held to gain insight into public opinion, concerns, interests, and desires for the East State Street Corridor. The most commonly expressed concerns for the area included the need for a comprehensive streetscape plan, continuous sidewalks, and an expansion of the façade improvement program. The workshop was very well attended by residents, business and property owners, and community officials. The input from the workshop provided vital insight that was used to develop the Subarea Plan.

Existing Land Use

The Plan begins with an overview of existing conditions and potentials within the area, specifically highlighting land uses and existing businesses and facilities. The latter portions of the Plan are primarily based on a detailed existing conditions analysis including existing land use, transportation, and urban design features.

The East State Street Corridor includes a diverse mix of retail, residential, commercial service, office, industrial, public, institutional and open space uses, illustrated in Figure 12. In general the scale of development along the corridor drastically changes from the eastern end to the western end. Retail, services and other uses near Kirk Road are very auto-oriented and lack any pedestrian amenities. Towards the central portion of the corridor, a mix of smaller-scale retail, service and office uses exist. Many of these parcels are underutilized, not well maintained and need various improvements including screening and building improvements. Finally, the western end of the corridor is comprised of smaller lots and a number of converted residential structures. The scale is much more similar to that of the Downtown, while uses include retail, service, office and residential.

Functional Subareas

The existing land use pattern serves as the basis for defining functional subareas within the Corridor and aids in determining potential redevelopment areas and future land uses. Based on this survey of existing land uses within the Corridor, the Study Area is divided into several functional subareas, illustrated in Figure 13. Each of these functional subareas includes a somewhat different mix of uses, redevelopment and/or development potential, visual image, and character. While there are five main classification categories, there may be more than one subarea within each category. The intent in dividing the Corridor into smaller subareas is to allow for detailed planning recommendations to be made.

While the overall goal of the project is to provide unified and coordinated development for the entire East State Street Corridor, it is necessary to analyze the unique character of each individual, functional subarea.

Land Use Plan

The recommended Land Use Plan for the East State Street Corridor is based on the analysis of the various functional subareas within the Study Area. The Land Use Plan takes into consideration issues relating to site access, existing uses, the compatibility of surrounding development, the City’s existing plans and policies and the desires expressed by City residents throughout the planning process. The Land Use Plan builds upon the existing land use structure of the East State Street Corridor, but also suggests significant changes and modifications to the existing land use pattern. The Land Use Plan is illustrated in Figure 14.

Traffic & Parking Plan

Well-planned transportation and parking is essential to the success of the East State Street Corridor as a major arterial street and a commercial entryway into the City. The Traffic and Parking Plan outlines improvements and recommendations related to parking, site access, street construction and pedestrian amenities.

Streetscape Improvement Plan

The final section of the East State Street Corridor Plan is the Streetscape Improvement Plan. This section provides a visual analysis of the corridor and highlights the opportunities and constraints that were considered when developing guidelines and recommendations. The Subarea Plan recommends improvements to the ‘public domain’ areas of the corridor to improve its overall image and appearance, and improve the pedestrian amenities and functionality throughout the corridor. The recommendations for streetscape improvements are intended to dovetail with and support the East State Street Design and Development Guidelines.
Figure 12: EAST STATE STREET - EXISTING LAND-USE

Retail: The retail uses within the corridor are dispersed throughout the site and include a mix of restaurants, fast food and strip mall development.

Commercial Service: Commercial service uses are also widely scattered throughout the Corridor and include day care facilities, banks, salons and auto repair facilities.

Office: The Corridor contains many small professional office uses and one significant office park located between Whitfield Drive and Glengarry Drive, on the north side.

Industrial: There is only one industrial property within the Corridor. A portion of the Miner Enterprises site is located within the Study Area.

Single-Family Residential: There is a large amount of single-family housing within the Corridor, including older single-family homes and one subdivision at Ridge Lane and East State Street.

Other Residential: There is a single-family attached development at the northwest corner of East State and Glengarry Drive. A group of multi-family buildings are located along the north side of Longview Drive.

Public/Institutional/Educational: Existing public/institutional/educational uses include the Geneva Well No. 5, Fox Valley Presbyterian Church, Provena Geneva Care Center and Harrison Street School.

Parks, Open Space and Forest Preserves: The Study Area includes Jay-Cee Park, a small neighborhood park, and the Sandhills Woods Native Woodland Restoration.

Vacant Land: There are numerous vacant parcels scattered throughout the Corridor, including the southwest and southeast corners of Kirk Road and State Street, the south side of State Street between McDonald’s and the Public Storage facility, the northeast corner of State Street and Longview Drive and the northeast corner of State Street and East Side Drive.

