



Naperville

OGDEN AVENUE

IMPROVEMENT CONCEPTS

WASHINGTON STREET

NAPER BOULEVARD

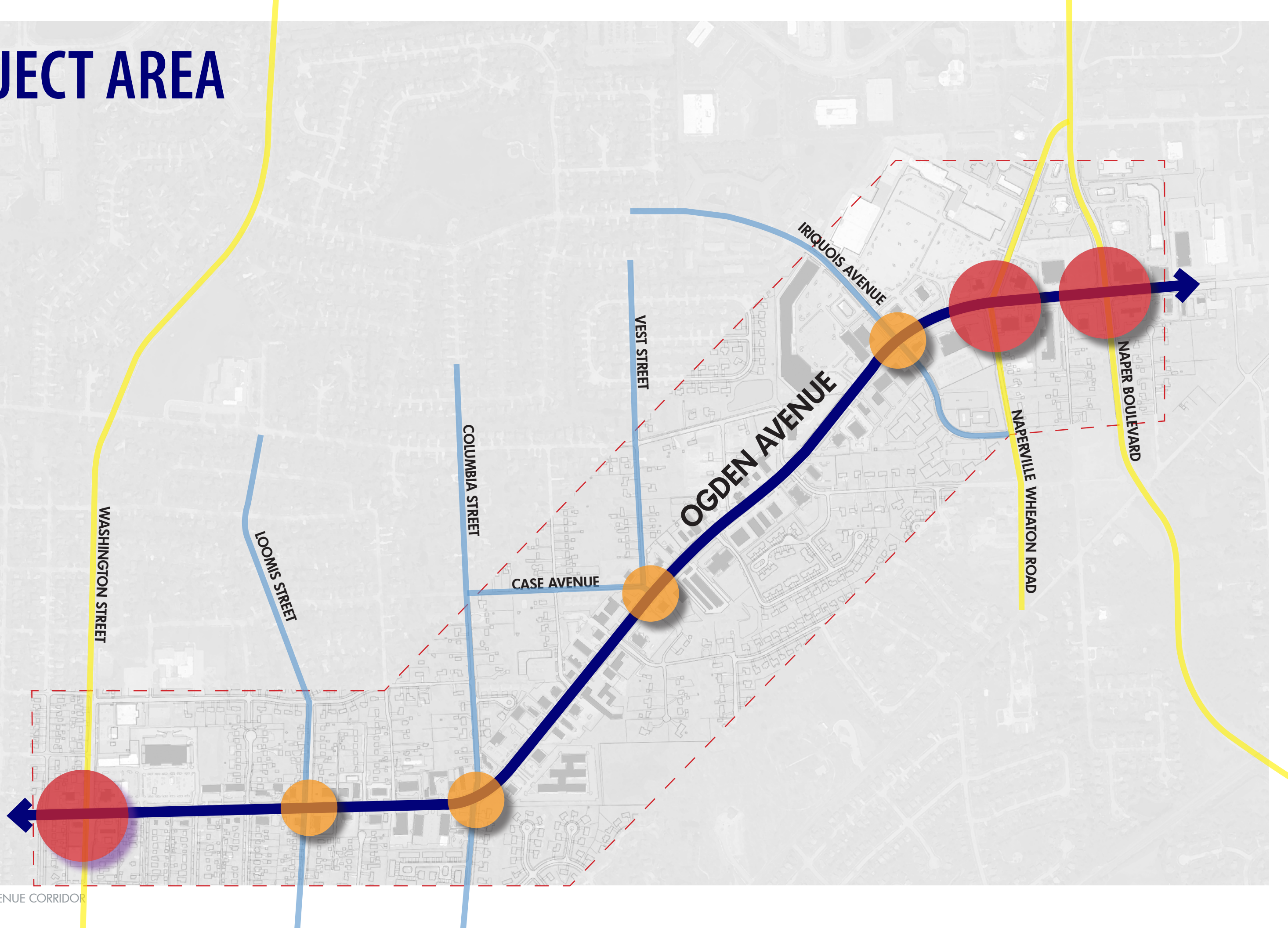
**HITCHCOCK
DESIGN
GROUP**
creating better places



In coordination with
**Selbert Perkins Design
Wohlt Group**

JULY 2017

PROJECT AREA



OGDEN AVENUE IMPROVEMENT CONCEPTS

In 2010 the City of Naperville published the Ogden Avenue Corridor Enhancement Initiative plan. The plan includes a detailed analysis of the corridor and outlines several recommended improvements including the addition of parkway trees, infill sidewalks and ADA ramps, decorative street lights, burial of overhead utility lines, parking lot buffers and gateway elements. The City has advanced the implementation of the improvements, including infill sidewalks, ada ramp repairs and the addition of parkway trees, to the benefit of the corridor. The materials and design components recommended for the gateway elements were intended to create an identity for Ogden Avenue that reflects Naperville’s history and downtown. A few of the gateway improvements have been implemented, but due to the scale and character of the corridor, they have not had much of an impact.

