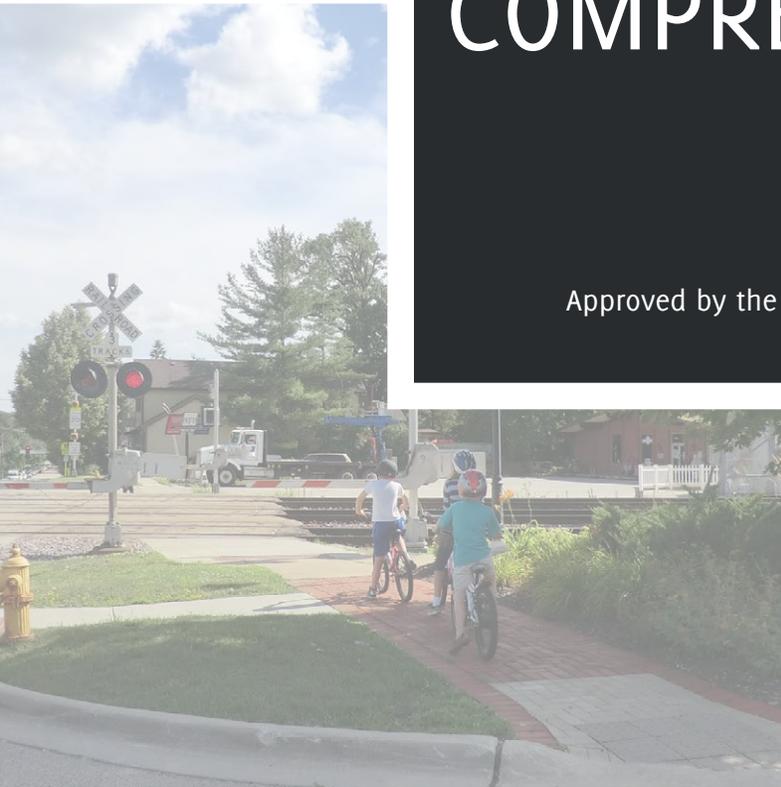


WINFIELD COMPREHENSIVE PLAN

2014

Approved by the Village Board on MAY 1ST, 2014



PREPARED BY
TESKA ASSOCIATES INC. & REMPE-SHARPE AND ASSOCIATES INC.

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	Identifies strategies and goals for 5 main sections: 1. Future Land Use, 2. Transportation, 3. Community Facilities, 4. Economic Development, and 5. Housing & Community Character.			Host to supplementary documents utilized in the process of updating the Winfield Comprehensive Plan, including the Community Assessment.	

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Introduction

Chapter Contents: Purpose, overview, and summary of key findings.

Background

Winfield has maintained a strong tradition and support for planning of the past 40+ years with the adoption of the first Comprehensive Plan, The “1978 General Development Plan,” prepared by the DuPage County Development Department. This Plan outlined a vision for the Village to 1990. In 1994 the Village adopted an update to the 1978 Plan, the current “General Development Plan,” in response to significant changes in the Village, including the extension of municipal boundaries from annexation, as well as new residential and commercial development within the Village. Winfield continued to experience growth because of its location, unique character, access to commuter rail, and quality public facilities and programs offered by the Village and local taxing districts.

Recognizing the need to address pressures for new growth and development in the Village and outlying areas, leaders of Winfield through public strategic planning sessions held in the winter of 2000, evaluated the needs of the Village and established future goals. Of the goals identified, updating the 1994 Comprehensive Plan was ranked #1 out of 10 goals. In response, the Village Board adopted the “General Development Plan Update” – May 2001.

Overview & Purpose of Planning Process

Now twelve years later the Village is once again seeking to revisit and establish a new vision of the Village, one that is both reflective of and response to many changes, both locally and nationally, that affective the long term viability of Winfield. Over the years the Village has made significant strides to improve its Downtown, Riverwalk and commercial areas. During this time the Village also experienced significant residential growth. To address these changes and other issues facing the Village, the Village secured a federal grant (IKE) from the Illinois Department of Commerce and Economic Opportunity (DCEO). The Comprehensive Plan will provide an analysis of development opportunities, market economics, flooding conditions, architectural and landscape design guidelines, and improvements to existing open spaces and trail systems.

By planning together, a vision for the community's future emerges, based on a process by which the citizens of Winfield identify and pursue common goals



Assisted by the DCEO grant to address area-wide flooding issues, the Village has initiated a process to update the Comprehensive Plan by engaging residents, businesses, and property owners in reevaluating proposed land uses, preparing specific plans for Key Development Areas (KDAs), many previously addressed in the 1994 Plan, as well as new growth areas. The Comprehensive Process involves extensive public input through surveys, an interactive project website (Winfield2013.com), community workshops, open houses, and interviews with community stakeholders. These outreach efforts will enable the community to actively contribute to the planning process, and to provide valuable ideas and feedback needed to guide the plan to ensure that it will meet with the community's long term vision and values.

Why Plan?

There is a recurring recognition in judicial decisions that land use regulations must link to and implement well-considered goals and objectives for the future development and growth of a community. This process of forethought about future use and development of land and provision of public services in a community is referred to as comprehensive planning in Illinois State Statutes. Without it there can be no rational allocation of land uses and resources, and local government would have no guidance for the growth and development of the community.

Similarly, residents and landowners in the community would have no assurance that ad hoc decisions with respect to their land, or their neighbor's land, would not materially alter the character of an area and impair the value and use of land. Thus, land use decisions should follow a rational and deliberate consideration of the goals and objectives of the community.

The current Comprehensive Plan provided guidance for decisions on growth and change in the community over the last 10+ years. With this 2014 Comprehensive Plan Update, the Village of Winfield will articulate its goals, objectives and plans for the next stage in its growth, recognizing that planning must be an ongoing process. The Comprehensive Plan provides Village officials a set of policies and principles to be implemented through municipal regulations and through the development approval process.



Introduction

Community Engagement

This update to the Village of Winfield’s Comprehensive Plan involved broad community input encompassing a variety of engagement opportunities, including a community survey completed by community members and residents of unincorporated areas within Winfield planning area, interviews of 38 key community stakeholders, two public forums that offer opportunities to provide direct input into the Plan vision, two open houses to review draft plans, a public hearing, and the ongoing guidance by the Village’s Comprehensive Plan Steering Committee.

As a result of this broad public engagement the Village has refined and updated its vision and goals for the future. The ‘word cloud’ illustrations below provide a graphic illustration of the major development issues and themes as expressed by the community. The relative size of the words and phrases reflect the importance of the various issues based on the frequency of that issue being mentioned by the community (See ‘Appendix A - 2. Engagement Summary’ for an expanded summary of community comments).

Figure 1.1: Major Development Issues & Themes
As identified by residents’ survey responses.

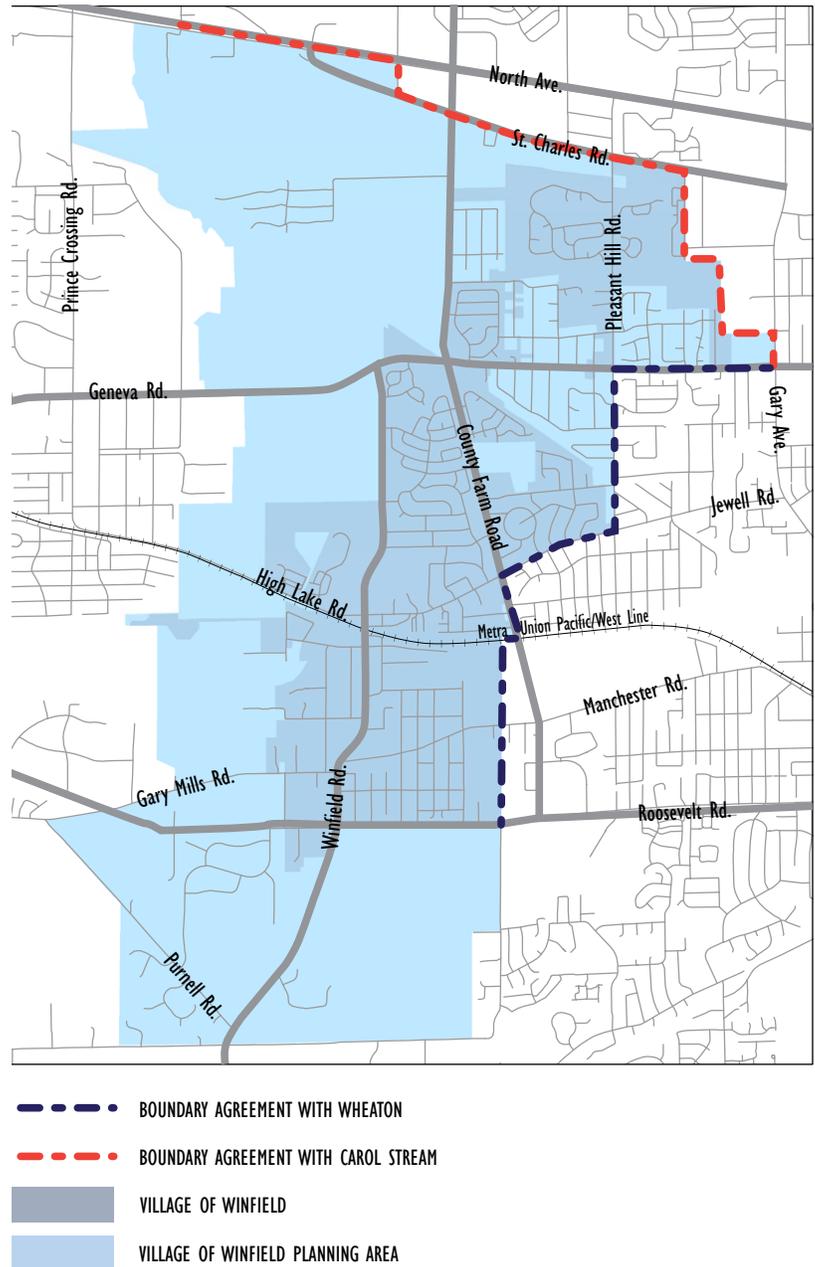


Planning Area

The Illinois State Statutes empower municipalities to plan future land uses within a one and one-half mile radius outside their actual municipal boundaries, known as the planning jurisdiction. This planning area allows a municipality to identify desired future land uses, review plans for unincorporated areas, and preserve public sites and open space corridors. As is the case for many communities, Winfield's planning area overlaps with neighboring municipalities. In such instances, communities will often enter into border agreements which establish jurisdictional boundary lines that both municipalities agree not to plan or annex beyond. For the purposes of this Plan, the Village of Winfield's planning area encompasses all territory within the Village's corporate limits including certain unincorporated areas of DuPage County located at the 1.5 mile periphery of the Village. Jurisdiction over unincorporated areas at the Village's periphery is subject to intergovernmental agreements with adjacent municipalities. Several areas within the Village of Winfield are noted due to their special significance to the Village, referred to as KDAs and will be given special attention in this update to the Comprehensive Plan (See Appendix A4.2 for location of KDAs). These critical areas will receive particular attention for development strategies, policy recommendations and design guidelines.

Location: Located in west-central DuPage County, Winfield is will served by regional roadways, interstate highways, and commuter rail service. The Village of Winfield is located about 40 miles west of the downtown Chicago, and 25 miles southwest of O'Hare International Airport. Nearby interstate highways link Winfield with the rest of the metropolitan regional, including I-88 and I-290/355 via Winfield Road and Roosevelt Road and North Avenue. The Village is bounded by Carol Stream to the north, Wheaton to the east, West Chicago and forest preserves to the west, and unincorporated areas and forest preserves to the south in DuPage County.

Figure 1.2: Planning Area Map



Data Source- DuPage County GIS database, June 2013, Village of Winfield
 Prepared by Teska

Introduction

Summary of Key Findings/Planning Issues

- Due to limited resources, coupled with growing expectations for public services and capital improvements, the Village must carefully consider possible changes in land use which will both preserve the character of the Village and yet provide funds for public services.
- Village's Planning Jurisdiction - The boundaries of the planning jurisdiction do not differ significantly from the 2001 Plan, except for those areas at the Village's western boundary where modest expansion is proposed to include existing commercial areas at the corner of Gary's Mill and Roosevelt Road. To date, no boundary agreements have been formalized with the cities of West Chicago, or Warrenville. The Village has participated in preliminary meetings with West Chicago and Warrenville regarding border agreements with both municipalities.
- The Winfield planning area (as defined in Figure 1.1) represents the limits of Winfield's growth and jurisdictional authority deemed necessary to maintain the character and economic health of the Village. This planning area was determined through existing and proposed boundary agreements, discussion with Village officials, and consideration of other planning functions. It will be used as a basis for land use, population and other planning recommendations, including future negotiations with neighboring communities over ultimate municipal boundaries.
- The preservation and enhancement of the existing community character in Winfield is the major determinant in the acceptance of new land uses into the Village. This character is typified by the high quality residential living environment, the abundance of, and proximity to, open space opportunities, and the combined rural-urban setting. Future land use proposals must be compatible with, and serve to enhance this residential character.

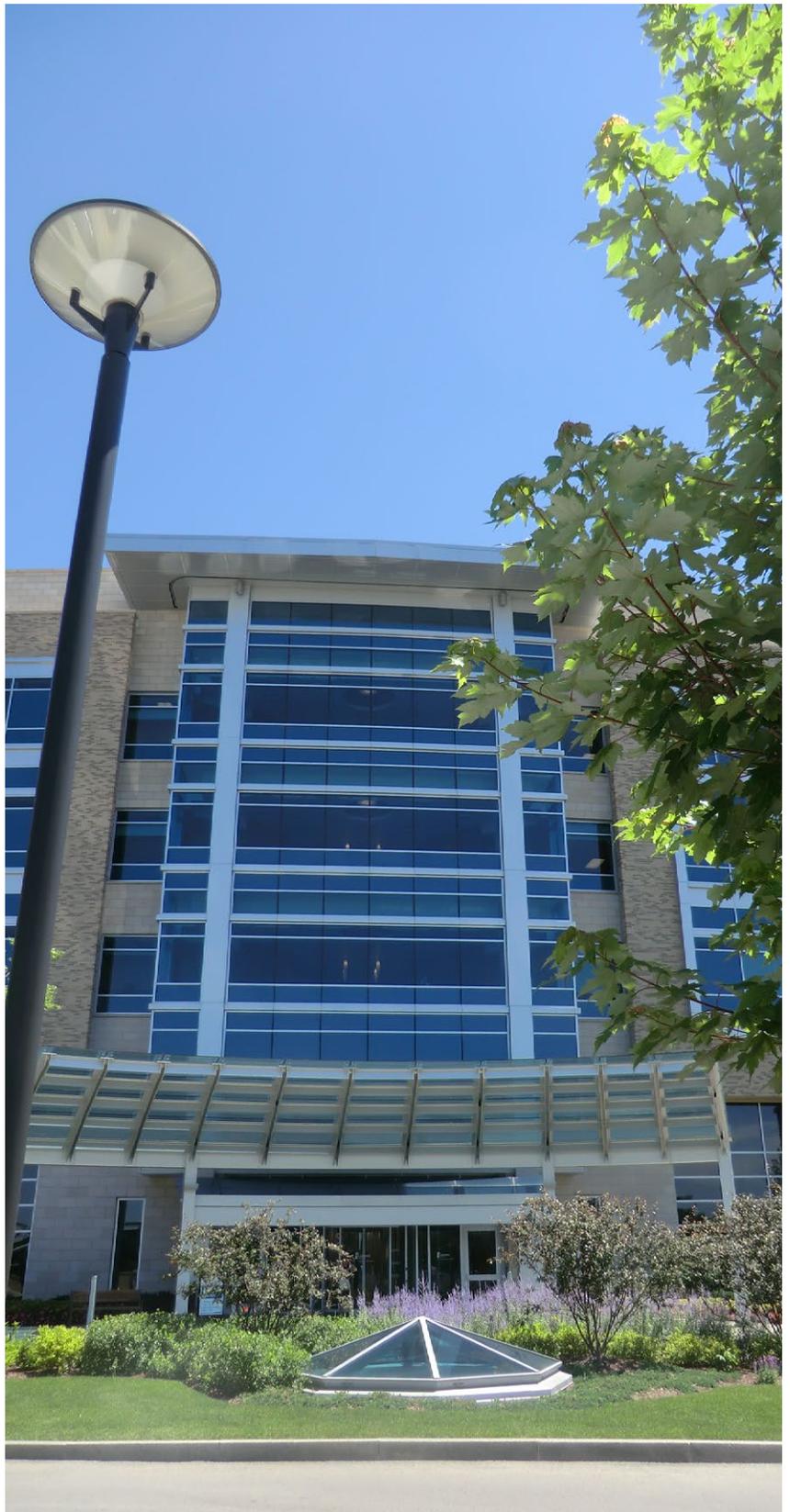
Figure 1.3: Regional Location Map



Data Source- Google Maps, 2013; Map prepared by Teska

Introduction

- The future of Winfield's Town Center is inextricably tied to the future of Central DuPage Hospital, as is the Hospital's future also tied to the future of the Town Center. The Hospital and Village will benefit from continued and expanded cooperation and joint planning efforts to address both Village and Hospital growth needs.
- Winfield Creek and the West Branch of the DuPage River both travel through the Village of Winfield. With these two waterways comes the flood plain and associated flooding. Since both of these waterways travel through many communities a solution needs to be a regional effort.
- Economic development opportunities exist, as the population and income data for Winfield and the trade area reflect an attractive demographic for business in terms of income, home ownership, and household types (families).
- A number of activity centers in and around Winfield raise the profile of the community and attract potential customers. The most significant of these are CDH / Cadence Heath and Cantigny.
- Community facilities like police and fire station facilities that have well served Winfield residents are under stress, requiring new funding sources to address limited capacity for future growth or improvements and aging facilities. The inability of other taxing districts to provide enhanced services could affect the quality-of-life enjoyed by residents.



Central DuPage Hospital

Community Development Policies

Chapter Contents: Vision & Goals, General Policy Plan, Urban Design Guidelines, and Sustainability.

State statutes distinguish a comprehensive plan from a community's regulatory controls (e.g. zoning and subdivision ordinances) by stipulating that "... it is an advisory document reflecting the policy of the community toward its long range development and by itself cannot be construed to regulate or control the use of private property, except as such part may be implemented by ordinances enacted by the community."

The comprehensive plan is therefore a policy document, an expression of Winfield's desires, aspirations, and goals, and should be used with the Village's zoning and subdivision and other land development ordinances to direct future development of Winfield.

The Community Development Policies chapter presents Winfield's vision and related policy statements that have guided the preparation of the Comprehensive Plan. The policy formation process entailed gathering input from the public at-large to build a more detailed overview of how the community envisions itself in the future, which information was used in drafting a vision statement and formulating goals and objectives.

Taken in whole, the following four elements of this Chapter will be used as the guiding principles for the recommendations of the Comprehensive Plan.



A. Community Vision and Goals



B. General Policy Plan



C. Urban Design Guidelines



D. Sustainability

The two pages that follow provide a brief overview of each of these elements. An in-depth analysis of each of these sections, with the exception of Sustainability, follows. The element of sustainability is integrated throughout this Chapter and Chapter 3 Plan Elements.

The Comprehensive Plan is a policy document, an expression of Winfield's desires, aspirations, and goals, and should be used with the Village's zoning and subdivision and other land development ordinances to direct future development of Winfield.



Winfield Public Forum



A. COMMUNITY VISION & GOALS

The Community Vision Statement is an overall ideal of the community's future that sets the tone for all planning activities. It is a brief summation of the type of community the Village aspires to be in the future, providing guidance to current and future community planning efforts as well as creating a definitive aspiration at which the community's goals are collectively aimed. The Vision Statement was carefully crafted and was derived from consensus-building activities and the outcome of the stakeholder interviews, visioning workshops, surveys, community assessment, and public forums.

The goals and objectives of the Comprehensive Plan are directly linked to the vision statement in order to provide a unified course of action that is the backbone of the recommendations of the Comprehensive Plan. Therefore, each individual component within the Vision Statement is supported by a set of goals and objectives contained in each subsequent Plan Element. Goal and objective statements provide the policy framework upon which all community planning decisions, both now and in the future, must be supported.

Specific objectives or actions that further explain how the goals will be achieved are provided in each subsequent Plan Elements Section (Land Use, Transportation, Housing, Community Facilities, Utilities, Infrastructure and Economic Development).



B. GENERAL POLICY PLAN

Developing a vision for Winfield's long term growth is influenced by many factors, most of which the Village has no direct control. These factors include the primary roadway and railroad system, retail concentrations of various types (neighborhood, downtown, community, and regional centers), and regional open spaces and trail systems. The purpose of the General Policy Plan is to define a local planning framework - to illustrate the basic planning and development principles that form the organizational structure for growth and development in Winfield in the past and going forward.

What is the difference between a goal and an objective?

A "goal" is the stated ends which support a common vision (in this case, the Community Vision Statement). An "objective" is a specific target aimed at achieving the goal. In other words, a goal is a desired ideal condition (example: run a marathon) while an objective are more precise situations or actions that are designed to achieve the goal (example: establish and sustain a progressive daily running and training schedule).

What is the purpose of the General Policy Plan?

The purpose of the General Policy Plan is to define a local planning framework - to illustrate the basic planning and development principles that form the organizational structure for growth and development in Winfield in the past and going forward.

Community Development Policies



C. URBAN DESIGN GUIDELINES

Urban Design Guidelines were formulated from the results of the Image Preference Survey at the second public forum. These statements are intended to express the desired physical attributes of Winfield's build environment. The Urban Design Guidelines that follow are generalized consensus statements grouped according to urban design issues. These statements will be used by the Village in the formulation of a more detailed set of design guidelines or standards that may be integrated into the Zoning Code or Village appearance review process when evaluating new development proposals

How will the Urban Design Guidelines be used?

The Urban Design Guidelines will be use by the Village to create a more detailed set of standards that can be integrated into the Village Zoning Code or Appearance Review process when evaluating development proposals to help ensure attractive community character is preserved, maintained, and furthered in the future.



D. SUSTAINABILITY

Green Development and Conservation Policies. True environmental protection and conservation begins at the local level. By creating this Plan, the Village of Winfield not only acknowledges the value, but also their role and responsibility in the protection of the environment through advocacy of sustainable design practices and conservation programs. This Plan envisions Winfield as a vibrant and engaging place to work and live, where environmental and ecological resource protection, and sustainability are a draw to residents and visitors alike. The incorporation of goals and objectives aimed at promoting sustainable and 'green' practices are intended to provide the foundation for a comprehensive community program that promotes reuse of existing resources, flood mitigation to minimize the cost and hazards to private properties and businesses, supporting redevelopment, providing efficient alternative transportation options, encouraging efficient and environmental friendly development forms and neighborhood patterns, and improving environmental conditions by reducing energy consumption.

There are many benefits to the Village to promote the implementation of policies, tools and programs advocating sustainable 'green' solutions. Some of the most significant are:

- Opportunity to become a regional model of a sustainable community;
- Increased value, marketability, and economic growth possibilities;
- Reduction in public and private energy consumption and utility costs;
- Reduction of environmentally associated health risks;
- Increase in worker productivity and student performance; and
- An improved overall environmental performance.

Sustainability Defined: "Meet the present needs without compromising the ability of future generations to meet their needs."

- World Commission on Environment and Development (1987)

A. Community Vision & Goals

The vision for the Winfield Comprehensive Plan is a forward-looking statement that encompasses the broad array of community planning elements that define the core principles used to guide the future of the Village. These elements include future land use and transportation, community facilities and utilities, economic development, housing and historic preservation.

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Our Vision for the Future of Winfield...

The Village of Winfield continues to maintain its small town community character while expanding development opportunities, focused on providing safe, diverse, interesting, and economically stable environments so that all residents will enjoy a high quality-of-life, a healthy, family-friendly and attractive atmosphere, and a distinct identity by:

1) Creating sustainable land use patterns and development regulations that promote balanced development and preservation of natural resources; 2) Expanding opportunities for public transit and other multi-modal transportation options; 3) Developing high quality, technologically advanced community facilities, public services, and modern utilities infrastructure that protect and improve property values; 4) Developing new sources of revenue through a strong, diverse, self-sufficient economic base; 5) Providing a diverse housing stock for all age groups and by preserving its historical and architectural resources.

The vision of Winfield may be succinctly restated as one community leader offered the following:

Winfield is a place where... “Progress is possible, Living is comfortable, Taxes are reasonable, and Health Care is excellent.”
- D. Moffatt, Winfield Community Leader

- Sustainable Development
- Multi-modal Transportation
- Quality Services, Facilities, and Utilities
- Strong Economy
- Diverse Housing

//

The elements of this vision statement are directly linked to the goals and objectives that provide the specific policy direction that will guide the long term growth and development of Winfield as expressed in the Plan Elements Chapter that follows. This is accomplished by referencing each component of the overall vision statement, identifying the goals applicable to each statement, and ordering them to the ranking preferences of the community.

Community Development Policies

► Community Vision & Goals

Vision 1

Our community will create a sustainable land use patterns and development regulations that promote balanced development and preservation of natural resources.

Goals:

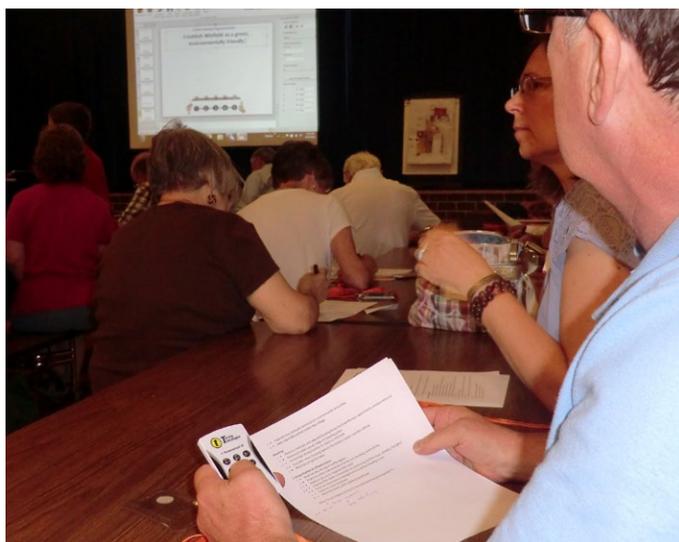
1. Promote development as recommended in the Town Center redevelopment plan that encourages a walkable, higher-density mixed-use district.
2. Encourage a dynamic clustering of offices, restaurants, retail uses along major road corridors with good roadway accessibility and visibility.
3. Encourage residents and businesses to incorporate green technology, practice energy conservation, and implement green infrastructure, and promote environmentally sustainable residential and commercial construction.
4. Create development regulations and processes to both streamline the approval process and to facilitate desired land uses.

Vision 2:

Our community will work to expand opportunities for public transit and other multi-modal transportation options.

Goals:

1. Promote public transit investments, service expansions and other transport alternatives in the Village.
2. Make all streets in the Village “complete streets” that create pleasing environments for pedestrians as well as provide access to businesses while maintaining existing streets.
3. Build a comprehensive bike path network throughout the Village in accordance with the Bikeways Plan.
4. Transform the Town Center into an attractive, lively, pedestrian oriented area for all the users it serves to unite adjoining neighborhoods in all directions.



Public workshop



Public workshop

Winfield's vision and goals are based upon the ideals and desires expressed at community workshops and findings from the community survey.

► **Community Vision & Goals**

Vision 3

Our community will develop high quality, technologically advanced community facilities, public services, and modern utilities infrastructure that protect and improve property values along with the health and welfare of our residents..

Goals:

1. *The Village government will invest in efficient and environmentally responsible infrastructure and buildings and enhance responsiveness to citizen needs and interests.*
2. *Create an interconnected system of parks and public green spaces.*
3. *Maintain and upgrade the existing facilities to provide a safe and reliable infrastructure for the residents and businesses.*
4. *Provide water and sewer service to all key development areas to attract growth.*
5. *Our community will reduce localized flooding and partner with regional and national units of government to implement regional flood control on the regional waterways.*

Vision 4

Our community will develop new sources of revenue through a strong, diverse, self-sufficient economic base.

Goals:

1. *Secure development and pursue policies that support tax base expansion for needed services in the community.*
2. *Develop partnerships with CDH, the County and Chamber of Commerce, and conduct activities that can attract visitors to expand development and economic opportunities.*
3. *Support needs of existing business and expansion of home-grown businesses in Winfield.*

Vision 5

Our community will provide a diverse housing stock for all age groups, while preserving and enhancing its character.

Goals:

1. *Encourage a variety of housing types for new residential uses to meet the needs of all age groups and household types.*
2. *Protect and enhance the character of the Village.*
3. *Promote environmentally sustainable housing.*

In the Chapter 3 - 'Plan Elements' that follows, specific objectives and strategies are provided for each of the above goal statements to identify recommended policies and actions necessary to achieve the goals. The goals and following objectives are the result of direct community input obtained from the community in the village-wide survey, interviews, public forums and other public meetings. Together these policies form the foundation for the preparation of the Village-wide and sub-area plan elements.

Community Development Policies

B. General Policy Plan

Local Planning Framework

Long range planning for the Village of Winfield must be understood within the context of its position in both the region and in proximity to its neighbors. Developing a vision for Winfield's long term growth is influenced by many factors, most of which the Village has no direct control over. These factors include the primary roadway and rail system, retail concentrations of various types (neighborhood, downtown, community, and regional centers), and regional open spaces and trail systems. The purpose of the planning framework assessment is to illustrate the basic planning and development principles that form the organizational structure for growth and development in Winfield. The 'Planning Framework Plan' on page 18 describes the basic planning elements and influences within Winfield's primary trade area – a five mile radius from the Village center. Further discussion of the economic market analysis of the trade area is provided in Chapter 4. This section focuses on the basic, physical organizational characteristics of the Village and surrounding areas that will provide guidance for the development of more specific plans later in the planning process.

The Planning Framework map describes gateways, centers and nodes, paths, and corridors that make up the physical landscape of Winfield.

Gateways are entries into the community and provide the first glimpse into a community's character, and are often marked by welcome signs, special landscaping and special notes about its people and institutions.

Nodes are areas where paths or corridors intersect, or where concentrations of activities take place, such as the Town Center.

Paths and corridors provide movement along which people travel.

Taken together, these elements (gateways, centers/nodes, paths, corridors) are the dominant physical features of Winfield's character and function. They will provide the foundation for the development of the Land Use Framework Plan to be provided later in the planning process. Each framework plan element is described further on the following page.



Winfield Village Hall

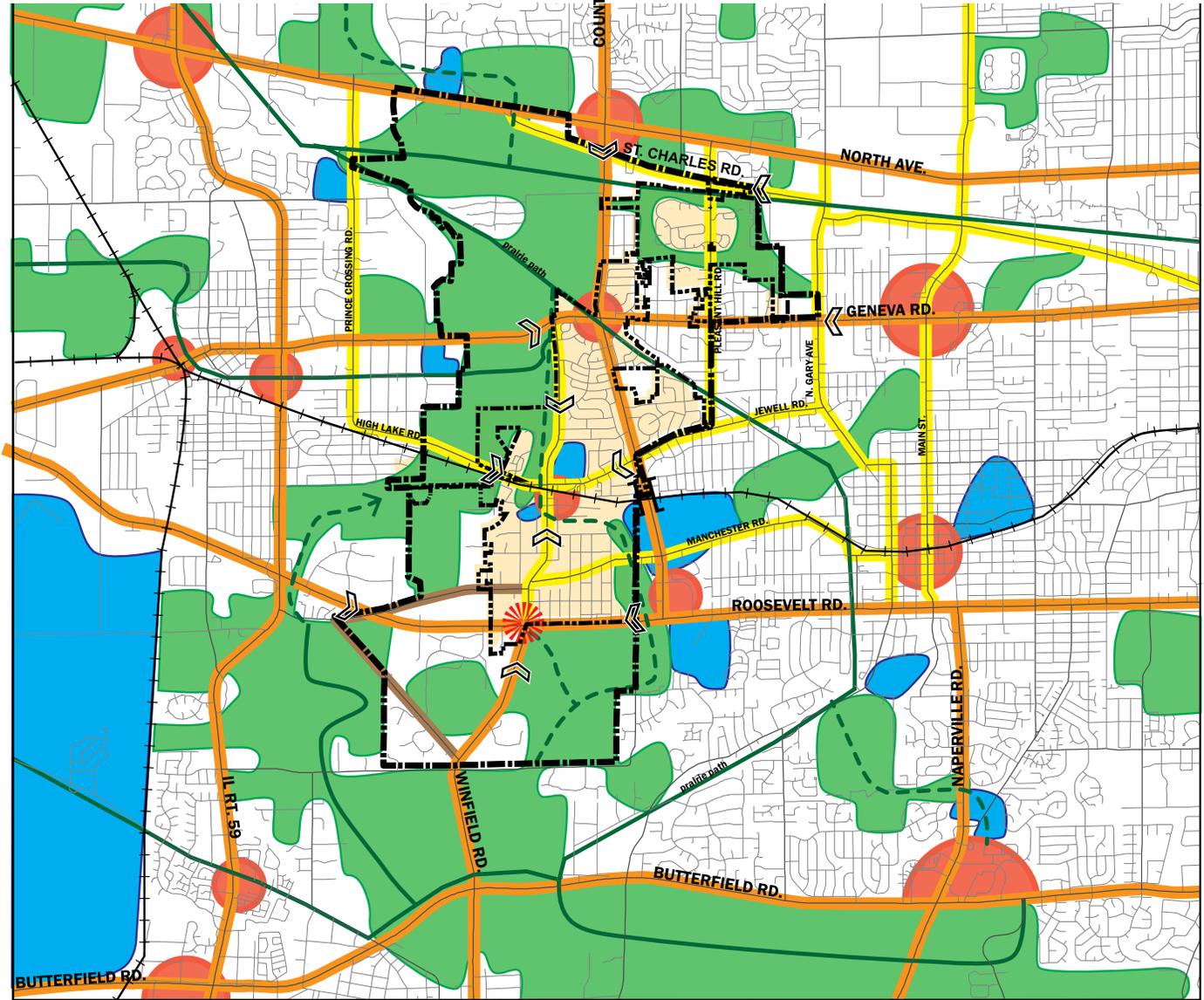
What are community Gateways?

Gateways are entries into the community and provide the first glimpse into a community's character, and are often marked by welcome signs, special landscaping and special notes about its people and institutions.

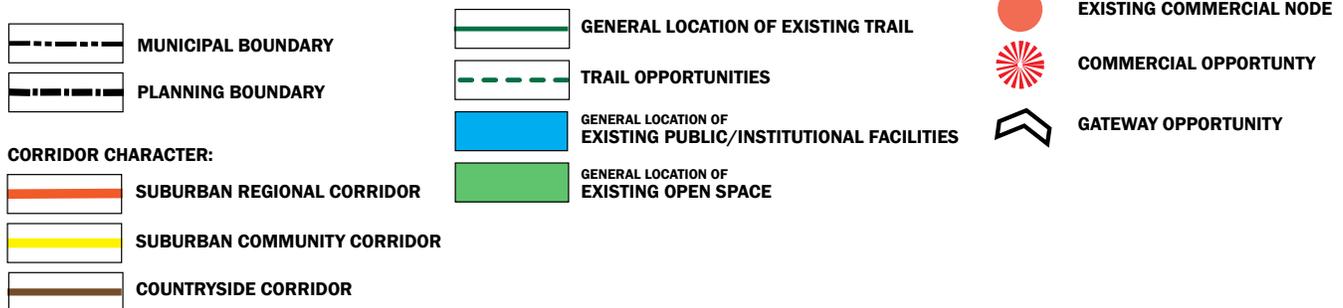
What is a Node?

Nodes are areas where paths and corridors intersect, or where concentrations of activities take place, such as the Town Center.

Figure 2.1: Planning Framework Plan



PLANNING FRAMEWORK- LOCAL



Data Source- DuPage County GIS database, June 2013, and Village of Winfield; Map Prepared by Teska

Community Development Policies

► General Policy Plan

Business Districts/Commercial Centers

Business districts of various types and sizes provide residents of Winfield's planning area with a wide range of services and retail goods. As noted on the plan on page 18, each commercial center relies on access to arterial roadways located usually at the intersection of two major roads. The general exceptions to this principle are existing downtowns that have historically developed along commuter railroad lines. Primary regional centers, such as Danada Square in Wheaton and the Oliver Square Shopping Center at Rt. 59 and North Avenue in West Chicago, serve a larger region and require locations on major arterial road ways that are linked to interstate highway systems. Two business districts of Winfield serve as the focal point for day-to-day community life, providing small-scale, mixed-use, neighborhood-oriented businesses and services in pedestrian-oriented activity centers. These include the Prairie Trail Shopping Center at Geneva and County Farm Road, and the Town Center. As the Village considers opportunities to expand its tax base, properties that have accessibility to major roads and commuter rail, such as Winfield's Town Center and the area at the Winfield Road and Roosevelt Road intersection, will have greater potential for development.

Regional Mixed-Use Corridors

Regional mixed-use corridors serve as the opportunity for large-scale development and businesses that are auto-dependent vs. walk-in activity. These include North Avenue, Winfield Road, County Farm Road, Geneva Road, and the Roosevelt Road corridors. These areas provide the best opportunities for larger shopping centers, single family and multiple family residences, office complexes, and warehousing/distribution developments. Commercial development should be concentrated at 'nodes' or centers created by intersecting major roads. These areas should be built to maximize the connections between uses as well as take advantage of the dynamics created by the proximity to offices, restaurants, employment activities, and highway access. Development of regional mixed-use corridors require highly visible and signalized access to major roadways, high-quality landscaping, lighting, signage and connections to the rest of the community.

Village Character Corridors

Village character corridors define the look and feel of the community and are generally major collector roads that serve as linkages between the regional mixed-use corridors and business districts, while passing through residential areas of the Village. Examples of these corridors include: Jewel Road, High Lake Road, Pleasant Hill Road, and Gary's Mill/Manchester Roads. As important roads interconnecting the community, and serving as gateways to and through the Village, character corridors should be enhanced with landscaping, decorative lighting, and wayfinding signage in order to create a pleasant and aesthetically-pleasing identity for the Village consistent with the character of the roadway. For instance, suburban character corridors would be lined with trees, particularly through the residential areas, and include bike paths in the right-of-way in order to provide much-needed north-south bike path connections. Countryside corridors on the other hand would maintain a more informal planting scheme and rural road design.

Community Gateways

Gateways serve as entries into the community and to special districts, such as the Town Center, and serve both welcoming and wayfinding purposes. Primary gateways serve as the chief points of entry into Winfield. Examples include the southern end of Winfield Road, and east and west ends of St. Charles, Geneva and Roosevelt Roads. Secondary gateways serve as minor points of entry into special districts within Winfield and as a means of general wayfinding and district identity. Examples include the points of entry for the regional bike paths as well as the entries to the Town Center. All gateways should be enhanced with appropriate signage, landscaping and lighting to welcome people to Winfield, to create an aesthetically-pleasing identity, as well as memorable impressions of the Village.

▶ *General Policy Plan*

Open Space and Connectivity

Strong connections are vital for maintaining strong business districts, forging a strong and cohesive downtown, and unifying the entire community. Connections take the form of streets, bike paths and environmental corridors. Winfield is well located within proximity to major local and regional open spaces and trails that provide connectivity within the Village and to the region. The Planning Framework Plan on page 18 identifies existing primary green corridor connections and opportunities for additional connectivity identified in the DuPage Conservation Foundation Plan and as part of this planning process that need to be strengthened in the Winfield planning area and in adjacent communities.

Principal among these opportunities is a proposal to create a better connection to Cantigny to enhance access for Winfield residents and to create opportunities for commuters to access the facility. Cantigny is also exploring, in cooperation with DuPage County, extending a trail through their property to the St. James Farm and Illinois Prairie Path. Other connections are suggested to link all major spaces and public institutional facilities to create a complete interconnected network of trails, and thereby minimize the need for trips by automobile. Existing and proposed bike paths provide connections where streets cannot, and strengthen the connections among residential areas, business districts and mixed-use corridors.

*Creekside Park*

Community Development Policies

C. Urban Design Guidelines

The Urban Design and Development Guidelines presented in this Chapter are intended to establish standards whereby new development will be evaluated to ensure that the high quality character of the Village is maintained and enhanced. The design guidelines are intended as tools for communicating the design intent for future development, rehabilitation, and redevelopment efforts.

GOAL: The goal is to create an attractive and distinct community with an appealing atmosphere that reflects harmony and continuity in development and design standards.

INTENT: The intent of the guidelines is to a consistent image through application of unified design principles across a variety of uses, to cultivate a pedestrian-friendly environment, to foster civic pride, and to promotes a sense of place specific to Winfield.

PURPOSE: The purpose of the Design and Development Guidelines is not to dictate a specific design style, but rather establish a set of guiding principles and elements of design that should be encouraged and creatively applied in Winfield.



Winfield residents during the second of two public forums evaluated a wide array of urban design images using an electronic voting system, ranking their preference for desirable or undesirable design elements in order to forge a consensus on the desired physical attributes of Winfield's built environment. Listed below are the consensus statements grouped according to the major design elements reviewed as described in the following categories:



1. Site Design, Building Orientation and Lighting



2. Architectural Design



3. Landscape Design, Buffers and Screening



4. Vehicular & Pedestrian Circulation, Parking, Access



5. Signs

► *Design Guidelines*



1. Site Design, Building Orientation, and Lighting

The following site planning and building orientation guidelines primarily address the organization of a project's components on the site. They deal with the location of buildings and site features such as parking lots, open space, and service areas. Thoughtful site planning can minimize a project's impact on its neighbors, increase the quality of the streetscape, and enhance a user's experience of the site.

Commercial Uses

- All free-standing singular-use buildings should be generally oriented towards the front setback line within a well-landscaped green area, with loading areas and parking areas located to the side or rear of the site.
- Free-standing singular commercial should be oriented with their major entry toward the street where access is provided, as well as having their major facade parallel to the street taking advantage of the exposure created along the street.
- Restaurant uses should orient their major entry toward the principle parking facility with clear paths leading to such entry.
- The design of a development, including the arrangement and placement of building and site amenities, should create a "human scale" and be oriented to the pedestrian. Placement of buildings close together oriented towards public areas creates attractive and safe areas for pedestrians.
- Structures and on-site circulation systems should be coordinated to minimize pedestrian and vehicle conflicts and provide cross-access to adjacent properties.



The commercial building is oriented towards the front, main thoroughfare. Lush landscaping, including trees, grass, and shrubs accent the building and pedestrian pathways, which is nicely integrated within the site to provide for enhanced access.



Buildings are situated such that all main facades are parallel to the street. Additionally, "human scaled" design features, including 1st-story awnings and expansive windows cater to pedestrians and shopping.