Building/Use Inventory
1. Vacant office (historic property)
2. Manny’s Pizza
3. Mary’s Pub
4. Doctor’s Office
5. From Shaggy to Chic - Pet Grooming
6. Gas Bar Restaurant
7. Harrison Street School
8. Single-family & Lawnmower Sales
9. St. Office Building
10. Foxwood & Malch
11. Dairy Queen
12. Apartments
13. Fox Valley Community Church
14. Dental Care
15. Genoa Pizza
16. King’s Blacktop Academy
17. Gymnastics
18. Soukup’s Appliances
19. City of Geneva, Well no. 3
20. Vacant - Proposed Fire Station
21. CVS Pharmacy
22. Fox Valley Presbyterian Church
23. Internal Law Firm
24. Orlando’s Pizza
25. East Side Square
26. Geneva Tobacco
27. Bodie’s Deli
28. Super Nuts
29. East Side Video
30. 2.5 Vacant Storefronts
31. Car garage
32. Frozen Bank
33. Salvation Army
34. 1015 Office Complex (for sale)
35. Jay-Cee Park
36. Provena Geneva Care Center
37. Clubhouse
38. 1219 Executive Place Offices
39. Fox Valley Hospital
40. Harris Bank
41. Kinder Care Learning Center
42. Wendy’s
43. Family Pancake
44. Chartier’s
45. Hamnett’s Liquors
46. Subway
47. Heidi’s Cake & Pastry
48. Bellaire’s Pizzeria-Pasta
49. Cingular Mobile Telephone Store
50. Shell Gas Station & Car Wash
51. Marathon Gas Station
52. Metro Equipment Services, Ltd.
53. Miner Enterprises, Inc.
54. McDonald’s
55. Multiple Tenant Commercial
56. Fallon Car Wash
57. Public Storage
58. Black’s Auto Body
59. Jess’s Upholstering
60. Sunrise East Apartments
61. Valley Animal Hospital
62. Me & Shee Toey
63. Greg’s Shoe Repair
64. Quick Wash Coin Laundry
65. Sign Company
66. Mid-City Beauty Salon
67. Tia Maria’s Restaurant & Bar
68. The Bih House
69. Dance Encounter
70. Sandhills Woods Park - Native Woodland Restoration
71. Louis’s Sales & Service
72. Sunrise Dental
73. Valley Insurance
74. Heart Chiropractic Center
75. Old Town Montage
76. Malone Funeral Home
77. Office
78. Realty Executives
79. Office
80. Cage Gas Station
Figure 13: EAST STATE STREET - FUNCTIONAL SUBAREAS

**Improve Existing Development**
This category includes two subareas that have stable development and are in sound condition. Both areas could benefit from improved access and parking. In addition, it is essential to improve and stabilize the uses and appearance within these subareas.

**Area A:** This area is characterized by older, single-family housing and various commercial uses. Many of the offices and commercial uses are located in converted residential buildings. If new development occurs, it should be compatible with the existing character of the area.

**Area H:** The uses within this area are stable and no major redevelopment needs to occur. The major concerns for Area H are aesthetic in nature. Due to the variety of uses within the area, coordinated design and landscaping will help to unify Area H. In addition, access and parking issues should be addressed.

**Large-Scale Redevelopment**
These two subareas are in need of major redevelopment. The areas are characterized by small lot sizes, marginal uses, major access and parking issues, and underutilized buildings and parcels. The redevelopment plan should include the consolidation of lots to facilitate larger, modern commercial retail uses. The assemblage of parcels should be accompanied by a shared parking plan, general to the rear of structures, that would drastically reduce the number of curb cuts along this portion of East State Street.

**Area D:** This area is a priority for redevelopment. Area D is plagued by a number of marginal commercial uses and vacant parcels. Two of these parcels have existing development plans, the new Fire Station and CVS pharmacy. Development within Area D should provide enhanced commercial, service, and office uses. Curb cuts should be restricted and new development should replace any outdated or dysfunctional structures. Parcel assembly and redevelopment should be a primary objective. In addition, the entire area should be visually cohesive with a coordinated design plan that sets forth guidelines including signage, building materials and colors, landscaping, building mass, and screening for parking and service areas.

**Area E:** Area E possesses many similar characteristics to Area D. A large number of the parcels and structures are underutilized. Redevelopment should include coordinated development and assembly of smaller parcels, a reduction in the number of curb cuts, and viable commercial, service, and office uses. In addition, Area E would benefit from similar design improvements as those in Area D.

**Stable/No Change**
These areas are in sound condition and are not in need of any additional improvements or changes.

**Area B:** This site includes the Harrison Street School. The structure and facilities are in very good condition and no substantial improvements are necessary. In addition, this area includes the City Water Tower and two single-family homes.

**Area J:** This area includes a portion of the Miner Enterprises property. This use is stable and no changes are recommended.

**Areas Currently Under Development**
This category encompasses the only area within the Corridor that is currently experiencing high levels of new development and/or redevelopment.