The City of Naperville recently engaged the Hitchcock Design Group team, including Selbert Perkins Design and the Wohlt Group, to review the corridor hardscape improvement recommendations and consider ways to implement the ideas to have more of a significant impact along the corridor on both public and private properties.

The following recommendations are the result of a concise design charrette process and are not meant to be detailed design and implementation documents. The proposed improvements, giving particular attention to primary, secondary and tertiary gateways, are meant to be used across the entire corridor. The strategy to use simpler, well-scaled and often repeated elements, will promote distinction for the Ogden Avenue corridor.

GOAL

Create a valuable corridor that supports and advances the City’s excellent brand.

OBJECTIVES

- Improve image and identity
- Encourage investment
- Diversify mobility options
- Connect people and places
- Facilitate wayfinding

STANDARDS

- Safe
- Durable
- Clean
- Distinctive
- Walkable
- Consistent
- Attractive
- Well-scaled
- Valuable

BACKGROUND/ CONTEXT

OGDEN AVENUE HAS MANY “BRAND OWNERS”

Ogden Avenue (Hinsdale)

Ogden Avenue (Clarendon Hills)

Ogden Avenue (Westmont)

Ogden Avenue (Downers Grove)

Ogden Avenue (Lisle)

Ogden Avenue (Naperville)