Community Development Policies

► Design Guidelines



1. Site Design, Building Orientation, and Lighting

► Design Guidelines

Residential Neighborhoods (General)

- New developments should consider the established street network, environmental features, lot arrangements, and building patterns (e.g. building materials, orientation, etc.) in their site designs. Separating a residential development from the rest of the neighborhood using high fences, walls, or parking lots should be avoided.
- Residential buildings should be oriented towards the street with the main entrance having a more dominating presence than the garage, to strengthen the residential character and sense of neighborhood among residents.
- Garages and parking areas should be located to the side or rear of the residential building to minimize their visual impact on the site.
- Landscaping elements such as street trees, planters, flower beds, berms, and hedge rows should be provided along the street and at neighborhood entryways to enhance the attractiveness of the neighborhood. Plant materials that add color and form and that will complement the scale of the residential buildings at maturity are recommended.



Garage and parking areas are located to the side / rear of the residential building.



Prominent, front-facing garage and expansive driveway are highly visible from street frontage.



A variety of landscape elements, including street trees, flower beds, and hedges are visible from the street frontage.



The main entrance is prominent and front facing, with a porch, columns, and landscaping to accent.

▶ *Design Guidelines*

1. Site Design, Building Orientation, and Lighting

Residential Neighborhoods (Single Family)

- High-quality building materials such as stone, brick or wood are preferred.
- Houses should be open, friendly and inviting, which can be accomplished with elements such as front porches, bay windows, and pathways leading to the front door. Unique, diverse, and original home styles with distinct character should be encouraged to create visual interest and to avoid monotony.
- New, infill housing should complement the relationships of the surrounding neighborhood through such design elements as entries facing the street, roof pitches, balconies, front porches, and recessed or detached garages.
- Facades should be broken up with architectural details, windows and other elements to create visual interest and to avoid blank walls.



Brick and stone are high-quality, long-lasting, materials that should be encouraged.



Monotonous style and setbacks of homes should be avoided.



Neo-modern, infill house on left does not complement traditional, existing single family house on right.

Community Development Policies

► Design Guidelines



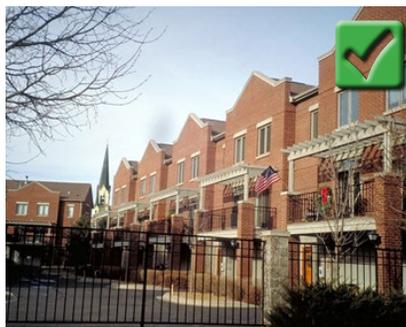
1. Site Design, Building Orientation, and Lighting

Residential Neighborhoods (Multiple-Family)

- Multiple-family buildings and attached single-family residential units, such as townhouses and rowhomes, should provide some form of usable exterior living space to offer residents with an expanded open space for personal use as well a sense of relief from the density of multi-family living. Courtyards, patios, and porches are examples of such spaces.
- For multifamily structures private access drives are a desirable way to hide individual garages.
- Varied garage placements are encouraged to avoid a monotonous streetscape.



Usable open space and outdoor porches are provided for residents to enjoy.



Private access garages and parking areas are located to the rear of the building, consolidated and hidden from view.



Parking located in front of residence is highly visible.

▶ Design Guidelines



2. Architectural Design

Common architectural guidelines and design elements applied throughout the Village will help establish an attractive, unified visual image for the community. While the following guidelines apply to all proposed new developments, renovations, and redevelopment efforts, architectural innovation is encouraged within this framework.

Commercial Uses

- The Village has no one defining style of architecture, and therefore, style should not be restricted. However, the preferred commercial development style mimicked aspects of Winfield's dominant residential character that should be considered in each design. Each development project should be evaluated based upon the quality of design and its relationship to the surrounding area.
- All sides of buildings should be equally attractive. Architectural details such as texture, pattern, color, and building form used on the front façade should be incorporated on all visible building facades. However, such requirements need not apply to any façade(s) facing areas not generally visible to the public.
- Building massing should be varied to create a logical hierarchy of building forms; to break up long expanses of façade; to create shade and shadow; and to create a "human scale." This can be done by creating horizontal emphasis through the use of trim; adding awnings, eaves, windows, or architectural ornamentation; use of complementary colors; and landscape materials.
- Each building or storefront should have a clearly defined, highly visible entrance.
- Long, uninterrupted wall or roof planes should be avoided and signs, lighting, utilities and services should be integrated with the building design. The roofline at the top of the structure should incorporate offsets to reduce the monotony of an uninterrupted roof plane.
- Human scale should be created by building massing form, as well as the use of architectural elements such as colonnades, canopies, walkways, street-level display windows, lighting, and a variety of building materials. The incorporation of site design features around the building exterior should further reinforce human scale.
- Commercial building facades should provide appropriate proportions of transparent glass in the front entryway facing the street to promote visibility.
- Predominant exterior materials must be of a high quality. These include brick, wood, limestone, other native stone, and tinted/textured concrete masonry units. Smooth-faced concrete block or pre-fabricated steel panels should be prohibited as the predominant exterior building material.
- Façade colors should be of low reflectance, subtle, neutral, or earth tone colors. The use of high intensity, metallic, black, or fluorescent colors is discouraged.

Community Development Policies



Building facade includes vertical and horizontal architectural delineation via masonry columns, awning, dormers, and materials.



Building facade lacks architectural details; more transparency and/or windows should be included to add visual interest.



Expansive parking lot integrates no pedestrian pathways. The building facade is equally expansive, monotonous, and lacking architectural interest.



Building is predominately composed of high-quality materials, including brick and limestone. Facade colors are neutral and earth tone in color.



Large, big-box commercial building provides interesting roofline that integrates dormers. The neutral tan brick, abundance of windows and awnings, and overall massing creates for an attractive building with quality detailing. Additionally, the surrounding landscaping helps to soften the parking lot and accent the building perimeter.

▶ *Design Guidelines***2. Architectural Design****Residential Neighborhoods**
(Multiple-Family)

- The repetition of identical forms creates an undesirable and monotonous streetscape. Therefore, to create a variety and interest, the design of structures should be varied in tract developments, occurring in a non-repetitive pattern.
 - High-quality building materials such as brick, stone or other masonry should be encouraged.
 - Architectural variety is encouraged to avoid the repetitiveness common in large development projects; building facades should be broken up to give the appearance of a collection of smaller structures.
 - Roof lines should be pitched to imitate single-family dwellings, and could include features such as windows and dormers.
 - The scale of the structure should be within a human-scale, reflective of traditional neighborhoods, so as not to overwhelm or dominate its surrounding.
 - Materials used for new construction should be suitable with those used in neighboring buildings, and should not stand out in contrast to the rest.
- In multifamily structures facades should be broken up to give the appearance of a collection of smaller structures. This articulation can be accomplished with the use of balconies, setbacks and projections.
 - To the extent possible, each unit of a multifamily structure should be individually identifiable.
 - For multifamily structures, long, unbroken facades and box-like forms should be avoided.
 - For sloped roofs, both vertical and horizontal articulation, with gables and dormers is encouraged. Flat roofs are discouraged.

Community Development Policies



Materials are old and dated in appearance; building design is monotonous and without visual interest.



Scale of building is too large; box-like forms and flat roofs are discouraged.



Rooflines of duplex is pitched to imitate single-family dwelling.



Long, unbroken facade, roofline, and sparse landscaping creates for a monotonous appearance with little architectural detailing.



Each dwelling unit within the larger, multi-family structure is defined via prominent, front facing entrances and pitched rooflines. High-quality materials including brick and stone are used throughout, softened by surrounding landscaping.

▶ Design Guidelines



3. Landscape Design, Buffers, and Screening

Landscaping should be used as an opportunity to visually tie an entire development together and communicate a high quality community that takes its pride from the extensive open spaces. This is achieved by screening parking or service areas, accenting entryways, enhancing the appearance of buildings, buffering automobile traffic, creating an attractive, shaded environment along street edges, and defining circulation for vehicles and pedestrians.

Commercial Uses

- Landscaping should define entrances to buildings and parking lots, define the edges of various land uses, provide transitions between neighboring properties (buffering), and provide screening for loading and equipment areas.
 - Landscaping should be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose. Landscaping should not obstruct visibility at drive and/or parking aisle intersections. Parking lots should be planted to minimize their presence and enhance their appearance.
 - Landscaping for the parking areas should be located in a manner that provides visual relief, shading of the lot, green areas, and screening. Consolidated, large landscaped areas are preferred to break down the visual negative impact of large asphalt areas.
 - Parking areas in the rear and side of lots require less screening and are therefore encouraged.
 - Stormwater best management practices should be included on the site in the form of bioswales, rain gardens and naturalized drainage channels.
- Landscaped islands within parking lots are required to improve not only the appearance of the site, but also the overall on-site vehicular circulation patterns.
 - Trash enclosures, utility boxes, meters, and loading/service areas must be screened from adjacent properties, public rights-of-way, parking areas and pedestrian walkways.
 - Screening for trash enclosures should consist of a solid wall of the same material as the principle building. Trash enclosures must be located towards the rear of the site, unless it can be determined that a location within a side yard is more appropriate to the functioning of the establishment. Under no circumstances is it permitted in a front yard.
 - Roof equipment screening should consist of a parapet wall.
 - All other utility equipment and service areas should be screened with landscape material and/or fencing, equal in height or taller than the equipment being screened.

Community Development Policies



Commercial building provides landscaping that is in-scale with the building as well as pedestrian walkways to enhance safety and minimize vehicular conflicts.



Barren parking lot has no landscaping or pedestrian amenities.



Outdoor patio is complimented by a shrub row which helps provide a buffer from the adjacent sidewalk.



Parking lot is screened from view via a landscaped berm that includes weather sturdy shrubs, trees, and grasses.

▶ Design Guidelines



4. Vehicular and Pedestrian Circulation, Access, and Parking

These guidelines are intended to provide improved circulation and reduced vehicular traffic conflict by ensuring that circulation and access patterns create an integrated transportation network for pedestrians, bicycles, and vehicles. A quality place allows flexible parking arrangements such as on-street parking and shared parking to minimize an oversupply of parking. Large blocks/strips of uninterrupted parking detract from the appearance of a development area and create a confusing and sometimes hazardous environment for both motorists and pedestrians.

Circulation, Access, Parking

- The frequency of driveways and other access points should be minimized to avoid conflicts with other traffic patterns.
- Vehicular connections should be provided from a development site to adjoining streets, driveways, or other circulation systems on adjoining sites.
- Pedestrian and bicycle paths should incorporate amenities and site furnishings such as water fountains, news racks, benches, trash and recycling receptacles, wayfinding signs, and bicycle parking facilities.
- An internal pedestrian walkway should be provided from the perimeter public sidewalk to the principal customer entrance. This walkway must be distinguished from the driving surfaces through the use of special pavers, bricks, or scored concrete to enhance pedestrian safety and the attractiveness of the walkways.
- Clearly delineated pedestrian circulation paths from parking areas to building entries should be provided.
- Sidewalks must be provided along the length of any façade abutting designated parking areas.
- The provision of bike racks or bike parking should be incorporated into all site designs.
- Where appropriate, bike paths and bike connections should be provided or link with other existing or proposed local and regional trails.
- Whenever practical, shared parking between adjacent businesses and/or developments is encouraged.
- Utilization of landscaping, or combination of walls, berms, and landscaping material to screen any parking at the entry periphery is required. Changing the grade of the parking lot from existing street elevations may aid in obscuring views of automobiles while promoting views of architectural elements of the on-site structure(s).

Community Development Policies



Vehicular circulation, landscaping, and pedestrian walkways are present.



Crosswalk is clearly marked with brick pavers.



Vehicular access to site is clear, landscaping and signage help to define and buffer access points.



Parking lot incorporates no internal landscaping or pedestrian pathways.



Sidewalk ends abruptly at street edge; arterials have no marked pedestrian crossings at intersections causing safety concerns.



Bike lane is clearly striped and separated from traffic, landscape median helps slow traffic and add an extra measure of safety for pedestrians crossing.



Brick paved sidewalk and seating area is well landscaped on either side with a tree row to help buffer pedestrians from traffic.

▶ Design Guidelines

 5. Signs

Signs are a key element to the overall image and character of commercial areas. The types of signage that are often associated with large commercial transportation corridors include the shape, size, and scale of signs are indeed some of the most important features because they have the most visual impact on the appearance of a corridor. The guidelines below outline measures that will help prevent visual clutter and foster a strong community image.

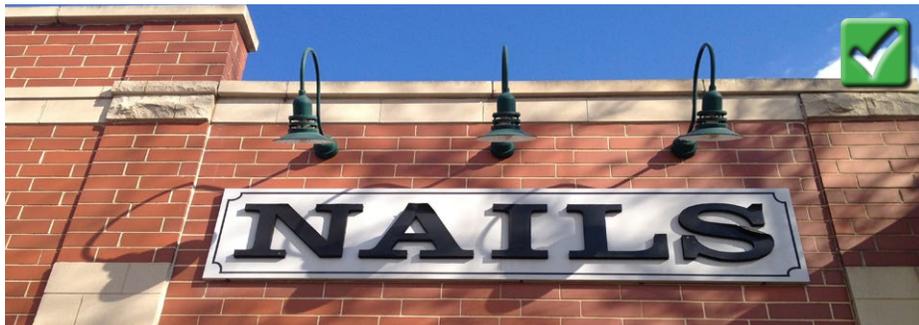
Signs

- Signs should be of scale and proportion in design and form a visual relationship to the building and surroundings. They should not be applied to the wall or windows of the building in such a way as to interfere with architectural details nor disrupt the rhythm of the columns and fenestration. They should be of a size, location and design that does not obscure a building's important architectural details or overwhelm the architectural elements of the facade or building.
 - All signage should be highly compatible and consistent with the building and site design relative to color, material, and placement.
 - Freestanding signs should be limited to ground or monument signs, and should be designed with consistent design elements, such as a base material, height, and lettering style, to create a visual continuity and quality to development. Pylon or pole signs should be discouraged.
 - A limited number of colors should be used. Background colors that match the building color (or neutral), and light graphics on a dark background are encouraged as they are visually appealing.
- As applied to wall-mounted signs, preferred approaches include the use of flood lights attached on gooseneck fixtures from the top of the roof or top of the sign, wall-wash lights mounted behind opaque sign letters or elements, and up-lights mounted in an open area beneath the sign.
 - The use of neon lighting and lettering on primary signage should be limited. Its use on secondary signage or as an accent may be appropriate; however, high-intensity sign lights or the excessive external illumination of any sign is inappropriate.

Community Development Policies



Signs on adjacent storefronts do not agree stylistically with one another nor do they compliment the structure.



Wall mounted signage is simple and clean, with minimal colors. Sign is accented and lit from above by gooseneck lighting.



Historic looking signage compliments the style of the building, additionally the colors used on the sign are minimal and blend well with the gold and brown tones of the brick.



Ground sign is comprised of high-quality materials and accented by surrounding landscaping that is in scale with the sign. Minimal colors are used. Sign foundation, height, and size of letters are proportional to each other.



Pylon signs are discouraged.



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Plan Elements

Chapter Contents: A) Future Land Use & Transportation Plan, B) Community Facilities, Utilities, & Infrastructure Plan, C) Economic Development Plan, and D) Housing and Community Character Plan.

The Village of Winfield is a “mature” community in that it is virtually surrounded by other municipalities with little room to grow. There is a small amount of vacant land suitable for development and several underutilized parcels that provide new development opportunities located principally along major arterial roadways. Growth through annexation is the only other way the Village will expand. Growth through redevelopment will most likely have the greatest impact on community image. The comprehensive planning process has encouraged discussion about the character and consequences of future development alternatives. The land use recommendations build upon the vision, goals and objectives established in Community Development Policies Chapter and this Plan Element. The Land Use Plan is the long-range guide or “blueprint” for determining the quality and character of development that will likely take place in the Village of Winfield over the next ten years.

The Land Use Plan is the long-range guide or “blueprint” for determining the quality and character of development that will likely take place in the Village of Winfield over the next ten years.

Taken in whole, the following four Plan Elements of this Chapter present the strategies as well as the specific goals and objectives for the Village to pursue.

 **A. Future Land Use Plan & Transportation Plan**

 **B. Community Facilities & Utilities Plan**

 **C. Economic Development Plan**

 **D. Housing and Community Character Plan**

ELEMENT A. Future Land Use & Transportation Plan

The Future Land Use & Transportation Plan Element identifies locations within the Village for new land use and transportation investments that will help the community address critical needs and insure Winfield remains a vital, growing and attractive place to live and work. The Plan provides a framework for public and private decisions about how particular areas should develop in coordination with transportation initiatives and community facilities and utilities planning.

The Future Land Use and Transportation Plan is a long-range guide for determining the best uses for Village land while continuing to strive toward an efficient, multimodal transportation network that serves the entire community. The principal aim of this element of the Comprehensive Plan is to promote the revitalization of the Village's commercial corridors, and create a sustainable land use pattern that is seamlessly integrated with the transportation system.



Plan Purpose

Plan is a long-range guide for determining the uses to which the land should eventually be put, rather than a direct, immediate indication of the appropriate zoning regulations to apply to a specific parcel of land. The land use classifications recommended below are consistent with previous Village plans and ordinances - however, they are not zoning districts. The land use classifications are general statements of land use policy intended to be a guide to subsequent zoning decisions for new growth areas and existing developed areas of the Village.

General Land Use Policy

The Land Use Plan is intended to provide general guidelines for managing new development to insure that the character of the community is maintained, while exploring new opportunities to expand the Village's tax base. The objective of the Plan is to establish land use policy direction for various vacant and underdeveloped parcels within the Winfield's planning area. The principal aim of the Land Use Plan is to retain the traditional form and natural environmental features of Winfield, while promoting new residential, commercial and employment opportunities.

Plan Elements

▶ ELEMENT A. Future Land Use & Transportation Plan

Land Use Classifications

The following is a general description of the land use recommendations in the development of the Future Land Use Plan. These categories are:

Low Density Residential

This land use category is intended primarily for detached single-family residential dwellings not exceeding a density of 2.0 dwelling units per net acre. This classification encompasses most of the Village's established residential neighborhoods. This category includes estate residential, low-density multi-family and village residential identified in previous plans. The objective of this category is to preserve the natural features of the land, retaining open space, while offering living opportunities consistent with the Village's semi-rural or countryside setting. All parcels smaller than one acre shall be served by public utilities.



Low Density Residential

Moderate Density Residential

This land use category is intended primarily for detached and attached single-family, triplex and quadraplex residential dwellings not exceeding a density of 8.0 dwelling units per net acre. This classification encompasses uses previously identified as suburban single-family and low-to-medium multiple-family residential in previous plans. The objective of this category is to provide for a greater range of single-family home products that respond to the needs of the younger and older segments of Winfield's population. All parcels shall be served by public utilities.



Moderate Density Residential

High Density Residential

This land use category is intended for both duplexes, townhomes, condos and apartment buildings of between one and three stories in height, as well as for taller, larger-scale multi-family structures four stories and higher. This classification encompasses areas adjacent to the Village's business districts to enhance the local walk-in market, and serves as a transitional use to lower density residential areas. This classification encompasses uses previously identified as low and medium density residential in previous plans. The objective of this category is to provide for a greater range of multiple-family home products, such as apartments, condominiums, and senior housing that respond to the needs of the younger and older segments of Winfield's population. All parcels shall be served by public utilities.



High Density Residential

► *ELEMENT A. Future Land Use*  *Transportation Plan*

Town Center Mixed-Use

This category is consistent with the area designated by the Village as its Town Center. The intent of this category is to promote the multi-use function of the Town Center as a retail, entertainment, working and living environment that serves as the focal point of the community life. This land use category is intended for a mixture of multi-family residential, business district commercial, governmental and institutional uses in a compact, pedestrian-oriented activity setting.



Town Center Mixed Use

Corridor Commercial

This land use category is primarily intended for office and retail establishments that offer a wide range of goods and services, high density multi-family residential uses, and institutional uses as secondary uses in locations along major transportation, auto-oriented corridors.



Corridor Commercial

Open Space

This land use category encompasses all public and private open spaces, including neighborhood and community parks, forest preserves, trails, golf courses, and other recreational or educational facilities, such as botanic gardens and museums. Lands that are sensitive to development, that contain special environmental characteristics that should be preserved, including wetlands, floodplains, significant tree cover and prairies. In addition to their sensitive nature, these areas provide the Village with such natural functions as flood storage and conveyance, pollution control, and habits for wildlife.



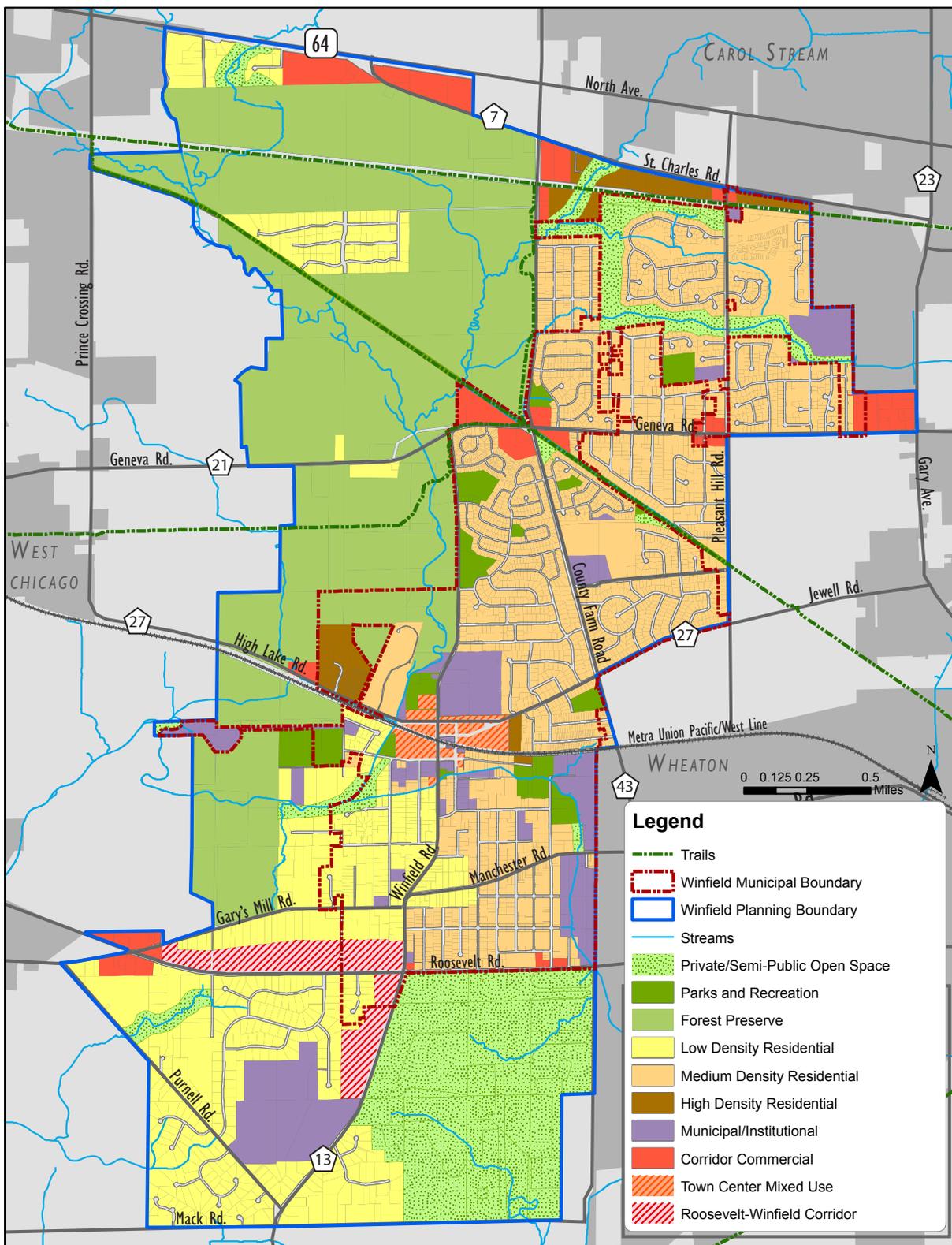
Open Space

Municipal/Institutional

This land use category applies to existing or proposed locations for federal, state or local governmental activities, including private institutional uses such as health care.

Plan Elements

Figure 3.1: Future Land Use Plan



▶ *ELEMENT A. Future Land Use & Transportation Plan*

Transportation Classifications

The Village’s streets are classified according to their functional purpose relative to traffic movement. The following table and map on page 43 categorizes the roads of Winfield according to the traditional functional classification system.

Classification

Principal Arterial

Serves major centers of activity with the highest traffic volumes and longest trip lengths. Service to abutting lands is subordinate to travel service to major traffic movements.

Winfield Examples

- IL 38 (Roosevelt Road)
- CR 43 (County Farm Road)
- IL 64 (North Avenue)



Minor Arterial

Trips of moderate length at a lower level of mobility than principal arterials. Some emphasis on land access. May carry local bus routes and provide intra-community continuity but does not penetrate neighborhoods.

- CR 44 (St. Charles Road)
- Winfield Road
- IL 21 (Geneva Road)
- High Lake Road



Collector

Provides both land access and traffic circulation within all areas. Penetrates neighborhoods and communities collecting and distributing traffic between neighborhoods and the arterial streets.

- Gary’s Mill Road
- Pleasant Hill Road
- Manchester Road



Local

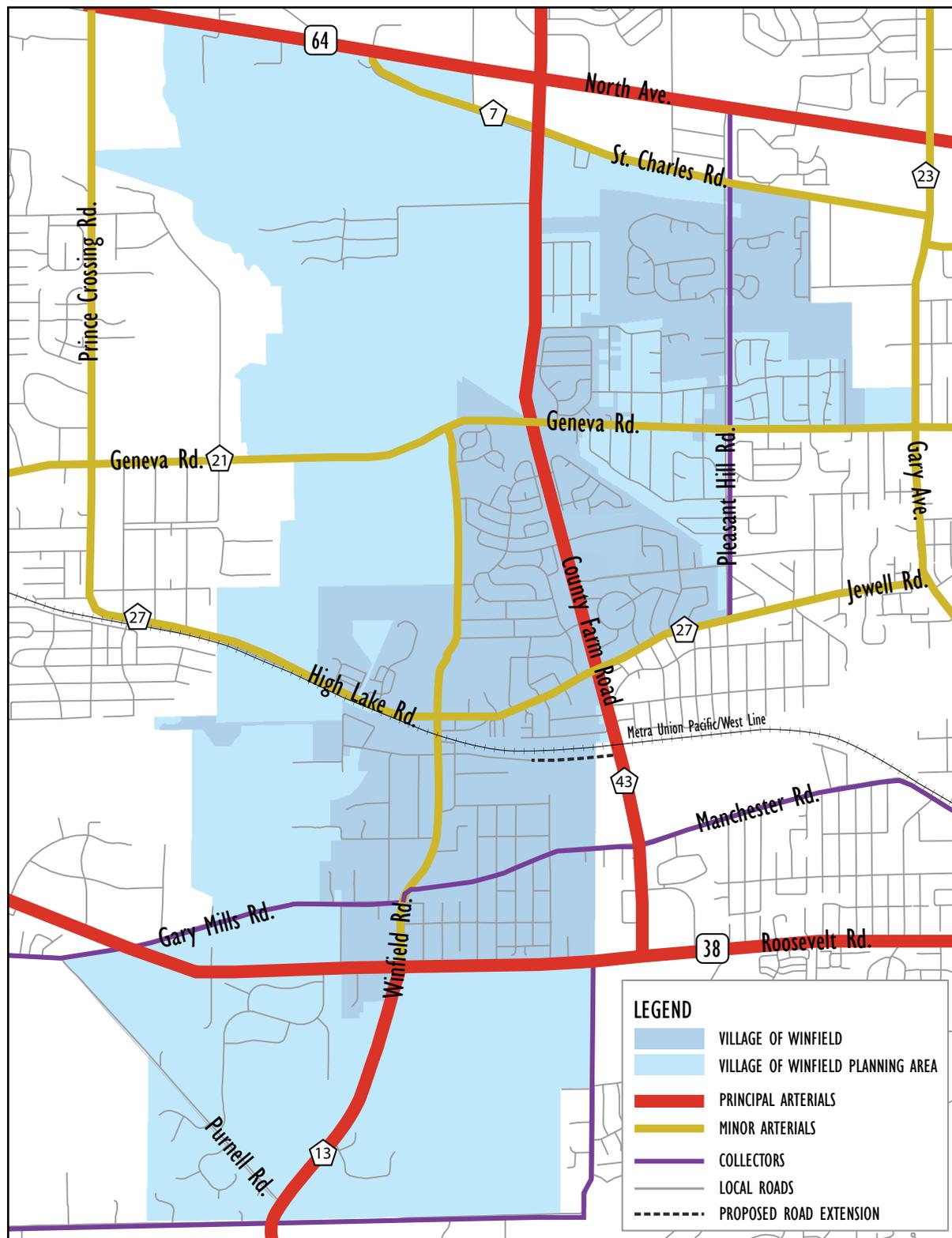
Primarily permits direct land access and connections to the higher order streets. Lowest level of mobility. Through traffic is usually deliberately discouraged.

- All Others



Plan Elements

Figure 3.2: Transportation Plan



* See Bikeway Plan for Bike Details

▶ *ELEMENT A. Future Land Use & Transportation Plan***Land Use Goals & Objectives****Vision:**

Our community will create sustainable land use patterns and development regulations that promote balanced development and preservation of natural resources.

//

Land Use Goal #1

Promote development as recommended in the Town Center redevelopment plan that encourages a walkable, higher-density mixed-use district.

The strategy for the Town Center is to promote an active mix of land uses that promote living options, expanded retail and entertainment offerings, governmental and medical and related office development in partnership with Central DuPage Hospital. The desired land uses include medium to higher-density residential (townhomes, apartments, condos), commercial (ground floor retail), governmental and institutional facilities. Together with plans for the planned park and Riverwalk projects, the Village will enhance downtown's sense of place, providing a desirable location for social interaction and community events. This strategy will foster greater vitality in the Town Center, encourage greater amounts of pedestrian traffic, and improve the Village's quality-of-life.

Objectives:

- Promote higher-density residential and mixed-use development near the Metra station to create a vibrant mix of uses, to improve connections between development and transit, and to add vitality to the downtown area.
- Promote walking, biking and other linkages between the Town Center, neighborhoods, and other commercial districts, and encourage creative alternatives to providing public and private parking in these areas.
- Strategically market, develop a coordinated design theme to strengthen the identity of the Town Center.
- Improve recognition of and access to Town Center through promotion and enhancement of alternative routes, creation of a way-finding program, and marketing efforts.
- Work with business owners through a Town Center management organization to expand store hours.
- Develop a partnership with Central DuPage Hospital to explore joint development plans and agreements to achieve the mutual goals for the Town Center and the hospital.
- Study the need for more public parking in the Town Center area in conjunction with parking demands for the Hospital's future growth.
- Continue improvements to the image of Town Center through expansion of streetscape enhancements adjacent to the Hospital and High Lake and Winfield redevelopment project.

Plan Elements

▶ ELEMENT A. Future Land Use & Transportation Plan



Land Use Goal #2

Encourage a dynamic clustering of offices, restaurants, retail uses along major road corridors with good roadway accessibility and visibility.

State and County Highways provide the primary access to Winfield - IL 38 (Roosevelt Road), Winfield Road, IL 64 (North Avenue), County Farm Road, and Geneva Road. These arterials carry the highest volumes of traffic in the Village and connect it with the metropolitan, regional and national interstate highway system. Vacant and underutilized lands along these roadways therefore present special opportunities for particular types of development that benefit from access to them. Such uses include large-scale shopping centers, office complexes, restaurants, and higher density residential developments. The development strategy is to maximize the development potential of these lands so as to bring more jobs, shopping options, and tax revenue to the Village.

Objectives:

- Promote the redevelopment of opportunity sites identified in the Key Development Areas (KDA) Plan that have superior access to major local roads, and regional highways.
 - Encourage the creation of higher-density employment/office/shopping centers in the KDA redevelopment areas.
 - Eliminate uses that are blighted and that threaten the viability of achieving long term redevelopment goals.
 - Pursue annexation of properties to provide larger redevelopment sites suited to larger scale development.
 - Require appropriate landscaped buffer zones to separate adjacent commercial and residential properties.
- Partner with the County and regional planning agencies on local and regional open space and development initiatives to benefit from resources provided by these organizations.
 - Create design guidelines to ensure high quality development.
 - Market Winfield as more than a bedroom community, with strong employers, retail centers, and extensive open spaces and recreational opportunities.
 - Promote walking, biking and other linkages among these mixed-use and commercial districts, and encourage creative alternatives to public and private parking in these areas.

▶ *ELEMENT A. Future Land Use* ↻ *Transportation Plan***Land Use Goal #3**

Encourage residents, businesses and new developments to incorporate green technology, practice energy conservation, and implement green infrastructure, and promote environmentally sustainable residential and commercial construction.

The Village of Winfield acknowledges the importance of environmental protection and resource conservation necessary for the long-term health of the community. This includes using renewable resources, adoption of progressive stormwater management, protection of groundwater quality and recharge, conversion of waste to energy, restoration of native vegetation, limitation of fertilizer and pesticide use, promotion of clean industry and transportation choices, and integration of developed areas with the natural landscape. This Plan promotes the improvement and development of neighborhoods that contain energy-efficient homes, green spaces and gathering places; that have options for walking and biking for recreation and transportation, and are located near shopping, services, and entertainment.

Objectives:

- Promote Winfield as a ‘green’ community fostering a healthy lifestyle due to the presence and ease of access to regional trails and extensive open spaces.
 - Pursue collaboration with schools, the Hospital, and other institutions on advancing green initiatives.
 - Develop a renewable energy plan, a set of sustainability indicators, and sustainability targets for the Village.
 - Sustainability practices should be applied to all buildings and landscapes.
 - Encourage residents and businesses to use green technology and practice energy conservation via educational campaigns, tax rebates and other incentives, and adoption of these practices throughout Village government so as to lead by example.
- Encourage the use of “green” infrastructure including permeable surfaces and porous materials, creating bio-swales and rain gardens to reduce stormwater flooding, and use of native vegetation.
 - Utilize LEED (Leadership in Energy and Environmental Design) building standards for all new public buildings and facilities.
 - Encourage stormwater detention facilities that incorporate native plantings to enhance visual appearance, filter out harmful discharges from stormwater runoff, create habitats for wildlife, and regulate water temperature to maintain a healthy ecosystem.
 - Remove obstacles and provide incentives to allow and promote the implementation of green and energy-efficient elements.
- Promote environmentally sustainable housing.
 - Update Village Building Codes to require higher efficiency elements including lighting and insulation.
 - Promote LEED standard housing as part of Planned Unit Development process.
 - Encourage existing housing to be retrofitted according to LEED standards.
 - Promote the application of the Green Design and best management practice techniques

Plan Elements

▶ ELEMENT A. Future Land Use & Transportation Plan

Land Use Goal #4

Create development regulations, processes and incentives to both streamline the approval process and to facilitate desired land uses.

The continued improvement of Winfield’s existing neighborhoods and business districts, and expansion of its economic base will ultimately be accomplished through progressive growth strategies that promote a cohesive and well managed development process that encourages actions to be taken by the private sector. The actions necessary to ‘set-the-table’ for the implementation of these plans require a series of steps be considered and acted upon by the Village.

Objectives:

- Establish appropriate zoning that both implements the land use recommendations contained in this Plan, as well as provides the Village with control over the quality, uses and ability to mitigate development impacts.
- Establish a development review process for critical growth areas subject to greatest change. This process will take the potential impacts into consideration, and provide adequate public involvement.
- Consider providing financial incentives to address development financing gaps, to provide necessary infrastructure (utility extensions, road improvements) to facilitate desired development through the sharing of new revenues generated, including funding tools such as tax increment financing, business districts taxes, and revenue sharing agreements.
- Actively pursue the incorporation of properties currently not in the Village to gain control over future land use decisions and ensure availability of adequate sites for development.
- Incorporate recommended design guidelines provided in this Plan into Village codes and consider the establishment of an architectural review commission to ensure adherence to high quality design standards in all types of development.
- Encourage the involvement in regional land use, transportation and watershed planning through the Chicago Metropolitan Agency for Planning (CMAP) and similar organizations.

▶ **ELEMENT A. Future Land Use** ↻ **Transportation Plan**

Transportation Goals & Objectives

Vision:

Our community will expand opportunities for public transit and provide other multi-modal transportation options to make the Village the most bikeable, walkable community, while maintaining the existing infrastructure to insure safe roads to the traveling public.

Transportation Goal #1

Promote public transit investments, service expansions and other transport alternatives in the Village.

Public transit and other transport alternatives to the automobile play an important role for Winfield. Existing Metra rail and Pace bus service connects the Village with surrounding suburban communities and the City of Chicago. At the same time, other transport options would help fill the need of getting around Winfield itself without using a car. The strategy here is to encourage service improvements and expansions to existing Metra service and Pace routes in Winfield, while promoting home-grown transport options for travel within the Village, such as creating an extensive bike path network, and encouraging car-pooling and car-sharing schemes.

Objectives:

- Lobby Metra for continuous service improvements and landscape enhancements along the ROW along Metra's Union Pacific West Line providing commuter rail between Chicago and Elburn.
- Lobby Pace for expanded bus service within the Village and for greater connections among bus routes and with Metra commuter rail timetables.
- Construct comfortable bus shelters for waiting passengers and ensure that such facilities are accessible to the elderly and the disabled.
- Ensure that all bus stops and the commuter rail station are provided with safe and sufficient pedestrian and bicycle access.
- Recognizing that 20-30 percent of greenhouse gas emissions in the Chicago metropolitan area come from personal transportation, promote car-pooling, ride-sharing, car sharing/co-op programs, walking, bicycling and public transit use on a broad scale in the Village.
- Consider the use of modern roundabouts as an alternative to traffic signals due to the roundabouts' effectiveness at minimizing crash rates.
- Continue to explore the funding options for a Town Center parking deck.
- Implement the Bikeways Plan as funding and grants allow.

Plan Elements

▶ ELEMENT A. Future Land Use & Transportation Plan

Transportation Goal #2

Make all streets in the Village “complete streets” that create pleasing environments for pedestrians as well as provide access to businesses while maintaining existing streets.

Streets make up a significant amount of Winfield’s territory and are the primary way people navigate around the community. This includes motorists, bus riders, bicyclists and pedestrians, and includes young children, senior citizens, and persons with disabilities. In recognition that a diverse group of users utilize the streets, the strategy here is to ensure that the Village’s public rights-of-way can accommodate everyone. In addition, a complete streets strategy will foster alternative modes of transport within the community by making bike, bus or pedestrian trips a safe, comfortable and viable option and thereby reducing car dependence for short trips within the community.

Objectives:

- Ensure that all public rights-of-way include sidewalks on at least one side of the street, with preferably a parkway separating vehicles from pedestrians.
- Continue to successfully apply for grants to rehabilitate existing roads and bridges.
- Work to fund maintaining the existing roads on a maximum twenty year cycle.
- While not every public right-of-way will have a bike path, ensure that there is adequate space and safe riding surface for bicyclists as well as motorists on the street pavement of local residential streets.
- Ensure that all public rights-of-way are safe and accessible to the elderly and the disabled.
- Provide adequate street furniture along public rights-of-way, including benches, waste receptacles, bike racks, street lights and other amenities, depending on the context of the street.
- Provide street trees and ecologically sustainable landscaping treatments along public rights-of-way.
- Utilize distinct pavement markings, colors and materials to clearly demarcate crosswalks, bicycle paths, bus lanes and travel lanes.
- Build public rights-of-way that can support bus stops, particularly along collectors and arterials with bus routes.
- Utilize corner curb extensions and other street design elements to create safe crossing conditions for pedestrians, bicyclists and others in the Town Center.
- Study opportunities to reduce the amount and the speed of vehicular traffic on local roads in order to reduce conflicts with pedestrian and bike traffic
- Utilize multiple types of traffic calming measures in order to improve the overall effectiveness of this strategy at key areas.
- Encourage the use of permeable paving materials for all new streets, alleys, sidewalks and car parks.
- Enhance street/rail crossings in order to improve safety and enhance aesthetics for motorists, bicyclists and pedestrians.

▶ **ELEMENT A. Future Land Use & Transportation Plan****Transportation Goal #3**

Build a comprehensive bike path network throughout the Village in accordance with the Bikeways Plan.

Currently, the Village has three regional bike paths (Illinois Prairie Path, the Great Western Trail, and Geneva Spur of the Illinois Prairie Path) which can take riders to the Geneva Spur, the Aurora Branch or the Elgin Branch of the Illinois Prairie Path. The Village has been working on a north-south regional trail through the center of the community, which would connect Town Center and a proposed Riverwalk to the Illinois Prairie Path. The Village completed a Bikeway Plan, put together Active Transportation Alliance under the guidance of the Bikeway Committee which is comprised of Winfield volunteers. Bicycling serves an important transportation function as well as a recreational one, particularly for short trips within a community. The strategy here is to create a comprehensive bike path network that connects all neighborhoods, business districts, schools, parks and other community facilities within Winfield to make bicycling a feasible transportation alternative for these short trips.

Objectives:

- Adopt a complete streets policy to accommodate all users, regardless of age, ability or travel mode, on all roadways.
- Adopt a municipal distracted driving ordinance prohibiting the use of cellular phones while driving to make biking safe for all of Winfield's residents.
- Adopt a must stop for pedestrians requirement in accordance with State law that requires motorists and bicyclists to stop for pedestrians in crosswalks.
- Continue to work with local School Districts that identify and evaluate strategies to support walking and biking to school.
- Adopt a policy to maintain bikeways at the same level as vehicle ways to ensure that the network is maintained.
- Ensure street connectivity within and between subdivisions to ensure that the neighborhoods are connected to each other. This would reduce travel times between neighborhoods and reduce traffic on collector

and arterial roads.

- Update the Bicycle Parking Ordinance to reflect national best practices for the design and installation of bike parking.
- Update sidewalk requirements to 10 feet wide in commercial areas.



Plan Elements

▶ ELEMENT A. Future Land Use & Transportation Plan

Transportation Goal #4

Transform the Town Center into an attractive, lively, pedestrian oriented area for all the users it serves to unite adjoining neighborhoods in all directions.

The Town Center is one of the most important areas in Winfield that is located in the heart of the community and within close proximity to the Village's public transportation hub. The strategy here is to give special emphasis to the Town Center by making the right-of-way pedestrian-friendly, introducing landscape enhancements, and installing decorative lighting and signage. The ultimate goal would be for the Town Center to tie together adjoining neighborhoods to the north, south, east and west, providing the Village with attractive and lively roadways through the center of the community.