**Area K:** Area K includes three corners of the East State Street and Kirk Road intersection. This is a prime commercial intersection for the City. Full development scenarios should be conceived for Area K. Including areas extending to the south and east which are not indicated on the above illustration.

**New Development**
This category includes subareas that are primarily vacant and/or completely undeveloped.

**Area C:** This area is currently under development and will be discussed in the following sections.

**Area F:** This area includes a single-family subdivision development. These homes are in good condition and should not be altered.

**Area I:** This area includes some relatively new development and no major changes are expected to occur. While access and parking issues should be addressed within Area I, due to its location and established layout, limited improvement options are available.

**Area L:** This area includes the Corridor that is currently experiencing high levels of new development and/or redevelopment. The area is currently under development and will be discussed in the following sections.

**Area G:** Recently, McDonald’s was completely gutted and renovated. In addition, a new commercial strip center is being constructed. In front of the new building, there are several commercial parcels, which are still available for development. While the self-storage facility is stable and not likely to change, the vacant parcel just to its east is in the early stages of new construction.
Transitional Mixed-Use
The area designated transitional mixed-use connects the East State Street commercial corridor to the Downtown/3rd Street area, just to the west. This area should maintain and use the existing structures, many of which are residential conversions. While the intensity of uses should not increase, a continued mix of residential and commercial uses should be encouraged. Allowable uses within the transitional mixed-use area include retail, commercial service, professional offices, and specialty retail.

Neighborhood/Corridor Commercial
Neighborhood/corridor commercial areas encompass the major redevelopment and/or currently under development locations. The uses within these areas should work towards strengthening the commercial nature of the Corridor and serving the surrounding neighborhood and community. These commercial areas may include retail, commercial service and office uses.

Kirk Road Commercial
The Kirk Road commercial area should support automobile-oriented commercial uses that also function as the eastern gateway into the East State Street Corridor and the City of Geneva. The uses around the intersection of Kirk Road and East State Street should generally include retail, commercial service, and limited office uses. The City should work with the county and state road way authorities in planning and permitting reasonable/functional access.

Residential
While residential uses are generally not appropriate along the East State Street frontage, a number of existing residential properties should remain within the Study Area. These residential uses provide a transition between the East State Street Corridor and the surrounding single-family neighborhoods. Any residential property with frontage on East State Street, should be incorporated into new, larger-scale commercial redevelopment projects over time. Within and surrounding the transitional mixed-use area, residential structures may be converted to various commercial uses. In this area, the structures should remain and should not be torn down for new development.

Light Industrial & Warehouse Distribution
Light industrial or warehouse uses are generally not compatible uses along the East State Street frontage. The existing Miner Enterprises property is stable and should not change. In addition, it may be appropriate to develop the southern portion of the southeast and southwest blocks at the intersection of Kirk Road and East State Street with light industrial, warehouse, office park, or other business centers. These sites are also not appropriate for commercial development as a result of difficulty in accessing the parcels from Kirk Road due to large grade changes as Kirk Road approaches East State Street.

Public, Institutional, & Educational
Public, institutional, and educational uses serve the surrounding residential neighborhoods and the surrounding region. While these uses should generally not front East State Street, they are appropriate within the Study Area. The existing uses are all stable and well maintained and should not change over time.

Open Space, Forest Preserve, & Parks
The two existing parks and/or open space land within the East State Street Corridor are well maintained and stable uses. These parcels should not change. No additional open space or park land is recommended for the Corridor.
Introduction
To further enhance the East State Street corridor’s image, appearance, and functionality, a more detailed analysis of the corridor’s visual attributes was conducted as a foundation for the preparation of an overall corridor design strategy and improvement recommendations. The purpose of this effort was to create guidelines to improve the corridor’s overall appearance, character, and function, primarily within the public areas along the corridor. These improvements will create a more pedestrian-friendly environment, reinforce neighborhood character and community-oriented retail along the corridor, enhance the corridor as the “Eastern Gateway” to the city, and promote an overall positive image of the Geneva community.

Topography and Alignment
Topography of the East State Street Corridor and its S-shaped alignment have strong impacts on the visual characteristics of the corridor, and affect drivers’ behavior. Figure 15 illustrates the physical/topographic characteristics of the corridor. In general, views along the corridor are more open toward the east end of the corridor and gradually become more confined as we move west, approaching downtown. The topography of the corridor allows panoramic views toward the west in two locations with the most significant being the view toward downtown and the Fox River, near Garfield Street.

Road speeds are higher in the eastern section of the corridor than in the western section, as drivers may perceive the open character of the area to be an extension of the rural character of the area to the east of Kirk Road. While driving west, the first cues that cause drivers to slow down are the narrowing of views and flattening of topography at the east bend of the street at the Longview Drive intersection. Similarly, road speeds increase as the corridor opens up while driving eastward. This effect has significant impacts on safety and on the overall pedestrian friendliness of the area, as it relates to the adjacent residential neighborhoods.