DIFFICULT TO BRAND “OGDEN” FOR NAPERVILLE

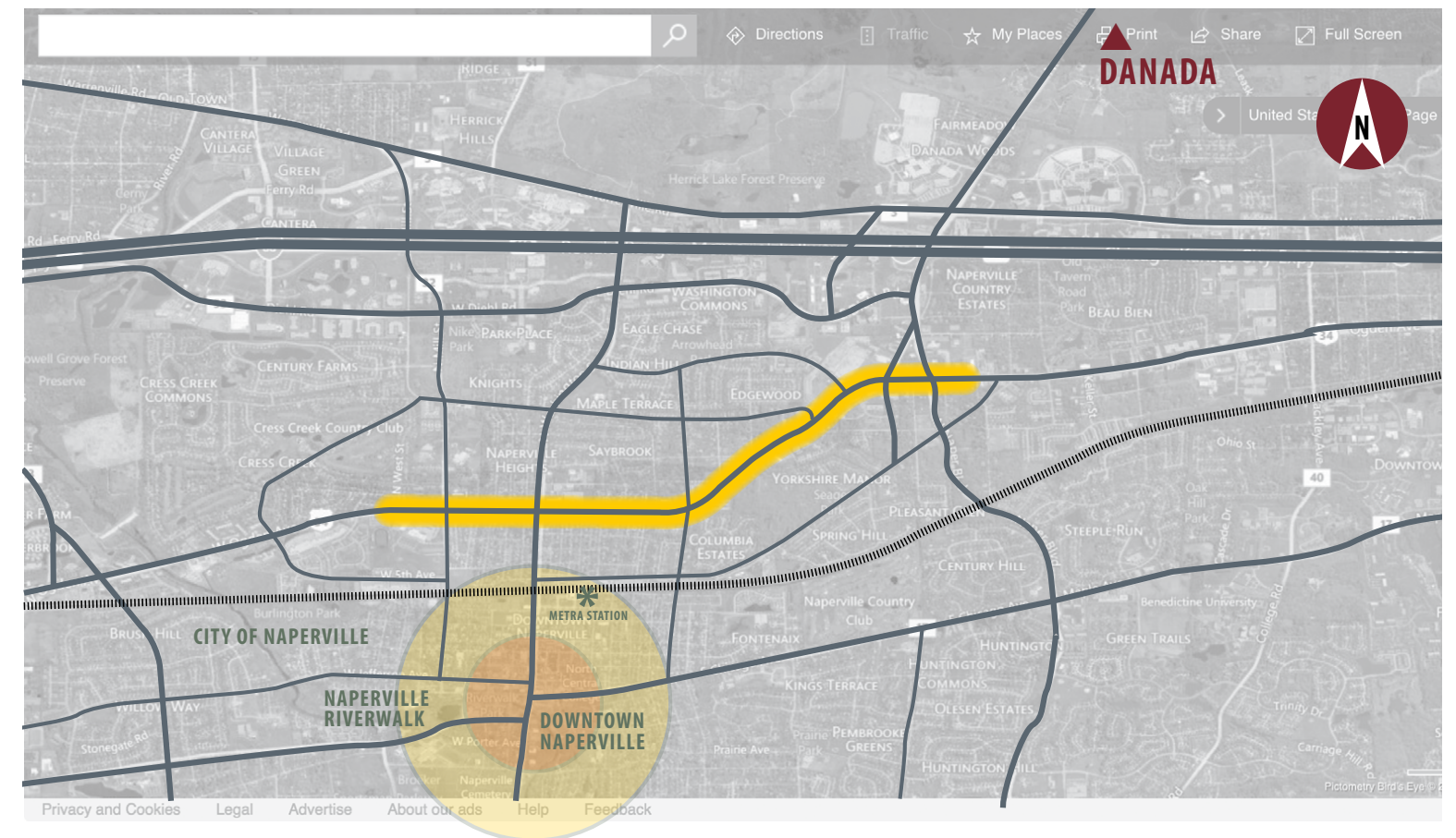
NAPERVILLE “BRAND” LOCATIONS

City of Naperville

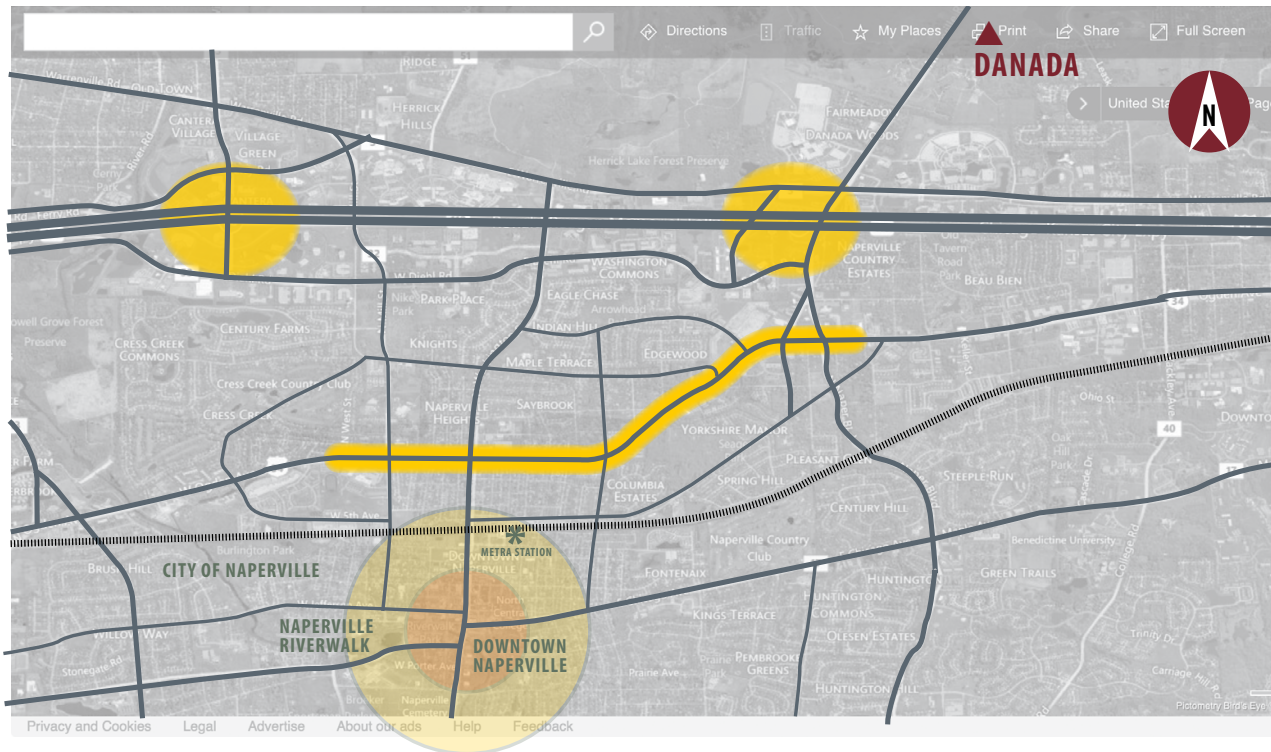