Objectives:

- Continue to require the Town Center guidelines for new construction to complete landscaped parkway with decorative lighting and sidewalks on either side of the road.
- Add a dedicated bike lane along the Winfield Road right-of-way.
- Establish community gateways at both ends of the Winfield Road and High Lake Road corridors.
- Work with residents and businesses in the Town Center to add more public parking for the area.
- Create bus shelters that are safe, comfortable, convenient and accessible to all passengers, including seniors and the disabled.
- Complete the planned traffic study to adjust the timing of the signals at both intersections of Winfield Road and Beecher Avenue, and Winfield Road and High Lake Road
- Consider pedestrian-activated signals at uncontrolled intersections, along with pedestrian refuges and curb extensions in order to reduce crash rates and pedestrian accidents.

“Green” Infrastructure:

The local transportation system will need to include an extensive bike and pedestrian path network, intelligent/energy efficient roadway systems, enhanced public transit, and alternative fuel vehicles, i.e. those that operate on fuels other than gasoline or diesel, such as compressed or liquid natural gas, propane, electricity, gasoline-electricity hybrid, and hydrogen.

ELEMENT B. Community Facilities & Utilities Plan

Community facilities include both public and semi-public facilities such as the Village Hall, fire and police stations, the library, parks, schools and utilities. The Community Facilities and Utilities Plan identifies strategies for enhancing the Village's public facilities and for making targeted reinvestments in its basic infrastructure. The type and extent of growth over the next twenty years may require investments in additional, upgraded, or expanded municipal facilities to ensure that sufficient facilities are provided to accommodate both current deficiencies and the impact of new growth.

The Community Facilities and Utilities Plan identifies strategies for enhancing the Village's public facilities and for making targeted reinvestments in its basic infrastructure.



Infrastructure



Parks



Schools



Police + Fire Stations

Plan Elements

▶ ELEMENT B. Community Facilities & Utilities Plan

Community Facilities & Utilities Goals & Objectives

Vision:

Our community will develop high quality, technologically advanced community facilities, public services, and modern utility infrastructure that efficiently protects and improves property values along with the health and welfare of our residents.

Community Facilities & Utilities Goal #1

The Village government will invest in efficient and environmentally responsible infrastructure and buildings and enhance responsiveness to citizen needs and interests.

Objectives:

- Continue to support the Winfield Public Library in its efforts at outreach and programming.
- Continue to invest in and create a long term capital program for the improvement and expansion of the public works, Village Hall, police services and buildings, and support the modernization and relocation of the fire district services.
- Set up a recycling program and partner with other agencies/ organizations to properly dispose of toxic items such as batteries, computer hardware, etc.
- Consider the development of a new community center located in the downtown area.
- Develop a renewable energy plan, a set of sustainability indicators, and sustainability targets for the Village.
- Recognizing that 60-70 percent of greenhouse gas emissions in the Chicago metropolitan area come from buildings, conduct energy audits of existing buildings and connect building owners to grants and other funding sources to retrofit these buildings in order to become as energy efficient as possible.
- Ensure compliance with the Illinois Energy Conservation Code for all new public buildings and facilities.
- Initiate a program to use permeable paving to reduce stormwater runoff, proper grading and pitch to assist drainage, light fixtures that adhere to dark-sky principles, and naturalized detention areas to improve stormwater management.
- Transition the Village's existing vehicle fleet to a "green" fleet by acquiring hybrid vehicles as well as those that run on alternative fuels, such as biodiesel and E-85. In addition, limit idling of trucks.
- Retrofit existing public building and facilities to comply with the Illinois Energy Conservation Code. Since many buildings will continue to function well for years and even decades, encourage reinvestment in these structures by retrofitting them so as to limit their energy usage and to contribute to the Village's overall level of sustainability.
- Set targets for becoming carbon neutral and take steps for becoming so by limiting energy usage and emissions, obtaining electricity and other energy from a renewable energy sources, and by off-setting the Village's remaining emissions by purchasing carbon credits.
- Join the Cities for Climate Protection Campaign, an international movement spearheaded by ICLEI Local Governments for Sustainability "to adopt policies and implement quantifiable measures to reduce local greenhouse gas emissions, improve air quality, and enhance urban livability and sustainability."

▶ *ELEMENT B. Community Facilities & Utilities Plan***Community Facilities & Utilities Goal #2**

Create an interconnected system of parks and public green spaces.

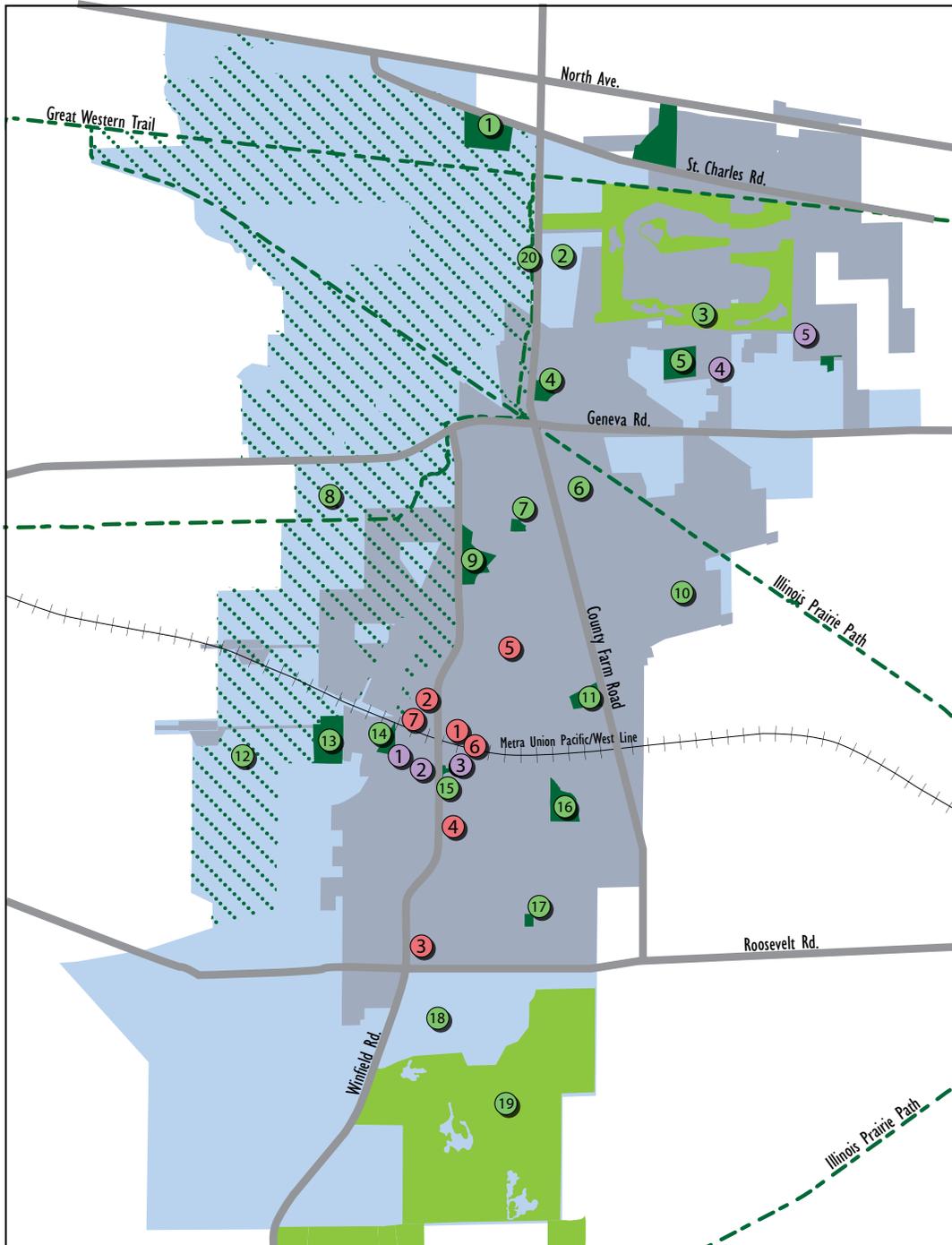
Objectives:

- Establish safe routes to local schools by improving sidewalks, streetscapes, bike paths, and street and rail crossings between residential areas and schools. Seek grants for sidewalk construction and other improvements relating to Illinois' "Safe Routes to Schools" program.
- Establish green corridors along streams and other natural rights-of-way to connect the Village's existing network of parks, open spaces and preserves.
- Where public rights-of-way will serve as the connectors between parks, utilize ecologically sustainable landscaping and create naturalized walking paths to highlight the beauty of the natural environment as well as the Village's interconnections with the larger ecological system.
- Create a parks and green corridors way finding program to facilitate navigation of the Village's parks, gardens and green spaces. Such a system would be geared toward pedestrians and would include maps, kiosks, signage, information about the Village and its commitment to sustainability.



Plan Elements

Figure 3.3: Community Facilities



COMMUNITY FACILITIES

- ① Village Hall & Police Department
- ② Fire Station
- ③ Unmanned Fire Station
- ④ Winfield Library
- ⑤ Cadence Health
- ⑥ Metra Station
- ⑦ Winfield Post Office

SCHOOLS

- ① Winfield Central School
- ② Winfield Elementary School
- ③ St John the Baptist Catholic School
- ④ Pleasant Hill Elementary School
- ⑤ Wheaton Christian Grammar School

PARKS

- ① Glasshagel Field
- ② Timber Ridge Park
- ③ Klein Creek Golf Club
- ④ Prairie Trail Park
- ⑤ Pleasant Hill Park
- ⑥ Winfield Estates Park
- ⑦ Chartwell Park
- ⑧ West Mounds County Forest Preserve
- ⑨ Oakwood Park
- ⑩ Knolls Park
- ⑪ Founder's Park
- ⑫ West DuPage County Forest Preserve
- ⑬ Wynwood Fields
- ⑭ Lion's Park
- ⑮ Creekside Park
- ⑯ East Street Park
- ⑰ Indian Grove Park
- ⑱ Cantigny Park
- ⑲ Cantigny Golf
- ⑳ Kline Creek Farm

- Village of Winfield
- Unincorporated area within Winfield's planning boundary
- Parks
- Forest Preserve
- Private Open Space
- Bike Trails

▶ *ELEMENT B. Community Facilities & Utilities Plan*

Community Facilities & Utilities Goal #3

Maintain and upgrade the existing facilities to provide a safe and reliable infrastructure for the residents and businesses.

Objectives:

- Continue to fund the sewer and water capital replacement funds at the amount required to replace the infrastructure on a one hundred year cycle.
- Replace the older infrastructure that has the potential to cause service disruptions.
- Be proactive in replacing, pumps, motors and technology at their useful life before failure causes service issues.
- Continue to upgrade the Supervisory Control and Data Acquisition (S.C.A.D.A.) system to save the Village valuable manpower by automating the controls and generating reports.
- Continue to work with the Fire District to improve the Village’s ISO rating, thus reducing resident’s and business’s insurance rates.

Community Facilities & Utilities Goal #4

Provide water and sewer service to all key development areas to attract growth.

Objectives:

- Perform Facilities Planning Area (FPA) studies for all areas in the Villages planning jurisdiction so that future developers will know the size and type of infrastructure required.
- Budget funds to provide water and sewer service to all key development areas in order to promote development.
- Take advantage of opportunities to partner with other projects and entities to install the infrastructure at a reduced price, as was undertaken with the DuPage Water Commission to provide water along St. Charles Road.

Plan Elements

▶ ELEMENT B. Community Facilities & Utilities Plan



Community Facilities & Utilities Goal #5

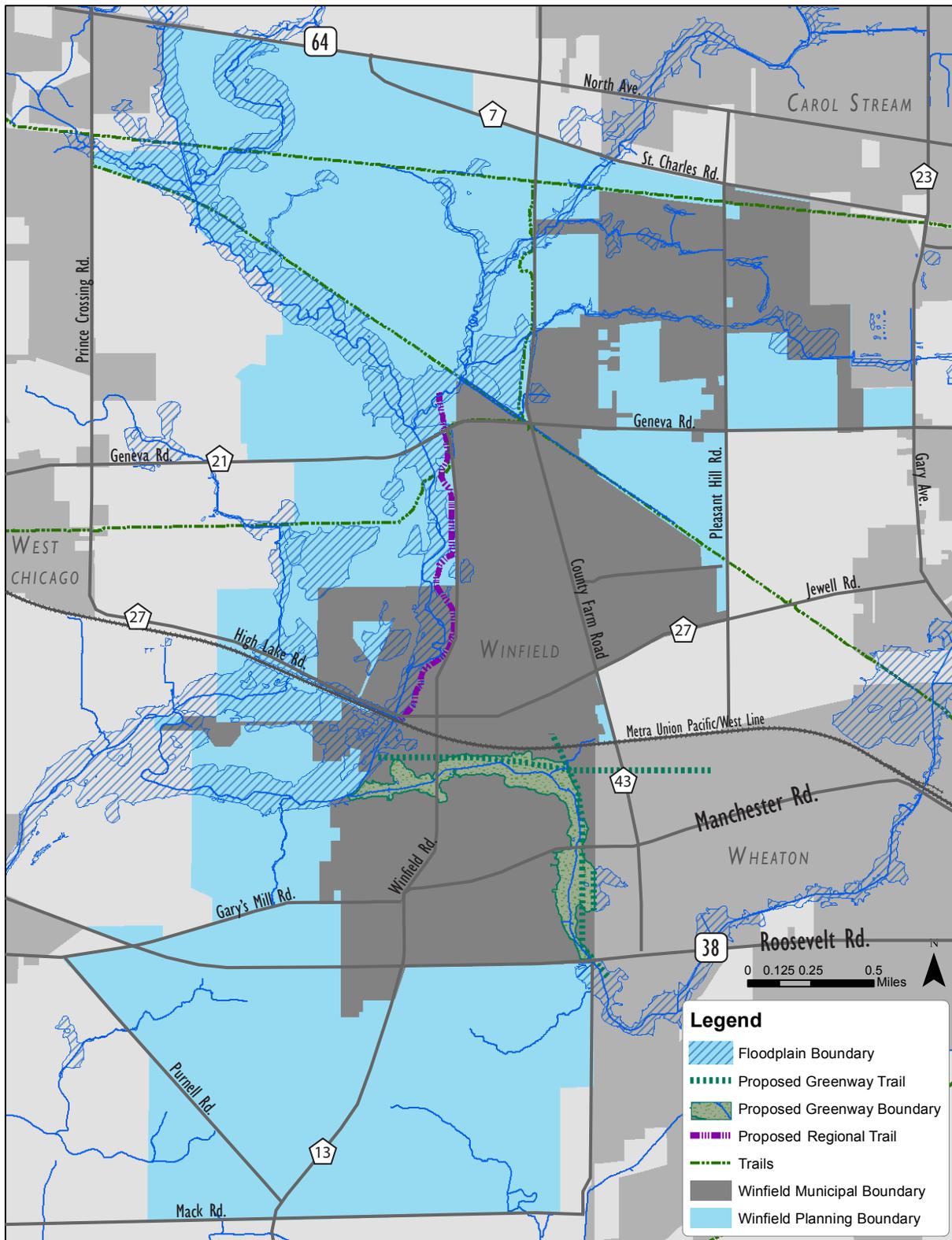
Our community will reduce localized flooding and partner with the surrounding communities to implement regional flood control on the regional waterways.

The strategy for localized drainage problems in the older sections of town with the rural cross section roads will require continued maintenance of the ditches and installation of storm sewers to protect the existing residents. In the newer sections of the Village with curb and storm sewer, the strategy requires periodic cleaning of the storm structures and inspection of the detention facilities. The strategy for regional Flood Control along both Winfield Creek and the West Branch of the DuPage River which travel through the Village of Winfield would entail a regional solution.

Objectives (Local):

- Continue to maintain approximately 27 miles of storm sewer and 970 storm structures within the Village.
 - Continue to address local drainage problems with a rating system, focusing the scarce Village funds on the area's that cause the most property damage.
 - Continue to install storm sewer in areas where local drainage causes property damage.
 - Consider working with the County on the proposed storm water fee which would give the Village an opportunity to raise funds for maintenance of the Village's stormwater system
- Drainage issues related to new development will be addressed at the time of development.
 - Continue to strictly enforce the new county-wide Stormwater Ordinance, which was adopted by Winfield, is working well and affects any new development over 5,000 sqft.
 - Continue to work with the High Lake Condominium and Shelburne Crossing Home Owners Associations in providing emergency access in the event of High Lake Road being impassable due to high water.

Figure 3.4: Floodplain Map



Plan Elements

▶ ELEMENT B. Community Facilities & Utilities Plan



Community Facilities & Utilities Goal #5 (continued)

Our community will reduce localized flooding and partner with the surrounding communities to implement regional flood control on the regional waterways.

Objectives (Regional):

- Continue to work with the DuPage County Division of Environmental Concerns and other communities to update the Winfield Creek Watershed Plan.
- Work with DuPage County on practical flood control measures for the Winfield Area to be incorporated in the Winfield Creek Watershed Plan.
- Work with the County/FEMA/Forest Preserve and upstream stakeholders to move forward on any feasible regional flood control measures that arise from the Winfield Creek watershed update.
- Work with the DuPage County Division of Environmental Concerns and other communities to start the West Branch of the DuPage River Watershed Plan.
- Identify all structures in the Floodway. Work with the County, FEMA and other entities to secure grant funding to buy out willing property owners located in the Floodway or properties that experience significant flood damage and are located in the Flood Plain.
- Work towards establishing a greenway along Winfield Creek from the West Branch of the DuPage River to Roosevelt Road to improve water quality and reduce flooding.
- Identify eroded stream banks and channelized stream banks for vegetative bank stabilization and slope softening to improve water quality and reduce flooding.
- Work with the Forest Preserve District and DuPage County in establishing the “Winfield Greenway”, which would be a naturalized area within the floodplain south of Manchester Road. Naturalized area improvements would include removing invasive species, stream bank stabilization, buffers.
- Work towards establishing a pedestrian path connecting Winfield’s Town Center to the DuPage County Complex, the Winfield Metra Station, the future West Branch DuPage River Regional Trail, and continuing south to Roosevelt Road along the flood plain boundaries.

ELEMENT C. Economic Development Plan

Economic development processes and tools are used by communities to secure a level of revenue that supports its services and quality of life. Most typically considered to be a form of development consisting of shopping centers and office buildings, this topic must be seen as more – as a collection of qualities and opportunities. In this regard, the Village of Winfield has significant assets that lend themselves to economic development actions to support the Village. The Economic Development Plan Element identifies strategies to satisfy the market demand for specific types of commercial uses that would be both appropriate and financially feasible for Winfield. These strategies recognize the role of economic development in improving residents’ life by offering local jobs and maximizing tax revenue to the Village.

A plan for economic development is built on local strengths and opportunities. The greatest of these for Winfield are its location and its existing community character. The Village’s location places it amid major destinations that attract millions of people every year. CDH Cadence Health, Cantigny, DuPage County Fairgrounds, DuPage County Government Center and Forest Preserves, and other facilities bring visitors both near the village and into the very core of Winfield. Furthermore, the regional arterial road system (North Avenue, Geneva Road, Roosevelt Road, County Farm Road, etc.), nearby interstates 88 and 355, the Illinois Prairie Path, and the Metra commuter rail station in the heart of Downtown make Winfield a highly accessible community with multiple transportation options to reach the community. Building on these opportunities will be central to successful economic development for the Winfield.

Not to be overlooked as an economic development tool is the quality of life created by Winfield’s strong assets. Winfield is attractive to residents and businesses due to its residential neighborhoods, strong income and educational characteristics, and surrounding natural environment (formed by DuPage County Forest Preserves, Cantigny, West Branch of the DuPage River and Winfield Creek). The attractiveness and status of the Village are evidenced by the Village having a higher median household income than both the State of Illinois or DuPage County; and higher levels of attainment of college degrees than both as well (Source: US Census).

The Economic Development Plan encourages job growth, development of a diverse range of shopping options, and recommends redevelopment of key target areas that either have been experiencing decline and disinvestment, or are underutilized given their location on major roadways.

When making plans for economic development it is important for the Village to focus on items within its control. Communities can “spin their wheels” fighting against national and regional economic forces or the realities of market place factors. For example, retail development in Winfield is challenged by the location of forest preserves, the West Branch of the DuPage River and even Fermilab to the southwest. While clearly assets to the area, they create a less dense pool of potential shoppers. To try and change these facts would be wasteful. To implement economic development programs understanding locational advantages and disadvantages are successful strategies.

The Economic Development Plan Element encourages job growth, development of a diverse range of shopping options, and recommends redevelopment of key target areas that either have been experiencing decline and disinvestment, or are underutilized given their location on major roadways. Larger-scale employment/office and shopping developments are targeted for the Roosevelt Road and Winfield Road, with small-scale, mixed-use developments targeted for the Village’s central business district, Geneva and St. Charles road corridors.

Plan Elements

▶ ELEMENT C. Economic Development Plan

Economic Development Goals & Objectives

Vision:

Our community will develop new sources of revenue through a strong, diverse, self-sufficient economic base.

Economic Development Goal #1

Secure development and pursue policies that support tax base expansion for needed services in the community.

New development and redevelopment are primary economic development opportunities for Winfield. A diverse range of businesses, particularly those that have both high sales and property tax potential, are a crucial aspect of the Village's economic development strategy. The ability to secure new development that generates greater revenue than costs, attracts dollars from outside the community, and provides residents more chances to shop in the Village is a fundamental form of economic development. The strategy here is to focus on Winfield's limited commercial opportunities by promoting market responsive, high quality, aesthetically-pleasing shopping areas that fit well with the character of the Village and adjacent neighborhoods. As highlighted in the Key Development Areas (KDA) section of this plan several areas present opportunities for new development or redevelopment.

Objectives:

- Promote commercial development and other uses in the Roosevelt Road / Winfield Road area in keeping with the Roosevelt Road KDA plan.
- Encourage restaurants and retail uses as part of future office complexes.
- Maintain property sight lines from streets to retail centers, and advocate for full access to County and State roads.
- Work with property owners to establish a clear understanding of development and development approval processes in the Village.
- Work with developers to overcome the obstacles that often face redevelopment projects, such as the consolidation of parcels and the often higher development costs.
- Review the Downtown Marketing and Capacity Study and evaluate primary development sites and opportunities for the purpose of marketing and seeking development proposals.
- Work with developers to focus on uses that generate sales tax revenue for the Village.
- Evaluate zoning process to ensure a predictable development process.
- Highlight Downtown Winfield through additional marketing and public events.
- Consider opportunities to apply funds from existing and future Tax Increment Finance (TIF) Districts to encourage desirable development.

▶ *ELEMENT C. Economic Development Plan*

Economic Development Goal #2

Develop partnerships in the community and conduct activities that can attract visitors to expand development and economic opportunities.

Effectively implementing economic development objectives requires more than just Village involvement. Securing success in these endeavors requires strong working relationships with partner organizations in the public, private and nonprofit sectors. Many of these partnerships, and opportunities for more, exist in Winfield and constitute significant economic development strength in the Village.

Objectives:

- Formalize working relationships with major regional attractions in and around the Village (such as CDH Cadence Health and Cantigny) to share information, identify opportunities for collaboration, and work together on projects of common interest.
- Reach out to activity generators in and around Winfield (such as the DuPage County Government Center/Fairgrounds and Klein Creek Golf Course) to identify opportunities for joint marketing and programming, and to increase awareness of each other's activities.
- Expand awareness and use of local amenities such as access to local Forest Preserves, regional trails, and Winfield's planned Riverwalk to those within and outside the Village.
- Continue to work closely with local and regional economic development partners, such as the Western DuPage Chamber of Commerce, Choose DuPage, and the West Suburban Chamber of Commerce.
- Expand awareness and use of local programs for businesses such as the Downtown Façade grant program.

Plan Elements

▶ ELEMENT C. Economic Development Plan



Economic Development Goal #3

Support needs of existing business and expansion of home-grown businesses in Winfield.

A fundamental aspect of economic development programs is considering the needs of existing businesses in the community. As is the case in Winfield, such businesses may be long standing members of the community. They help to establish the Village's quality of life and have learned to function within the particular market of Winfield. This makes them both a key part of the local economy and a potential resource for insight.

Objectives:

- Utilize the Economic Development Task Force to define and develop programs and resources for existing businesses.
- Promote the expansion of existing companies already located in the Village.
- Establish outreach program for community businesses (such as a monthly Breakfast with the Mayor) to hear concerns and share ideas for expanding economic development activity in the Village. Also develop a positive, working relationship with the West Suburban Chamber of Commerce.
- Identify resources from various economic development partners (as noted in Goal #2) that can serve the needs of existing businesses and involve the businesses with those partners.
- Encourage appropriate home-based businesses to become established in Winfield and encourage telecommuting.
- Modernize the Village's shopping centers, and make stronger connections between the shopping centers and residential uses, especially along the main road corridors.
- Provide business owners with guidance on enhancing property appearance to fit community character.

ELEMENT D. Housing & Community Character Plan

The Village has a diverse building stock in terms of price, providing a variety of living options from large rural lots with limited public services to traditional smaller urban lots with full municipal services and nearby amenities including schools, parks and local shopping. However, today's population demands further variety of housing types based on age, lifestyle and income. This in turn calls for more diverse housing stock and community character that is sustainable in the long term and able to maintain a range of services and facilities useful to all age groups and income levels. The Housing and Community Character Plan Element takes into account the existing building stock and character, and the impact of future changes in population, household types, land use and transportation, to give the Village a sustainable vision to evolve towards.

The Housing and Community Character Plan Element takes into account the existing building stock and character, and the impact of future changes in population, household types, land use and transportation, to give the Village a sustainable vision to evolve towards.



Plan Elements

▶ ELEMENT D. Housing & Community Character

Housing Goals & Objectives

Vision:

Our community will provide a diverse housing stock for all age groups, while preserving and enhancing its character.

Housing & Community Character Goal #1

Encourage a variety of housing types for new residential uses to meet the needs of all age groups and household types.

The population and household size of Winfield has changed over the years, as has the type of housing units and ownership. The Village now has a population that is older (defined by a high median age of 44.1), and households that have different needs today that have led to an increase in rental property and townhome units. However, a majority of the housing stock in the Village is still single family, with fewer townhouses and multifamily units. With the need to accommodate the Village's senior and empty nesters residents that choose to remain in the community and to attract new residents, the Village will need to provide a variety of housing types.

Objectives:

- Encourage and support a mix of residential unit types, including traditional single-family detached homes, townhouses, condominiums, duplexes, multi-family units and senior living facilities, which foster a healthy mix of residents from varying age groups and life situations.
- Encourage infill residential development on vacant properties and redevelopment of under-utilized or run-down properties in order to integrate new housing into existing neighborhoods and to encourage development that will diversify both the housing stock and neighborhood design.
- Encourage the development of high-end multi-family housing in order to provide housing opportunities for all residents.
- Encourage the development of more senior housing in the Village, particularly along Roosevelt Rd or Winfield Rd, and in proximity to business districts where there is more convenient access to shopping, services and transportation.
- Support mixed-use, higher-density residential developments, such as townhomes, condominiums, and multi-family units around the Village's Metra station and Town Center.

▶ *ELEMENT D. Housing & Community Character***Housing & Community Character Goal #2***Protect and enhance the character of residential neighborhoods in the Village.*

Winfield has a wealth of older single family homes with unique designs that are well integrated with the natural surroundings. The increase in property values over the last decade is an indicator of the recognized value of the community and ensuring that it is still affordable for residents will be a challenge. Along with good schools, sound infrastructure, access to parks and trails, and community amenities, a well-defined community character is key to promote Winfield as a sought after community to live in. Hence, improving the character of existing neighborhoods is important by catering to today's needs of complete streets for a healthier community and a better quality of life.

Objectives:

- Promote housing reinvestment in established neighborhoods and improve substandard housing.
 - Promote neighborhood schools, parks, gardens and other amenities as central elements with convenient pedestrian access to them for residents
 - Promote neighborhood designs that encourage pedestrian, bicycle and non-vehicular travel within the neighborhood, to adjacent neighborhoods and community amenities.
 - Ensure that new housing construction is of high quality and compatible with the character of the surrounding neighborhood.
 - Preserve mature trees and landscaping, and improve road conditions
- Utilize the existing property maintenance regulations and code enforcement to require the maintenance and upkeep of structures and properties.
 - Seek and implement creative ways to solve parking issues in residential neighborhoods, particularly neighborhoods with multiple family dwellings.
 - Encourage the formation of neighborhood organizations to monitor quality-of-life issues and to establish regular communications with the Village. Establish strong relationships with planned unit development, condominium and homeowners associations, and property management companies.

Plan Elements

▶ ELEMENT D. Housing & Community Character

Housing & Community Character Goal #3

Promote environmentally sustainable housing.

A large percentage of the housing stock in Winfield was constructed prior to 1980 and is now over 30 years old. Besides requiring maintenance and replacement of roofs, heating and cooling equipment, and window and other upgrades, these houses were based on design standards that are inefficient in their use of energy and water, when compared to the more stringent standards of today. Such improvements are an opportunity to bring these buildings up to current building and fire-safety codes, as well as to implement best practices. There are many benefits to the Village to promote the implementation of policies, tools and programs advocating sustainable 'green' solutions.

Objectives:

- Update Village Building Codes to require new buildings, as well as renovations, alterations, additions, and repairs to existing buildings to comply with the Illinois Energy Conservation Code (IECC). This law requires all new commercial and residential construction for which a building permit application is received by a municipality or county to follow a comprehensive statewide energy conservation code.
 - Promote compliance with the IECC as part of a Planned Unit Development process.
 - Encourage new housing to be built in compliance with the Illinois Energy Conservation Code.
 - Encourage existing housing to be retrofitted in compliance with the Illinois Energy Conservation Code.
 - Encourage existing and new construction to use more efficient water fixtures and appliances that meet the baseline standard set by the national Uniform Plumbing Code.
- Encourage water-efficient landscaping including use of recycled wastewater, irrigation efficiency and plant selection among other techniques.
 - Encourage green building certification for all new buildings in the Village (LEEDTM or other independent bodies as defined by ISO/IEC 17021).
 - Encourage on-site renewable energy sources like solar panels and geothermal.
 - Encourage existing building reuse.
 - Promote increasing residential density, particularly in and contiguous to the Village's Town Center as well as to the east of Roosevelt and Winfield Road.

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Special Area Plans

Chapter Contents: The Special Area Plans provide a more in-depth analysis and more detailed strategies for the Village's two primary corridors, Roosevelt Road and St. Charles Road.

Roosevelt Road

Introduction

Illinois Route 38 is an important major east-west state road that runs across northern Illinois. Between Dixon and the junction of Illinois Route 31 in Geneva it is called Lincoln Highway, where it then transitions via State Street into Roosevelt Road at the junction of Kirk Road and continues through the western suburbs to its terminus at the junction of Mannheim Road. Through most of the Chicago area Roosevelt Road is a four lane road that is designated as a strategic regional arterial road to carry high traffic volumes. As a regional arterial road with high accessibility, much of the road has been commercially developed including a mix of office, residential and institutional uses. For many communities Roosevelt Road has served as an important part of the local economic tax base.

In Winfield, while continuing to serve as a major roadway, Roosevelt Road has not developed commercially to the extent seen in other communities to the east and west. Past policies and plans of the Village have sought to keep the Winfield segment of Roosevelt Road as primarily residential, with limited commercial uses. Over the course of the past several years Village officials have debated the future of this corridor in response to financial conditions which have required officials to explore new sources of revenue for the Village.

When compared to other areas of the community where new commercial growth could occur (Town Center, County Farm Road, Geneva and St. Charles Roads), the amount, size, configuration and orientation of lands within the Roosevelt Road corridor provide the most significant opportunity to increase the Village's tax base through redevelopment.

Because of these conditions, Village officials determined it was necessary to undertake an in-depth, comprehensive study of all areas of Winfield to evaluate both the market and land development potential for commercial expansion through the update of the Village's Comprehensive Plan. One such area, the Town Center, was the subject of a detailed planning process completed in 2008.

As part of the Comprehensive Planning process residents were engaged to help determine their preference for or support of expansion of commercial uses within the Village. A summary of the relevant community input to date is provided on the pages that follow.



The corner of Roosevelt Road and Winfield Road



Community Survey

Nine separate questions addressing economic development issues were posed to all residents of the Village and the surrounding unincorporated areas in a community-wide survey. Results indicate that over two-thirds of residents support some kind of commercial development, consisting of shopping centers of various sizes, offices and medical related uses. Although not location specific, many comments received from the survey that supported larger retail store formats would only apply to locations on Roosevelt Road given site size requirements for these types of uses.

Stakeholder Interviews

This was also true for a majority of stakeholders interviewed, who supported some kind of commercial retail expansion along Roosevelt Road. Among stakeholders interviewed, most commented that commercial expansion should not jeopardize the character or quality of the community, so that any project would have to adhere to high quality landscape and architectural standards, with sensitivity towards the natural environment. This was also evident in the results of the image preference survey conducted during the second public forum discussed below, as participants consistently voted for projects that had extensive landscaping and architecture that is reflective of the high quality residential character of Winfield.

Public Forum #1

Two public forums were held to invite residents to participate in interactive, hands-on mapping exercises that provided opportunity for people to work together and share their ideas of the type of development, improvements, and any other issues they believe should be considered as part of Winfield's future.

In the first forum, residents indicated their preference and location for certain types of land uses ranging from coffee shops to large format retail stores, including other commercial and residential uses.

The results of this first mapping exercise indicated a strong preference for new commercial and retail development along Roosevelt Road, with the majority of those voting for large format retail stores, followed by hotels, smaller shopping centers, single-family, multi-family, and office uses. When asked to rank over 42 priority issues identified in the community survey, 47% of participants placed large format stores as a lower priority than smaller scale shopping centers (58%), while expanding commercial development in the Village received 71% of the votes.

Irrespective of the type of land use preference, emphasis was placed on creating buffers (landscaping or transitional uses) to mitigate any impact on existing homes and natural environment, while maintaining a high quality character.

Public Forum #2

The second public forum built on the results of the first mapping exercise by asking participants to create a specific vision for how the Roosevelt Road corridor would develop by using models of various building types (large and small scale retail, offices, hotel, multiple-family and single-family). These models were arranged on a map to indicate both the arrangement and types of uses residents would prefer. The majority of the scenarios that were prepared revealed a preference for commercial development, with more options showing large retail stores and other shopping centers, hotels, along with higher density residential uses.



Examples of options developed by residents during Public Forum #2

Special Area Plans: Roosevelt Road

Development Potential

Over the course of the planning process to date, a number of different perspectives and viewpoints have been offered regarding the community's vision for the future of the Roosevelt Road corridor. They have ranged from no development to extensive commercial development. Market research demonstrated that **commercial development** potential existed proximate to the Roosevelt Road corridor at Winfield Road, which was the focus of the Special Area Plan study. That potential is reflected in the Commercial Scenario, the future land use and character plan for the corridor, which was identified through evaluation of three land use options. The Commercial Scenario was found appropriate in that it generated future tax revenues for the Village in a development format that could mitigate potential adverse impacts on nearby residential properties. The Special Area Plan study also identified preferred development formats for other areas along Roosevelt Road, such as Gary's Mill Road (further west along Roosevelt Road). However, those areas present less development potential and are anticipated to maintain their existing character.

Purpose of this development plan

To communicate basic, core design standards and development guidelines that should be considered when evaluating specific proposals. It is important to acknowledge that specific proposals will be based on the needs and requirements of specific users, and that final plans will differ from this concept.

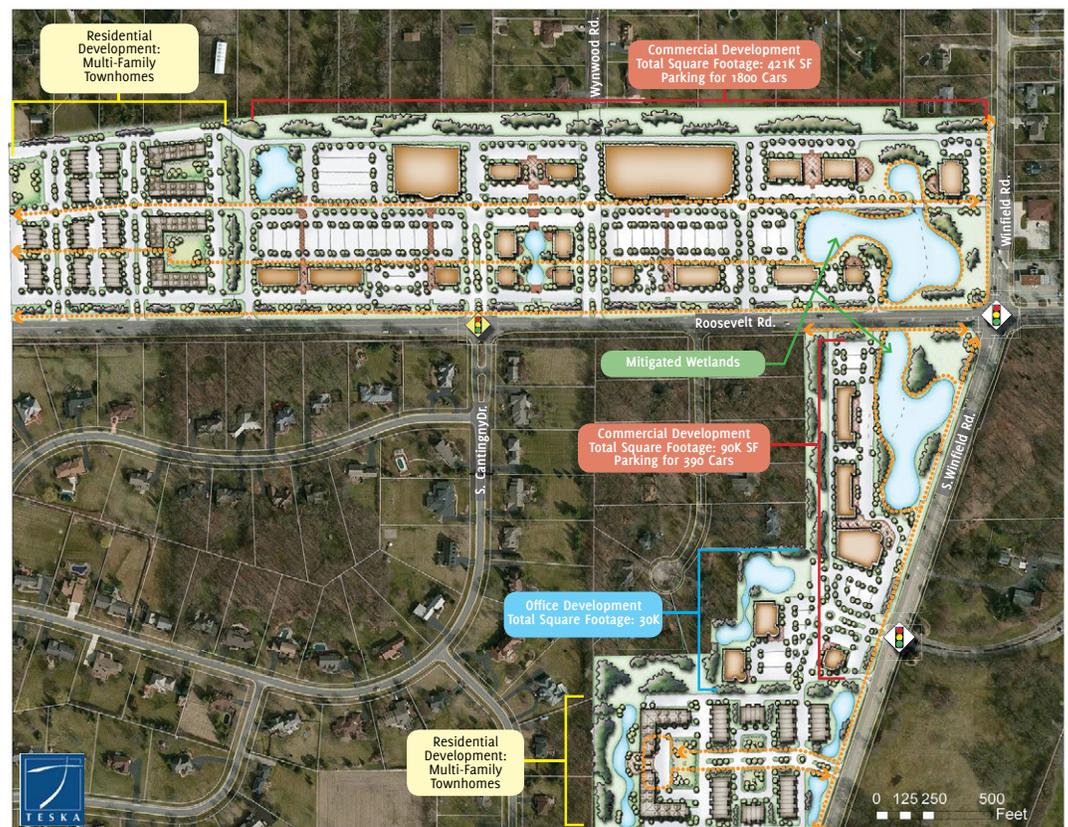
Plan Elements

The development plan illustrates elements that are designed to serve, maintain, and enhance the character of the Village and provide an attractive gateway to Winfield. These elements include:

- *General Land Use Pattern*
- *Access*
- *Basic Building Configuration*
- *Buffers and Open Spaces*
- *Landscape Treatments*

Figure 4.1 A: Commercial Development Plan

Primary emphasis of this option is on examining the potential to maximize commercial development, which includes such uses as large format retail, community level retail (e.g. grocery store anchored centers), neighborhood level retail (e.g. convenience stores, coffee shops, service centers, restaurants), offices or hotel.



Commercial Development Plan

The development plan on Figure 4.1 (detailed plans on Page 73) has been prepared to reflect the majority desire of Village residents to explore expanding commercial uses in the Village in all practical locations (Village Center, St. Charles Road Corridor, Roosevelt Road Corridor), with emphasis to be given to specific preferences for large retail centers along the Roosevelt Road Corridor.

The commercial development plan explores the impact of office, a variety of retail uses, as well as residential uses with an emphasis on higher density products (townhomes/rowhome, multiple-family units). For each option, an analysis of potential revenues that may be generated to the Village of Winfield is provided on Page 78.

The northwest corner of Winfield and Roosevelt Road are defined by large format retail and outlots, with neighborhood retail on the south west corner.

Each of the commercial parcels then transitions to moderate density residential uses with the option of office uses along Winfield Road. Irrespective of the use, the corner of Winfield and Roosevelt will provide for a well-defined entrance to the Village.

Traffic signals are proposed to ease access to the commercial parcels, as well as at the intersections with Gary's Mill Road. Adequate buffers are provided between the commercial uses and existing residential uses to preserve their character and quality of life.

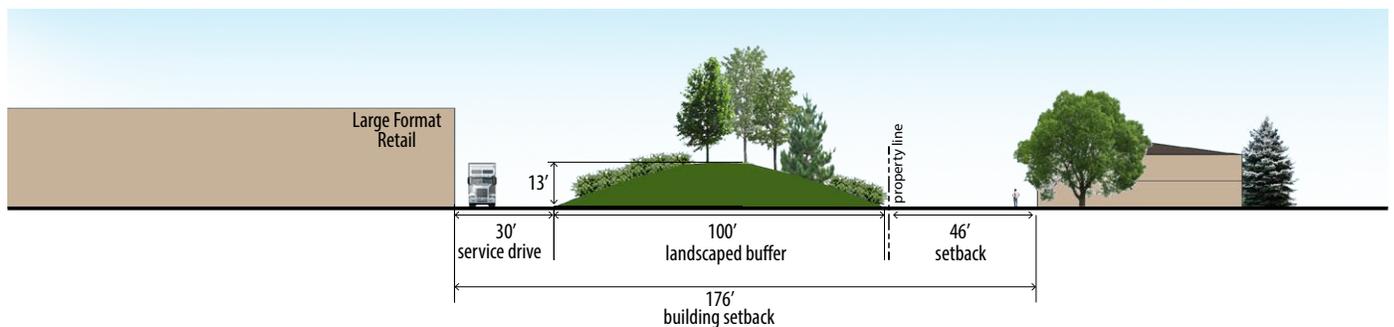
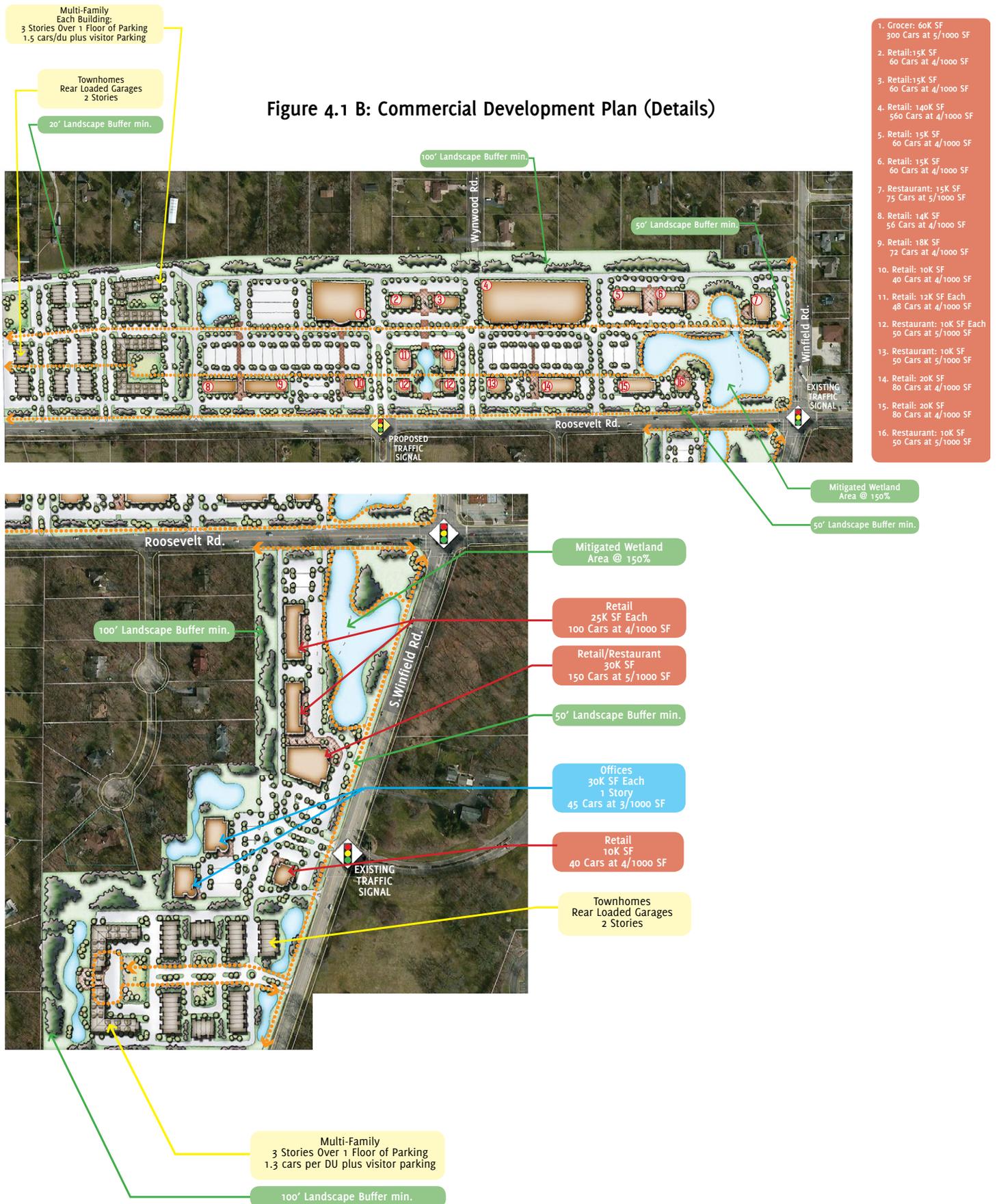


Figure 4.1 C: Recommended Landscape Buffer

A sufficient landscaped buffer as illustrated above is recommended for properties closest to the development sites. The height and width of the buffer will vary based on the distance and elevation of the primary structure from the property line.