The west most curve also restricts views, affecting safe pedestrian crossing of State Street around Harries Street. The steepest slopes west of Garfield exceed 5% and therefore may limit pedestrian and wheelchair accessibility in this area. Refer to Fig. 15.

Visual Analysis
Drivers and residents retain a positive or negative experience as they travel through the corridor based on the mental accumulation of certain visual attributes. Physical attributes include:

Viewsheds
Immediate changes in image due to topography, buildings, vegetation etc.

Landmarks
Natural or manmade elements such as the Dairy Queen restaurant, the water tower, or the American Flag and pole at the gas station site at Bennett Street, which punctuate the landscape, support local character and assist in way finding.

Views
Whether they are wide and expansive or narrow views afforded by topography or narrow views contained by street trees, views along, in and out of the corridor are important in shaping perception.

Streetscape improvements
Improving visual elements, such as street furniture, paving and trees within the corridor help to create an identity and a sense of unity, linking one part of the community to others.

Character Areas
Are areas with identity distinct from their neighbors. These may be defined by architecture, vegetation, function or views. Five character zones were identified.

Extension of CBD
The influence of the downtown central business district (CBD) extends east across the Fox River. Specialty shops and restaurants are located in this area with partial panoramic views toward the river and contained views east.

Neighborhood Commercial Zone
This area is dominated by vehicular traffic and the right-of-way is very narrow, placing the sidewalk at or close to the curb. For this reason street trees are sparse.

Transitional/mixed-use Zone
This area directly links the corridor with the CBD area and the Fox River. Many of the buildings are historic, but many have been modified from their original, primarily residential use to a variety of business uses. Some residential areas remain in the area. The area has many positive attributes that could be built upon and applied to other zones, such as significant buildings, street trees, parks, continuous sidewalk, and commercial signage appropriate to the character of the area. Views are channeled by trees.

Commercial Zone
The general character of the area could be described as suburban. The built environment is dominated by corporate architecture with large frontage parking lots and multi-family residential developments. Within the zone views are generally open with panoramic views toward the west. Street trees are sparse. The right-of-way is very wide to the east but reduces to the west. Sidewalks are not continuous on either side of the street.

Access and linkage issues
Consistent safe pedestrian access along and across East State Street does not currently exist. Gaps occur in a linear sidewalk system along the corridor due to inadequate right-of-way, topography and lack of priority. Pedestrian crossings, possibly with traffic signals, need to be added at key intersections such as Harrison Street, East Side Drive, and Kirk Road. A pedestrian system should be complete including crosswalks and linkages back to adjacent residential neighborhoods.

Developing a Design Strategy
Developing a streetscape design for the East State Street Corridor that is responsive to the five character zones, while imparting a positive feeling on both travelers and residents, requires a strategy of improvements to be put forward. The strategy does not propose rigid design standards for each area. The strategy proposes a series of flexible standards and requirements that can be applied to throughout the corridor to public areas as well as to property frontages of new development and existing sites.
Figures 16 & 17: EAST STATE STREET: VISUAL INVENTORY AND ANALYSIS

Legend
- Views
- Landmarks
- Potential Landmark
- Views to Landmarks
- Panoramic views
- Areas with open views
- Areas with semi-open views
- Areas with contained views
- No sidewalk
- Areas of trees/woodland
- Narrow Right-of-Way
- Areas of High Visual Quality
- Focal Areas
- Safety/Right of Way Issues
- Crossing Points
- Traffic Issues

Downtown character extends across River
High acts as a landmark
Variable width of right-of-way, lack of parking lot buffer
Many wide driveways interrupt sidewalk
Local shopping area at E. State Street/North Road

Figure 16: Visual Analysis and Character Zones
- Many wide driveways interrupt sidewalk
- Residential area-wide parkways, street trees
- Commercial Area: Corporate architecture, few street trees
- Wide road corridor with no continuous sidewalk
- Wide intersections with no pedestrian crossing

Figure 17: Linkage and Circulation
- Significant N-S link
- Potential thresholds
- Bike and pedestrian crossing issues
- Narrow right-of-way and access issues
- Pedestrian access issues
Section 6: EAST STATE STREET - DESIGN STRATEGY

Overview
The use of street furniture such as special lights, street trees, trash receptacles, kiosks, paving and benches throughout the corridor can help to create an identity and can link one part of the community to another. Such elements can also be used to create a sense of place for the corridor and the mature residential neighborhoods to the north and south which is more distinct, helping to highlight the uniqueness of certain parts of the community.

The figures on these pages illustrate the recommended design strategy for the East State Street Corridor.