Downtown Naperville

Naperville Riverwalk

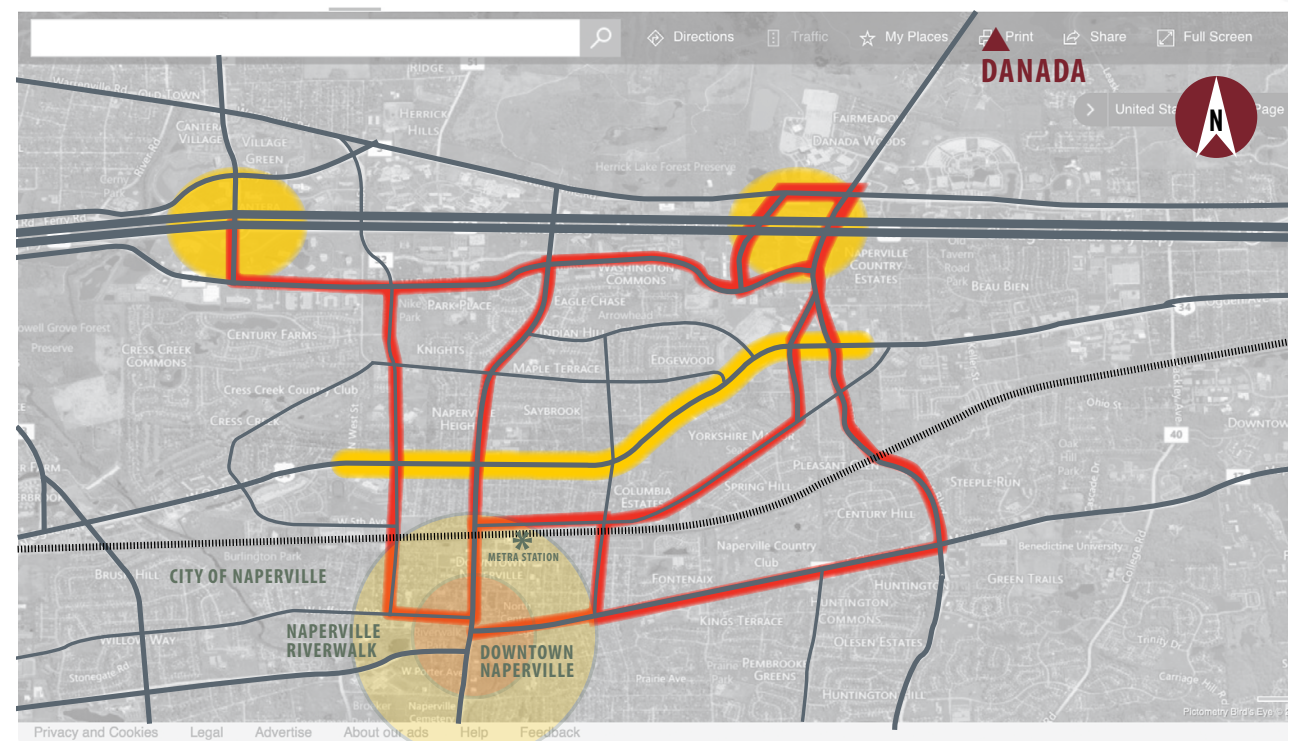
Ogden Avenue? - A destination, maybe not a brand location