Special Area Plans: Roosevelt Road

Figure 4.1 B: Commercial Development Plan (Details)



Considerations for Development

Implementation of the plan will require attention to off-site improvements that will support and mitigate potential impacts of the development. The primary factors to be considered are outlined below.

Road Improvements & Traffic Projections

As a State route Roosevelt Road is under the jurisdiction of the Illinois Department of Transportation (IDOT), and plans for long term improvement anticipated through IDOT's Strategic Regional Arterial (SRA) planning. IDOT SRA guidelines and long term improvements for Roosevelt Road (per the 1998 SRA report) west of Winfield Road include two 24' wide pavement sections (two lanes each direction) with an 18' wide median between; the road will have curb and gutter. Intersection improvements at Winfield Road will include dedicated left turn lanes in every direction. Two west bound left turn lanes Roosevelt Road will be included, to ease access to I-88, as well as east bound and north bound right turn lanes. With respect to the impact of these improvements and an increase in traffic counts, the Level of Safety (LOS) based on the 2030 predicted traffic counts for this corridor is a 'D' or better.

The need for a new traffic signal on Roosevelt Road to the west of Winfield Road would be based on traffic counts from new development, as would be determined by conducting a traffic study related to a development proposal. If the study concludes that the proposed development does not generate enough trips, a traffic signal will not be required. However, such a signal may be warranted at a later time if there are a number of accidents at an intersection. The realignment of Gary's Mill Road will also be an important consideration to ease traffic flow and access to Roosevelt Road. This realignment is anticipated in the SRA study and will be required for any improvements in that vicinity.

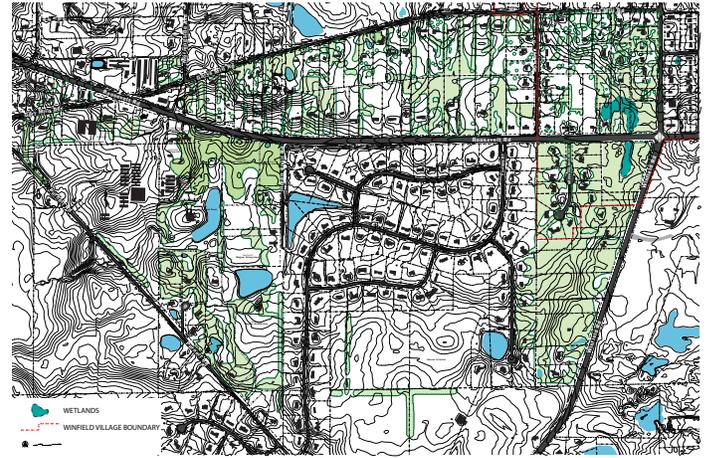


Figure 4. 2: Map showing the location of natural features (wetlands, water bodies and contours) within the Roosevelt Road Corridor area

Existing Uses & Environmental Issues

The existing parcels along Roosevelt Road to the west of Winfield Road are predominantly two acre residential lots, typically in excess of 135' wide and 600' deep. As part of redevelopment along Roosevelt Road, parcel acquisition and consolidation would be necessary to implement the concepts plans identified. As the area to the north of Roosevelt Road predominantly is residential uses, adequate buffers would need to be provided between them and new development to preserve their existing character. Existing wetlands and woodlands are found to the north and south of Roosevelt Road just west of Winfield Road, and would need to be considered in any development planning. Further study would be required to understand the nature and quality of these environmental conditions and determine the level of preservation and mitigation required.

Utility/Infrastructure Issues

As stated in the Community Assessment report, water and sanitary sewer services can be extended to serve this area. The related cost would depend on the capacity of the proposed use and an FPA study would be needed to project the exact cost of service extension. On a preliminary basis, construction costs for providing utilities to Wynwood and Roosevelt Roads would reflect \$120 per linear foot for 8" water mains and \$150 for 12" water mains, while 12" sanitary sewer lines would be \$200 per linear foot. Additional costs would be accrued should lift stations be required for the utilities.

Special Area Plans: Roosevelt Road

Market and Revenue Analysis

An analysis of retail markets was conducted for the Village as part of the Community Assessment Report for the Comprehensive Plan. In general, that analysis found capacity in the Winfield trade area for additional development; mainly in the area of general retail sales (rather than any one particular category of goods). The report findings are relevant to the Roosevelt Road KDA. They were:

Strong Demographics

The population and income data (as described later in this section) for Winfield and the trade area reflect an attractive demographic for business in terms of income, home ownership, and household types (families).

Local Draws

A number of activity centers in and around Winfield raise the profile of the community and attract potential customers. The most significant of these are CDH / Cadence Heath and Cantigny. These draw users in large numbers from well beyond Winfield. Other draws to the area include the DuPage County Fair Grounds, Forest Preserves, and the commuter rail station located downtown.

Convenience Goods

Convenience / grocery stores are currently coming into the market area: Mariano's Grocery on Roosevelt Road in Wheaton, Caputo's Fresh Grocer in Carol Stream, Standard Market in Westmont, and Walgreens on Roosevelt Road in Wheaton.

Geography

Access to customers is affected by the lay of the land around Winfield. Areas to south and west are less densely populated and less accessible to Winfield due to the location of forest preserves, Fermi Labs, the West Branch of the DuPage River, and the Metra Rail line. Similarly, arterial roads running through the community are limited, which reduces the sort of pass-by traffic and site access desirable to businesses. Other roads carry less traffic or end at T intersections (Geneva, St. Charles, County Farm, and Winfield). These factors present challenges to attracting businesses to Winfield. Traffic volumes more desirable to retailers are found on North Avenue and Roosevelt Road, which are located at the north and south ends of the planning area.

Public Support

It is not uncommon for new commercial developments to secure economic incentives from public sources to fill financing gaps. For example, the Caputo's Fresh Farms Market is reported to be receiving \$3.5M in support through a Village of Carol Stream Tax Increment Finance District.

Commercial Trends

In general, as can be seen in the area, commercial development is rebounding somewhat in keeping with trends of the greater economy. It is common in the region to see new developments be built around users that are well capitalized and / or support particular niches in the market. For example banks, drug stores, senior housing facilities, and medical uses currently show strength in the region. That said, developers and users are cautious. Investigations done as part of this assessment indicate that some retailers are expanding but slower than in the past, are seeking public support (as noted above), and may shy from complex or controversial zoning entitlement processes.

Trade Area

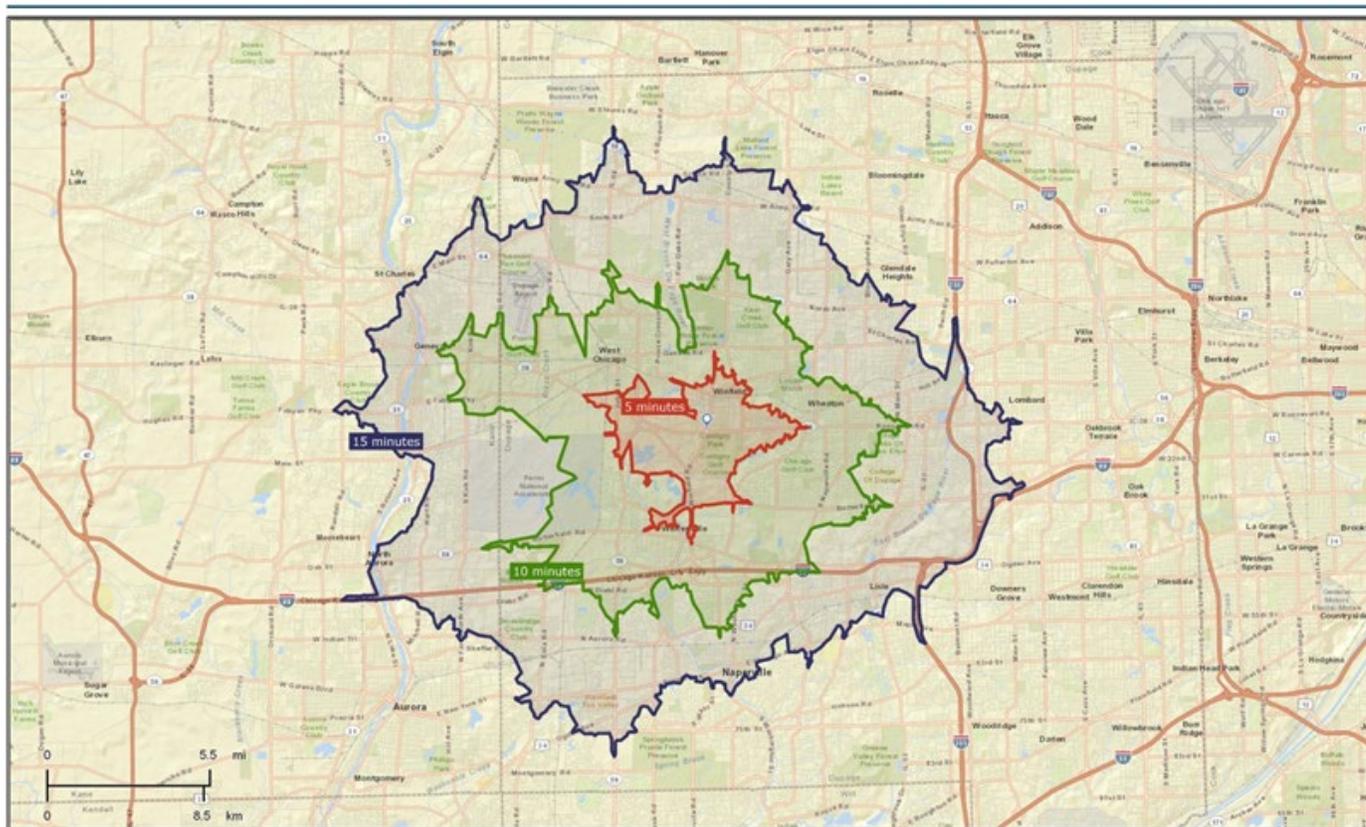
The relevance of these findings for the Roosevelt Road KDA is confirmed when considering retail market data for a trade area established around the intersection of Roosevelt and Winfield Roads (shown in the Figure below). Retail trade areas are defined by ten minute drive times – the distance shoppers are known to most commonly travel for consumer goods (other drive times are shown on the Figure for context of travel distances).

Demographic data for the trade area is shown in Appendix A at the end of this report. Lastly, retail market potential for the trade area is shown in Appendix A to this report. The results of these analyses (obtained through a third party market data provider – ESRI) show more households within the trade area than that for the village trade area previously studied.

For this reason, the potential dollars for new retail sales are also somewhat greater; and are consistent with the finding that the general merchandise category has potential to capture additional sales within the trade area. The larger trade area is reflective of the drive time possible from sites in the subject area. Simply put, one can drive farther in ten minutes from the intersection of Roosevelt and Winfield Roads than from downtown Winfield, making more households part of the trade area.



Figure 4.3:
Roosevelt and Winfield Market Area



Special Area Plans: Roosevelt Road

Village Revenue Potential

The Roosevelt Road land use scenario advanced through the comprehensive plan will be based on a range of considerations, including revenue potential. To that end, projected revenues are outlined here and compared across possible land use scenarios. These are not all the revenues received by the Village, but those most directly attributable to new developments. Also, collection of these revenues assumes all properties in the KDA are annexed into the Village. Considerations for potential service costs and development incentives related to new development also are noted. Revenues are estimated for each of the development scenarios and include:

Revenue projections in this analysis reflect an end state build out of the development. Therefore, the revenue projections should be considered to “ramp up” to the projected amounts over time. As the scenarios do not consider build out timeframes, the point at which the revenues are fully accrued is not defined. Further, some revenues involve a time lag before they are realized by the Village (such as property taxes or revenues potentially shared to facilitate development – as is noted later in this section).

Property Taxes

Property Taxes are estimated for each scenario based on a projection of Equalized Assessed Value (EAV) and applying the Village tax rate of 0.2051 (derived from 2012 County property tax data). EAV's are estimated by drawing on comparable developments in the area and establishing a model rate (EAV per acre, EAV per square foot, or EAV per dwelling unit as most appropriate). Property taxes are paid in arrears and generally received by a taxing jurisdiction approximately 18 months after the development is completed.

Sales Tax

Sales Tax is collected by the state, and the municipal share refunded to the Village. As of July 2014, the Village collects a 1.5 percent sales tax on retail purchases within its borders; this revenue would accrue from retail uses developed in the study area. Retail sales are estimated by applying industry standard performance expectations per square foot of building. These standards were applied to development layouts in the potential scenarios to project sales tax revenues.

Income Tax Revenue

Income Tax Revenue is received from the state based on a per capita state allotment. Additional residents to the Village would generate additional revenues. For budget purposes, the Village applies an amount of approximately \$89 per capita. As the scenarios currently project various options for residential development the income tax projections are conservative revenue estimates, these revenues may also be at risk due to State of Illinois budget shortfalls.

Other Taxes & Revenues

Other taxes and other revenues are derived from new development and would apply to each scenario: utility taxes (collected by the Village on electric, gas, and phone utilities from residences and businesses), licenses, permits, and fines. Accurate projections are difficult for these due to the nature of the revenues and the preliminary level of development detail. Additionally, some of these revenues will have related costs or specific service demands. In order to maintain an accurate and conservative estimate, these potential revenues have not been incorporated into the analysis; but will accrue from any future development.

Long Term Revenue Potentials

Potential revenues for the development described earlier is shown in Table 4.1. These revenues estimates indicate “order of magnitude” projections and are used here to compare possible revenues between scenarios.

Table 4.1: Revenue Potential

SCENARIO	PROPERTY TAX	INCOME TAX	SALES TAX RANGE		TOTAL REVENUE RANGE	
			Min.	Max.	Min.	Max.
Commercial Focus A	\$108,500	\$131,081	\$1,115,625	\$1,785,000	\$1,355,000	\$2,024,500

NOTE- Revenues will decrease with incentives and public expenditures (e.g.: for utilities), as noted below.

*See Appendix A for balanced growth

The development plan has a potential revenue of \$1,355,000 to \$2,024,500. This development creates sales tax revenue for the Village. Keep in mind that this is reflective of the retail square footage in each scenario.

In developing this revenue potential a number of comparisons and assumptions have been included. For property tax purposes, several comparable land uses in the area in and around Winfield were identified for each land use type and their Equalized Assessed Value (EAV) determined from County tax information. This data was developed into a model EAV and applied to the projected land areas identified in each scenario. For comparison purposes, a net residential density of three dwellings per acre was used for single-family areas, and eleven dwellings per acre for higher density areas. As property tax assessments are fundamentally based on consideration of comparable properties, this estimation technique is considered to be a good predictor of future revenue potential. It should be noted that the revenue potential assumes the Village tax rate will remain consistent. Should the rate go up, so would revenue projections. Conversely, since rates are based on a total tax amount levied, adding EAV from the scenarios to the overall Village tax base would facilitate generating the same amount of property tax revenue for the Village with a lower tax rate. Such determinations would be made as part of the Village’s annual budget processes.

Sales tax revenue was projected based on the anticipated square footages of commercial development. Those square footages are then multiplied by potential sales per square foot and the Village’s one percent sales tax rate applied. These projections are shown as a range due to the highly uncertain nature of future

ASSUMPTIONS & NOTES:

1. Revenues assume complete build out of all retail areas.
2. Income Tax: This is dependent on the final development density and dwelling type, as well as the condition that revenue from the State will continue to be received at the current amount of \$89 per capita.
3. A residential density of 3 dwelling units for single family homes and 11 dwelling units for multi-family/ townhome units was assumed. The Village of Winfield’s household size of 2.66 (2010 U.S. Census) was used to project the number of persons/capita for the Income Tax projection.
4. Any children generated from the new development would be added to the existing school districts.
5. Sales Tax: Reflects a typical sales of \$250 to \$400 per square foot of retail space.
6. Revenue sharing or development agreements like TIFs, as described on page 15 will cause a time lag in achieving the total revenue projected.
7. Infrastructure costs such as for water, sewer, and stormwater utilities throughout the entire proposed development area are expected to total several million dollars and are subject to negotiation with developers. Final revenue to the Village and other jurisdictions would be net of costs incurred.

Special Area Plans: Roosevelt Road

development, both in terms of the type and amount of retail development. The “performance” per square foot varies, hence the ultimate sales tax revenue generated by different the scenarios will be a function of the retail tenants. Retail uses in this area and in the types of shopping centers appropriate for the corridor typically range in sales per square foot between \$250 and \$400. Again, the type of retailers that locate in the centers will drive the actual revenue. Likewise, size of the shopping areas will impact revenue. The plan reflects common store and center sizes, but the final square footage of development will be the result of a development proposal brought to the Village. In this way the square footages shown in the plan can be considered a base line for considering future developments.

Public Service Costs

Just as new revenues are derived from additional development in the Village, providing services to new businesses and residents generates a cost. Specific costs depend not just on the amount of development but its specific form, in this way they are not as predictable as revenues. Further, costs are not as site specific as revenues; the need for a new clerk at Village Hall or police detective advances service provision to the broader community.

For these reasons, costs are best evaluated when a higher level of development detail is known; when specific development proposals come before the Village. For example, the type of retail uses that ultimately are seen, general residential uses compared to senior housing, or office compared to hotel development will vary service demands.

In that context, it is worthwhile to understand the services that the Village provides and their relative impact on budgets. Currently, the Village considers budget operating expenditures in eight departmental categories shown below in Table 4.2. (* Note that “Transfers” are inter-fund exchanges and non-cash expenditures directly reflective of services to residents / businesses).

The percentages reflect portion of general fund expenditures from the 2013/14 Village Budget and provides an indication of area to be considered in evaluating new development proposals that come before the Village. Similarly, Table 4.3 shows the types of expenditure by function, indicating that personnel and contractual services (which include some professional services provided to the village by contract) make up the majority of village expenditures.

Revenue projections in this analysis reflect an end state, build out of the development. Therefore, the revenue projections should be considered to “ramp up” to the projected amounts over time. As the scenarios do not consider build out timeframes, the point at which the revenues are fully accrued is not defined. Further, some revenues involve a time lag before they are realized by the Village (such as property taxes or revenues potentially shared to facilitate development).

Table 4.2

Police	46%
Public Works	10%
Administration	7%
Community Development	6%
Facility Operations	5%
Finance	2%
Village Board	1%
Transfers *	23%

Source: Village of Winfield 2013/14 Budget

Table 4.3

Personnel ¹	31%
Contractual ²	31%
Capital ³	23%
Other ⁴	11%
Commodities ⁵	4%

Source: Village of Winfield 2013/14 Budget

- 1 Salaries, benefits, overtime
- 2 Professional services, equipment maintenance, facilities maintenance
- 3 Street improvement, vehicles, office equipment, field equipment
- 4 Miscellaneous expenditures
- 5 Consumables such as office equipment, road salt, fuel

Operating Services

General Village services would be impacted by new development. However, the impact of any one development (particularly a small one) is unlikely create significant demand for staff time, and perhaps not enough to require additional staff and incremental expenditures. For example, issuance of and inquiries related to Trash and Yard Waste stickers, garage sale permits, businesses licenses and the like would increase somewhat with new development, but commonly are absorbed by existing staffing levels.

In addition, the cost of some services are offset by fees that generate revenues (such as building permits). Notable cost impact in this area (the incremental cost of adding staff, equipment or facilities) is unlikely to occur until such time as the impact of multiple development makes that necessary. Ongoing management of the Village and annual budget preparations would include evaluation of these impacts, and would be done in the context of Village-wide development levels and service needs.

Preliminary general estimates of costs to the Village of Winfield provided by Village staff for providing public services associated with full annexation and build-out under each scenario is provided herein.

These cost projections complement the estimates of potential revenues available with completion of each scenario as provided in Table 4.1. It is expected that potential costs identified through this basic, general review would apply equaling to each of the scenarios. There are several variables that could impact these figures, including whether annexation occurs, whether development occurs, and whether the Village agrees to provide financial incentives through development agreements.

These very preliminary estimates assume full build-out and would in fact be ramped up to over time as development occurred. In addition to the large unknown of any financial incentives, these projections do not consider the need for new facilities such as a police station.

One-time Capital Costs **(\$3,500,000+ and unincorporated sewer cost)**

- Development consultant fees (\$50,000)
- Legal fees (\$25,000)
- Utilities for incorporated area water main (\$500,000) and sewer (\$450,000)
- Utilities for unincorporated area water main (\$1,925,000) and sewer (unknown, requires FPA study)
- New financial data system (\$500,000) as current system is outdated and designed for smaller organizations/operations

Ongoing Operating Costs **(\$850,000+ annually)**

- Full time Code Enforcement Officer (\$25,000 annually to upgrade current PT position)
- Fiscal Clerk (\$50,000 annually)
- Additional financial system maintenance fee (\$40,000 annually)
- (2) public works maintenance workers (\$130,000 annually)
- (4) police officers to staff a new beat (\$600,000 annually)

Similar to Village services, local school districts will be impacted by new residential development as most children from such projects will attend elementary / high school. It is anticipated that impact fees will offset capital costs. The ongoing impact on school district services should be evaluated at the time development proposals are brought forth through the requirement of fiscal impact studies

Special Area Plans: Roosevelt Road

Public Safety

Police services also are affected by both the amount and type of development. As a significant portion of village expenditures, impacts on this service should be considered based on the form of any proposed development. Both residential and commercial developments potentially create impacts. Similar to general services, the determination of adding incremental police services likely would be made beyond any one subarea or new development.

However, specific developments potentially create unique impacts (such as traffic). Therefore, Police Department services should be considered and consulted as part of any development proposal, and specific needs addressed in annexation agreements or development approvals.

A Infrastructure

Roads and utilities related to new development include public and private improvements – with both commonly installed as part of the development and the public portion dedicated to the Village. Therefore, ongoing maintenance (and eventual replacement) of public facilities must be considered when evaluating a proposal for new development.

Revenues are collected by the Village and dedicated to these services, but are generally Village-wide and not sourced from a particular development (such as water and sewer user charges or motor fuel tax revenues). The impact of road maintenance in the Roosevelt Road KDA is offset somewhat as Roosevelt Road and Winfield Road (south of Roosevelt) are not under the Village’s jurisdiction. However, any public roads interior to developments likely would become Village rights of way.

Estimates provided by the Village engineer to provide water and sewer services to new developments at the Roosevelt/Winfield Road intersection project a potential cost of \$1.3 million. The Village will consider several revenue sources to pay for these costs.

Plan Implementation Development Process

Implementation of the Roosevelt Road Key Development Area ultimately will be accomplished through development and redevelopment in the area; actions to be taken by the development sector. However, “setting the table” for that implementation requires that a series of steps be considered and acted upon by the Village; these are outlined below.

Rezoning

The land use pattern defined by the Roosevelt Road KDA will require that properties to be rezoned to reflect the commercial and higher intensity residential development land use pattern. The rezoning process will play a role in defining the form of the development by applying a zoning district that will define the uses of land allowed, the height and bulk of a development, and overall appearance of the area. To ensure that any rezoning results in development that reflects the character and quality of uses described in these scenarios, the rezoning process should consider one of the following options: 1). Require all development be subject to the standards and procedures of the Planned Unit Development Process (PUD); 2). Establish a new zoning district/districts that contains unique standards to apply to Roosevelt Road; or 3). Establish an overlay district which would require compliance with a more restrictive standard not found in current zoning.

Properties in the study area that are not in the Village must be incorporated prior to establishing zoning. In addition to establishing the development form, rezoning (and the policy set by the comprehensive plan) is a statement of the community’s intent to see eventual development of the permitted land uses. However, the zoning applied to the site should ensure sufficient input by the village on future development.

Therefore, zoning applied to the areas of greatest concern (specifically those designated for commercial development) should be designed to support desired design and mitigate potential impacts when a specific development program comes forward. This approach can be accomplished by applying a zoning district that will require a detailed plan approval process for a new development (a Planned Development District).

Based on the land use plan noted in the Roosevelt Road KDA, rezoning the properties to allow commercial and more intensive residential use is most appropriately done over an area comprising a complete development site. For example, all properties shown in the plan as commercial need not be rezoned, but logical development areas should be in order to facilitate redevelopment. The Village may take this action in response to a petition by property owners or at its own initiative. In either case, existing land uses that may not be permitted in the new zoning district (such as single family homes) are considered legally non-conforming. Those uses of land may continue until such time as the properties are sold and redeveloped for the new use.

Special Area Plans: Roosevelt Road

Development Review

A development plan before the Village for sites in the KDA, whether rezoned or not should be considered through a planned development process, as noted above. This will facilitate consideration and mitigation of potential impacts related to traffic, noise, etc. The development review and approval process includes public hearings, consideration by the Plan Commission and approval by the Village Board. In order for a development to be considered, a single developer must own or control through real estate contract, all properties proposed for development.

Development Incentives

Commercial developments such as those anticipated by the Roosevelt Road KDA may seek support of the community to address gaps in project costs over revenues. These forms of support typically are from new revenues generated by the development (property or sales taxes). While these funds can facilitate the development, it should be noted that applying all or a portion of new funds to the project can defer fiscal gains to the village and other jurisdictions. Several common sources of support are outlined at right.

Tax Increment Financing (TIF)

This funding source comes from new property tax revenues over a base year within and established TIF district. Property Tax revenues on the Equalized Assessed Value (EAV) existing at the base year continue to be distributed to tax jurisdictions as before. Tax revenues on increased EA V (the “increment”) are available for up to a 23 year term and are used to support development in the district. TIF funds commonly support infrastructure and other development specific costs. The use of TIF requires that a detailed feasibility study be conducted and a public process be held. While a final determination as to the eligibility of sites in the Roosevelt Road KDA would be required, TIF districts for similar sorts of areas and developments are found in the region.

Business Districts

This funding source can be established in support of new development and is essentially a new sales tax levied in a geographic area. Similar to TIF, the sales tax runs for a defined term and is used to support development in that district. These districts can be used jointly with a TIF district.

Revenue Sharing Agreements

Communities may enter into agreements regarding proposed developments to share (rebate) sales taxes generated by the development. As with other sources of support, these funds commonly are used to address gaps in funding for the development. Terms of the agreement can be negotiated between the municipality and the developer, and generally have a time frame and / or dollar limit.

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Special Area Plans: St. Charles Road

St. Charles Road Corridor

Introduction

The Village of Winfield has long been committed toward creating and enhancing a community of high-quality residential areas and open spaces. Recently the Village has become concerned about the limited extent and relatively poor quality of the commercial areas within the community. With the creation of a tax increment financing district and the adoption of a Town Center Redevelopment Plan and Program the Village took significant steps to address these issues. The redevelopment of the Town Center, however, is a long-term project and its immediate impact on the financial health of the Village will be limited. The Village therefore has decided to examine other opportunities for increasing its tax base. One such opportunity exists along the St. Charles Road corridor in the northern portion of the Village's planning area.

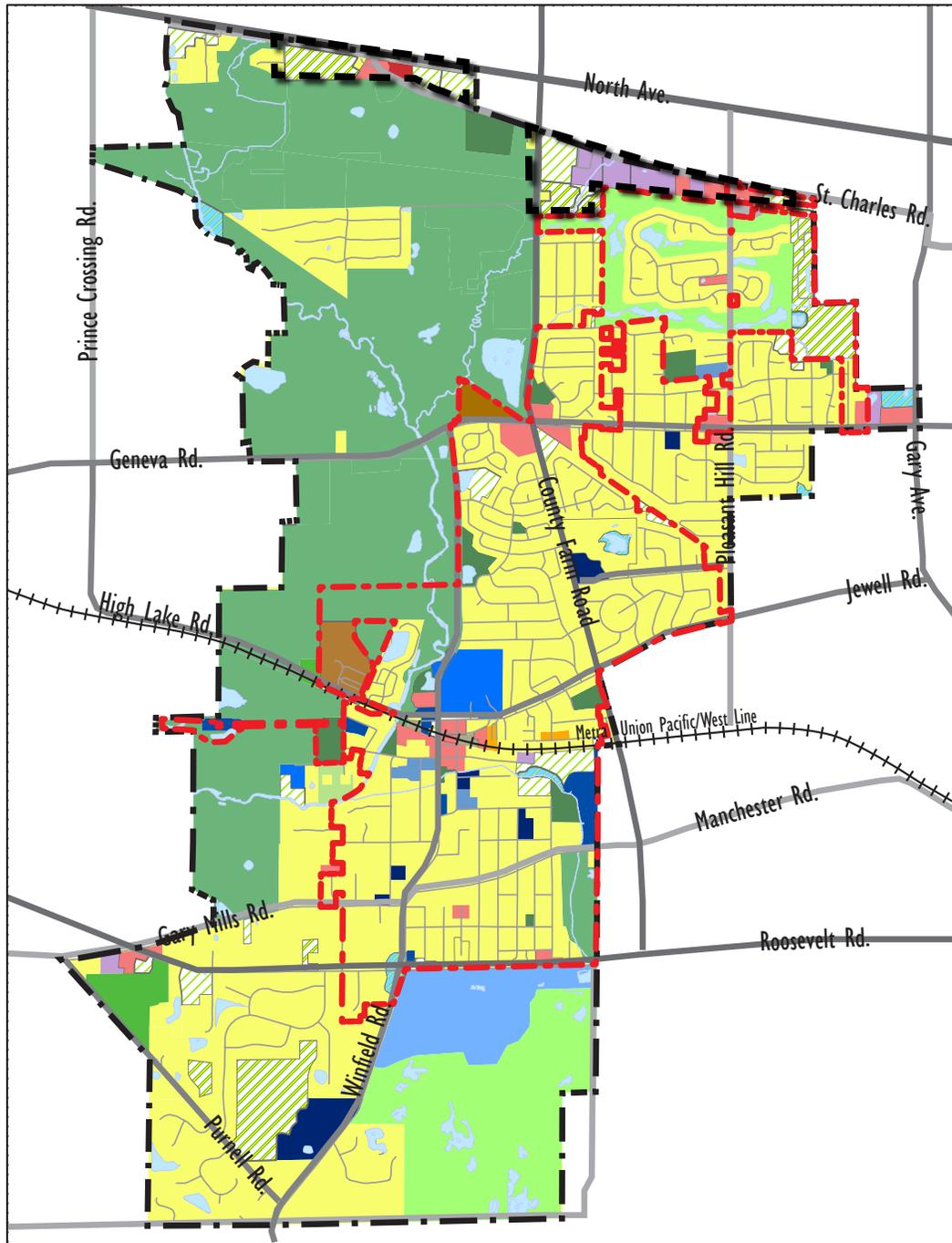
Corridor Characteristics

The St. Charles Road Corridor is a linear east-west oriented development area on the northern boundary of Winfield's Planning Area, characterized by relatively under-utilized parcels. Retail and other commercial activities within the Village have been limited in scope and location. In order to bring about desirable development that will maximize the utility of the land and expand the Village of Winfield's tax base, this KDA plan proposes a land use scheme that diverges from the 2001 Comprehensive Plan Update so as to take advantage of existing assets, strengths and opportunities of the surrounding area.

Figure 4.4: Location Map



Figure 4.5 Existing Land Use Map



--- Municipal Boundary - - - Planning Area

LANDUSE

SF Residential	Cultural	Cropland/Grazing	Manufacturing/Warehouse
MF Residential	Offices	Nursery/Greenhouse	Vacant-Grass
Residential/ Mobile Homes	Education	Recreational Openspace	
Retail/Urban Mix	Medical	Forest Preserve	
Hotel/Motel	Government	Golf Course	
	Religious/Community	Wetlands	

Special Area Plans: St. Charles Road

Existing Conditions

St. Charles Road parallels North Avenue – a major regional roadway, providing easy access to land within the corridor, with signalized intersections at St. Charles and North Avenue, Morton Road, and County Farm Road. Forest preserves and other open space surround much of the Village providing excellent access to trails and natural areas to most of the St. Charles Road KDA.

- The western portion of this development area is situated along the south side of IL Route 64/North Avenue and along the north side of the Timber Ridge Forest Preserve. Existing land uses consist of open space, low-density residential, limited number of commercial uses, including a restaurant and a motel at the intersection of North Avenue and St. Charles Road.
- Directly west of this development area are light industrial uses and commercial uses at the southeast corner of North Avenue and Prince Crossing Road. The Timber Ridge Forest Preserve and the Great Western Trail forms the southern boundary of the KDA. Along the northern side of North Avenue within the Village of Carol Stream lies a combination of open space, residential and institutional uses.
- The eastern portion of this key development area is situated along the south side of St. Charles Road between County Farm Road and South Westgate Drive. Existing land uses consist of vacant land and light industrial uses. Most of the industrial uses are primarily construction and contractor related enterprises.
- Directly north of this area, in the Village of Carol Stream, is a combination of moderate density single family and high-density residential developments, park, commercial and light industrial uses. Directly south of the development area is the continuation of the Great Western Trail, Klein Creek Golf Club and the Fisher Farm development consisting of single-family residential and commercial parcels. In addition, a flood zone bisects the western part of the development area.
- Electric power transmission towers parallel the southern-edge of the corridor along the Great Western Trail. The potential impact of electro-magnetic power on planned residential uses will need to be investigated prior to development approval.

Forest Preserves & Open Space



Existing Industrial



Market Assessment

An economic analysis has been conducted as part of the Assessment Report to understand relevant market opportunities in Winfield in the context of local economic factors and area-wide competitive business locations. The assessment focused on general development trends and retail potential in the area. This perspective provided the basis for informed land use decisions to be made through the Comprehensive Plan process, particularly regarding the Key Development Areas (KDAs). Several key observations about the market in Winfield set the context for new development. This is particularly the case as it relates to the potential for new retail uses, which are influenced by a wide range of factors, including those noted below and on the following page:

Strong Demographics

The population and income data for Winfield and the trade area reflect an attractive demographic for business in terms of income, home ownership, and household types (families).

Local Activity Generators

A number of activity centers in and around Winfield raise the profile of the community and attract potential customers. The most significant of these are CDH / Cadence Heath and Cantigny. Other draws to the area include the Great Western Trail and Forest Preserves.

Development Trends

A number of retail centers to the east and west of Winfield are well established, and take advantage of access to intersecting regional highways. Demographic concentrations and established retail areas will continue to attract new businesses. Most retailers do not look to be “pioneers” and will locate in existing shopping districts until significant new demand is generated or site become obsolete.

Accessibility

Ready access to potential customers is a further common characteristic of successful retail locations and is reflected in the Competitive Alignment map. A combination of access, visibility and traffic volumes are essential factors in business location decisions (especially retail uses). Access is the ability to easily enter a site –often facilitated by a traffic control signal, especially for left turns. Visibility is also required so that potential shoppers can learn about a business and new shoppers can find the business easily. It is important to note that not all visible sites are sufficiently accessible to be attractive to some potential users.

The purpose of the market assessment is to:

- Assess relative strength of the Winfield market.
- Identify retail opportunities for potential new businesses in the Village.
- Consider potential for commercial uses as they relate to the Comprehensive Plan.

Wheaton Church



West Chicago, Route 59

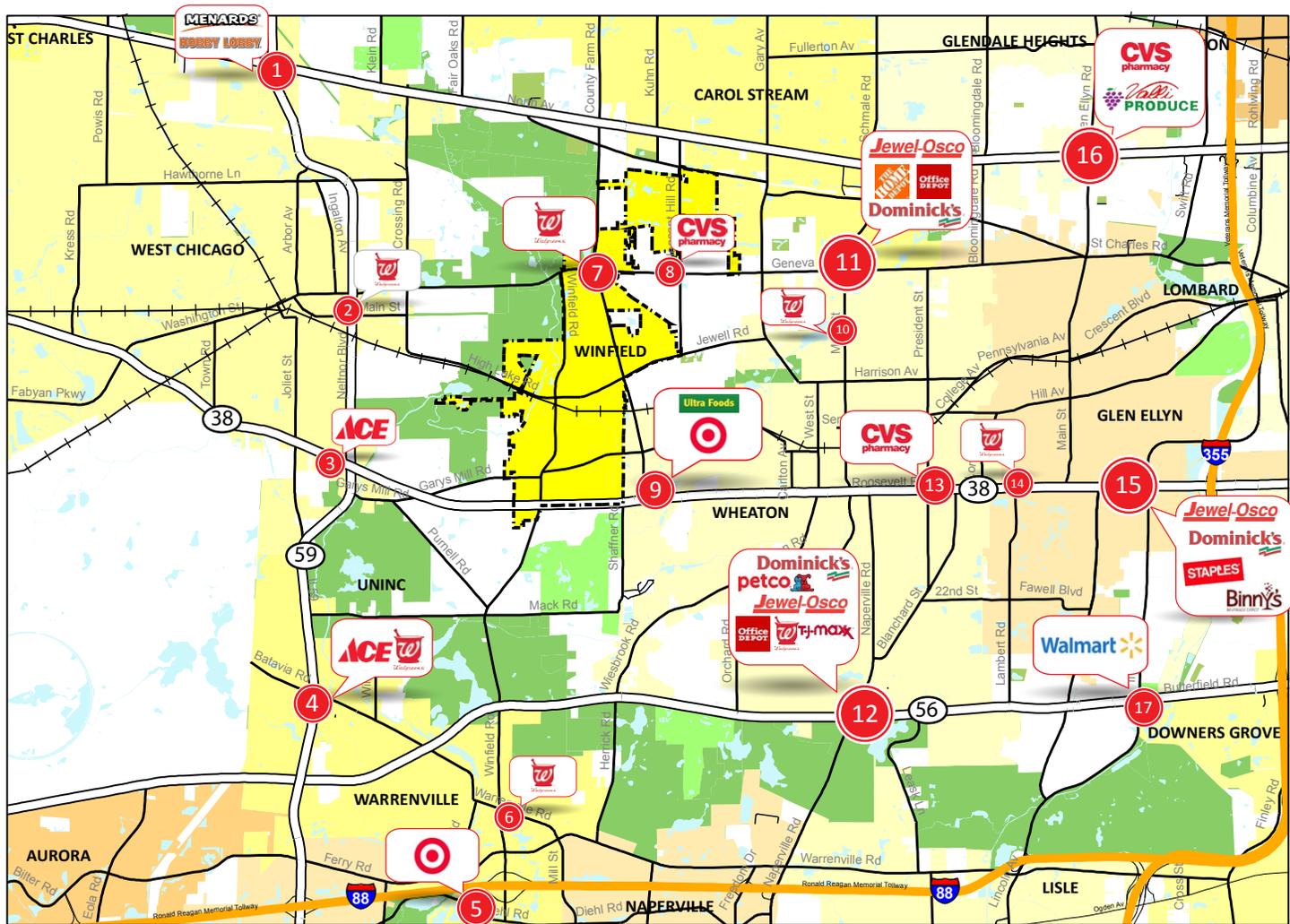


Special Area Plans: St. Charles Road

Competitive Alignment

Overall, the market data shows potential for retail sales to be captured in the Winfield market area, particularly for general merchandise goods (typically larger format stores), and new fresh market and discount grocer concepts emerging in the region, see map below.

Figure 4.6 Competitive Alignment Map



SHOPPING CENTER SIZE

-  200,000 + sq. ft.
-  75,000–200,000 sq. ft.
-  15,000–75,000 sq. ft.
-  Anchor Tenant(s)



Community Comment

Through a variety of methods members of the Winfield community were given an opportunity to provide input on the type of issues and opportunities relative to various land uses they believe important to the future of the Village. A summary of the community comments, ideas, and visions relevant to the St. Charles Road corridor are provided below and on the following page.

Outreach Components

- **Community Survey:** Questionnaire made available to all residents of the Winfield Planning Area.
- **Stakeholder Interviews:** Interviews with community leaders, local developers, public officials and public agencies.
- **Public Forum:** Residents participate in an interactive mapping exercise to indicate both their preference and location for various uses. The results on the following page are summarized from eight table groups in order of number of votes. Two of the eight table groups did not provide use preferences.

Winfield Public Forum



Special Area Plans: St. Charles Road



Community Survey

- Expanding commercial development opportunities, with emphasis on larger format retail stores, including other commercial (smaller scale neighborhood shopping centers and offices) and higher density residential uses.
- More than three-quarters (78%) of respondents consider general retail as a preferred type of development for the Village to pursue. Restaurants and large retail were considered preferred by 78% and 67% respectively.
- Promote the use of regional bike trails, as this is a key attraction for many Winfield residents, with approximately 1 in 5 people using them weekly.
- Other preferred development in the Village include restaurants, large and specialty retail, housing and family entertainment.



Stakeholder Interviews

- Encourage commercial uses along St. Charles Road, with the recognition that residential use may be the most viable option given the relative poor location/access for the eastern portion of the corridor.
- Promote economic marketing plan with tools/incentives to attract development.
- Competitive shopping areas: Wheaton, West Chicago and Carol Stream. Grocers within a 5-10 minute drive (Ultra Foods), and large retailers within a 10-15 drive from the north end of the Village located in Bloomingdale.
- Pursue annexation of existing business.
- Need to evaluate cost of annexation.
- Build on Village's commitment with extension of utilities to St. Charles Road corridor.
- Consider a grocery store – fresh market concept.
- Consider large-scale retail uses.
- Multiple family uses may be considered depending on type of use and quality of product.