Design Objectives
The visual inventory and analysis formed the following objectives for the East State Street Corridor:
- Improve traffic and pedestrian safety
- Improve access and traffic flow
- Improve economic vitality of existing areas in corridor
- Increase community inter-connectivity
- Build on existing character to create a unique sense-of-place compatible with abutting residential neighborhoods and the downtown improvements
- Respond to localized character to build neighborhood identity
- Improve the appearance of natural and built elements along the corridor using techniques of landscape design
- Preserve historic sites and areas

Design Approach
The design approach taken for the East State Street Corridor functions on two levels one applyng to the entire corridor and providing a sense of unity; and the other applying to more localized character. The design of all improvements will be influenced by various themes and elements in the City of Geneva, as shown in Figure 6.6.

Corridor-wide improvements
Create a palette of construction materials and design treatments that are consistently applied throughout the corridor. Design elements may include:
- Street lighting, benches and other streetscape furnishings.
- Unlined signage system: Street names, directional signage, city identification, graphics and banners.
- Pedestrian paving.
- Street trees and other special landscape plant materials: Standard palette of acceptable species.
- Unique bus shelters.

Final selection of materials will be based upon compatibility with the CBD and will bring unity and sense-of-place to the entire East State Street corridor.

Character area improvements
Sub-palettes of materials responsive to character of areas along the corridor have been identified. How heavily these materials are to be used is also noted. These materials will include elements that vary from zone to zone, building on characteristics that make the East State Street corridor unique. Typical elements are listed below. The table on this page illustrates which elements would be used in each character zone, and which would be used throughout the corridor. Figure 18 describes the locations and typical features of each zone.

- Paving: A palette of 3 types of treatments suited to use and character of each zone, compatible with downtown improvements.
- Crosswalk paving treatments.
- Pedestrian-scale ornamental lighting, used in neighborhood centers and high pedestrian use areas.
- Trash receptacles: High pedestrian traffic areas.
- Benches: High pedestrian traffic areas.
- Frontage landscape: Commercial land uses, as space permits.
- Meandering sidewalks: Suburban character areas only, dependent on available space.
- Brick and brick-edged sidewalks at selected locations and in high pedestrian use areas.
- Bollards and Railings: High traffic areas where the narrow Right-of-Way cannot be expanded and safety of pedestrians is required.
- Use of landscaped medians where possible, particularly at the east entrance of the corridor.
- Add pedestrian crossings and improve signals where possible. For example, Harrison Street is a popular crossing point and a school crossing zone; East Side Drive has traffic control issues and no pedestrian crossings exist crossing Kirk Road. Other areas could benefit from accessibility improvements to crosswalks and ramps.

Neighborhood Center Streetscape Treatment
Incorporate high-profile improvements based on the CBD standard but adapted to suit the more contemporary environment of the East State Street Corridor. This will include heavy use of pedestrian oriented improvements, such as street furniture, ornamental lighting, detailed paving, and frontage planting. The current mixed visual appearance of the area will also benefit from development of commercial signage standards.

Historic Area Streetscape Treatment
The more sensitive nature of this transitional use area demands design restraint to ensure a streetscape environment responsive to the historical character of its buildings. Treatments for this area will focus on historically appropriate paving improvements and the establishment of commercial signage standards.

Suburban Area Streetscape Treatments
Improvements to the streetscape should emphasize improving the function and safety of the area. This may include providing additional sidewalks medians and other road safety improvements, but minimal use of street furniture and decorative paving types.

Developing the Design Strategy
Beyond the Comprehensive Plan
The recommendations of this stage of the planning process will form the basis of a stand-alone document that focuses solely on the East State Street Corridor streetscape improvements. The document will incorporate a design standards guide recommending materials and treatments for the East State Street corridor, supporting a corridor-wide conceptual plan at a higher level of detail. To demonstrate the potential implementation of the recommendations described above, more detailed designs will be prepared for these site-specific prototype areas selected to demonstrate one of the three levels of design approach: (historic area, neighborhood center/CBD, suburban area). Each prototype design will show character elements and materials that might be applied to these areas.

<table>
<thead>
<tr>
<th>Improvement</th>
<th>CBD Extension</th>
<th>Historic Area</th>
<th>Neighborhood Centers</th>
<th>Suburban Area</th>
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Figure 18: EAST STATE STREET - DESIGN STRATEGY

Design Influences
Various aspects of Geneva are reflective of the community’s overall character and will influence the design and improvement recommendations for the East State Street Corridor.

These may be materials used for paving and other public improvements, thematic elements incorporated into the design of signage, landmarks, graphics or architectural elements, or significant features in the landscape that should be preserved, protected or built upon.