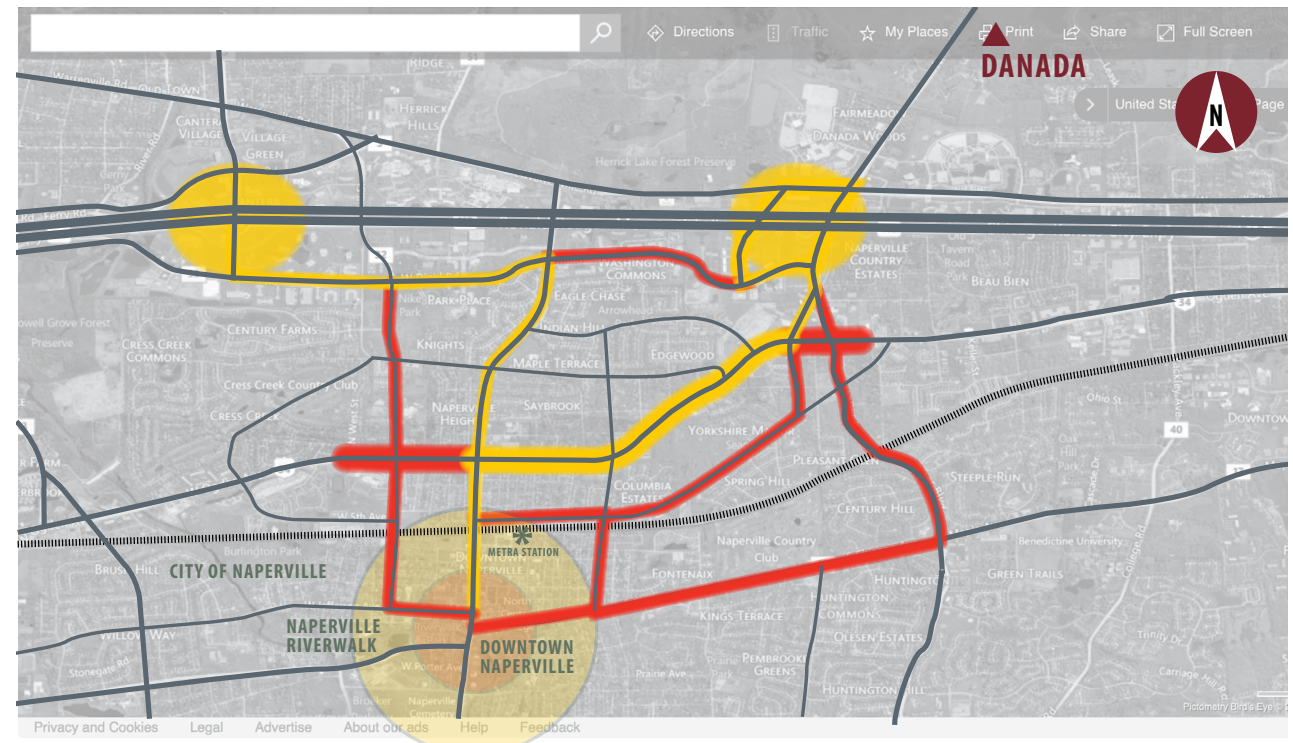
OGDEN AS A GATEWAY TO DOWNTOWN



“Between the I-88 exits”



“Many paths to downtown”



Is Ogden the signature route?