Public Forum

- Light industrial
- Neighborhood retail
- Pedestrian improvements
- Offices
- Townhomes
- Large format retail
- Multi-family residential
- Restaurant/fast food
- Day care
- Sports facility

Development Plan

Western Sub-Area

Future Land Use Recommendations

The Village-wide Future Land Use Plan in this document, designates this area for general commercial use, with a focus on retail commercial and secondary office uses. The expanded commercial area takes advantage of its location between existing commercial development and the higher accessibility resulting from the multiple frontages provided by North Avenue and St. Charles Road. This commercial area would serve as a community level commercial district, with the possibility for hospitality services (food and lodging) and office uses. Access points along North Avenue for these commercial uses would be limited to right-in/right-out; more complete access points would have to be located along St. Charles Road or Morton Road where signalized intersections exist. A cross-access easement should be required to allow movement between these commercial parcels, each of which would allow for only one full-access curb cut along St. Charles Road.

In addition, the potential exists for the preservation of the local area history through the reuse of the historic barn located on the south side of North Avenue just west of St. Charles Road. This Plan envisions the barn being converted for commercial use (e.g. restaurant/banquet facility.)

Finally, a pedestrian path and a landscaped parkway should be created along the south side of St. Charles Road, starting from the intersection of St. Charles Road and North Avenue and connecting east to the Steven M. Ravenesi Trail.

Although within Winfield's planning area, annexation of the St. Charles western sub-area will not be possible without further amendment to Winfield's municipal boundary agreement with Carol Stream. With the Forest Preserve's subsequent purchase of property on the south side of St. Charles Road, the Village of Winfield does not currently have the necessary connectivity to this part of its planning area, as the Village cannot annex through or include Forest Preserve property or property currently in Carol Stream. Discussions with Carol Stream should be pursued to determine if it is possible to secure (annex) from Carol Stream the necessary land to establish the required contiguity necessary for annexation.

Purpose of Scenarios:

To communicate basic, core design standards and site development guidelines that should be considered when evaluating specific developer proposals. It is important to acknowledge that specific proposals will be based on the needs and requirements of specific users, and that final plans will differ from the concepts presented in this Plan.

Plan Elements:

The development scenarios illustrate elements that are designed to serve, maintain, and enhance the character of the Village and provide an attractive gateway to Winfield. These elements include:

- ***General Land Use Pattern***
- ***Access***
- ***Basic Building Configuration***
- ***Buffers and Open Spaces***
- ***Landscape Treatments***

Special Area Plans: St. Charles Road

Figure 4.7: Overall Sub-Area plan rendering

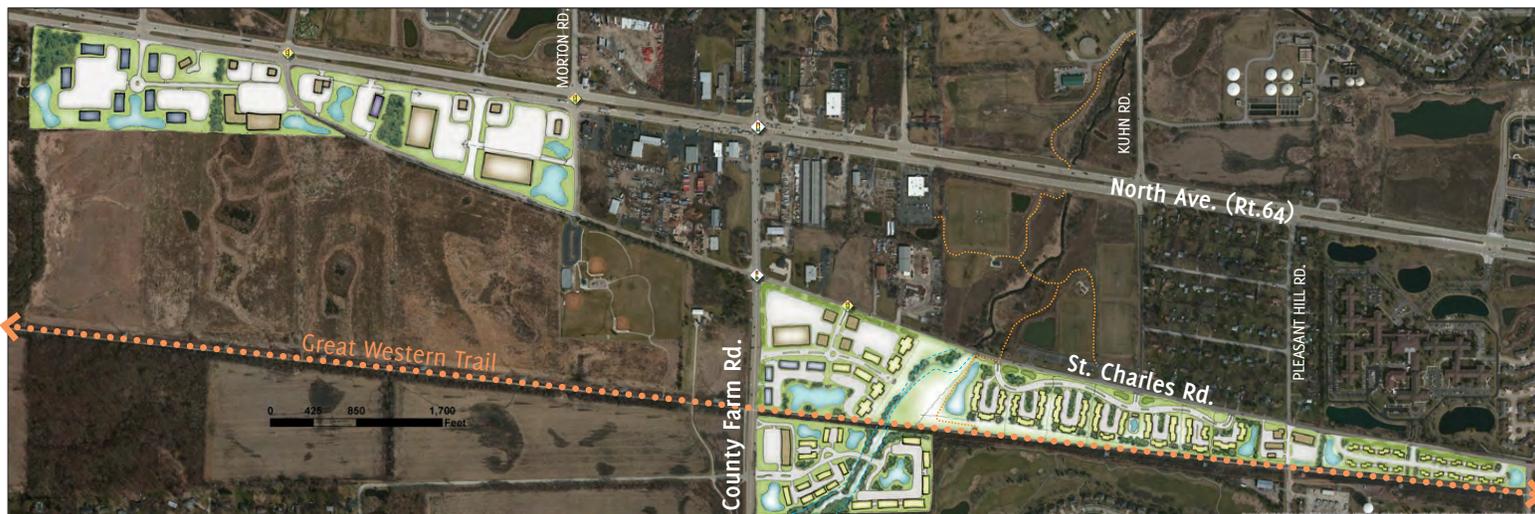
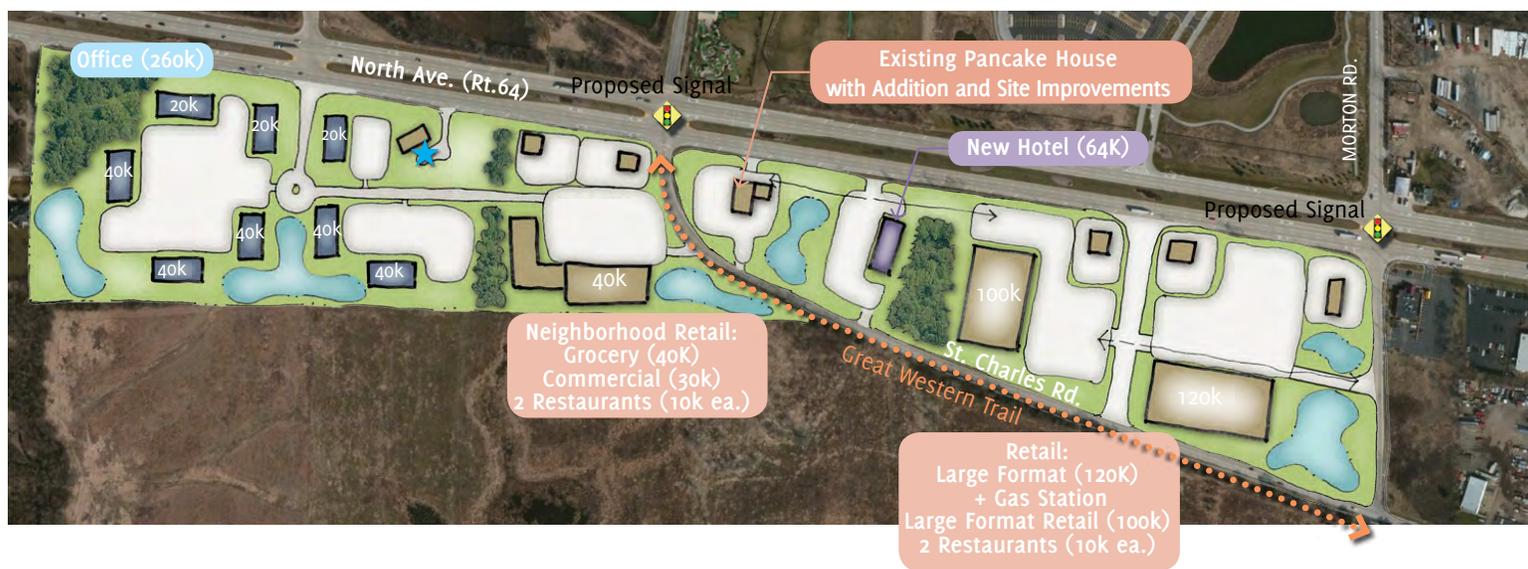


Figure 4.8: Western Sub-Area plan rendering



EASTERN SUB-AREA

Future Land Use Recommendations

The Village-wide Future Land Use Plan in this document, designates this area for limited community level commercial centers and office uses, with an emphasis on transitioning existing industrial uses to high density multiple-family buildings and townhomes, with neighborhood oriented retail commercial and auto service uses.

On the western side of this development sub-area a moderately scaled commercial center (anchored by a grocer or other small format store) is retained from previous Village plans recognizing the relative high traffic volumes at the intersections of the two arterial roads (County Farm Road and St. Charles Road) and availability of large vacant parcels. This commercial node provides an opportunity for medium format commercial and hospitality uses such as food and personal services.

Immediately south of this commercial node, south of the Great Western Trail, along the east side of County Farm Road (commonly known as the Warden property), limited commercial service/office uses are recommended to take advantage of the visibility along County Farm Road frontage. Medium to high-density residential use is recommended on the remainder of the site to serve as a transition between more intensive commercial uses and lower-density residential uses, and to provide additional alternative housing options to meet the demands of Winfield's younger and older populations.

From lands adjacent to the flood zone and points further east along the south side of St. Charles Road, high-density and medium-density residential development are recommended as they would; 1) be consistent with other nearby land uses, 2) fit well within the context of the narrow, linear land configuration located on the south side of St. Charles Road, 3) provide a walk-in market for planned commercial uses at the St. Charles/County Farm Road intersection, and 4) take advantage of extensive access to the Great Western Trail as an important amenity value to new residents seeking an active lifestyle. The redevelopment of these parcels will require assembly of several existing uses so as to encourage better development opportunities. The redevelopment of this area will require utility extension, and potential financial assistance to make new development economically feasible.

At the very narrow easternmost section of the St. Charles key development area, a mix of small auto service and commercial uses at Pleasant Hill Road would ideally serve as neighborhood amenities for the adjacent Fisher Farm subdivision and Klein Creek Golf Course community, and other residential areas.

Great Western Trail



Multi-Family Residential



Special Area Plans: St. Charles Road

Figure 4.9: Eastern Sub-Area Plan Rendering



To summarize, the Plan for the St. Charles Road corridor recommends a reconfiguration of the land use scheme to bring about more desirable development that will raise land values and thus the overall image and quality of the Village. Doing so will improve the Village tax base and maximize the development potential of the land.

CORRIDOR & GATEWAY ENHANCEMENTS

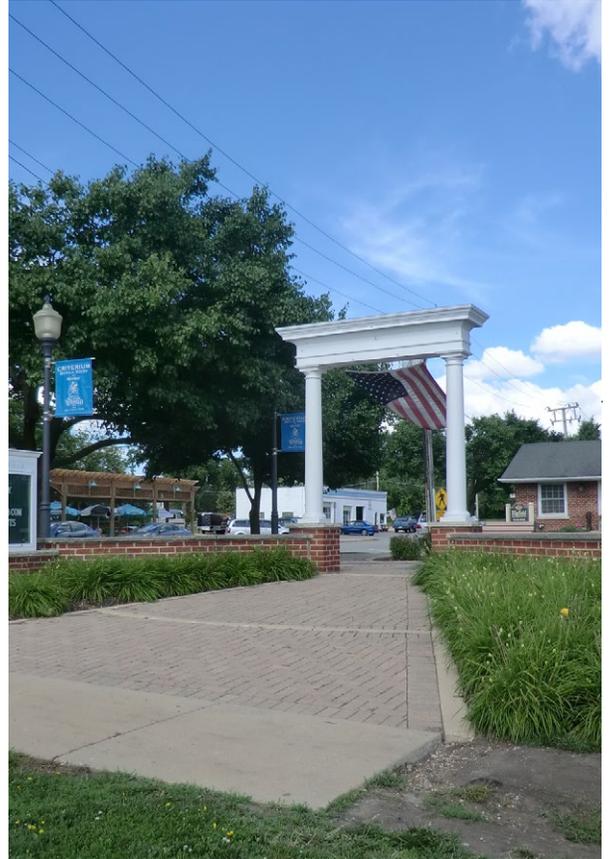
Streetscape improvements are recommended along St. Charles Road as part of a program of corridor and gateway enhancements to improve the image and identify of this important entry to the Village. The corridor improvements would include establishing a streetscape theme with landscaping, street lighting and signage; entry features and signs; directional (wayfinding) signs; improving the pedestrian environment by enhancing the edge of the right-of-way with trees and other landscaping treatments, providing street furniture, sufficiently wide sidewalks, and other amenities.

In addition, a new Village gateway identity within the St. Charles Road corridor should be created at the intersection of St. Charles Road and County Farm Road. The gateway should feature distinctive identity signage indicating entry to the Village, unique lighting fixtures to highlight and accent each gateway feature; and accent plantings and other distinctive landscaping treatments.

Landscaping & Pedestrian Amenities



Gateway Enhancements



Parkways



Special Area Plans: St. Charles Road

UTILITY & INFRASTRUCTURE PLANS

The basic infrastructure in many parts of Winfield is old and in need of continued upgrading and/or replacement, or in many cases, such as a large part of the St. Charles Road corridor, full utilities are not available. The Village has been proactive in maintaining/replacing the water and wastewater infrastructure. The Village recently extended water service to the corridor from County Farm Road, serving properties east along St. Charles Road to the Fisher Farm subdivision at Taylor Drive, and to the west to Morton Road. The watermain has adequate capacity to provide the required fire flows for any type of development. Winfield has recently extended sanitary sewer service to southeast corner of St. Charles and County Farm Road, but will be unable to serve additional areas to the east and west due to inadequate depth. Larger capacity interceptor sewers will be needed in any areas of the Village that will be more densely developed along the corridor. The Village of Carol Stream, through an existing intergovernmental agreement with Winfield, will provide interceptor sewers to remaining properties along St. Charles Road. Carol Stream current provides such service to Fisher Farms subdivision and Wheaton Christian School. The Village of Winfield would be responsible for a portion of this cost. Therefore, coordination with Carol Stream will be critical to making future cost-effective infrastructure investments.

The Village has adequate water storage to meet future demands. However, the excess storage capacity is being rented to Illinois American Water Company, and a new water tower may be necessary if the Village pursues higher density development, or if annexation or redevelopment results in a significant increase in water demand. Water can be extended to any area within the Village's planning boundary, with the size of main dependent on the type of development and fire flow requirements.

All future road improvements, including securing new or additional curb-cuts along St. Charles Road required DuPage County approval as it is a County road.

Winfield Water Tower



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Implementation Plan

Chapter Contents: Winfield's Implementation Plan, which identifies in a prioritized and clear manner a step-by-step process for putting Winfield's Comprehensive Plan into action.

The Comprehensive Plan is a statement of policy, a guiding document expressing the visions and aspirations of the residents of Winfield to develop a well-planned, economically viable and sustainable community with a high quality of life. As a policy document, the Plan is a fluid, not an end unto itself, requiring Village officials and residents to undertake further actions to implement the policies and recommendations contained herein over the long term. Therefore, adoption of the Comprehensive Plan does not signal the end of the comprehensive planning process in Winfield. Rather, it signals the beginning of a process of continuing implementation whereby the Plan serves as a guide for both public and private decisions affecting the future of the community.

This requires that both Village officials and the community residents be familiar with and generally support the major tenets of the Plan. Therefore, it is important that the Plan be well publicized, understood and supported by the community for it to be recognized as a practical and effective guide for the Village.

The process of achieving the goals for growth and positive change in Winfield over the long term, as articulated in the Comprehensive Plan, is dependent on ensuring that the planning and development review system is tied to specific actions, programs and tools. Effective implementation the objectives of the Plan is the product of combining the policies and strategies with the actions and tools described herein.

A Dynamic Document

It is important to keep in mind that the Comprehensive Plan is not static. The Plan is based on dynamic variables whose future direction cannot always be accurately predicted. The Village must periodically re-examine and update the Plan as conditions and community aspirations change.

Updating the Comprehensive Plan

Every 1 year (at minimum):

Review and update the Implementation Action Plan

Every 2 to 3 years (at minimum):

Review and update the Future Land Use Plan and Special Area Plans
Review the entire Comprehensive Plan

Every 5-9 years (at minimum):

Complete update of the entire Comprehensive Plan

Implementation Actions

Plan implementation consists of a variety of proactive and reactive activities that will collectively ensure that Winfield achieves its goals. Proactive activities are those actions that the Village initiates through a proposal, plan, improvement or regulatory change. On the other hand, reactive activities are those in which other parties approach the Village with a proposal on which the Village must act. Preparation of specific area plans, such as the special corridor plans developed for the Roosevelt Road and St. Charles Road, is an example of a proactive activity, while development review is an example of a reactive activity.

Creating regulatory standards represent proactive activities which Winfield should undertake to generate the types and character of desired development. As part of this process the Village has considered possible changes to one of the most significant implementation efforts to control development through the updating of its Zoning Ordinance to address the future of redevelopment along Roosevelt and St. Charles Road corridors.

The Plan implementation phase of the comprehensive planning process begins when the Village Board adopts the Plan. Since the implementation phase will require time and effort on the part of Village staff, as well as an allocation of the Village's financial resources, the Village Board should prioritize all activities to be carried out.

To facilitate the implementation of the Comprehensive Plan the Village should consider the following activities:

- **Prepare a Fiscal Impact Analysis for key development areas.** The Village should prepare an in-depth evaluation of the impact of growth and development on its finances and operational capacity as part of its long-term strategic planning process. A fiscal impact analysis of key development areas would help determine the long term impact of these areas on Village finances, staff and capital resources. A fiscal impact analysis will identify potential new revenue sources, evaluate current and future levels of services, and identify costs associated with serving a growing community. This approach could also be extended to and benefit other taxing districts.
- **Greenway System Plan.** An attractive and functional greenway system that expands on and establishes links to Winfield's bike trail system will enhance recreational opportunities, non-motorized access, and protect quality environmental areas. A series of tasks are required to implement the system recommended in this Plan. First, local support needs to be organized and combined with efforts to seek support from other local jurisdictions, including the Park District, DuPage County, and other local and State agencies. Once the scope of the system is determined, a specific plan with standards should be created that identifies the types of trails, security, safety, funding, accessibility, and local ordinances that may need to be modified to limit development. This process should result in prioritizing proposed greenways leading to an implementation schedule and pursuit of funding.
- **Village Appearance and Identity Plan.** A series of coordinated tasks could be undertaken to implement a broad community appearance enhancement initiative. The first task would be to more clearly define specific elements of such a program, including: 1) inventorying important features of the Village's landscape for preservation and enhancement; 2) exploring ways to upgrade the appearance of public facilities, open spaces, and parks; 3) strengthening Village identity through gateway and way-finding sign program, and 4) establishing a Village wide tree planting and maintenance program.
- **Update and revise the Zoning Ordinance and Subdivision Regulations.** It is highly recommended that the Village update and revise its Zoning Ordinance and the Subdivision Regulations to ensure that they are consistent with the policies and recommendations outlined in this Plan. More specifically, the Zoning Map should be updated to reflect changes to zoning districts and future land use designations as outlined in the Comprehensive Plan. Also, the standards contained in both the Zoning Ordinance and Subdivision Regulations should be reviewed and updated, with particular emphasis on establishing a planned development process for Roosevelt Road, and mixed use development for St. Charles Road, inclusive of detailed design standards based on the design guidelines in the Comprehensive Plan, a site plan review process, and traditional neighborhood housing provisions.

Implementation

- **Design Guidelines Manual.** In general, design guidelines are organized as a set of design standards to clearly communicate the importance of design and physical appearance throughout the community. Adopting specific design guidelines for the unique sub-areas of the Village is recommended for the following community elements:

Residential Design Guidelines. To meet the goals for multiple family residential neighborhoods established in this Comprehensive Plan. Residential design guidelines should be developed utilizing illustrations to clearly communicate the importance of design and physical appearance to developers and site designers. While the design guidelines should paint a clear picture of the community's design expectations, they should also provide adequate flexibility for creative design.

Commercial Corridor Design Guidelines. These guidelines would apply commercial development located at high-profile locations such as Roosevelt, Geneva, and St. Charles Roads and North Avenue. These locations warrant attention to design details to ensure that the quality of development is reflective of the community desires as expressed in this Plan. These commercial projects should project a positive, high quality image reflective of the residential character of the Village, and should be designed with appropriate buffers from adjacent residential neighborhoods.

Annexation Policy

While State Statutes provide a municipality with certain controls governing subdivision standards within the municipality's 1-1/2 mile extraterritorial planning boundary, the municipality only has control of land use decisions for property that has been or can be annexed. By joining unincorporated areas into the Village, annexation offers Winfield the ability to control growth, expand its tax base, and ensure quality development consistent with Village standards.

Annexation Agreements

The process of annexing land in Illinois as per State Act 65 ILCS 5/7-1, provides methods of annexation of contiguous property to a municipality. Owners of contiguous property may petition the circuit court of the village for annexation. A municipality may annex contiguous property without the owners' consent only in extremely limited circumstances. The area must be 60 acres or less and completely surrounded by one or more municipalities. There is no area in the Roosevelt Road corridor that currently meets this criteria for a non-consensual annexation.

The Act also provides the Village and private property owners the ability to enter into annexation agreements outlining a number of development controls which may extend beyond the standards set in the Village Zoning and Subdivision Ordinances. Annexation agreements generally define the governmental agency or private entity responsible for providing or maintaining infrastructure such as roads and utilities.

In the short term properties that have been designated for future commercial use within the Roosevelt Road and St. Charles Road corridor study areas should be pursued to determine annexation potential. Future annexation and development agreements should require that properties proposed for commercial uses should not be annexed and developed in a piecemeal fashion which could allow for small, strip-retail development. While annexation is encouraged, any development plans should be contingent upon the assembly of several properties to provide for a larger, unified development. The Village should also pursue annexation of the other areas within its planning area.

Implementation Action Plan

The implementation action plan identifies and defines planning and community developments activity to be carried out during a particular timeframe, the suggested responsibilities for each activity, and the specific involvement of the other public agencies where appropriate. The tables on the following pages are designed to provide a starting point for prioritization and budgeting of actions needed to implement strategies and recommendations outlined in this Plan. A timeframe for each activity is also suggested to define a general phasing plan for implementation. Further refinement of this table will be needed as details of costs and staff resources are verified. In addition, the Village should review and update the action plan on an annual basis to ensure that it stays within the Village's financial ability and resource capacity.

Action Plan					
Classification	Action Step	Participants	Priority	Phasing	Potential Funding Sources
Community Character	Develop community gateway identity sign elements.	Village, County, IDOT	1	Near Term	Village, Tax Increment Financing (TIF) Business District Development (BDD) Area
Community Character	Expand the Downtown Streetscape program, and establish a streetscape and wayfinding signage system along major road corridors.	Village, County IDOT	1	Near Term	Village, TIF, BDD, Special Service Area Financing (SSA) IDOT
Economic Development	Develop a fiscal impact model to evaluate the impact of individual developments and the overall fiscal balance of the Village.	Village	2	Near Term	Village, Development Fees
Economic Development	Pursue annexation of potential commercial properties along major road corridors.	Village	1	Near Term	Village
Economic Development	Establish a development recruitment process and marketing materials to seek developers for priority development sites.	Village, Center DuPage Hospital (CDH)	1	Near Term	Village, TIF BDD CDH
Economic Development	Develop a partnership with Central DuPage Hospital to explore joint development plans for the Town Center, and update the Town Center Plan as appropriate.	Village, CDH	1	Near Term	Village, TIF BDD CDH
Economic Development	Develop a financial incentive program and tools to facilitate development of commercial corridors, including TIF, Sales Tax rebate program, BDD, and Special Service Area financing.	Village	1	Near Term	Village
Community Development	Explore options for proactive enforcement of municipal property standards to foster	Village	2		Village - Property Fines and Penalties

Implementation

Action Plan					
Classification	Action Step	Participants	Priority	Phasing	Potential Funding Sources
	well-maintained properties through public education, neighborhood inspections & recognition programs that reward & inspire.			Near Term	
Community Development	Develop a clearinghouse for collecting and disseminating information about funding sources and assistance available to homeowners for home improvements.	Village	2	Near Term	
Community Facilities	Explore the establishment of a community center (theatre and/or a multipurpose arts/cultural center) in the Village.	Village	3	Long Term	DCEO, Arts Grants
Community Facilities	Develop a comprehensive stormwater management plan to alleviate flooding conditions.	Village	1	Near Term	Village, County, IDOT EPA
Community Facilities	Evaluate options for moving and/or expanding Village Hall and public works facilities.	Village CDH	3	Long Term	Village
Land Use	Update Zoning and Subdivision Codes.	Village	1	Near Term	Village
Transportation	Evaluate the need for traffic calming measures in neighborhoods with traffic problems, such as cut-through traffic and speeding.	Village	3	Long Term	Village
Transportation	Expand bus routes within and to the Village.	Village, PACE, RTA	1	Near Term	Village, RTA
Transportation	Construct bus shelters to make public transportation more welcoming and better used.	Village, PACE, RTA, IDOT	3	Long Term	RTA, PACE County, IDOT

Action Plan						
Classification	Action Step	Participants	Priority	Phasing	Potential Funding Sources	
Transportation	Ensure that all public rights-of-way include sidewalks on at least on side of the street, with preferably a parkway separating vehicles from pedestrians.	Village, IDOT, County	3	Ongoing	Village, Safe Route to School Program, IDOT	
Transportation	Expand local bikeways through the implementation of the Village Bikeway Plan, and enhance existing bike paths with landscaping, street furniture, signage and lighting.	Village, County	3	Long Term	Dept. of Natural Resources (DNR), County, IDOT	
Transportation	Update the bicycle parking ordinance to reflect best practices for the design and installation of bike parking.	Village	2	Long Term	Village	
Transportation	Consider the development of an access control policy and standards to be integrated into the zoning ordinance which limits the number of individual curb cuts along major streets in favor of shared or common access ways.	Village, County	1	Near Term	Village	
Transportation	Add a dedicated bike lane along the Winfield Road right-of-way.	Village	3	Long Term	Village, IDOT	
Transportation	Prepare a traffic study to adjust the timing of signals at both intersections of Winfield Road and Beecher Avenue, and Winfield Road and High Lake Road.	Village	2	Near Term	Village	
Transportation	Lobby Metra for continuous service improvements and	Village,	3	Long	Metra,	

Implementation

Action Plan					
Classification	Action Step	Participants	Priority	Phasing	Potential Funding Sources
	landscape enhancements along the railroad right-of-way.	Metra, RTA		Term	RTA
Green Initiatives	Utilize permeable paving materials for bike paths, sidewalks and parking lots.	Village, Counties	3	Long Term	DNR, EPA Counties, IDOT
Green Initiatives	Encourage LEED (Leadership in Energy and Environmental Design) building standards for all new public buildings and facilities.	Village	1	Ongoing	Village, TIF, BDD Private Owners
Green Initiatives	Retrofit existing public buildings and facilities according to LEED standards.	Village, Public agencies	1	Ongoing	Village, Public agencies
Green Initiatives	Transition the Village's existing vehicle fleet to a "green" fleet by acquiring hybrid vehicles as well as those that run on alternative fuels, such as biodiesel and E-85. In addition, limit idling of trucks.	Village	1	Ongoing	Village, EPA
Green Initiatives	Conduct energy audits of existing buildings and connect building owners to grants and other funding sources to retrofit these buildings in order to become as energy efficient as possible.	Village	1	Ongoing	Village, Private Owners
Green Initiatives	Develop a renewal energy plan.	Village,	2	Long Term	Village, EPA
Green Initiatives	Explore partnership with an agency to provide recycling of toxic items, such as	Village	2	Near Term	Village

Action Plan					
Classification	Action Step	Participants	Priority	Phasing	Potential Funding Sources
	batteries, computer hardware, etc.				
Flood Control	Construct Village Demonstration projects to show benefits of green stormwater management practices.	Village	3	Long Term	Village, local businesses
Flood Control	Implement the DuPage River West Branch watershed plan.	Village, County	2	Ongoing	Village, County, IDOT EPA
Flood Control	Develop an acquisition plan for the purchase of properties located in the floodway, or properties experiencing significant flood damage in the flood plain.	Village, County, IDOT	2	Near Term	Village, County, EPA, IDOT
Flood Control	Establish a “Winfield Greenway” corridor south of Manchester Road to enhance flood control through improvements to the floodplain area.	Village, County,	2	Long Term	Village, County, EPA, IDOT

Appendix

Chapter Contents: The Community Assessment Report, which includes supplementary documents, as highlighted below, that were utilized in the process of updating the Winfield Comprehensive Plan.

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APPENDIX B

BALANCED GROWTH SCENARIO

1. Community Profile

DEMOGRAPHICS

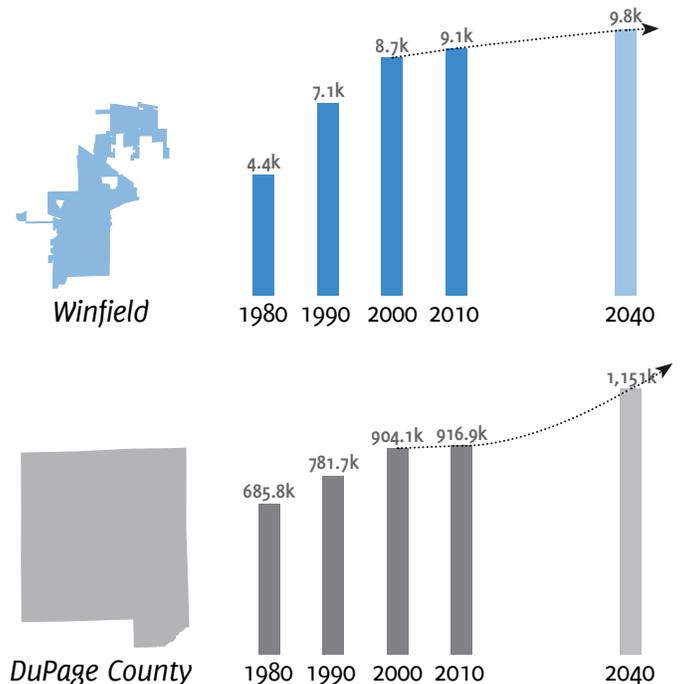
In order to plan for future growth and development in Winfield it is important to understand how the community has changed over the years by looking at its demographics, housing and employment patterns.

Population: The population of Winfield has more than doubled over the last 30 years, with a 4.5% increase over the last decade (8,718 to 9,080). CMAP projects an 8% increase in population by 2040 to reach 9,804, with a 27% increase for DuPage County. Given the limited vacant land within the Village’s planning area, this increase in population would need to be accommodated by development of existing vacant lots and underutilized parcels within the Village’s planning boundary.

Race: With respect to race, Winfield is predominantly white, but has seen an increase from 6% to 8% in all other races over the last decade. The County has seen a greater shift from 16% to 22% over the same time period. Looking at the new residents in the Village over the last ten years (Figure A1.3), it has drawn a mix of racially diverse people willing to call the community their home. It is important for the Village to be aware of this changing demographic to make sure that the service needs for different population groups is well addressed.

POPULATION

Figure A1.1: Population trend: Winfield & DuPage County
Data Source- U.S. Census Bureau and CMAP’s projection for 2040



RACE & ETHNICITY

Figure A1.2: Snapshot of racial diversity in 2010
Data Source- U.S. Census Bureau

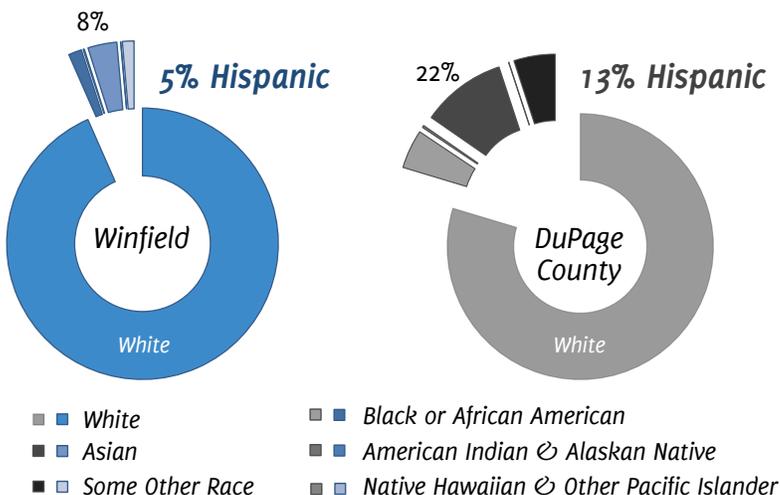
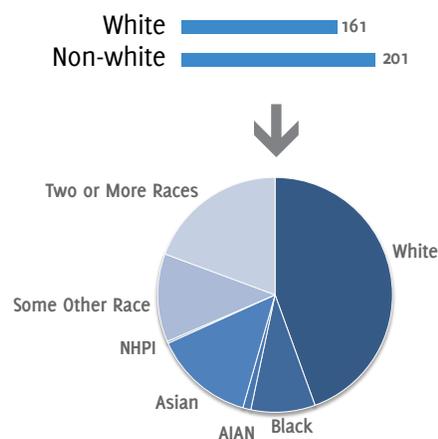


Figure A1.3: Winfield’s population increase (2000 to 2010)
Data Source- U.S. Census Bureau

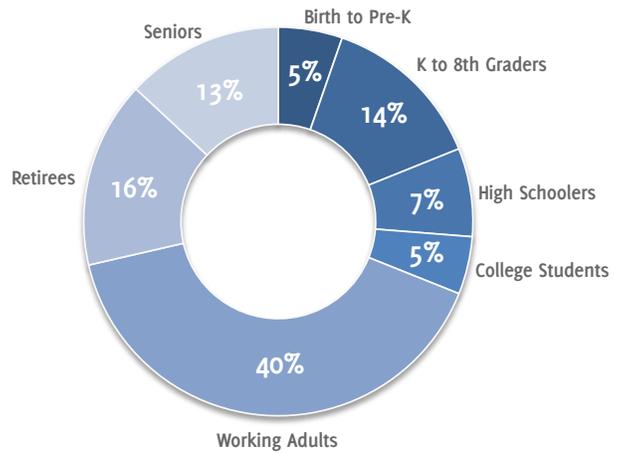


Appendix

Age: The age of the residents is important to understand and anticipate the type of housing stock, amenities and services needed in the community. The graph below shows a drop in the age groups of 15 to 24 for each of the Census years, indicating that young adults leave the community to attend institutions of higher education or to pursue work elsewhere. This may be a contributing factor to the increase in the median age of the community and smaller household sizes, also caused by an increase in the number of empty nesters and seniors over time. The next 30 years will see the predominant workforce of the community (ages 25 to 54) gradually retiring and maybe even downsizing into lower maintenance properties. In order to address these changes, the Village will need to attract more young adults and families to move back into the larger dwellings by highlighting the availability of good schools and quality of life in Winfield, besides ensuring that there are adequate facilities and services for seniors. Housing values and availability of a variety of housing types will also be important factors.

Figure A1.4: Snapshot of Winfield residents in 2010

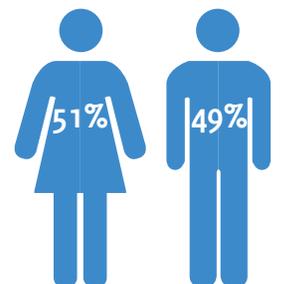
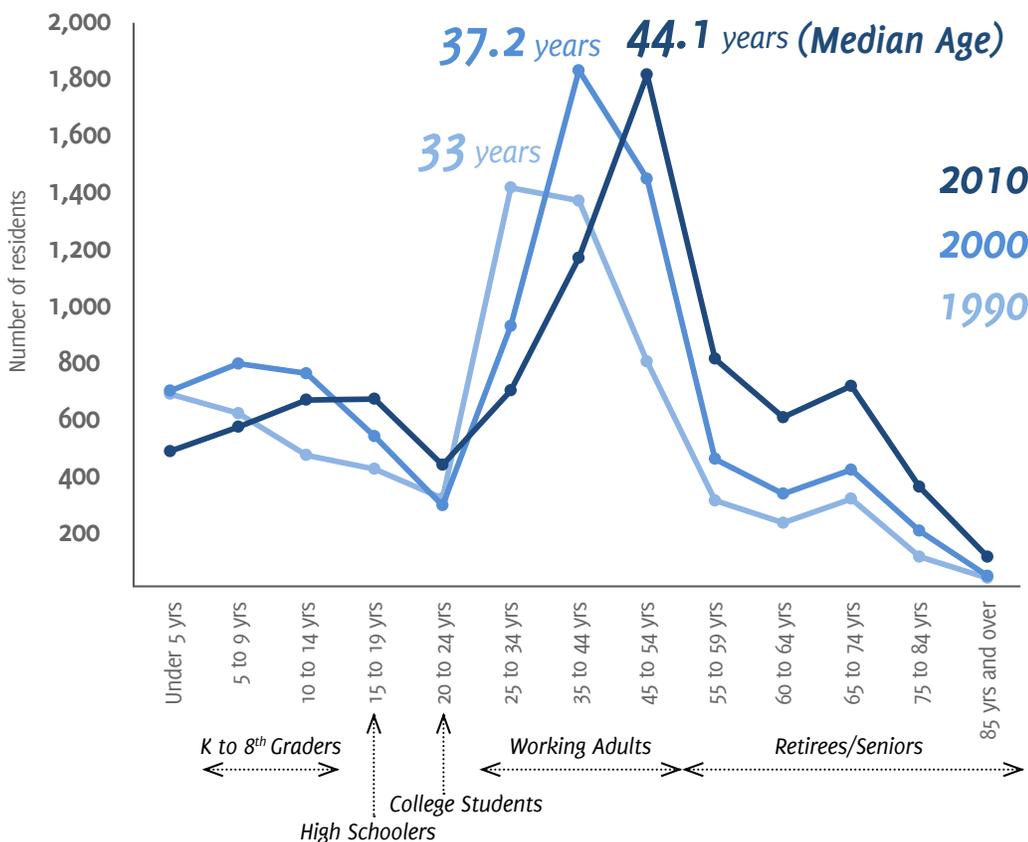
Data Source- U.S. Census Bureau



AGE

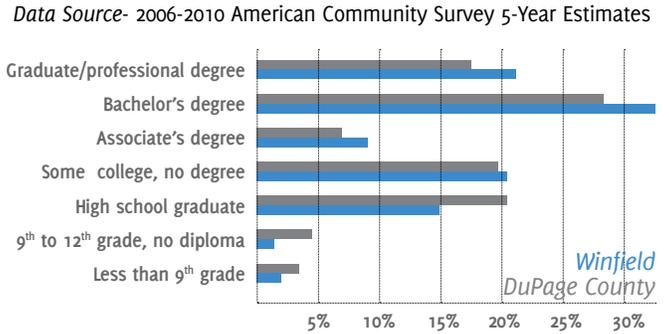
Figure A1.5: Age distribution of Winfield's population (1990 to 2010)

Data Source- U.S. Census Bureau



Employment: Approximately 50% of persons over the age of 16 are employed in professional, educational and healthcare services, and finance and insurance, while the rest are distributed among other industries. This diverse labor force is supported by jobs available in the region and not just within the Village. More Village residents have graduate degrees than DuPage County which is reflected in the increase in the median household income of the community - also higher than the County. The major employer in the Village is Central DuPage Hospital (CDH), which has nearly doubled its employees over

Figure A1.6: Educational attainment of Winfield's residents



EMPLOYMENT

Median Household Income

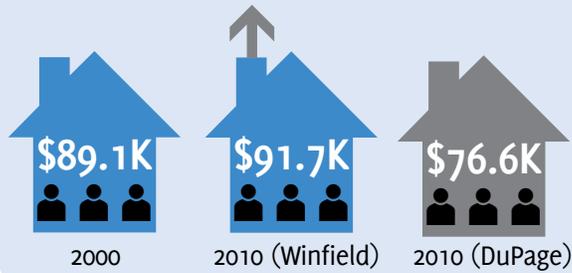


Figure A1.7: Snapshot of the industries Winfield residents work in

Data Source- 2006-2010 American Community Survey 5-Year Estimates



Table A1.1: Major Employers in the Village of Winfield

Data Source- Village of Winfield Annual Financial Report, Fiscal Year 2012

Employer	Employees in 2012	Percentage of Total Village Employment '12	Employees in 2003	Percentage of Total Village Employment '03
Central DuPage Hospital	4,250	50.28%	2,775	33.61%
Klein Creek Golf Club	85	1.01%	85	1.03%
Winfield School District 34	75	0.89%		
Pleasant Hill Elementary	66	0.78%	40	0.48%
Village of Winfield	37	0.44%		
Caliendos	35	0.41%		
John's Buffet	31	0.37%	17	0.21%
Morgan's Charhouse	25	0.30%		
Walgreen's	22	0.26%		
Oakfield Family Restaurant	20	0.24%	10	0.12%
Chase Bank	15	0.18%		
ATI Physical Therapy	12	0.14%		
DuPage Oncology			12	0.15%
Ace Hardware			11	0.13%
Winfield Community Bank			10	0.12%
	4,673	55.3%	2,960	35.9%

"A well-educated, highly skilled workforce may be the most important ingredient to strengthen our economy and ensure a high quality of life in our region."

-CMAP GOTO2040 PLAN

Appendix

the last decade and has plans to expand further. In March 2011, CDH and Delnor Community Health System in Geneva merged to form Cadence Health. Along with the Ronald McDonald House Charities® of Chicagoland and Northwest Indiana, Cadence Health plans to build a Ronald McDonald House in Winfield just west of the CDH campus. It will feature 12 private bedrooms and bathrooms, along with a communal living room, kitchen, dining room, recreational spaces, and laundry facilities. The presence of CDH in Winfield is an opportunity for Village to spin-off future partnerships to improve and enhance the community.

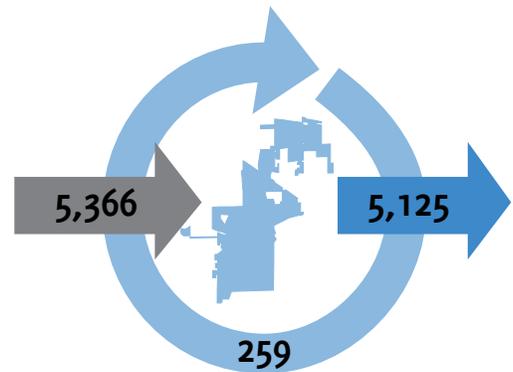


Not just a traditional Bedroom Community

A bedroom community is typically a small village or town with an economic base of housing sales and general retail sales, as opposed to heavy industry or technology. The residents typically sleep in the community but normally work elsewhere, contributing to a daily net loss in population due to commuting outside for work. Because of the presence of CDH, the net jobs in the community (job inflow versus job outflow) is +259, showing that Winfield is a marginal importer of jobs. When observing where Winfield's residents travel to work only 5% remain in the Village, supporting the pattern of a bedroom community.