Legend
- Historic architecture and building materials
- The Fox River and mill race
- The open views over the river toward downtown.
- Landmarks and icons

Areas with high-level CBD or neighborhood center streetscape improvements
Areas with streetscape improvements sensitive to historic character
Areas with low-key functional streetscape improvements
Prototype design target areas (see Fig 6.6)
Significant crossing points with improved pedestrian crossing facilities
Landmarks
“Threshold” areas marking the boundaries of the neighborhood center area
Sidewalk/Right-of-Way improvements

Geneva Comprehensive Plan
Prepared by Trilby, Pettigrew, Allen & Payne, Inc. and Land Design Collaborative, Inc.
Parking
Parked throughout the Corridor should be consolidated and shared by adjacent uses, wherever possible. This is especially encouraged in the transitional mixed-use area, where consolidated parking to the rear of structures allows for the removal of at least seven curb cuts. Parking adjacent to East State Street should be minimized through the placement of parking areas to the rear of structures. When this is not possible, parking areas adjacent to the street should be landscaped and screened to enhance the aesthetic image of the Corridor.

Site Access
Access points along East State Street should be minimized. Both the north and south sides of East State, from Longview Drive and Ridge Lane to the western edge of the Study Area, are within the Access Control Zone. When any new and/or redevelopment occurs in this area, curb cuts off of East State Street should be minimized. Ideally, there should be no more than two curb cuts per block, and access from side streets should be encouraged wherever possible. In addition, it may be possible to remove a number of curb cuts, without any redevelopment. Through the consolidation of parking and improved side street access, the consistent street curb along East State Street can be restored.

Street Extensions/New Streets
There are three proposed street extensions and/or new street construction locations within the East State Street Corridor.

Harrison Street
Consideration should be given to extending Harrison Street northward to intersect with East State Street. This extension could provide smoother connections between the Corridor and the residential areas to the south. Any extension should be sensitive to Sandholm Woods Park.

Whitfield Drive
Whitfield Drive should extend south, across East State Street, to provide access to the undeveloped commercial parcel at the southwest corner of East State Street and Kirk Road. This new street would provide interior access to the commercial parcel and would eliminate the need for additional curb cuts along either Kirk Road or East State Street.

Sidewalks
Due to the number of surrounding residential neighborhoods, the level of traffic along East State Street, and the current lack of pedestrian amenities, sidewalks are encouraged in all portions of the Corridor. Existing sidewalks should be improved and safely buffered from East State Street. In addition, new sidewalks should be constructed with any new development and should connect along side streets to residential areas. At a minimum, a continuous sidewalk should run along at least one side of East State Street through the entire Study Area.

Detailed Redevelopment Areas
Due to the probability of major redevelopment scenarios for these areas, proposed access and parking locations are not outlined in this exhibit. It is critical to limit the number of curb cuts within these areas and encourage shared parking between uses. Due to the shallow lot depth of a number of these parcels, it may be necessary to consolidate a number of lots and provide shared parking areas parallel to East State Street. All of these parking areas should be well-screened, through the use of creative landscaping, from the street.

Figure 15: EAST STATE STREET - TRAFFIC & PARKING PLAN
Introduction
The Design & Development Guidelines present basic principles for improving the overall appearance and character of the East State Street Corridor in the City of Geneva, Illinois. The guidelines focus on promoting high quality improvements and developments that will complement the surrounding residential areas and enhance the overall character of the East State Street business district.

In addition to establishing principles and standards for improvement and development, the Design and Development Guidelines incorporate photographs of completed projects in the surrounding region to illustrate the type, quality, and character of new building and site development that the City desires along the East State Street Corridor.

The purposes of the Design & Development Guidelines are to: a) promote high-quality and compatible new commercial and mixed-use development; b) improve the appearance of existing buildings and the public rights-of-way; c) promote more design compatibility among buildings and groups of buildings; and d) establish a distinctive visual image and character for the East State Street Corridor as a “gateway” to Downtown Geneva.

While the Design & Development Guidelines focus on new development, they also address the improvement of existing sites and buildings.

The Design & Development Guidelines do not attempt to “make all the buildings look the same.” They are not intended to restrict creativity or limit design solutions, but to improve and enhance the overall scale, quality and character of the East State Street business district.

It should be emphasized that the Design and Development Guidelines are for overall guidance only. Each individual project will be reviewed by the City on a case-by-case basis, and will be subject to the appropriate City codes and ordinances.

Background
Geneva’s “Eastern Gateway” has been the focus of ongoing planning efforts over the past several years. The area contains several vacant and underutilized properties and generally lacks the high-quality appearance and character that is representative of the City of Geneva as a whole. A Tax Increment Finance (TIF) district has been established for a large portion of the East State Street Corridor. The TIF district is a tool which is used by the City to provide incentives and public investments to stimulate and assist new economic development in the area.

With the TIF district in place, private developer interest has increased with regard to the East State Street Corridor. As a “next step,” the Design and Development Guidelines are intended to assist the City in working with private developers to guide the redevelopment and improvement of properties along the corridor, consistent with the desired character and appearance of the overall Geneva community.