IMAGE/ REPUTATION

AUTO DOMINANT



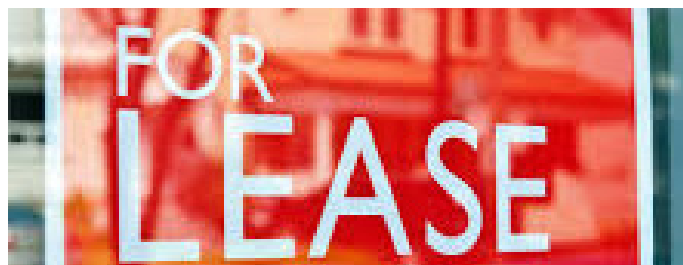
"STRIP" ARCHITECTURE



LIMITED RIGHT-OF-WAY/ IDOT JURISDICTION



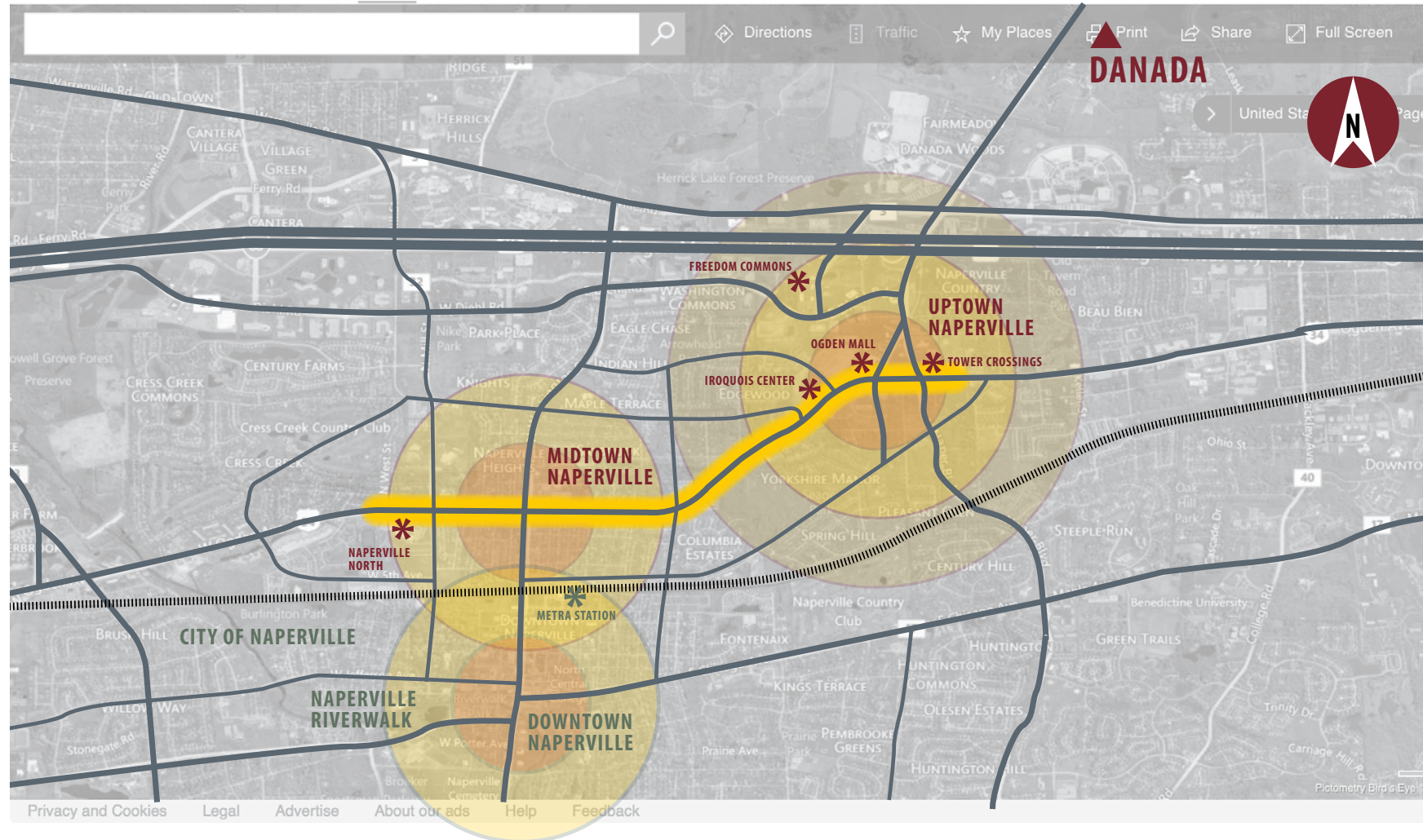
VACANCIES



OGDEN IS A PATH WITH FEW NODES - NO DISTINCT DISTRICTS/ EDGES/ LANDMARKS

RE-IMAGING/ STYLE/ MATERIALS

DON'T TRY TO BRAND "OGDEN"



The intersection of Naperville Plainfield Road and Ogden Avenue (Uptown) is 70' higher than Washington Street and Ogden Avenue (Midtown). The elevation from Washington Street and Ogden Ave to Downtown is an additional 35' lower.

Downtown Naperville is a distinctive place.

**IDEA: DEVELOP NAPERVILLE IDENTITY
FOR THE OGDEN CORRIDOR**
Midtown Naperville
Uptown Naperville

Could this be a strategy for the redevelopment of Ogden Mall?

DEVELOP INDIVIDUAL STYLE

Not Downtown
Not Riverwalk

DEVELOP AUTHENTIC IMAGE

Not Historic
Not Residential

PROGRESSIVE, TIMELESS, DURABLE.