Understanding where residents work and their means of getting there helps planning road and transportation improvements, as well as providing adequate services and amenities. Based on the commuting pattern of residents, approximately 86% drive to work, stressing the importance of well maintained roads and reducing traffic delays. Also, 9% of commuters use public transportation - assumed to be Metra to commute to Chicago and other communities along the Union Pacific West Line.

Figure A1.8: Flow of workers in Winfield
Data Source- LEHD Origin-Destination Employment Statistics

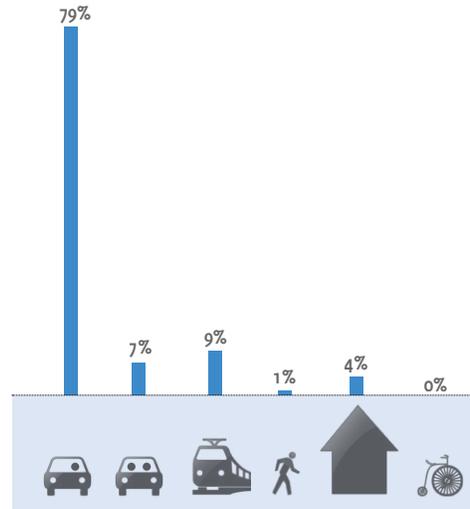


Mean travel time to work = 29.5 minutes

The travel time is the same as DuPage County, showing that it matches the general commuting pattern of the region. It has however reduced by 2% over the last decade, probably due to a slight increase in the number of people working from home or loss of employment. Changes in how and where people work today including working from home and teleconferencing, paired with high gas prices, is changing the way people commute to work with an increase in car pooling, car sharing and even bike sharing. Currently there are no car or bike share programs in Winfield. This is an opportunity for the Village to provide residents with a greater variety of transportation choices.

Residents **choose to live in Winfield** and travel outside to work for economic reasons as well as to enjoy a **better quality of life**. Important factors include **good schools, cost of living, access to parks and recreational areas, access to public transportation and connectivity** within the region, and **variety of housing types that are affordable**.

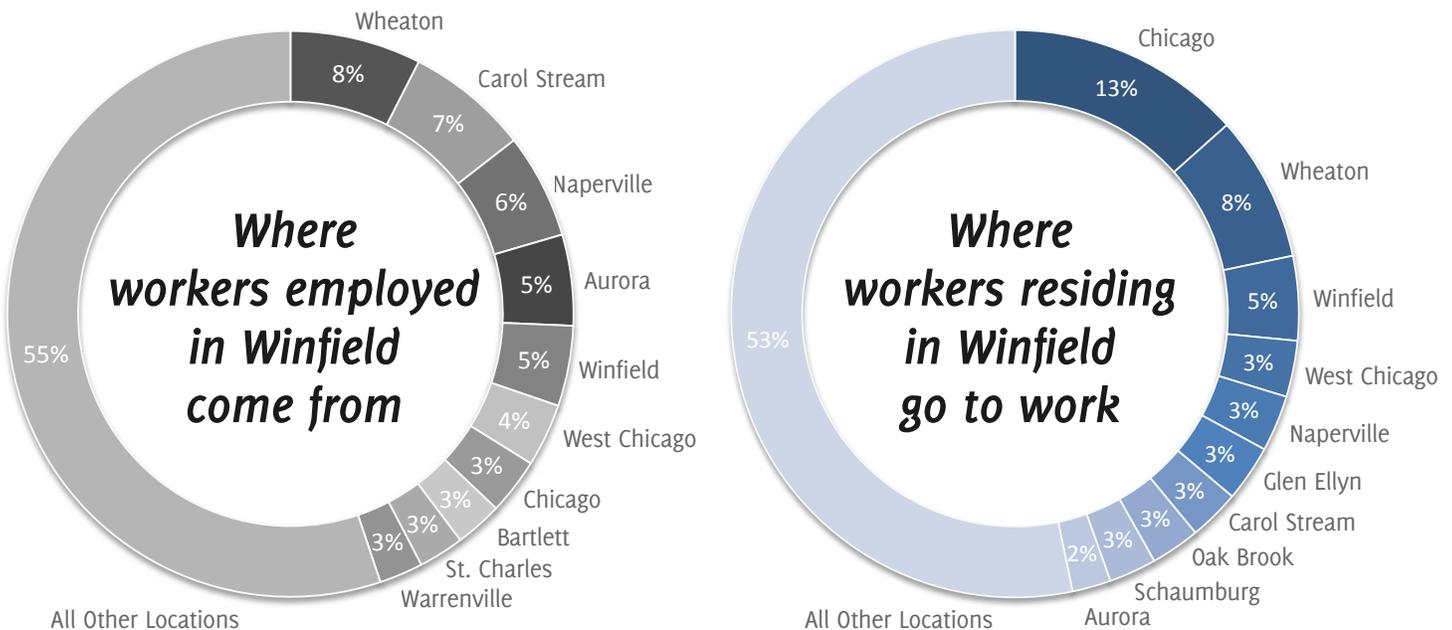
Figure A1.9: Commuting to work
Data Source- U.S. Census Bureau



JOURNEY TO WORK

Figure A1.10: Journey to work

Data Source- U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2011)



Appendix

HOUSING PROFILE

A majority of the **housing** stock in the Village is single family, as was the principal type of housing built as the Village was developing. Townhouses, multifamily units and mobile homes were added to the stock over the last two decades. Shelburn Crossing, approved in 2005 close to Winfield's Town Center along High Lake Road, offers 235 townhomes that are approximately 80% built-out, while the mobile homes are located at Pleasant Ridge along Geneva Road. Based on the existing household size of 2.53, the projected population in 2040 will need approximately 286 additional housing units. Even if most of the current vacancy of 4% (130 units) is filled, there will still be need to provide additional housing units. The variety of housing types in Winfield is reflective of the high percentage of seniors and empty nesters in the community. As the household size of renters versus home owners has increased, and to provide housing options for employees of CDH, the Village should focus on maintaining a variety of housing types. Developments that are compliant with ADA (Americans with Disabilities Act) and within walking distance to the Town Center and Metra station are recommended to provide better accessibility to transportation and amenities for all the residents, irrespective of age or ability.

A large percentage of the housing stock was constructed prior to 1980 and is now over 30 years old. This indicates that many will start requiring maintenance and replacement of roofs, and heating and cooling equipment, as well as window upgrades. Major improvements to the buildings via the permit process will be an opportunity for the Village and residents to bring them up to current energy, fire and building codes.

Due to the variety in age of the units, the Village has a diverse building stock and different price points. This variety provides living options on large rural lots with limited public services to more traditional smaller urban lots with full municipal services and nearby amenities including schools, parks and local shopping. Ensuring that the Village has good

Households 3,414

Total Housing Units 3,544

Vacancy 4% (130 units)

Average HH Size 2.66

Average Owner HH 2.47 

Average Renter HH 3.28 

Home Ownership Rate 94%

Median HH Income \$94,129 

Median Home Value \$298,800 

Affordability-

33% Owners pay more than 30% of their gross income

44% Renters pay more than 30% of their gross income

HH= Household

Data Source- U.S. Census 2010, 2007-2011 ACS 5-Year Estimates

HOUSING STOCK

Figure A1.11: Owned Versus Rented

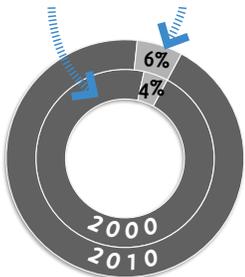


Figure A1.12: Era of construction of the Housing Units

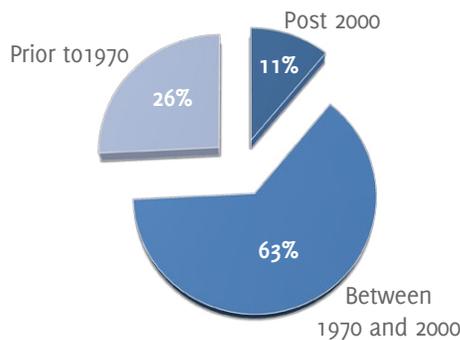
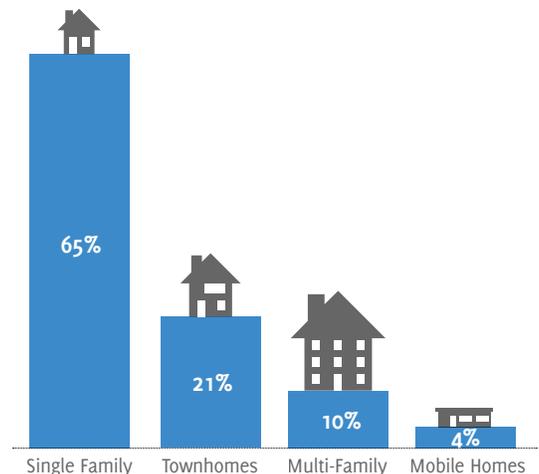


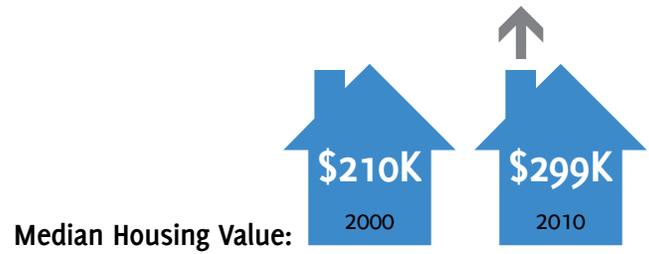
Figure A1.13: Type of housing units in Winfield
Data Source- 2006-10 American Community Survey 5-Year Estimates



A

Appendix

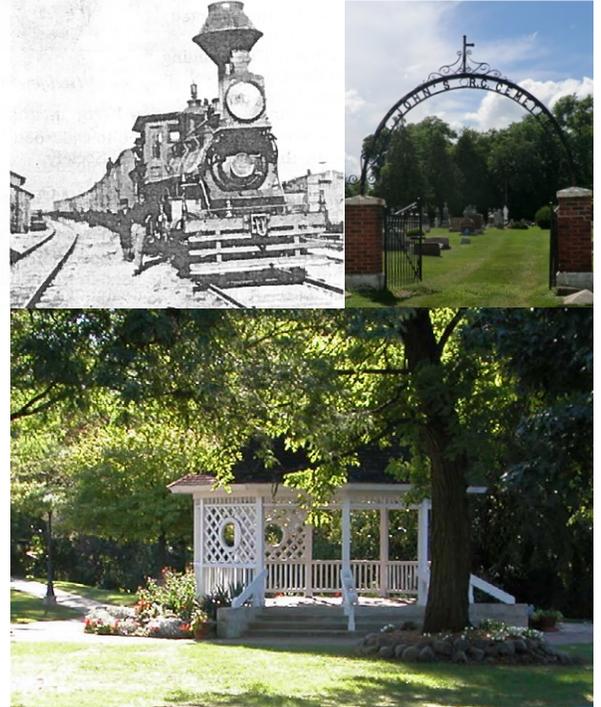
schools, sound infrastructure, access to parks and trails, and a well defined community character, are all key to making Winfield a sought after community to live in. Also, a more diverse community (in terms of housing stock) is more sustainable in the long term as it is able to maintain a range of services and facilities useful to all age groups. The increase in property values over the last decade is an indicator of the value of the community and ensuring that it is still affordable for residents to live in will be a challenge, including for those who are renting.



Appendix

COMMUNITY CHARACTER

The Village of Winfield was founded in early 1800 as a railroad center due to its location along freight and passenger train lines. With the conversion of a rest home into a Sanitarium and its final conversion into a hospital in 1962, Winfield got recognized regionally as the home of Central DuPage Hospital. Today, the Village has retained its small town character with a number of the older buildings being reused. A walking tour sponsored jointly by the Winfield Historical Society and Main Street Winfield, Inc. (now no longer in existence) described the history of the Village and information on historically significant buildings in the Village. It included the William Hastert Home (Winfield Village Hall), Forester's Hall (Fire Station on High Lake Road), John Enders Home (Winfield Flower Shoppe), Gazebo at Creekside Park, and Central DuPage Hospital Campus, to name a few. The CDH campus adds an urban character to the Village with its contemporary buildings, streetscape and landscape design.



2. Engagement Summary

Summary of Public Input, Survey, Online Community remarks mapping, and focus groups

FOCUS GROUP AND STAKEHOLDER INTERVIEWS SUMMARY

Over the course of June and July, 2013, interviews were conducted with 38 community stakeholders/leaders. Community stakeholders included Village Trustees, Plan Commissioners, officials of local taxing districts (schools, parks, fire protection), non-profit groups, residents, local developers, business owners, Village staff, past Village presidents, representatives of Central DuPage Hospital, Cantigny and other local institutions. The purpose of these interviews was to seek local knowledge, information, perceptions and aspirations about the community from residents and administrators who have specialized knowledge and involvement in the day-to-day issues facing Winfield. A number of wide-ranging issues covered included such topics as economic development and finances, community services, housing, transportation, infrastructure, community character/identity, and specific areas community. A summary of the major themes and issues that were shared is provided below. An expanded summary of comments is provided in the Appendix. The 'word cloud' illustration below is a graphic description of the major themes expressed through the words or phrases that were addressed by the majority of stakeholders interviewed, showing relative importance of key issues by prominence in the graphic.



Prepared by Teska using Wordle

Appendix

Economic Development/Finances: Due to failure of recent referendums to increase taxes and other additional revenue options for the Village, coupled with growing expectations for public services and capital improvements, the Village must carefully consider possible changes in land use which will both preserve the character of the Village and yet provide funds for providing public services. Economic development opportunities exist, as the population and income data for Winfield and the trade area reflect an attractive demographic for business in terms of income, home ownership, and household types (families). A number of activity centers in and around Winfield raise the profile of the community and attract potential customers. The most significant of these are CDH / Cadence Heath and Cantigny.

Community Character/Identity: The preservation and enhancement of the existing community character in Winfield is the major determinant in the acceptance of new land uses into the Village. This character is typified by the high quality residential living environment, the abundance of, and proximity to, open space opportunities, and the combined rural-urban setting. Future land use proposals must be compatible with, and serve to enhance this residential character.

Community Facilities: Community facilities that have well served Winfield residents are under stress, requiring new funding sources to address limited capacity for future growth or improvements and aging facilities. The inability of other taxing districts to provide enhanced services could affect the quality-of-life enjoyed by residents. The future of Downtown Winfield is inextricably tied to the future of Central DuPage Hospital, as is the Hospital's future also tied to the future of Downtown. The Hospital and Village will benefit from continued and expanded cooperation and joint planning efforts to address both Village and Hospital growth needs.

Transportation and Infrastructure: Access to Metra commuter rail services provides accessibility to downtown Chicago, but increasing freight use of the railroad has contributed to increasing problems with access to Winfield's Downtown and results in congestion during rush hour. Alternative forms of public transportation are not readily available resulting in reliance on the automobile. However, access to an expansive regional and local bike trail system provides a non-motorized choice for travel and recreation. Although well connected with trails, pedestrian access is lacking due to an incomplete sidewalk system. The basic infrastructure in many parts of Winfield is old and in need of continued upgrading and/or replacement, and flooding creates significant negative economic impacts on property owners and Village services. Larger capacity water mains and sewers will be needed in many areas of the Village that will be more densely developed; therefore, coordination will be critical to making cost-effective infrastructure investments.

Development Opportunities and Strategies Along Major Village Corridors: Corridors provide the best opportunity for new commercial development and expansion of the Village's tax base. Development of these corridors is dependent on availability of land, utilities, and potentially other Village incentives. Even though commercial use along Roosevelt Road is supported by most stakeholders, varied opinions exist regarding the type of commercial used appropriate for the area. However, all agree that whatever the ultimate use of the Roosevelt Road corridor, the Village must require land use transitions, buffers, high quality landscape improvements, and design guidelines to reduce impacts of new development. Most stakeholders identified townhome and other multiple family residential uses as appropriate transitional use for properties along Roosevelt Road. For properties along St. Charles Road consensus was to encourage commercial uses, with the recognition that residential use may be the most viable option.

SURVEY SUMMARY

As part of the community participation process a survey was made available online and in paper form to get feedback about housing, transportation, amenities and services, retail and commercial needs and preferences of the Village residents. A total of 412 surveys were filled out by Village residents, representing approximately 12% of all households within the Village (if it is assumed that 1 survey was received per household). The survey was promoted through the project website, Village website and newsletter, mailing of postcards to residents, and handing out project information cards at the Farmer's Market and other locations within the Village. The most **important issues** in the Village based on the survey responses and comments were the conditions of roads, flooding of roadways, traffic congestion due to trains, revenue generation via retail sales, and connectivity improvements for pedestrians and bikers.

- Other important issues important to residents include good schools, followed by community character, water quality and conservation - supporting the quality of life. Respondents **chose** to move to **Winfield** primarily due to the price of housing, with schools and availability of shopping, restaurants and services following next. Some respondents also selected Winfield for its access to downtown Chicago via Metra.
- The participant's satisfaction with respect to attractiveness, pedestrian access and safety, community events and traffic flow was just average, while the variety of eating establishments and retail was below average.
- With respect to **housing**, most respondents preferred single-family housing followed by attached single-family and townhomes, and a combination of housing sizes and pricing. Age restricted and assisted living facilities were not a priority. The top housing problem was the availability of enough moderately priced housing and foreclosed homes, followed by housing for young families, recent graduates and young professionals.
- **Regional bike trails** were well used, with approximately 1 in 5 using them weekly. Only a small segment of respondents use Metra on a weekly basis, while the Pace bus service is hardly used at all.
- Desirable **amenities** included good schools, sidewalks, convenient access to shops, services and public transportation.
- Important **destinations** that residents visit include downtown Winfield, downtown Wheaton, CDH, Cantigny, Forest Preserves and Downtown Naperville.
- With respect to **community services**, storm water management was an issue, while participants were content with most other services.
- One of the primary **transportation** issues is the condition of roads. Availability and condition of sidewalks and street lighting is also a problem, as is the congestion of roads. In addition, the train traffic is a deterrent to people using Winfield Road via Downtown. Also noted, is the poorly timed traffic lights at the signals close to the railroads that do not effectively take the traffic flow into account. The need for safe bike lanes along roads was also a concern.
- Other **preferred development** in the Village include restaurants, large and specialty retail, housing and family entertainment.
- During rains, **flooding** of streets is a problem, while some residents also experience flooding of basements- primarily due to sump pumps not working properly.

The results of questions related to the market study are included in the Market Study section of this report. For detailed survey results, please refer to Appendix A. The results of this survey were used to further identify and support issues and conditions within the Village that need to be addressed as part of the comprehensive plan.



Appendix

3. Market Analysis

Understanding surrounding markets, development trends, and retail potential

An economic analysis has been conducted to understand relevant markets in and around Winfield. The assessment focused on general development trends and retail potential in the area. This perspective will support informed land use decisions to be made through the Comprehensive Plan process, particularly regarding the Key Development Areas (KDAs). The purpose of this market assessment is to:

- Assess the relative strength of the Winfield market.
- Identify retail opportunities for potential new businesses in the Village.
- Consider potential for commercial uses as they relate to the Comprehensive Plan.

METHODOLOGY

The market assessment provides context and perspective for decisions about what type of land uses can be supported by the market and the amount of development feasible. As Winfield is an established, mostly residential community the focus of the study has been to consider viability of additional retail / commercial development in this Village. This also is appropriate given the focus on KDAs for the Comprehensive Plan and the importance of economic development to support the village's tax base.

Understanding markets is done through a series of data collection and analysis tasks listed to the right. It is worth noting also what a market assessment such as this does not do. This analysis is not intended to match or attract a particular user to a specific site, or the community in general. The variables that factor into a business deciding on a location vary by site and by the types of business (and even between specific companies selling similar products). The Comprehensive Plan considers a bigger picture of what businesses have potential in and are appropriate for the community. More detailed subarea studies (such as the KDAs) can consider possible types of businesses and even how they fit into the site or subarea. Beyond that, whether a business is interested in a community and where they may want to locate is an involved economic development implementation task. Commercial users considering Winfield locations will conduct their own (and customized) market evaluations for specific sites they may be considering. The opportunity through the Comprehensive Plan is to understand what uses are a good fit for the Village and set a process for attracting them.

DATA COLLECTION & ANALYSIS TASKS



Review demographic data (from the US Census and third party data providers). This data shows who is the “buying public”.



Conduct key person interviews with local and regional real estate and development professionals to understand current trends and influences on the local market place.



Review relevant data from the community surveys conducted as part of the Comprehensive Plan.



Survey surrounding areas to identify retail centers in the local market (Competitive Alignment).



Evaluate market buying potential data (from a third party provider). This information aggregates demographic data and known spending patterns to establish likely purchases within the trade area. Sales determined to “leak” out of the trade area have potential to be captured by new stores in Winfield – subject to other market and site specific influences.



Evaluate data and local retail sites for defined market areas. These are considered in terms of convenient drive times for goods and services, typically in five and ten minutes.

UNDERLYING MARKET FACTORS

Several key observations about the market in Winfield set the context to this assessment. This is particularly the case as it relates to the potential for new retail uses, which are influenced by a wide range of factors.



STRONG DEMOGRAPHICS

The population and income data (as described later in this section) for Winfield and the trade area reflect an attractive demographic for business in terms of income, home ownership, and household types (families).



LOCAL DRAWS

A number of activity centers in and around Winfield raise the profile of the community and attract potential customers. The most significant of these are CDH / Cadence Heath and Cantigny. These draw users in large numbers from well beyond Winfield. Other draws to the area include the DuPage County Fair Grounds, Forest Preserves, and the commuter rail station located downtown.



CONVENIENCE GOODS

New retailers should focus on convenience goods. Convenience / grocery stores are currently coming into the market area: Mariano's Grocery on Roosevelt Road in Wheaton, Caputo's Fresh Market in Carol Stream, Standard Market in Westmont, and Walgreens on Roosevelt Road in Wheaton.



GEOGRAPHY

Access to customers is affected by the lay of the land around Winfield. Areas to south and west are less densely populated and less accessible to Winfield due to the location of forest preserves, Fermi Labs, the West Branch of the DuPage River, and the Metra Rail line. Similarly, arterial roads running through the community are limited, which reduces the sort of pass-by traffic and site access desirable to businesses. Other roads carry less traffic or end at T intersections (Geneva, St. Charles, County Farm, and Winfield). These factors present challenges to attracting businesses to Winfield. Traffic volumes more desirable to retailers are found on North Avenue and Roosevelt Road, which are located at the north and south ends of the planning area.



PUBLIC SUPPORT

It is not uncommon for new commercial developments to secure economic incentives from public sources to fill financing gaps. For example, the Caputo's Fresh Market is reported to be receiving \$3.5M in support through a Village of Carol Stream Tax Increment Finance District.



COMMERCIAL TRENDS

In general, as can be seen in the area, commercial development is rebounding somewhat in keeping with trends of the greater economy. It is common in the region to see new developments be built around users that are well capitalized and / or support particular niches in the market. For example banks, drug stores, senior housing facilities, and medical uses currently show strength in the region. That said, developers and users are cautious. Investigations done as part of this assessment indicate that some retailers are expanding but slower than in the past, are seeking public support (as noted above), and may shy from complex or controversial zoning entitlement processes.

Appendix

MARKET AREA

A market area defines the geography from which consumers may be attracted to stores located in Winfield. In a suburban environment, trade areas are most commonly defined by a driving time of five or ten minutes – the length of time determined likely for customers to travel for the most common consumable goods and services. It should be noted that specialty shopping trips for durable goods (those not quickly consumed or kept for a long period of time) are the types of destinations for which people will travel further. Those trips typically are made to destinations such as regional malls or areas of highly concentrated retail.

For Winfield, the ten minute drive time reflects the most appropriate market area. Measured from the center of the village, a ten minute drive time (as shown in Figure A3.1 on the following page) extends roughly as far as Army Trail Road on the North, between Roosevelt and Butterfield Roads on the south, North President Street on the east, and just beyond Route 59 on the west.

The figure also shows a five minute drive time. This area is very limited from the center of Winfield, as the calculation reflects the railroad tracks and limited arterial roads located through the heart of town. For these reasons, this area has limited function in considering market areas. The Figure also shows a 15 minute drive time. This geography is intended to show the context of a larger area – extending almost to I-355, I-88, Kirk Road and Stearns Road. This area should not be considered an appropriate market area for common goods and services in Winfield as shoppers in that area will be “intercepted” by shopping areas between their homes and Winfield or “drawn” to shopping opportunities nearby, but in a direction away from Winfield.

DEMOGRAPHICS

Population in the primary market area (potential shoppers within the ten minute drive area from the core of the Village) is summarized in Table A3.2. Key demographic factors for the primary market area include a population of just over 90,000 (with limited growth anticipated in the next few years).

By comparison to the Village of Winfield and DuPage County as a whole, trade area characteristics are similar but reflect households a bit larger and home values that are lower. Winfield characteristics show a higher household income, percentage of home ownerships, and home values than the trade area.

Table A3.1: Demographics

	Winfield	DuPage Co
Family HH	74.8%	70.6%
Home owners	93.8%	74.7%
HH Size	2.66 persons	2.68 persons
Median Age	43.9 years	38.0 years
Median HH income	\$94,129	\$77,598
Median Home Value	\$298,000	\$309,000

(Sources: US Census, ESRI)

Suburban trade areas are most commonly defined by 5 or 10 minute drive times – the length of time likely for customers to travel for goods and services.

MARKET/TRADE AREA PROFILE

Average HH 2.92 persons 

Median Age 36.6 years

> 76% Home Owners

Median HH Income \$75,000

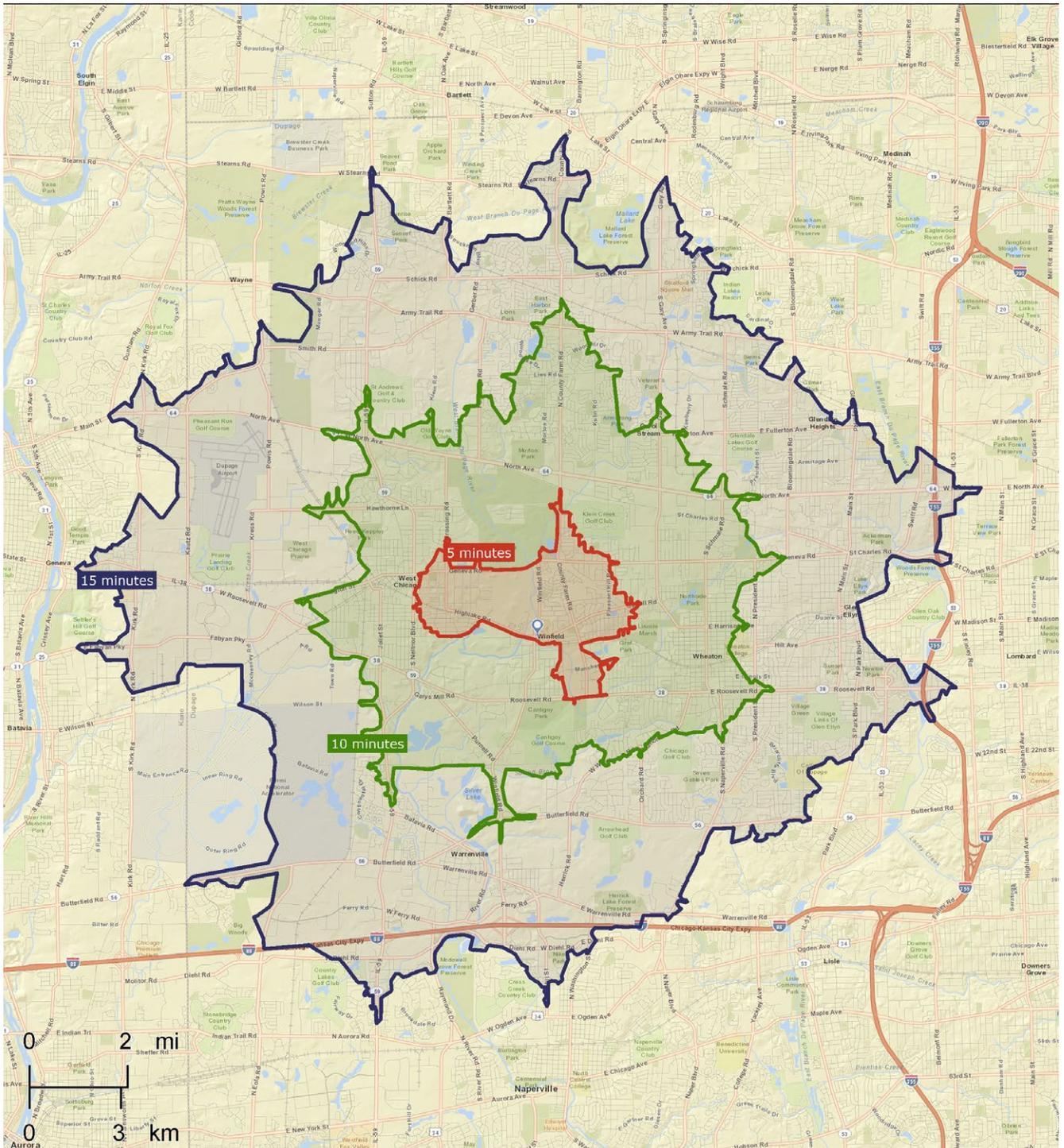
~ 36,000 Employees

Median Home Value

\$240K 

Appendix

Figure A3.1: Trade/Market Area Map



Map Prepared by Teska using ESRI Business Analyst, July 2013



15 Minute Drive Time



10 Minute Drive Time



5 Minute Drive Time

Appendix

Table A3.2: Demographic Factors for the Trade/Market Area

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Population Summary			
2010 Total Population	13,390	93,972	246,855
2012 Total Population	13,493	94,104	247,571
2017 Total Population	13,701	94,617	249,297
Household Summary			
2010 Households	4,623	31,455	86,126
2010 Average Household Size	2.74	2.92	2.82
2012 Households	4,654	31,394	86,195
2012 Average Household Size	2.74	2.93	2.82
2017 Households	4,763	31,742	87,326
2017 Average Household Size	2.72	2.91	2.80
Housing Unit Summary			
2010 Housing Units	4,841	33,186	90,522
Owner Occupied Housing Units	84.4%	71.9%	72.3%
Renter Occupied Housing Units	11.1%	22.8%	22.8%
2012 Housing Units	4,852	33,101	90,532
Owner Occupied Housing Units	84.2%	71.3%	71.5%
Renter Occupied Housing Units	11.7%	23.5%	23.7%
Vacant Housing Units	4.1%	5.2%	4.8%
2017 Housing Units	4,916	33,257	91,139
Owner Occupied Housing Units	85.5%	72.4%	72.6%
Renter Occupied Housing Units	11.4%	23.0%	23.2%
Vacant Housing Units	3.1%	4.6%	4.2%
Median Household Income			
2012	\$78,746	\$75,818	\$75,629
2017	\$88,471	\$85,303	\$85,140
Median Home Value			
2012	\$239,092	\$241,248	\$237,264
2017	\$259,173	\$260,738	\$253,822
Per Capita Income			
2012	\$34,216	\$32,164	\$34,160
2017	\$39,272	\$36,969	\$39,448
Median Age			
2010	41.1	36.6	36.6
2012	41.5	36.8	36.8
2017	41.9	37.1	37.1
2012 Households by Income			
Household Income Base	4,654	31,394	86,195
Average Household Income	\$96,642	\$94,495	\$96,879
2017 Households by Income			
Household Income Base	4,763	31,742	87,326
Average Household Income	\$110,611	\$108,305	\$111,417
2012 Owner Occupied Housing Units by Value			
Total	4,085	23,601	64,768
Average Home Value	\$264,667	\$277,368	\$278,247
2017 Owner Occupied Housing Units by Value			
Total	4,205	24,077	66,189
Average Home Value	\$286,902	\$299,917	\$300,183
2010 Population by Sex			
Males	6,698	46,867	122,163
Females	6,692	47,105	124,692
2010 Population by Race/Ethnicity			
Total	13,390	93,970	246,855
White Alone	87.5%	78.6%	76.9%
Black Alone	2.5%	3.9%	4.1%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.7%	6.4%	9.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.1%	8.4%	6.5%
Two or More Races	1.8%	2.3%	2.3%
Hispanic Origin	16.8%	22.2%	16.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

RETAIL SUPPLY AND DEMAND

The potential for new commercial development is a function of several market and site specific factors. Market factors start with an understanding of the supply (number and type of businesses in the primary market area) and demand (dollars spent on various categories of retail goods). This information is available for assessment from 3rd party sources who compile and aggregate the data from the US Census and other sources.

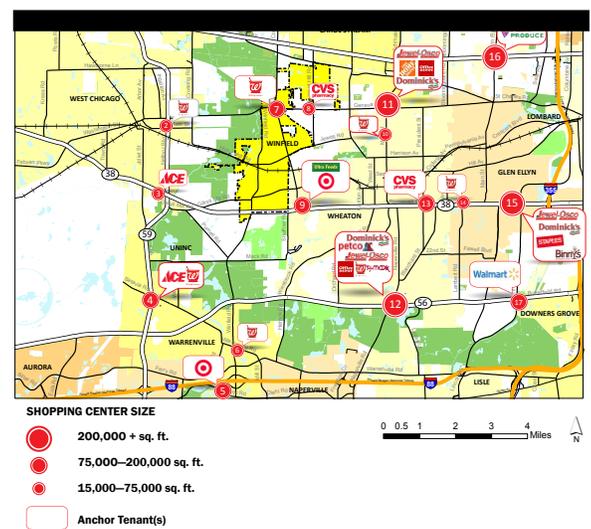
Competitive Alignment

On the supply side, the quantitative evaluation is supplemented with a geographic understanding of retailing around Winfield. This Competitive Alignment looks to shopping centers in the area to see what businesses are represented and to identify existing retail trends in areas. That information is shown on Figure A3.2 and Table A3.2.

The Figure and Table identify a number of retail centers to the east and northeast of Winfield. This is in keeping with the market area characteristics noted earlier. Demographic concentrations and established retail areas to the east attract new businesses. Most retailers do not look to be “pioneers” and will locate in existing shopping districts. In addition, retailers look to locate in a center that has an anchor tenant – one that will bring to the center shoppers who will find their way to other retailers or make combined trips. These trends can be seen in the shopping centers around Winfield anchored by grocery stores, department stores (like Target) and home supply centers (like Home Depot).

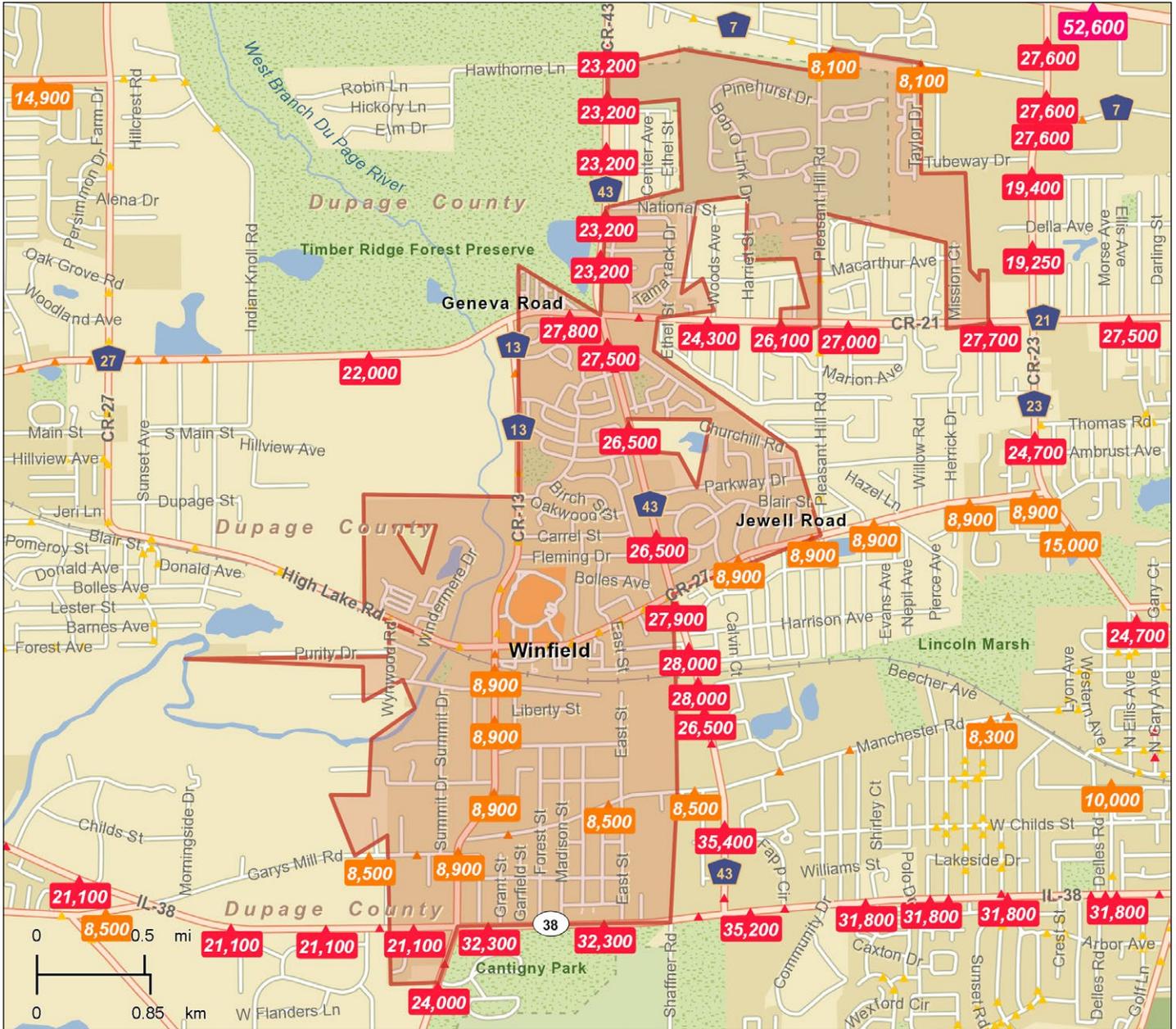
Ready access to potential customers is a further common characteristic of retail locations; and is reflected in the Competitive Alignment. A combination of access, visibility and traffic volumes are essential factors for business location (especially retail). Access is the ability to easily enter a site – this is often facilitated by a traffic control signal, especially for left turns. Visibility is required so that potential shoppers can learn about a business and new shoppers can find the business easily. It is important to note that not all visible sites are sufficiently accessible to be attractive to some potential users. Finally, traffic volumes are important to siting decisions in that they relate to ready access to potential shoppers. A common rule of thumb for necessary volumes is 20,000 cars per day. In and immediately around Winfield those volumes are seen on County Farm Road, North Avenue, Gary Avenue, Geneva Road, and Roosevelt Road (as seen on Figure A3.3).

Figure A3.2: Competitive Alignment Map
(enlarged on page 24)



Appendix

Figure A3.3: Traffic Counts



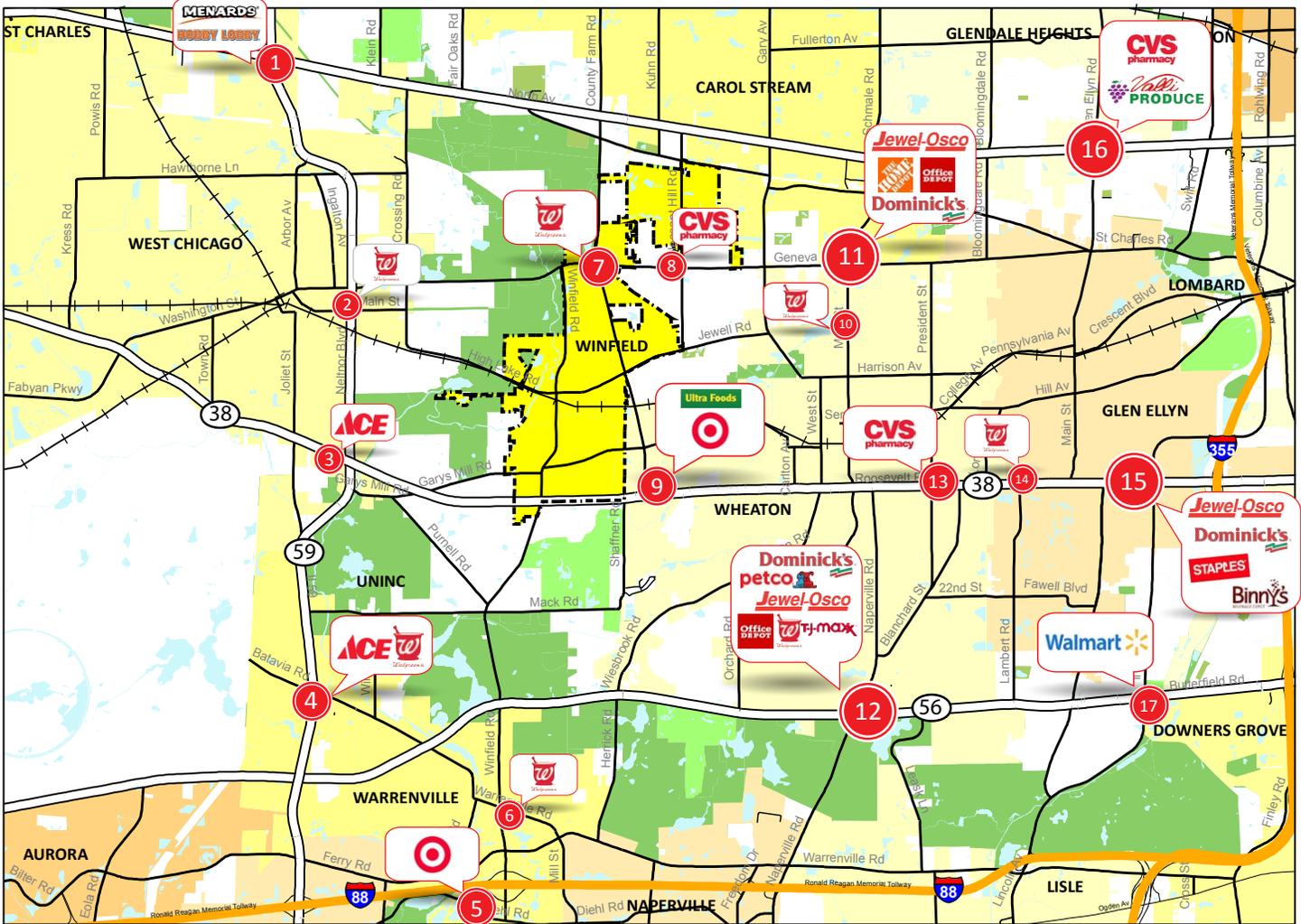
Map Prepared by Teska using ESRI Business Analyst, August 2013



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Figure A3.2: Competitive Alignment - Major Retail Centers and Stores



SHOPPING CENTER SIZE

-  200,000 + sq. ft.
-  75,000–200,000 sq. ft.
-  15,000–75,000 sq. ft.
-  Anchor Tenant(s)



Data Source- DuPage County GIS database, June 2013, and Google Maps 2013
 Map Prepared by Teska

Appendix

Table A3.3: Competitive Alignment - Major Retail Centers and Stores

West Chicago

1. N. Neltnor Blvd (IL-59) & North Ave.
477,182 Sq.Ft.
Menards
Sprint Store
Shoppes of West Chicago
Hobby Lobby
Dollar Tree
Tampico Fresh Market
The UPS Store
2. Walgreens, Neltnor Blvd. (IL-59)
38,000 Sq. Ft.
3. Neltnor Blvd (IL-59) & Main St.
68,065 Sq. Ft.
Parra's Bakery
Guadalajara Candy Store
Cricket Mobile
Monarca Gifts
Tampico Grocery Store
Extra Value Liquors
Murphy's Ace Hardware
Advance Auto Parts
Actions Pawnners & Jewelers

Warrenville

4. IL-59 & Batavia Rd.
(121,052)
Walgreens
Family Foods
Dollar Store Plus
Warrenville Ace Hardware
Circle K
Carquest Auto Parts
Furniture Resale
Ames Tools
Discoveries Resale
Meadow Ave: (13,936)
Hometown Pantry
Family Thrift & Boutique
5. Diehl Rd.
183,075 Sq.Ft.
The UPS Store
Target
Verizon Wireless
6. Winfield Rd. & Warrenville Rd
17,400 Sq.Ft.
Walgreens

Winfield

7. County Farm Rd. & Geneva Rd
83,834 Sq. Ft.
Prairie Trail Shopping Center:
Prairie Path Cycles
Quilt Merchant
Walgreens
8. Geneva Rd & Pleasant Hill Rd.
54,430 Sq. Ft.
CVS
Angelica's Drapery & Blinds
Family Pantry

Glen Ellyn

14. Walgreens (Roosevelt & Lambert)
55,550 Sq. Ft.
15. Roosevelt Rd.
521,920 Sq. Ft.
Banker Hill Center:
The Soccer Edge
Tobacco Outlet
Dominick's
Trust Nutrition
Pickwick Place Shopping Center:
ALDI
Binny's Beverage Depo
Aqua Sulis
FedEx Office Print & Ship Center
Trader Joe's
Advance AutoParts
Market Plaza Shopping Center:
Jewel-Osco
Staples
The UPS Store
Avon Beauty
Fannie Mae
GNC
AK Diamond Gallery
Len's Ace Hardware
Cycling & Fitness
Chicago Bead
Batteries Plus
Scuba
Smoker's Stop
17. Walmart
125,050 Sq. Ft.