The original impetus behind the preparation of the Design & Development Guidelines was the need to provide specific direction to the planning and redevelopment of properties located at the northwest corner of East Side Drive and East State Street. However, based on a design workshop held with local residents and business persons, it was decided that the Guidelines should be more broadly applied and should encompass additional properties along the East State Street Corridor.
Design & Development Guidelines

Building Scale and Design

New development should maintain a “traditional” scale and charm and should provide a unique character for the East State Street Corridor.

- New commercial buildings should be primarily one-story in height and should complement the scale and character of adjacent residential neighborhoods. Where feasible, two-story buildings are also considered to be compatible.
- Tall architectural elements, such as a clock tower, spire or light well, may be appropriate as design “highlights” at key locations along the corridor.
- Distinguishing exterior building design features, ornamentation and detailing should be encouraged, such as decorative cornices, pilasters, columns, reliefs, medallions, dormers, eave breaks, etc.
- Covered walkways and colonnades should be encouraged along the fronts of the buildings to create a “pedestrian friendly” orientation.
- Architectural details should be visible from the street. Buildings should not be setback so far as to diminish the aesthetic impact of the building on passing pedestrians and motorists. Buildings should be attractive at both a pedestrian and vehicular scale.
- Buildings can have either a pitched or flat roof, but rooflines must complement the overall design and architecture of the building. Pitched roofs are more representative of the traditional character of buildings in Geneva generally and in nearby residential neighborhoods.
- Rooftop-mounted equipment and vents should be screened from views along all sides of a building. Rooftop screening should be incorporated into the overall design of the building and be an integral part of its architecture. Roof pitches should be within the range of 6:12 to 12:12.
- Mansard roofs are inappropriate and should be avoided.
- Dumpster enclosures should be of masonry construction and should complement overall building design. Dumpster enclosures should be well landscaped, attached to the building where feasible and located at the rear or sides of buildings.

Building Materials

The use of appropriate building materials is a key to compatible new development and rehabilitation of existing structures.

- Traditional exterior finish building materials such as brick, shingles, limestone and wood clapboard siding should be encouraged.
- High quality materials and design features should be used on all sides of the building, providing an attractive “360-degree” appearance.
- The use of non-traditional materials should be limited; if used, these materials must be compatible with the traditional materials that are representative of the desired character of the area.
- The use of Dry-vit (or EIFS), vinyl and aluminum siding, plastic panels and similar exterior surface materials should be avoided.
- Damaged and deteriorated exterior building materials should be promptly repaired or replaced.

Site Lighting

Site lighting helps promote safe and secure parking and pedestrian areas, and it can also serve to enhance the appearance of a property.

- Parking lot lighting should be pedestrian-scaled (12'-16’); tall light standards (25’-40’) should be avoided.
- Light poles and light fixtures with an historic or traditional design should be used for all parking lots, walkways and pedestrian areas.
- Bollard lighting can be appropriate as accent lighting and could be used in pedestrian seating areas and to highlight pedestrian walkways and crossings in parking lots.
- Diffused, soft white light should be encouraged; metal halide lighting should be avoided.
Building Lighting
The lighting of a building's facade has the dual purpose of advertising a business and discouraging crime.
- Front and rear building entries should be adequately lit for overall security and visibility.
- Most exterior lighting sources should be concealed to provide indirect illumination. Where concealment is not practical, light fixtures should be compatible with building architecture.
- Incandescent lighting creates a warm atmosphere and should be encouraged; fluorescent lighting and metal halide lighting should be discouraged.
- Exterior "spotlighting" may be used to illuminate important signs or "accent" prominent building details.

Signs
Signs are among the most important features of a commercial development. Signs communicate the nature of a business and its products or services. Signs also influence the overall image and character of a commercial area. In general, signs should be simple, relatively small, and complementary to the building architecture.
- The size of signs should complement overall facade proportions, and should not distort the scale of a building.
- The design and color of signs should complement the architectural style of the building.
- Signs consisting of individual project ed letters mounted flat on the building face are encouraged.
- When a building contains multiple storefronts, signage for all businesses should be consistent in design, color (preferably white) and placement.
- Exterior signs should be limited to business identification and description; product-advertising signs are discouraged.
- Wall-mounted signs should be designed as integrated components of the building facade, and should not cover important architectural details.
- Internal illumination is preferred for building-mounted signs. In general, letters should be of a light color (preferably white) and illuminated with a white light source.
- Externally illuminated natural metal wall signs may also be acceptable, if they are compatible with other architectural components.
- Rooftop signs are inappropriate and are prohibited.
- Unused sign supports, hardware and electrical conduits should be removed and building surfaces repaired and restored.