IMPROVEMENTS

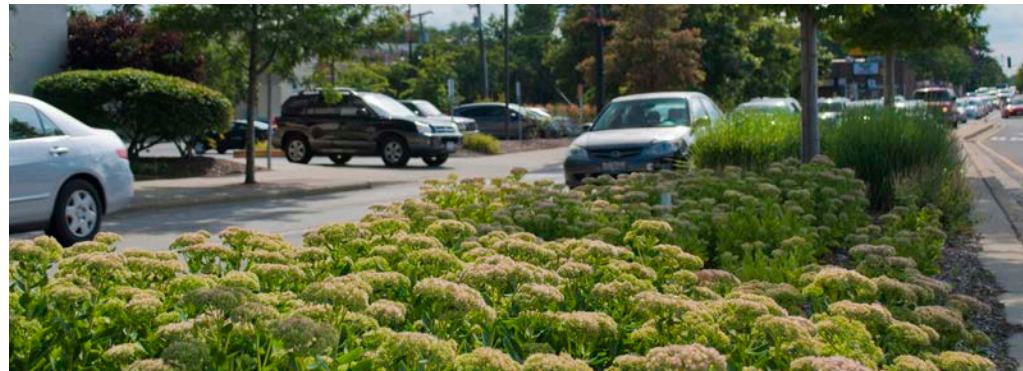
BASIC IMPROVEMENTS TO THE CORRIDOR



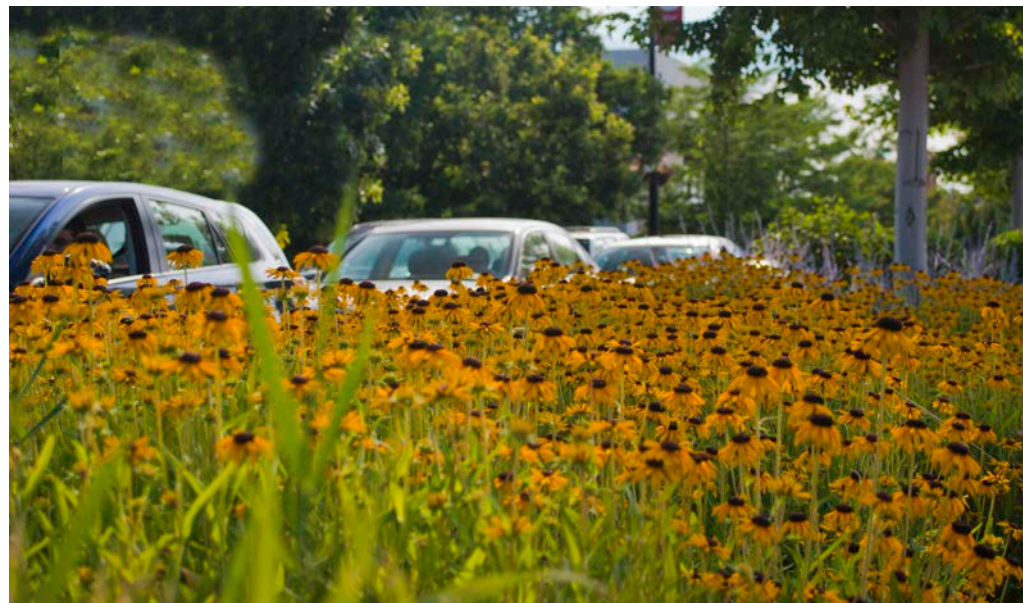
TREES



LIGHTING



PLANTING



WALKS



STREET SIGNS



ENHANCEMENTS

OPPORTUNITIES TO CREATE DISTINCTION

COLOR, REPETITION, SCALE



GATEWAY SIGNS