Wheaton

- | | | |
|--|--|--|
| <ol style="list-style-type: none"> 9. Roosevelt Rd. (West)
291,100 Sq.Ft.
Target
Ultra Foods
Kia Furs 10. Main Street
481,117 Sq. Ft.
Walgreens
RadioShack 11. Geneva Rd & N. Main St.
451,011 Sq.Ft.
Home Depot
AutoZone
Office Depot
Blockbuster
Jewel Osco
The UPS Store
Dominick's
Goodwill
Advance Autoparts
Hallmark
Sally Beauty Supply
Quest Book Shop 12. Butterfield Rd. & Naperville Rd.
832,475 Sq. Ft.
Briarbrook Commons:
Wheaton Flowers & Baskets
Smoke Shop
Tuesday Morning
Graham Crackers Comics
Rice Lake Square:
Wolf Camera
Stein Mart | <p>Men's Wearhouse
PetSmart
Whole Foods Market
Natural Pet Market
Danada Square East:
Dominicks
Spokes
Blick Art Materials
Blockbuster
Bulkema's Ace Hardware
Wild Bird Center
Game Stop
Bedding Experts
Factory Card & Party Outlet
RadioShack
Fast Frame
Cartridge World
Petco
Verizon Wireless
MC Sports
Danada Square West:
Ulta Beauty
Jo-Ann Fabric
Old-Navy
HomeGoods
Carter's
TJ Maxx
Jewel Osco
Maurice's
FedEx Office Print
AT&T Store
GNC
ALDI
Walgreens
Townsquare Center:
Victoria's Secret
Express</p> | <p>Talbots
Gap
Gap Kids
Johnsen & Taylor
Yankee Candle
Chico's
Ann Taylor
Francesca's Collections
Pier 1 Imports
The Vitamin Shoppe
Banana Republic
Soma Intimates
Gymboree
Miroballi Shoes
White House Black Market
American Eagle Outfitters
Bath & Body Works</p> |
|--|--|--|
13. Roosevelt Rd. (East)
76,572
CVS
GCS Carpet & Fine
Flooring
Pet Supplies Plus
AutoZone
O'Reilly Auto Parts
Carquest Auto Parts
Wheaton Nurseries
7-Eleven
Cigar & Cigarettes

Glendale Heights

16. North Ave. & Bloomingdale Rd.
248,512
CVS
Dollar General
Lions Liquor
Cricket Wireless
Valli Produce
Family Dollar
Tobacco
Aaron's

Community Survey

On the demand side, input from the Winfield Community Survey (see Table A3.3) conducted as part of the Comprehensive Plan is considered. As it relates to commercial uses the Community Survey indicates that:

- The retail area most commonly visited by respondents retail shopping is the Target Center at Roosevelt and County Farm Roads – with just under 70 percent of respondents indicating they go five or more times per month; ninety-eight percent indicating they go at least once a month.
- The next most commonly visited centers for retail shopping are the Roosevelt Road corridor and Downtown Wheaton.
 - Fifty – eight percent of respondents visited the Roosevelt Road corridor at least twice a month; 74% at least once a month.
 - Fifty – four percent of respondents visited Downtown Wheaton at least twice a month; 82% at least once a month.
- When dining out, respondents most frequently went to Downtown Wheaton. Forty-eight percent went at least twice a month; 79% at least once month.
 - Twenty-nine percent of respondents ate out in Downtown Winfield at least twice a month; 67% at least once a month.
 - Naperville and Geneva / St. Charles were dining destinations at least once a month for 50 % and 59% of respondents respectively.
- More than three-quarters (78%) of respondents consider general retail as a preferred type of development for the Village to pursue. Restaurants and large retail were considered preferred by 78 and 67 percent respectively.

Appendix

FINDINGS

The merger of supply and demand is assessed through a Retail Gap Analysis (reflected by data secured through a third party – ESRI). The data for this analysis is provided in Table A3.4 and shows that certain categories reflect a larger “leakage” or sales leaving the area, thus creating potential for new retailers in the market.

The “Retail Gap” and “Leakage Factors” shown in the table reflect an amount of dollars that may be available for purchases in the market area. Overall, the data shows a gap and potential for retail sales to be captured in the market area. However, on their own these numbers do not directly indicate the potential for a particular store. Even a seemingly large dollar amount may not translate into the level of sales needed for a new retail store. To get an indication of potential for new stores, the Retail Gap amounts are divided by typical sales per square foot for these types of stores; this gives an understanding of the size of store that can be considered. In terms of a comprehensive plan analysis, it should be noted capacity for new retailers can either be addressed through filling vacant spaces in the trade area or being part of new development in the area. A further consideration for new development is that few stores locate as single entities, but most as part of a larger shopping center.

To reiterate a point noted earlier, the fact that capacity exists is but one factor in determining a retail land use designation in the plan. The desirability of a particular area for retail development is based on a range of factors including and beyond availability of retail sales dollars. It may well be that the reason there is a leakage (or gap) in sales is that the most desirable and easier to develop sites are taken. That said, an ultimate decision is based on the numerous siting factors identified throughout this assessment. As appropriate, these can be addressed further for Key Development Areas in the Village through the balance of the Comprehensive Plan process.

Regarding specific categories, the General Merchandise Stores category shows a retail gap that is relatively large in comparison to others (particularly “Other General Merchandise Stores”, which includes establishments primarily engaged in retailing new goods in general a merchandise format - except department stores). This category includes large box retailers. Based on the data analysis, the other retailer that may find room in the market area include electronics and appliance stores. However, recent trends show that that some retailers in that category are closing or reducing store sizes – considered a reflection of internet sales. Other retail categories showing sales leakages do not lend themselves to be of major size or center anchors, but could provide options to lease smaller spaces in a retail center.

The category which shows a surplus (strong presence in market area) of sales in the trade area is grocery and food stores. This point is reflected in Figure A3.4, which highlights grocers located in and near the Winfield trade area. While the trade area may not have ready capacity for new grocers, the recent addition of several grocery stores nearby was noted earlier. This may be reflective of retail capacity in those areas, the growth in “fresh grocers” as a market niche, or an availability of highly desirable sites; but is likely a combination of those and other factors.

The category which shows a surplus (strong presence in market area) of sales in the trade area is grocery and food stores.

Figure A3.4: Grocery Stores (enlarged on page 29)

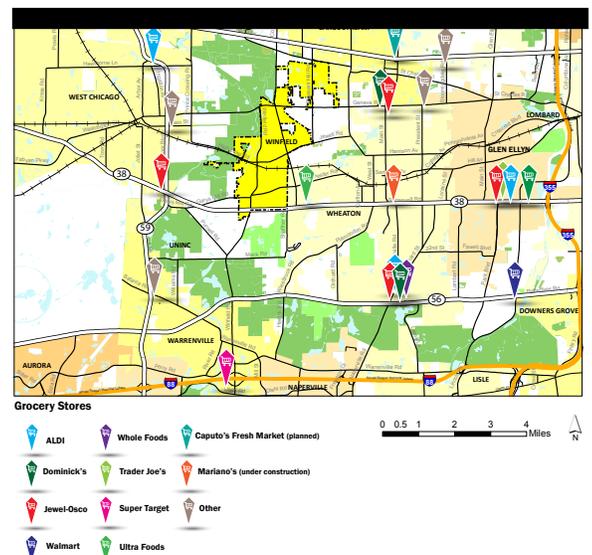


Table A3.4: Retail Gap Analysis

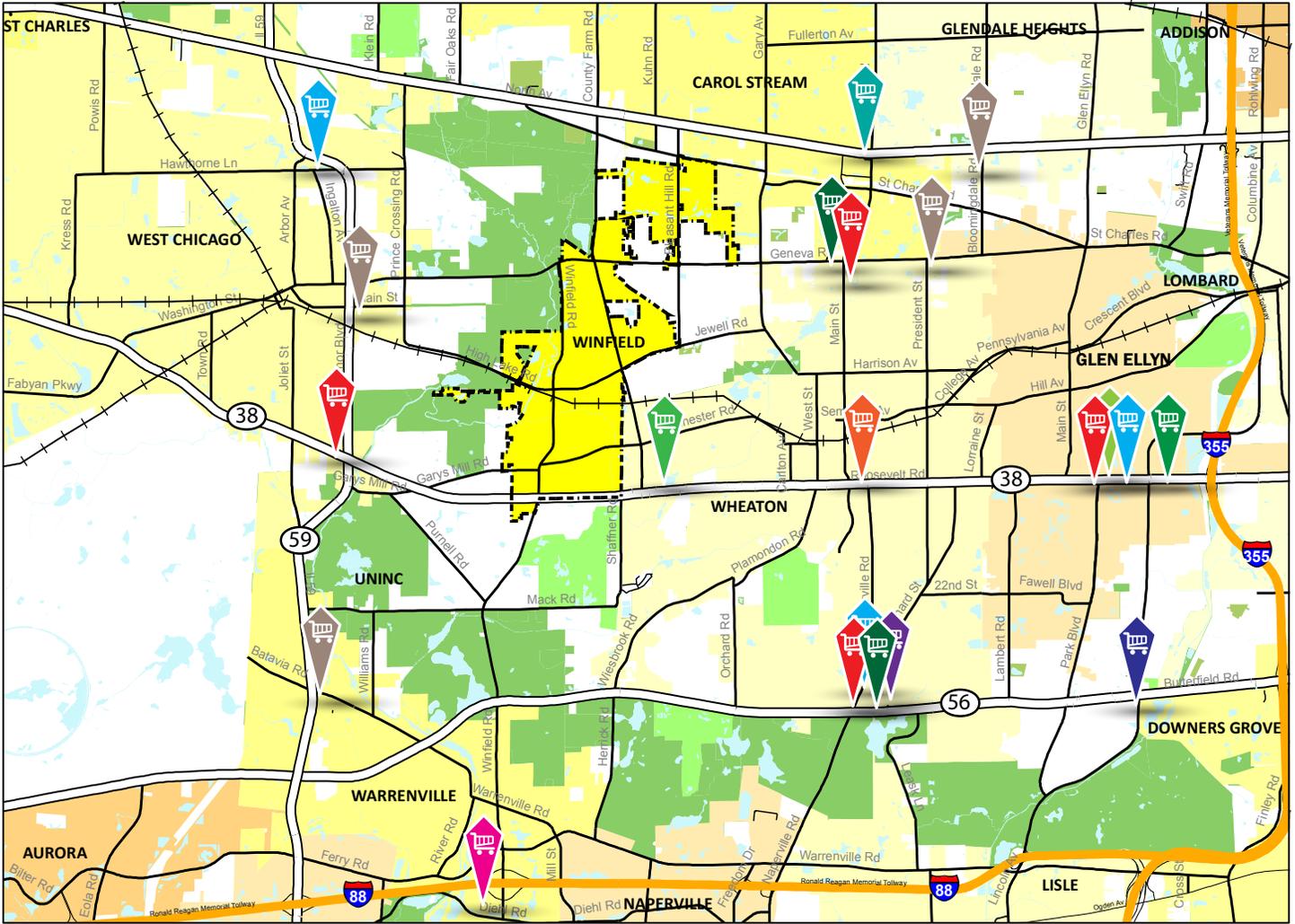
Summary Demographics						
2012 Population						94,104
2012 Households						31,394
2012 Median Disposable Income						\$56,548
2012 Per Capita Income						\$32,164
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,187,294,490	\$614,861,796	\$572,432,694	31.8	523
Total Retail Trade	44-45	\$1,067,977,477	\$538,933,983	\$529,043,494	32.9	425
Total Food & Drink	722	\$119,317,013	\$75,927,813	\$43,389,199	22.2	98
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$201,030,393	\$88,556,709	\$112,473,684	38.8	23
Automobile Dealers	4411	\$172,194,126	\$75,063,084	\$97,131,042	39.3	7
Other Motor Vehicle Dealers	4412	\$12,753,055	\$4,756,643	\$7,996,412	45.7	5
Auto Parts, Accessories & Tire Stores	4413	\$16,083,212	\$8,736,983	\$7,346,230	29.6	11
Furniture & Home Furnishings Stores	442	\$23,505,219	\$14,008,605	\$9,496,614	25.3	24
Furniture Stores	4421	\$13,736,020	\$9,945,969	\$3,790,050	16.0	8
Home Furnishings Stores	4422	\$9,769,199	\$4,062,636	\$5,706,563	41.3	16
Electronics & Appliance Stores	4431	\$29,096,853	\$5,236,998	\$23,859,855	69.5	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,067,721	\$26,993,602	\$12,074,120	18.3	23
Bldg Material & Supplies Dealers	4441	\$33,005,779	\$26,865,372	\$6,140,407	10.3	22
Lawn & Garden Equip & Supply Stores	4442	\$6,061,942	\$128,230	\$5,933,712	95.9	1
Food & Beverage Stores	445	\$171,320,437	\$230,835,364	-\$59,514,928	-14.8	61
Grocery Stores	4451	\$152,337,673	\$219,031,304	-\$66,693,631	-18.0	38
Specialty Food Stores	4452	\$5,111,107	\$3,707,394	\$1,403,714	15.9	16
Beer, Wine & Liquor Stores	4453	\$13,871,656	\$8,096,666	\$5,774,990	26.3	8
Health & Personal Care Stores	446,4461	\$90,545,028	\$36,515,309	\$54,029,718	42.5	30
Gasoline Stations	447,4471	\$107,752,191	\$22,998,998	\$84,753,193	64.8	20
Clothing & Clothing Accessories Stores	448	\$67,980,676	\$19,710,533	\$48,270,143	55.0	49
Clothing Stores	4481	\$48,873,452	\$13,421,800	\$35,451,652	56.9	27
Shoe Stores	4482	\$10,056,592	\$1,458,638	\$8,597,954	74.7	4
Jewelry, Luggage & Leather Goods Stores	4483	\$9,050,632	\$4,830,095	\$4,220,537	30.4	18
Sporting Goods, Hobby, Book & Music Stores	451	\$27,831,429	\$8,838,805	\$18,992,624	51.8	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,591,614	\$4,898,745	\$16,692,869	63.0	24
Book, Periodical & Music Stores	4512	\$6,239,815	\$3,940,060	\$2,299,755	22.6	13
General Merchandise Stores	452	\$189,645,883	\$43,790,598	\$145,855,285	62.5	9
Department Stores Excluding Leased Depts.	4521	\$73,044,289	\$36,879,612	\$36,164,677	32.9	6
Other General Merchandise Stores	4529	\$116,601,594	\$6,910,986	\$109,690,608	88.8	3
Miscellaneous Store Retailers	453	\$22,801,736	\$19,655,851	\$3,145,885	7.4	103
Florists	4531	\$1,370,659	\$877,949	\$492,710	21.9	7
Office Supplies, Stationery & Gift Stores	4532	\$3,875,571	\$4,351,382	-\$475,811	-5.8	21
Used Merchandise Stores	4533	\$2,205,274	\$4,868,948	-\$2,663,674	-37.7	14
Other Miscellaneous Store Retailers	4539	\$15,350,232	\$9,557,572	\$5,792,661	23.3	62
Nonstore Retailers	454	\$97,399,912	\$21,792,610	\$75,607,302	63.4	25
Electronic Shopping & Mail-Order Houses	4541	\$84,774,957	\$14,431,856	\$70,343,101	70.9	7
Vending Machine Operators	4542	\$2,951,574	\$3,043,154	-\$91,581	-1.5	7
Direct Selling Establishments	4543	\$9,673,382	\$4,317,600	\$5,355,782	38.3	12
Food Services & Drinking Places	722	\$119,317,013	\$75,927,813	\$43,389,199	22.2	98
Full-Service Restaurants	7221	\$52,944,292	\$15,417,569	\$37,526,722	54.9	36
Limited-Service Eating Places	7222	\$54,532,772	\$58,378,389	-\$3,845,617	-3.4	51
Special Food Services	7223	\$5,558,852	\$839,597	\$4,719,254	73.8	2
Drinking Places - Alcoholic Beverages	7224	\$6,281,098	\$1,292,258	\$4,988,840	65.9	9

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail Marketplace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved.

Appendix

Figure A3.4: Grocery Stores



Grocery Stores

-  **ALDI**
-  **Whole Foods**
-  **Caputo's Fresh Market (planned)**
-  **Dominick's**
-  **Trader Joe's**
-  **Mariano's (under construction)**
-  **Jewel-Osco**
-  **Super Target**
-  **Other**
-  **Walmart**
-  **Ultra Foods**



Data Source- DuPage County GIS database, June 2013, and Google Maps 2013; Map Prepared by Teska

4. Land Use Summary

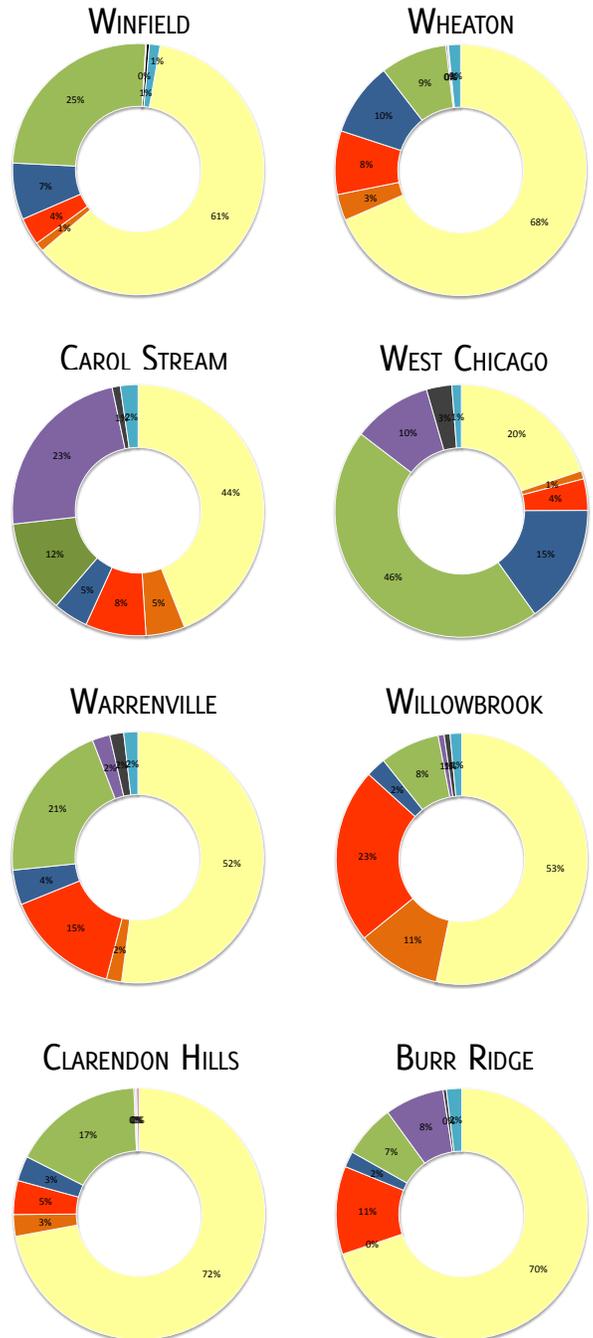
LAND USE AND ZONING

Like many of its suburban DuPage neighbors, Winfield is primarily a residential, “bedroom” community where most residents work outside the Village. However, in addition to predominately single-family residential uses, the Village has in recent years expanded its residential base by providing additional housing options, including townhomes and multiple-family dwellings in locations within walking distance of the Metra commuter rail station in Downtown Winfield. In addition, the Village has maintained a limited amount of commercial use (retail and office) along Geneva and Roosevelt Roads, St. Charles Road and in the Downtown area. Only very limited “industrial” uses exist along St. Charles Road which consist primarily of auto/truck repair and construction companies with open storage use. Central DuPage Hospital (Cadence Health) is the largest single non-residential use in the Village occupying approximately 40 acres immediately north of Winfield’s Downtown.

As shown in the land-use comparison charts to the right, over one-half of land use in Winfield is dedicated to single-family residences, as is typical of similar sized and other nearby communities. The Village has a low percentage of multi-family dwellings (1%) which not unique in the area, and has the lowest percentage of commercial land in comparison to other communities. Manufacturing/industrial use is less than many neighboring communities, but not unique. Open space is the most dominate feature of Winfield’s planning area and is highly valued among Winfield residents.

Expansion of Winfield’s non-residential base is limited to improvements to Downtown properties, redevelopment of the St. Charles Road and Roosevelt Road corridors, and Winfield Road corridor south of Roosevelt Road. Development of the Roosevelt Road corridor east of Winfield Road is limited by shallow depth commercial lots, most of which do not exceed 125 ft. in depth. This limited depth restricts use to small commercial centers, offices, multiple family, and free-standing restaurant uses. In this part of the Roosevelt Road corridor the most significant near term development issue is the re-occupancy or redevelopment of the steakhouse. This site at the northeast corner of East Street is approximately 300 ft. in depth and has a special use permit. It could be consolidated with adjacent residential uses to provide for a modest size commercial use. The most significant opportunity for expansion of the Village’s tax base and new residential development, outside of the Downtown, exist along Roosevelt Road west of Winfield Road. As compared to parcels east of Winfield Road, the depth of properties west of Winfield are two to three times greater, providing opportunities for larger scale commercial and residential development. Greater depth, larger parcel sizes, a smaller number of ownerships, and orientation of properties to Roosevelt Road as opposed

Figure A4.1: Land Use Distributions



- SF Residential
- MF Residential
- Commercial
- Institutional
- Open Space
- Manufacturing
- Vacant

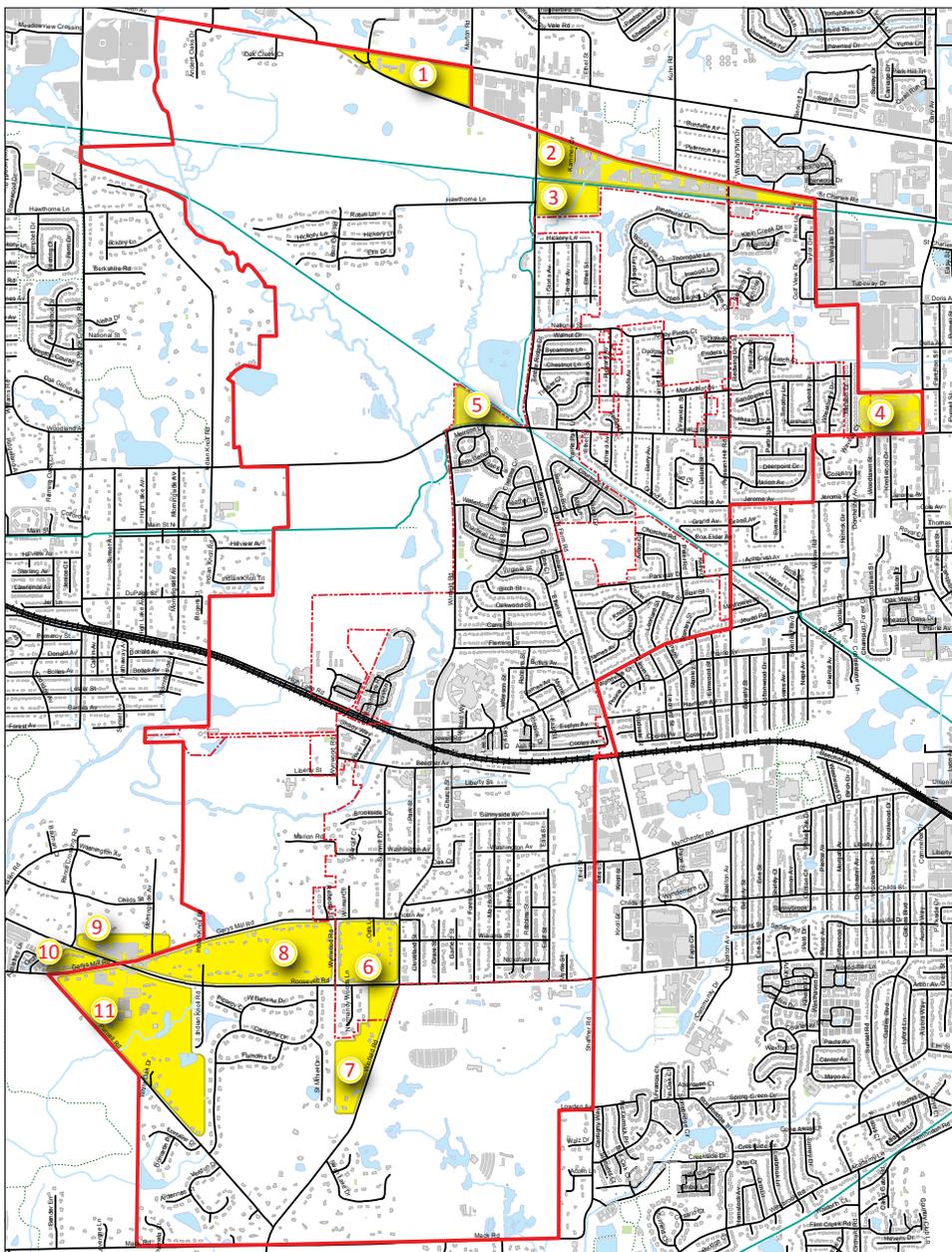
Data Source- CMAP Landuse Shapefile 2010 for Cook County

Appendix

KEY DEVELOPMENT AREAS (KDAS)

Several areas within the Village of Winfield are noted due to their special significance to the Village and will be given special attention in this update to the comprehensive plan. These include eleven KDAs along the Village’s three commercial corridors: St. Charles Road, Roosevelt Road, Geneva Road and Winfield Road (See figure A4.2 for location of KDAs). As the KDAs are the last significant development opportunities within the Village, each will receive particular attention for redevelopment strategies, land use and zoning recommendations and urban design guidelines.

Figure A4.2: Key Development Areas



1 KEY DEVELOPMENT AREAS

0 0.25 0.5 1 Miles

Data Source- DuPage County GIS database, June 2013, Village of Winfield
Map Prepared by Teska

to internal neighborhood streets, could make the development of the western part of Roosevelt Road easier to accomplish. Similarly, large parcels fronting Winfield Road north of Assumption cemetery provide opportunities for commercial or residential development.

The Village's current zoning map and ordinance provides for a wide range of residential uses, from large lot estate home lots to high density multiple-family. Commercial zoning districts in the Village consist of three types:

- The Town Center district (Downtown Winfield and adjacent areas) provides a broad range of retail, office and service uses, dwelling units only when above commercial use, and limited special uses such as hotels, multiple-family buildings and carry-out restaurants. All new uses are only allowed as part of a special use planned unit development application. To encourage downtown development, consideration should be given to allowing certain 'by-right' permitted uses and developments that are not subject to the PUD process. These uses would require adherence to the design standards and site plan review process.
- The B-1 General Business district permits an expanded list of uses consider not appropriate in the Town Center. These uses generally include business that require larger buildings, and generate more traffic or activity requiring larger sites, and that are accessible by car. This district is intended to be applied to larger commercial sites along major roads within the Village.
- The limited area zoned B-2 General Business district is intended to provide for supportive and ancillary uses to Central DuPage Hospital.

NEIGHBORING COMMUNITY PLANS

Future land uses in Winfield will both be influenced by and will influence planned land uses in adjacent communities. A review of comprehensive plans of neighboring communities indicates that most recommended land uses are generally compatible with Winfield's current land use pattern. Provided below is a summary of neighboring community plans:

- **West Chicago**

Planning area extends to Indian Knoll Road. Commercial uses are planned at the corners of Gary's Mill Road and Roosevelt Road intersection, with surrounding areas shown as single family residential. The balance of West Chicago's eastern planning area does not extend past forest preserves.

- **Carol Stream**

Last plan update in 1982. No longer a valid document. Village in process of applying for grant to update plan.

- **Wheaton**

Most of Wheaton's western planning area consists of existing residential neighborhoods, public/institutional, and open space uses. The only significant difference between planned land uses includes the area east of Haffner Road where Wheaton recommends multiple family uses south of Childs Street.

- **Warrenville**

2008 Plan Map Update is the most recent document. The Blackwell Forest Preserve forms the northern boundary of Warrenville's planning area at Mack Road, and therefore does not overlap with Winfield's planning area and is a natural unofficial boundary between both communities.

Appendix

5. Transportation

Local and Regional Transportation Issues, Opportunities, and Plans.

RAIL

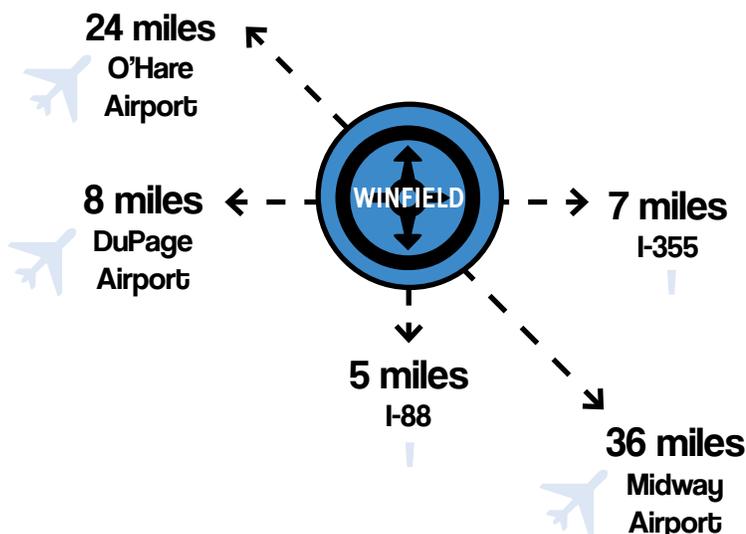
The former Chicago Northwestern Railroad, now owned and operated by Union Pacific Railroad, operates freight rail through Winfield. Metra, the suburban Chicago commuter rail organization, provides frequent service at the Winfield stop along its Chicago-Elburn Union Pacific West Line route. This service is provided seven days per week and is conveniently located in Winfield's Town Center.

AIR

The Village has convenient access to O'Hare International Airport, located about 24 miles northeast of Winfield on Chicago's far northwest side, to Midway Airport, located about 36 miles southeast of Winfield on Chicago's southwest side, and to DuPage Airport, a designated reliever airport to O'Hare and Midway utilized by private jets located about 8 miles west of Winfield in suburban West Chicago.

HIGHWAY

Winfield is served by Illinois State Route 38 (Roosevelt Road) to the South and Route 64 (North Avenue) to the North, with Route 59 to the east. Winfield also has convenient access to Interstate 88 located approximately 5 miles south on Winfield Road and interstate 355 located approximately 7 miles east of Winfield on either Illinois Route 38 or Route 64.



Chicago-Elburn Union Pacific West Line is conveniently located in Winfield's Town Center.

“Winfield enjoys a variety of transportation facilities and convenient access to the rest of Chicago and beyond via road, rail and path.”

- Excellent highway access
- Convenient place to live
- Access to jobs
- Shipping/distribution opportunities

PUBLIC TRANSPORTATION

There are several forms of public transportation made available to residents. Metra offers frequent service on its Union Pacific West Line from Elburn to Chicago. Pace suburban bus provides two fixed bus routes to the Village. Pace suburban bus provides two fixed bus routes to the Village.

- **Route 591 - Wheaton - Winfield** | Call-n-Ride Weekday, on-demand service in the Wheaton - Winfield area.
- **Route 709 - Carol Stream-North Wheaton** | Weekday, rush hour commuter service between northwest Carol Stream / North Wheaton and the Metra UP - West Line Wheaton Station. Serves the Greenway Apartments, Lakehaven Apartments, Carol Shire Apartments, the Klein Creek Apartment complexes, Klein Creek, Wheaton Oaks and the Metra UP - West Line Wheaton Station.



Over 25% of the roads in the Village have not been resurfaced in 20 or more years.

LOCAL STREETS

Local streets are asphalt construction and composed of approximately 50% rural cross section, gravel shoulders, ditches without sidewalk, and 50% urban cross section, curb and gutter, storm sewer and sidewalk. The neighborhood streets tend to be of various width and condition. There is a good level of interconnectivity of the streets, with easy access to collector roads which lead quickly to the area's arterial roads. Sidewalks are not located along most of the rural cross section streets, leading to an undesirable pedestrian environment.



Sidewalks are currently being added along local streets in Winfield.

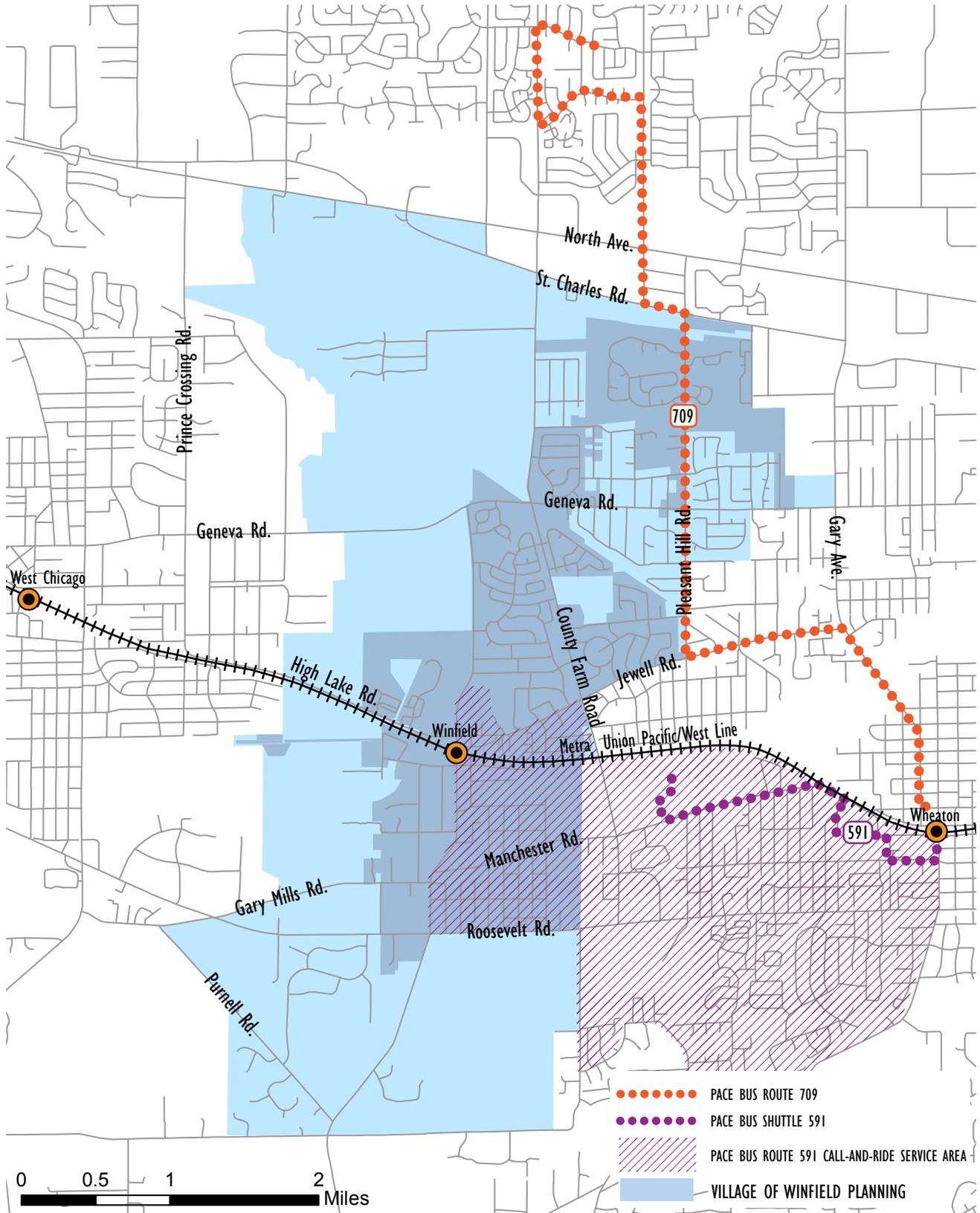
BICYCLE & PEDESTRIAN PATHS / TRAILS

Winfield enjoys two significant bike/pedestrian paths. They include two east-west paths at the north end of the Village, the Great Western Trail and the Illinois Prairie Path Main Stem, which can take riders to the Geneva Spur, the Aurora Spur or the Elgin Branch of the Prairie Path.

The Village has been working on a north-south path through the center of the community, which would connect Town Center and a proposed Riverwalk to the Illinois Prairie Path. The Village is close to completing a Bikeway Plan for the Village, put together by the Bikeway Committee which is comprised of Winfield volunteers.

Appendix

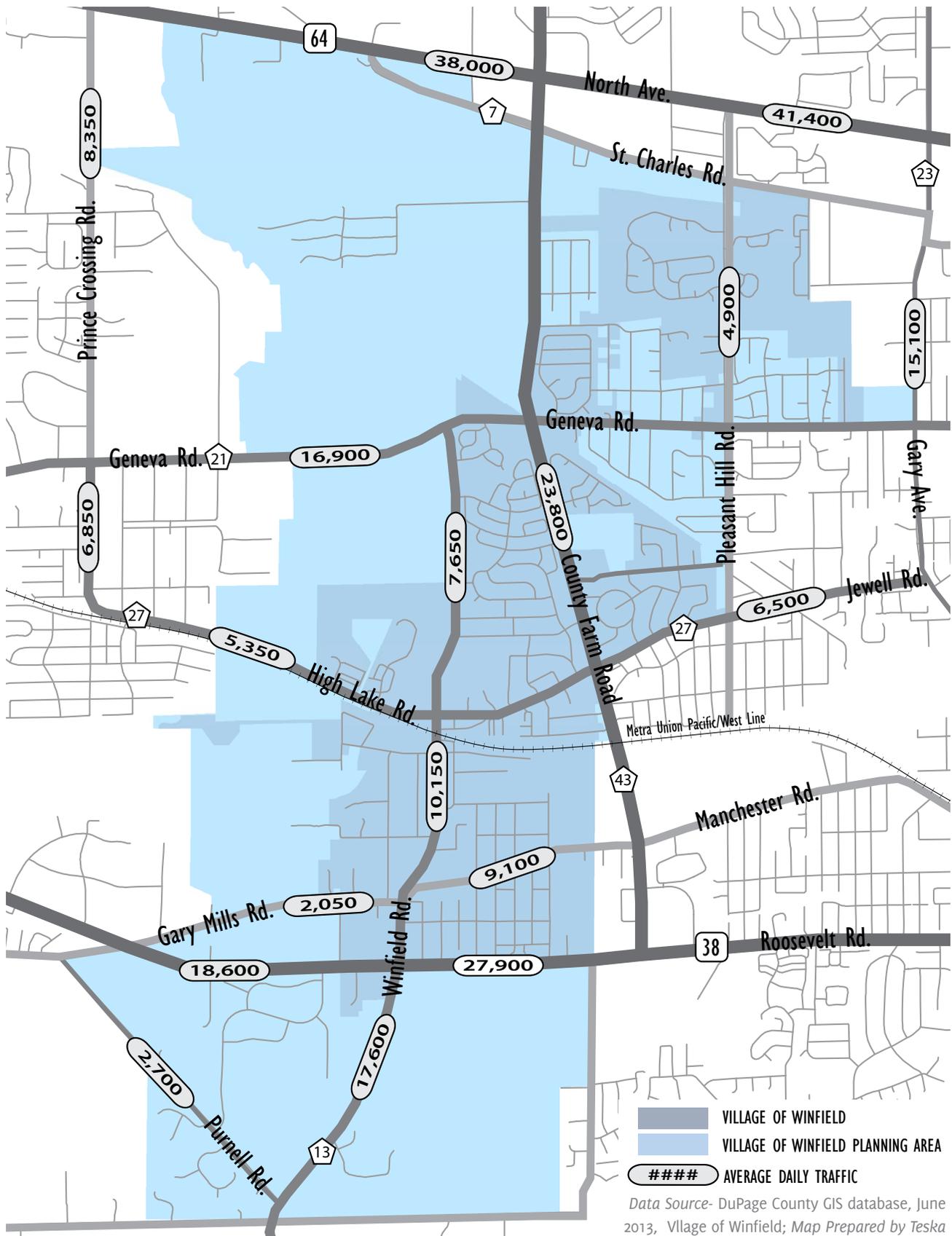
Figure A5.1: Map showing Pace Bus Routes



Data Source- DuPage County GIS database, June 2013, Village of Winfield, Pace website
Map Prepared by Teska

Appendix

Figure A5.2: Map showing Major Roadways with Average Daily Traffic (ADT)



Appendix

ARTERIALS

IDOT has identified Illinois Routes 38, 59 and 64 as Strategic Regional Arterials. As Illinois Route 38 is the only State Route that passes through the Village, the report will focus on that route. →

IDOT is already in the design phase to improve the intersection of Winfield Road and Route 38. Construction on these improvements is scheduled for 2017 if land acquisition is completed and funds are available. The State has begun the preliminary investigations to improve the intersection of County Farm Road and Route 38, but these improvements are not currently included in the 2014-2019 budget.