- Attractive, low-profile monument signs should be encouraged, but should be limited to one per building.
- Monument signs should be attractively landscaped and constructed of traditional building materials similar to the primary building on site.
- The letters of a monument sign should be internally illuminated with a white light source. External illumination may be appropriate for a natural metal or "engraved" stone monument sign.
- Pylon signs should be avoided. Billboards and other "off-premises" signs should be severely restricted or prohibited.

Parking Areas
Adequate parking is essential within the commercial area. Off-street parking lots should be designed and located so that they are safe, attractive and efficient.
- Parking areas adjacent to streets should be no more 60 feet in depth. This depth is sufficient to accommodate a single driving aisle with 90° parking on both sides. Additional parking areas can be provided either behind buildings or behind the front building line.
- The number of curb cuts along East State Street should be minimized and cross access between adjacent parking lots should be encouraged. Where possible, parking areas should be accessible from cross streets.
- On-street parking should not be permitted along the East State Street corridor or the commercial frontages on side streets. On-street parking should only be permitted for residential traffic in the adjacent neighborhoods.
- All parking areas should be paved, striped and have surfaces in good condition.

11 and 12 - Indirect lighting can eliminate glare and add to the visual impact of a building.
13 - Low-profile monument signs effectively advertise a business location, but do not visually dominate the site.
14 - The careful location of building signage complements the design details of building facades.
15 - Sign consisting of individual-projected letters mounted flat on the building face.
Site Landscaping

Commercial properties should be landscaped in a manner that screens parking, enhances building visibility, and creates an attractive pedestrian environment. All landscaping must be maintained in a healthy and attractive condition. Internal irrigation systems are preferred.

- Perimeter landscape setbacks at least five feet in width should be provided along the edges of parking lots that border public sidewalks. Perimeter landscape plantings should include a continuous hedge (3 to 4 feet in height) accentuated by trees and ground cover.
- Where site size or configuration does not allow for the minimum five-foot perimeter landscaping, vertical landscaping elements should be employed to provide an effective screen between parking lots and the public right-of-way.
- Decorative wrought iron fencing (3 to 4 feet in height) in conjunction with landscaping is also appropriate along the edges of parking lots that border public sidewalks.
- Areas adjacent to entrances, monument signs and other site features should be considered for seasonal flowers or colorful groundcover.
- Parking lot landscaping should include “landscape islands” at a ratio of approximately one per six to ten parking spaces. Landscape islands should consist of canopy trees (3 to 4 inches in caliper), attractive groundcover, and/or decorative bushes (2 to 3 feet in height).
- Evergreens, berming, and other “vertical” landscaping elements should be used to screen commercial activity from adjacent residential properties. Masonry walls may be considered as a screening device where landscaping alone is incapable of providing an effective screen.
- Planters and landscaped areas should be encouraged adjacent to commercial buildings. Foundation landscaping should consist of trees, shrubs, and seasonal flower beds.
- Walkways should be adjacent to commercial buildings and separated from parking lots and driving aisles by raised landscape beds. Carriage walks should extend along the parking lot and driving aisle side of the landscape beds.

Parkway Landscaping

A continuous landscaped area should be provided between the sidewalk and the curb along the full length of the East State Street corridor where possible. The landscaped area should create an attractive “parkway” effect along the street.
- Parkway landscaping should consist of grass and appropriately spaced, salt-tolerant street trees.
- In areas where the right-of-way is insufficient to accommodate a sidewalk separated from the street by a parkway, the City should consider widening the right-of-way or work with adjacent property owners to provide the sidewalk and parkway on private property in return for other considerations.

Other Pedestrian Amenities

It is important that new development have a “pedestrian orientation” and offer a safe and attractive environment for cyclists and pedestrians.

- Amenities such as benches, bike racks, drinking fountains, trash receptacles, pedestrian-scale lighting, and special paving treatments are encouraged as integral parts of overall site design.
- New development should provide well-defined, safe and attractive pedestrian access that connects public sidewalks to the inner areas of the development.
- Outdoor seating areas, such as those provided by restaurants, should be well landscaped and incorporated into the overall site design. Outdoor seating areas should be set back and screened from parking areas and driving aisles.

Land Use

The East State Street Corridor should be revitalized as a distinctive new commercial environment that establishes a unique and high quality identity and character for the area. Along with redevelopment, the adaptive reuse and preservation of selected existing buildings, particularly those with architectural or historic interest, should be encouraged. Uses that provide day-to-day goods and services for residents of nearby neighborhoods and the community as a whole are encouraged, as well as uses that would attract customers and visitors from beyond Geneva’s corporate limits.

While a variety of uses can be accommodated, several have been identified as desirable by east-side residents:

- Specialty grocery store;
- Pharmacy;
- Restaurants and deli/coffeeshops;
- Specialty retail;
- Professional offices;
- Personal service uses; and
- Public uses such as a fire station and/or post office.