RECREATIONAL PATH NETWORK

A recreational path network should connect major activity nodes in the Village and traverse all major neighborhoods. Recreational paths should be constructed along green corridors and other existing rights-of-way, and should include a combination of on-street bicycling lanes and off-street paths / trails. Bicycle parking facilities would be needed in the Town Center, at shopping centers, parks and public institutions. Bike racks, signage, parking and lighting are other key elements of a recreational path network. Design is another crucial element, particularly in terms of paving materials, lane markings, and street crossings. The Village's Bikeway Plan should address some of these issues.

A recreational path network should connect major activity nodes in the Village and traverse all major neighborhoods.

ROUTE 38 GUIDELINES



Improve intersections by adding auxiliary lanes or lengthening storage bays.



Coordinate traffic signals. Install barrier medians to concentrate left turns at protected locations.



Relocate bus stops to far-side intersection locations.



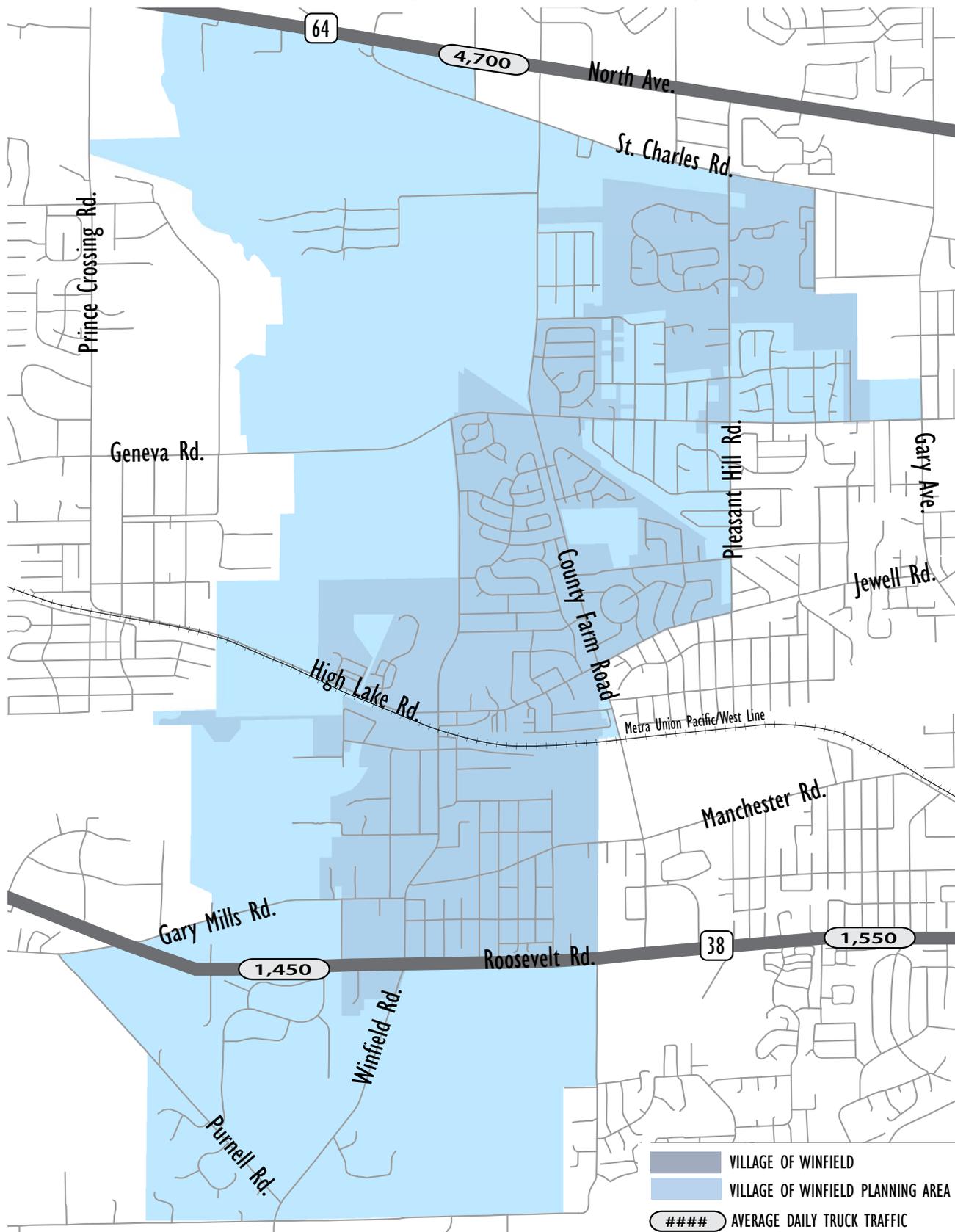
Install bus traffic signal preemption systems. Improve structural clearances.



Recreational paths should connect major activity nodes including the Winfield Metra Station.

Appendix

Figure A5.3: Map showing Truck Routes with Truck Average Daily Traffic (ADT)



Data Source- DuPage County GIS database, June 2013, Village of Winfield; Map Prepared by Teska

Appendix

6. Facilities & Infrastructure

A look at existing / future needs for public utilities and facilities.

PUBLIC SAFETY

POLICE

The Police Department has 16 full-time staff budgeted for the 2013-14 fiscal year, with two positions currently vacant. However, existing work demands a staff of at least 18, especially if the Village grows over the next few years. Based on the FBI metric of 2.5 officers per 1,000 residents, approximately 23 officers are recommended for Winfield. Another method used to calculate the recommended number of staff is the volume of calls received. Based on the calls the police department currently receives, a minimum of 3 officers should be working per shift. Currently, the officers per shift range from 2 to 3. With respect to facility requirements, the department is currently housed at Village Hall and utilizes the jail facilities of the DuPage County Sheriff's Office. While the jail facilities are adequate, Village Hall is both inadequate and unsafe for the needs of the department. The police department would like to explore options for consolidating services as part of a Public Safety building along with the fire department. In previous years, two squad cars were purchased annually for the Department. This process switched to one new squad annually and then since 2011, they were purchased on an "as needed" basis. The drawback to this process is increased maintenance issues due to excess mileage on the squad cars. A more systematic approach to equipment replacement in the capital budget is preferred. Other equipment such as cameras, breathalyzers and weapons are adequate for the Department's needs.

9-1-1 dispatch is handled by DuPage Public Safety Communications (DUCOMM), an intergovernmental agency formed in 1975 to provide public safety communications services to Police, Fire and EMS agencies. Today, DU-COMM serves thirty-eight (38) agencies in DuPage County and is one of the larger consolidated 9-1-1 centers in Illinois. Besides 911 calls and general community policing, the Winfield Police Department offers vacation house watches, assistance for residential and vehicle lock-outs, surveys to evaluate security issues, internet safety days like "Second Step", as well as public events like "Touch-A-Truck" and free youth fingerprinting identification at the annual Fire Department open House.



2.5 POLICE OFFICERS
recommended per 1,000 residents



FIRE & EMERGENCY SERVICES

Winfield and surrounding unincorporated Dupage County is served by the Winfield Fire Protection District, responsible for protecting and preserving the lives and property of residents from fire and to assist them in emergency situations. The District also offers classes, programs and safety tips to educate and keep residents safe. Today, the District answers an average of 1,800 calls per year, ranging from fires in cars and homes, and emergency medical calls, to technical rescue calls, as well as service calls. All the calls are handled by DUCOMM of which 20% are from the south of the railroad tracks, while the remaining 80% are from the north. The District encompasses approximately thirteen square miles with over 30,000 residents. Some unique challenges within the District include more than 30 bodies of water, 2 major hospitals, 4 long-term health care facilities, approximately 300 commercial occupancies, 4 educational facilities, 2 kindergarten/ daycare facilities and 7 churches.



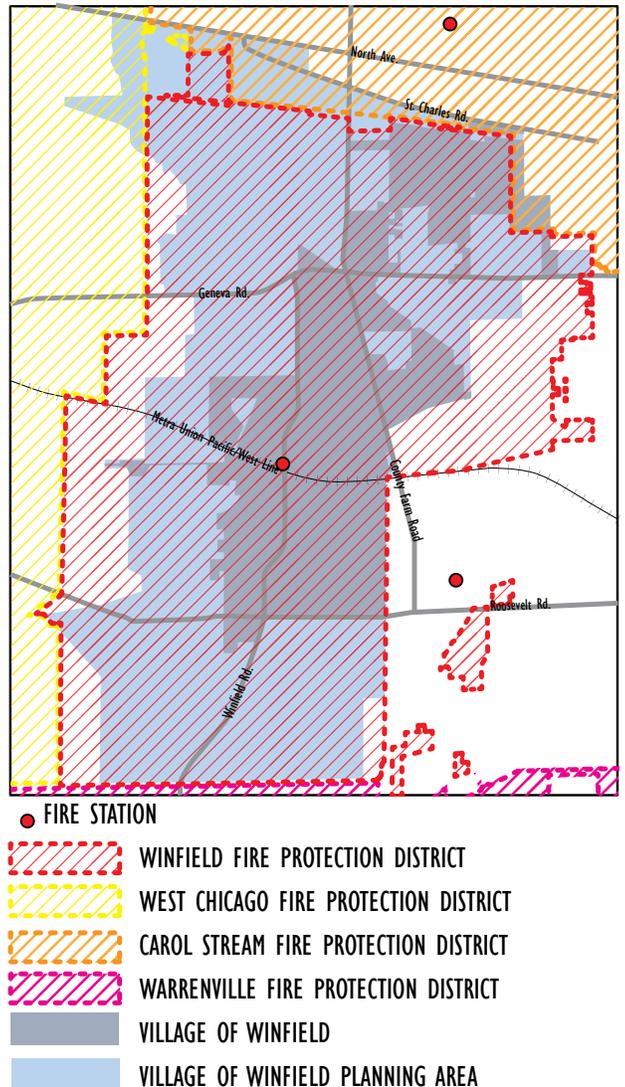
Winfield Fire Station #1

 9-1-1 calls -1,800 per year

80% North of Railroad Tracks
20% South of Railroad Tracks

The Fire District has 9 full-time staff including the Fire Chief and Deputy, with no volunteer firefighters. Protection during each shift is provided by one full-time Lieutenant, 2 full-time firefighters, and 3 part-time firefighters. The part-time firefighters are also certified paramedics and fire-fighters. While the Village maintains the fire hydrants, 25% of the district does not have fire hydrants. The main fire station for the District is at 27W530 Highlake Road in downtown Winfield. Over the years, this 14,000sf building has been inadequate for the changing needs of the Department. For example, it had to be remodeled to add separate showers and sleeping rooms for female firefighters. In spite of such changes, the building is still inadequate. A new fire station is being proposed along County Farm Road, to the north of Parkway Drive, and should cater to the existing and future needs of the District. The second fire station is unmanned and located along Winfield Road just north of Roosevelt Road. Access to the unmanned station is difficult as it is to the south of the railroad tracks. The district maintains a fleet of 2 engines, 1 pumper/tanker, 2 ambulances, 1 brush truck, 1 rescue squad and 2 chief vehicles. The district regularly maintains its station facilities and replaces its equipment when necessary to best serve the community. In addition, the Winfield Fire Protection District is also a part of the West Suburban Fire/Rescue Alliance along with Wheaton Fire Department and the Fire Protection Districts of Carol Stream and West Chicago. This Alliance better coordinates emergency services, enhances the department’s ability to share resources and provides access to two boats when needed for rescue operations.

Figure A6.1: Fire District Map



Data Source- DuPage County GIS database, June 2013
Map Prepared by Teska

Appendix

PUBLIC LIBRARY

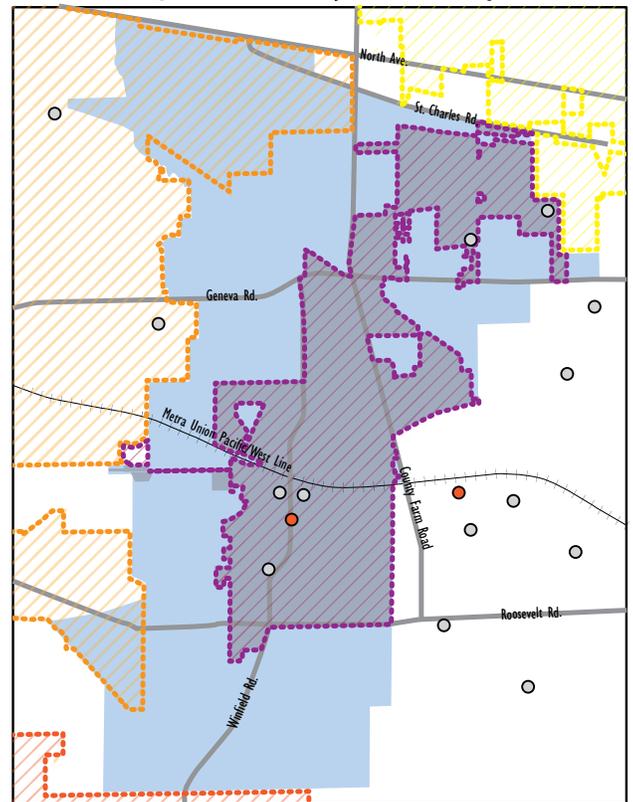
The Village of Winfield is served by the Winfield Library District. Located on the northeast corner of Winfield Road and Sunnyside Avenue, the 10,000sf bi-level library building has been home to the Winfield Public Library since 1981. However, as the main entrance to the building is from the upper level and there is no elevator or ramp to the lower level, the building is not accessible as per the Americans with Disabilities Act. Due to a lack of funding for a new facility, improvements to the building are currently underway to add an elevator and move the entrance to the lower level so that it is accessible from the parking lot. While the building itself has not had any flooding issues, the parking lot of the library is within the flood plain and has periodic flooding. In addition to its diverse collection of books, videos, periodicals and reference materials, the library continues to enhance its multimedia resources by adding electronic reading formats (e-books) to its supply, providing nooks that patrons can check-out, public access to computers with internet access, as well as access to wireless for laptop or other smart device users. The library is staffed by four full-time and eight part time employees.



Winfield Public Library

(Source- Winfield Public Library Facebook Page)

Figure A6.2: Library District Map



- SCHOOL
- LIBRARY
- WINFIELD LIBRARY DISTRICT
- WEST CHICAGO LIBRARY DISTRICT
- WARRENVILLE LIBRARY DISTRICT
- CAROL STREAM LIBRARY DISTRICT
- VILLAGE OF WINFIELD
- VILLAGE OF WINFIELD PLANNING AREA

Data Source- DuPage County GIS database, June 2013

Map Prepared by Teska

EDUCATION

PUBLIC EDUCATION

Residents of Winfield are served by Winfield Elementary School and Central School (School District #34), Pleasant Hill Elementary School (Community Unit School District #200) and the Community High School in West Chicago (School District #94).

SCHOOL DISTRICT #34 (WINFIELD ELEMENTARY SCHOOL AND CENTRAL SCHOOL)

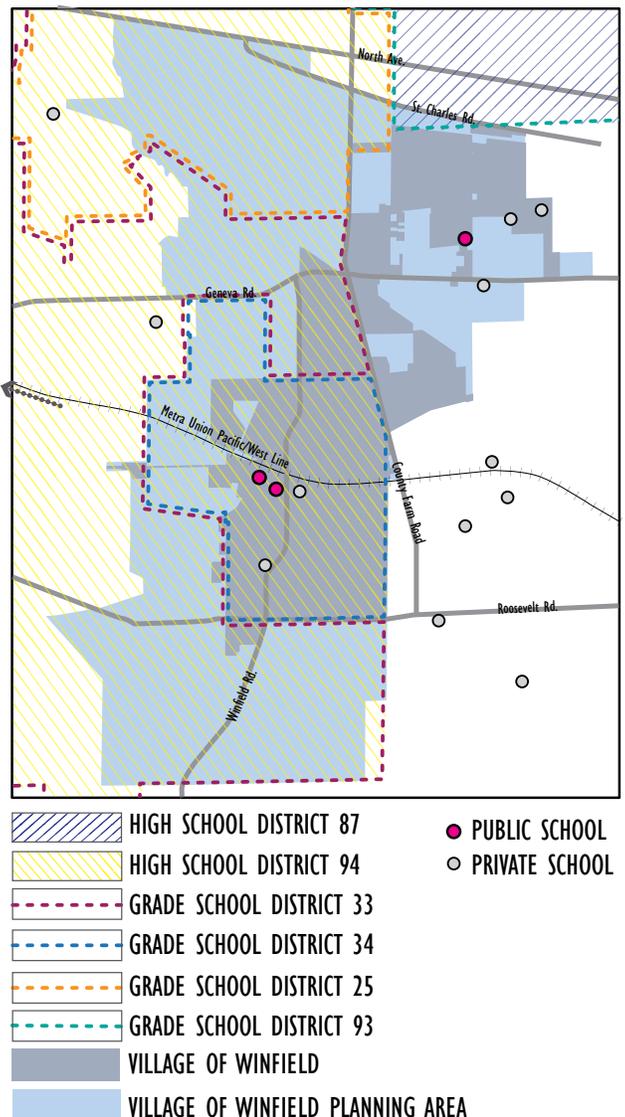
- Winfield Elementary School located at Winfield Road and Beecher Ave in Downtown Winfield accommodates Preschool and grades Kindergarten through Second, with an enrollment of 140 in 2012.
- **Central School to the west of Winfield Elementary** serves Intermediate Grades (grades 3-5) and Junior High (grades 6-8). The Central School building is built on a flood plain and experiences flooding frequently. Additionally, even though the school has maintained consistent average enrollment of 218 since 2004, the school building itself is under capacity. One whole wing of the building is currently vacant and in need of maintenance for roofing and plumbing issues. A Special Education Program will be renting 2 classrooms from the School, which will help with the maintenance costs of the building. In addition, the School District is reducing programs to prevent increasing the tuition rate. While no energy efficiency programs have been implemented in the building, the School does have a \$10,000 grant for solar improvements.

Winfield's Central School received a \$10,000 grant for solar improvements

With respect to performance, as per the State Board of Education, ISAT scores for all subjects (Reading, Science, Math) have remained fairly high and steady from 2004-12. The School has been consistently making Adequate Yearly Progress (AYP), steadily surpassing state averages in all subjects and is a fully recognized school. Pedestrian access to the School from the surrounding neighborhoods is not safe due to the lack of sidewalks and pedestrian crossings. The railroad tracks are also seen as a road block to pedestrians, in spite of the existence of the pedestrian tunnel for crossing the tracks, and most residents choose to drive and drop off their children at the school. The Village did receive a 'Safe Route to School' Grant to put in sidewalks along Park Street.



Figure A6.3: School District Map



Data Source- DuPage County GIS database, June 2013
Map Prepared by Teska

Appendix

COMMUNITY UNIT SCHOOL DISTRICT #200 (PLEASANT HILL ELEMENTARY SCHOOL)

Pleasant Hill Elementary School is located along Pleasant Hill Road in Winfield and had a 2012 enrollment of 577 students which has decreased by over 100 students since 2003. Per the State Board of Education, ISAT scores in all subjects (Reading, Science and Math) have remained high for the last 10 years and have also steadily surpassed the State averages.

SCHOOL DISTRICT #94 (COMMUNITY HIGH SCHOOL)

The Community High School is located in West Chicago and serves the residents of West Chicago, Winfield, Warrenville, Wheaton and Carol Stream. The school has been in a School Improvement Program for 5 Years. The composite percentage for PSAE Assessment decreased from 2002 to 2012 and is now below the State percentage. However, at the same time the high school dropout rate has decreased from 3.5% to 0.1%, while the graduation rate has increased from 92.7% to 94.2% since 2000, surpassing the State's rate.



Central School

PRIVATE EDUCATION

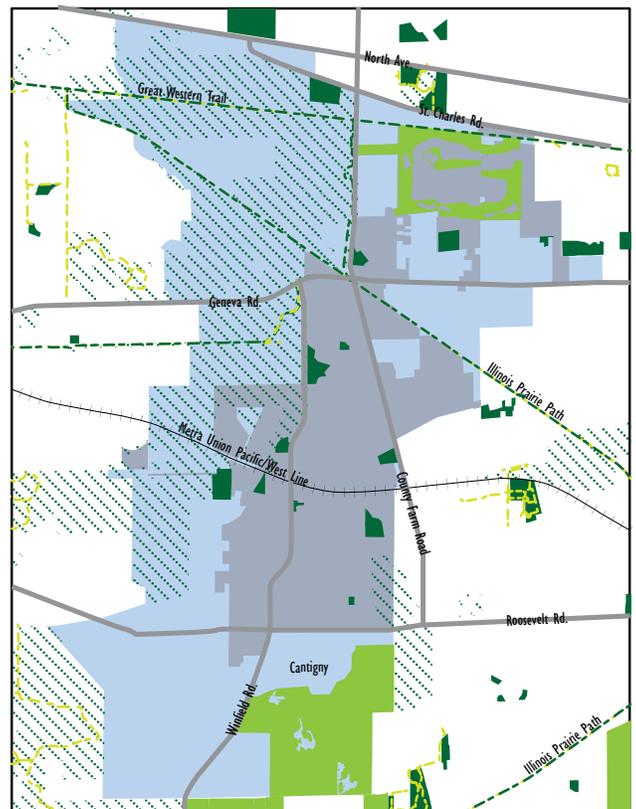
Besides the public schools, Winfield residents also have access to private institutions such as St. John the Baptist Catholic School. St John's serves students from Pre-K to 8th Grade and provides a faith-based academic program that recognizes cultural diversity and supports spiritual, social, and physical growth.

PARKS AND RECREATION

WINFIELD PARK DISTRICT

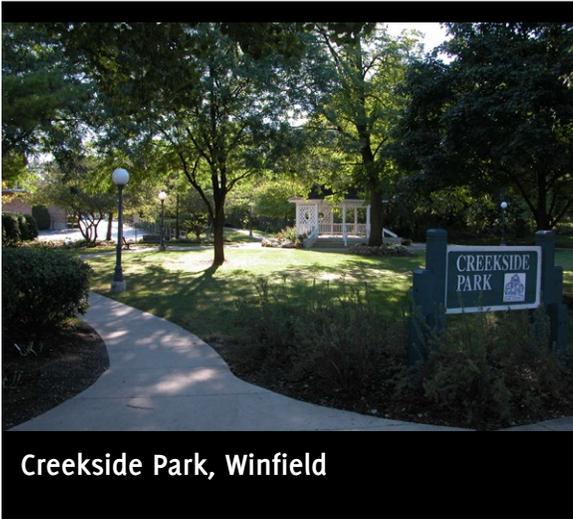
The Park District is currently working on a survey to be circulated within the District to gauge the user's interests and to help with the program offers within the District. The last park district plan was in 1999. The district has 16 park sites as noted in the Table A6.1. Together with the Forest Preserve Areas around Winfield and Cantigny, there are adequate recreational resources for the residents of Winfield. With respect to capital improvements, the District currently has a \$170,000 grant from the State for parking lot improvements, and also has plans for tennis court improvements. One of the important facilities of the Park District is the gym at the Charles R. Beggs Activity Center in Founder's Park. The District also has a 20 year agreement with Carol Stream to use their swimming pool. A network of recreational trails exist within the park district and surrounding forest preserves including the Illinois Prairie Path and the Great Western Trail, and a plan is underway to further connect these locally and regionally.

Figure A6.4: Parks and Open Space Map



- FOREST PRESERVE
- PUBLIC PARK/OPEN SPACE
- GOLF COURSE/ PRIVATE OPEN SPACE
- BIKE PATH
- TRAIL
- VILLAGE OF WINFIELD
- VILLAGE OF WINFIELD PLANNING AREA

Data Source- DuPage County GIS database, June 2013
Map Prepared by Teska



Creekside Park, Winfield



Lions Park, Winfield

Table A6.1: List of Parks within Winfield Park District

PARK NAME	ACREAGE	FACILITIES
Chartwell Park	1.5 acres	Picnic Tables, Shelters, Playgrounds
Creekside Park		Shelters, Memorial Area
East Street Park	6.5 acres	Basketball Courts, Baseball Fields, Playgrounds, Picnic Tables, Nature Area, Trail, Restrooms, Shelters
Founders Park	6 acres	Picnic Tables, Playgrounds, Fitness Center, Baseball Fields, Concessions, Shelters
General Winfield Scott		Nature Area, Trail
Glasshagel Park	16 acres	Playgrounds, Baseball Fields, In-Line Hockey
Hedges Station	0.5 acres	Museum
Indian Grove Park	0.5 acres	Playgrounds,
Knolls Park	0.3 acres	Playgrounds, Picnic Tables
Lions Park	3 acres	Playgrounds, Baseball Fields, Fishing, Canoe Launch, Shelters
Oakwood Park	9.5 acres	Basketball Courts, Baseball Fields, Tennis Courts, Volleyball Courts, Playgrounds, In-Line Hockey, Fishing, Picnic Tables, Trail, Restrooms, Shelters
Prairie Trail Park	4 acres	Baseball Fields
Timberidge Park	3 acres	Playgrounds
Winfield Estates Park	2.5 acres	Playgrounds, Picnic Tables, Basketball Courts, Trails
Wynwood Fields	12 acres	Basketball Courts, Baseball Fields, Tennis Courts, Ice Skating, Concessions, Nature Area, Sledding Hill, Playgrounds, Picnic Tables, Restrooms
Winfield School Sites		Playgrounds

Source- Winfield Park District website

Appendix

FOREST PRESERVE DISTRICT

Winfield is surrounded by the DuPage County Forest Preserve areas of Belleau Woods, Winfield Mounds, West DuPage Woods and Timber Ridge that offer approximately 2,107 acres of area and approximately 8 miles of trails. Recently, St. James Farm to the south of Cantigny was acquired to add to DuPage County Forest Preserve's wealth of resources.

CANTIGNY

Winfield is bound by Cantigny to the south, consisting of approximately 500 acres, including 29 acres of gardens, outdoor picnic and event areas, camp sites, a 27 hole golf course, museums as well as dining options. Currently, access to Cantigny is limited to vehicular traffic, as pedestrian connectivity from Winfield is limited to a narrow sidewalk along the east side of Winfield Road. By connecting the Cantigny to the Metra Station in Winfield via an enhanced sidewalk and trail system, the park will be more accessible for visitors using public transportation or walking/biking. Specifically, intersection improvements are needed at Roosevelt Road and Winfield Road to provide for pedestrian safety. Cantigny is currently adding bicycle parking at the main entrances to encourage visitors to ride to the Park. A trail through the park is being considered to connect a possible trail along Winfield Road or other trail system to the Illinois Prairie Path via St James Farm Forest Preserve to the south. One of the amenities that Cantigny would benefit from is a hotel in close proximity to the Park, as many of the visitors for events at the park including weddings, golf championships, etc. seek overnight stay in nearby locations.

Winfield is surrounded by a wealth of other amenities including Klein Creek Golf Club and DuPage County Fairgrounds to name a few, and are documented on Figure 7.4.



Winfield's Wynwood Fields is one of many trail filled open spaces included within the DuPage County Forest Preserve.

DuPage County Forest Preserve:

- 2,107 ACRES
- 8 MILES OF TRAILS



Great Western Trail along St. Charles Road in Winfield

INFRASTRUCTURE

The basic infrastructure in many parts of Winfield is old and in need of continued upgrading and/or replacement. The Village has been proactive in maintaining/replacing the water and wastewater infrastructure. The Village Engineer has computer models to determine whether the water and waste water systems have the capacity to accommodate more intense development in any particular area of the Village.

Larger capacity water mains and sewers will be needed in any areas of the Village that will be more densely developed; therefore, coordination will be critical to making cost-effective infrastructure investments. Electricity is provided by ComEd, gas is provided by Nicor, and telephone service is provided by AT&T.

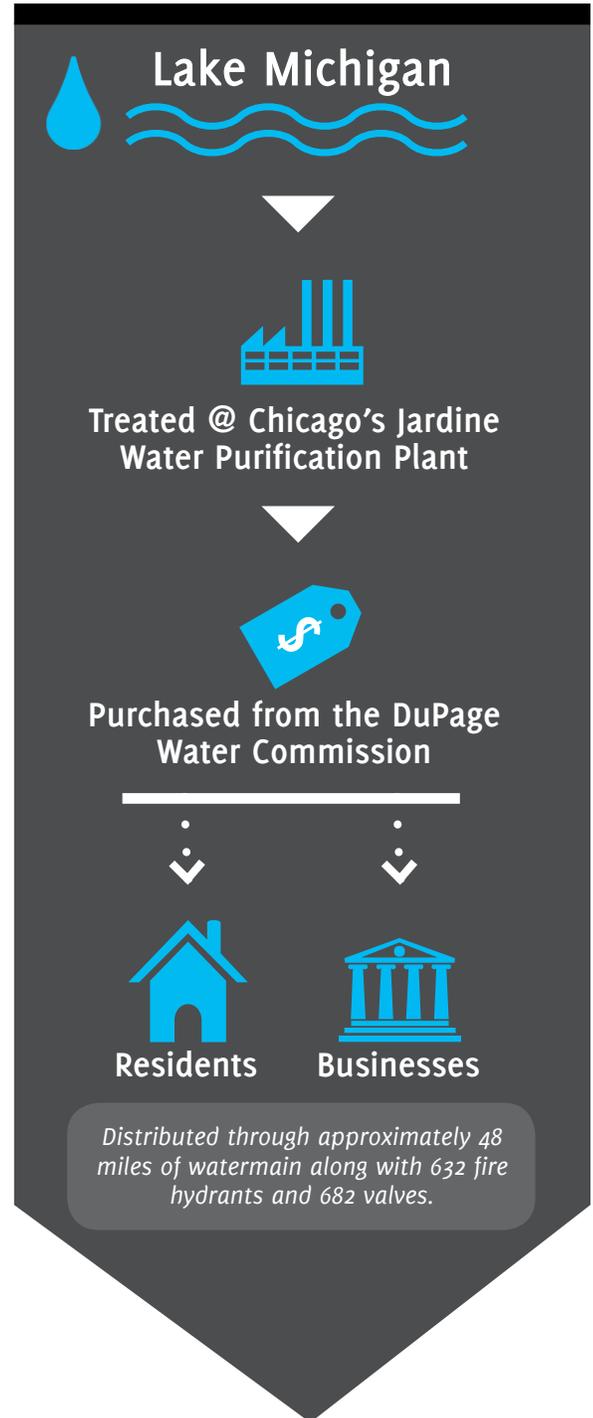
WATER

The Village’s water source is Lake Michigan, which is treated at the City of Chicago’s Jardine Water Purification Plant and purchased from the DuPage Water Commission before being distributed to residences and businesses in Winfield through approximately 48 miles of watermain ranging in size from 6” to 20’, along with 632 fire hydrants and 682 valves. The Village has two Lake Michigan connection points and pumping stations to deliver the lake water to the residents. The Village also has two emergency back-up wells in the event that Lake Michigan water cannot be supplied to the Village.

According to the Village’s 2013 Water Quality Report, potable water provided by Winfield meets or exceeds established water quality standards.

According to the Village’s 2013 Water Quality Report, potable water provided by Winfield meets or exceeds established water quality standards. The Village has adequate water storage to meet future demands. However, the excess storage capacity is being rented to Illinois American Water Company, and a new water tower may be necessary if the Village pursues higher density development, or if annexation or redevelopment results in a significant increase in water demand and the Village wishes to continue to rent storage capacity. The Village is replacing approximately 1,200 linear feet of water main a year, concentrating on the areas with the most frequent failures. Water can be extended to any area within the Village’s planning boundary, with the size of main dependent on the type of development and fire flow requirements.

WINFIELD’S WATER DISTRIBUTION



Appendix

SEWER

Winfield operates and maintains the wastewater collection system and the lift stations required to get the wastewater to the Joint Wastewater Treatment Plant located in and operated by the City of West Chicago. The Village has 3 lift stations, 39 miles of sanitary sewers, along with 1,135 manholes. Sewer sizes range from 8 inches to 30 inches in diameter. The Village is currently in the process of rehabilitating about 4,500 linear feet of the system per year, concentrating on the clay pipe that had problems identified during the Village's last sanitary sewer televising project. Sanitary sewer can be extended to any area within the Village's planning boundary, however, lift stations and upsizing of existing sanitary sewers may be required depending on the location and size of the development.

STREETS

The Village is responsible for maintaining 34.6 miles of roads. The police department is also responsible for patrolling the County Roads located within the Villages corporate limits which include Geneva Road, County Farm Road and Jewel Road east of County Farm Road. Due to rising costs of asphalt and labor, the Village now needs to spend \$650,000 to resurface the roads on a twenty year cycle. This does not include reconstruction of the older roads in town. A shorter 15 year cycle would be desirable, as maintenance costs increase as the roads age. The Village has been struggling with a back-log of street maintenance, as over 25% of the roads in the Village have not been resurfaced in 20 or more years. The Village Board has been working on the road funding challenges for the last five years. Winfield recently approved a 0.25% increase in the sales tax to provide funding for local street projects and to help eliminate the backlog of bad streets.

The State is starting Phase II Design Engineering for the intersection improvements located at Winfield Road and Roosevelt Road. The improvements include north bound double right turn lanes, and west bound double left turn lanes, along with increased stacking to improve the intersections' Level of Service (LOS). These improvements are tentatively scheduled for 2017 if property acquisition is completed and funding is available. The State is also working on Phase I Design Engineering for the intersection improvements located at County Farm/Shaffner Roads and Roosevelt Road. The improvements include east bound double turn lanes at County Farm Road and turn lanes at Shaffner Road, along with traffic control signals at Shaffner Road. This work is not in the States 2014-2019 Budget.

WINFIELD OPERATES & MAINTAINS

3 Lift Stations

39 Miles of Sanitary Sewers

1,135 Manholes

27 Miles of Storm Sewer

970 Storm Structures

34.6 Miles of Road



The Village currently rehabilitates **4,500** linear feet of their sewer system per year.



Over 25% of the roads in the Village have not been resurfaced in 20 or more years.

STORMWATER

The older sections of town with the rural cross section roads will require continued maintenance of the ditches. The newer sections of town with curb and storm sewer require periodic cleaning of the storm structures and inspection of the detention facilities. The village has approximately 27 miles of storm sewer and 970 storm structures to maintain. The Village has addressed local drainage problems with a rating system, focusing the scarce Village funds on the area's that cause the most property damage. The County's proposed storm water fee might give the Village an opportunity to raise funds for maintenance of the Village's storm water system. Drainage issues related to new development will be addressed at the time of development. The new county-wide stormwater ordinance, which was adopted by Winfield, is working well and affects any new development over 5,000 square feet.

Appendix

7. Flood Impact Analysis

A look at flooding issues and potential control measures

FLOOD IMPACT ANALYSIS

Winfield Creek and the West Branch of the DuPage River both travel through the Village of Winfield. With these two water ways, comes the flood plain and associated flooding. In 2008, the Village of Winfield was impacted by the storm event that affected so many Illinois Communities. As a consequence of the heavy rains the West Branch of the DuPage River, Winfield Creek and several storm water detention ponds overflowed their banks, resulting in at least seven Village roads becoming impassable, some for several days. Village storm sewers at their capacity as rain and floodwater entered the system creating a surcharge. Several homes suffered flood damage along the river and creek.

Since both of these waterways travel through many communities, a solution needs to be a regional effort. Therefore, the Village has partnered with DuPage County Department of Environmental Concerns to update the Winfield Creek Watershed Plan. As part of that Update, the Village would like to see the following pursued:

1) Flood Control

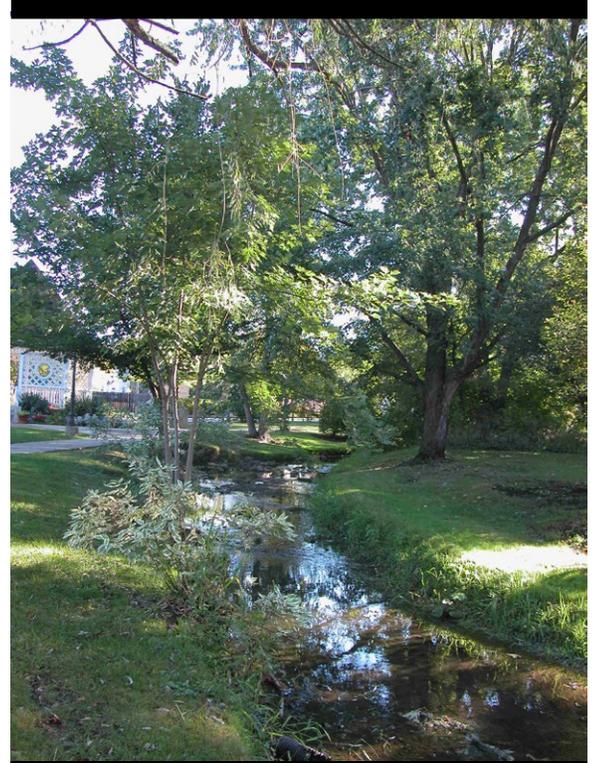
Wait for completion of the Winfield Creek Watershed modeling to see if any flood control measures are practical. If any items are feasible, work with the County/FEMA/Forest Preserve and upstream stakeholders to move forward.

2) Buyouts

Identify all structures in the Floodway. Work with the County/FEMA/ and other entities to secure grant funding to buy out willing property owners located in the Floodway or properties that experience significant flood damage and are located in the Flood Plain.

3) Water Quality Improvements

Work towards establishing a Floodplain Buffer along Winfield Creek from the West Branch of the DuPage River to Roosevelt Road. Identify eroded stream banks and channelized stream banks for vegetative bank stabilization and slope softening.



The Creek running through Creekside Park in Winfield connects to the West DuPage River



Most of the residential areas in Winfield have swales along roadways that convey stormwater beneath driveways via culverts

4) Greenway

Work with the Forest Preserve District and DuPage County in establishing a “Winfield Greenway”, which would be naturalized area within the floodplain south of Manchester Road. Naturalized area improvements would include removing invasive species, stream bank stabilization, and buffers.

5) Multi-use Path

Work towards establishing a pedestrian path connecting Winfield’s Town Center to the DuPage County Complex, the Winfield Metra Station, the future West Branch DuPage River Regional Trail, and continuing south to Roosevelt Road.

Appendix

APPENDIX B

Balanced Growth Development Option

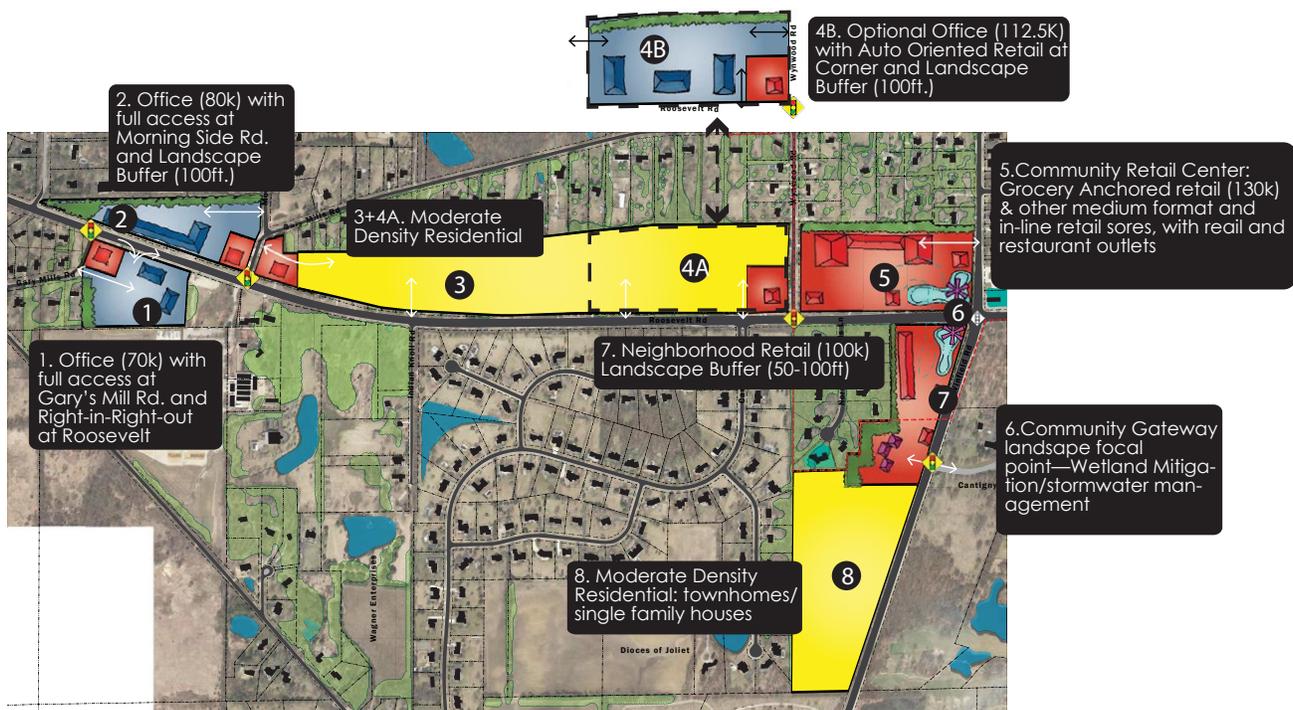
This option provides a balance between the goal of maximizing revenues through commercial development and providing moderate to lower density residential uses that provide new housing options for existing and new residents consistent with other development patterns along Roosevelt Road to the east of Winfield Road. The principle difference between the balanced growth and commercial development options is the overall reduction in the amount of commercial uses and elimination of the large format retail use.

Emphasis is placed on exploring the development of a community level retail center with one or more anchor stores, restaurants, cafes, and other local services. Office use becomes a more significant opportunity in this scenario. Residential uses range between low to moderate density products (single family, townhomes/rowhome units).

Similar to the commercial development option, the corner of Winfield and Roosevelt Road is still developed as commercial use with a well-defined gateway to the

Village. Traffic signals are proposed to ease access to the commercial parcels, as well as at the intersections with Gary's Mill Road. Adequate buffers are provided between the commercial uses and existing residential uses to preserve their character and quality of life.

BALANCED GROWTH



- OPTION 2: Balanced Growth
- Lower residential density
 - Eliminate Large Format Retail
 - Signal at Wynwood Rd.
- OPTION 2B:
- Additional Office development