IDENTIFIERS/METAL BANNERS



WAYFINDING/ STREET SIGNS

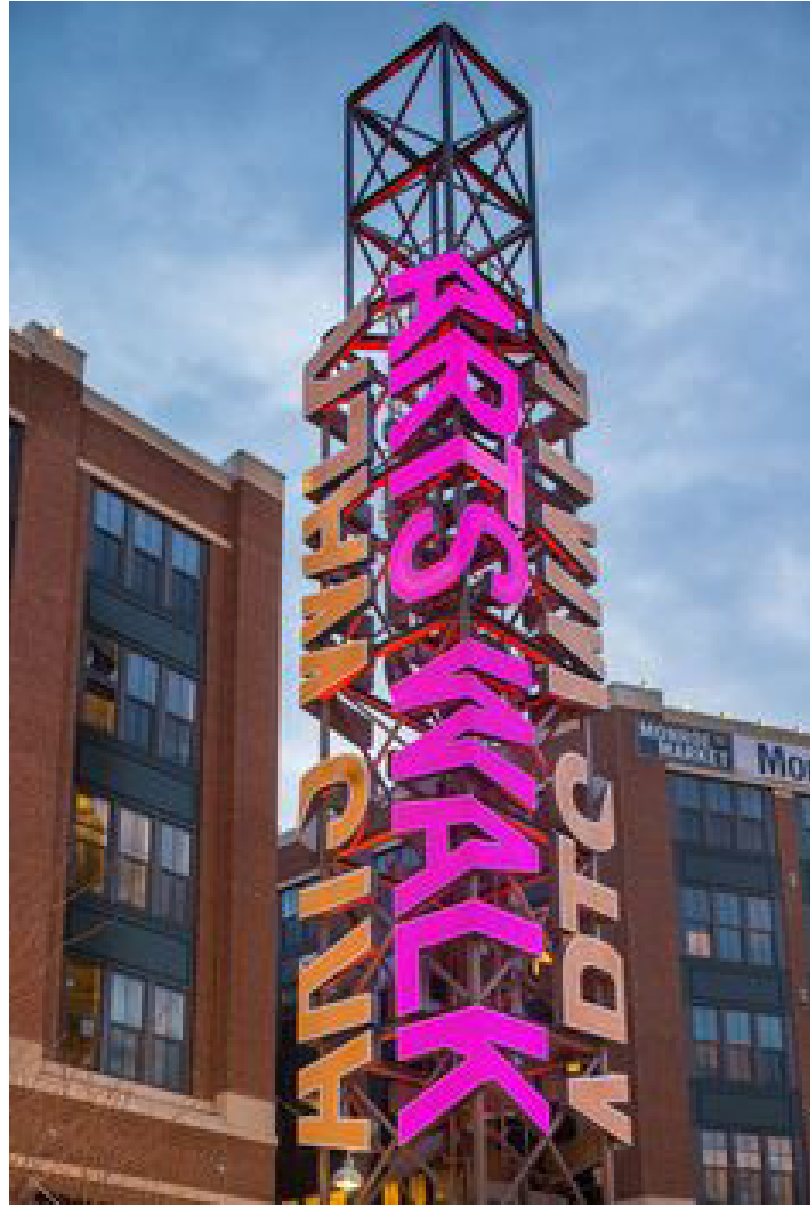


ACCENT LIGHTING

OGDEN AVENUE CORRIDOR

DIFFERENTIATORS

DEVELOP A MEMORABLE IDENTITY



SUB-DISTRICTS



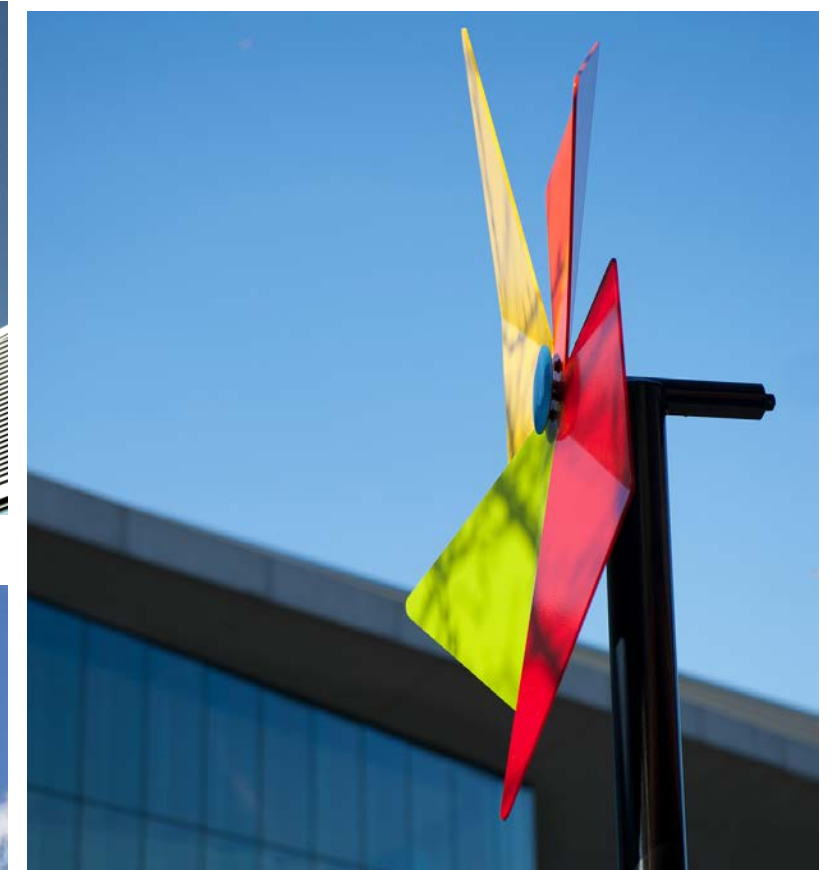
UPGRADE PRIVATE SIGNAGE



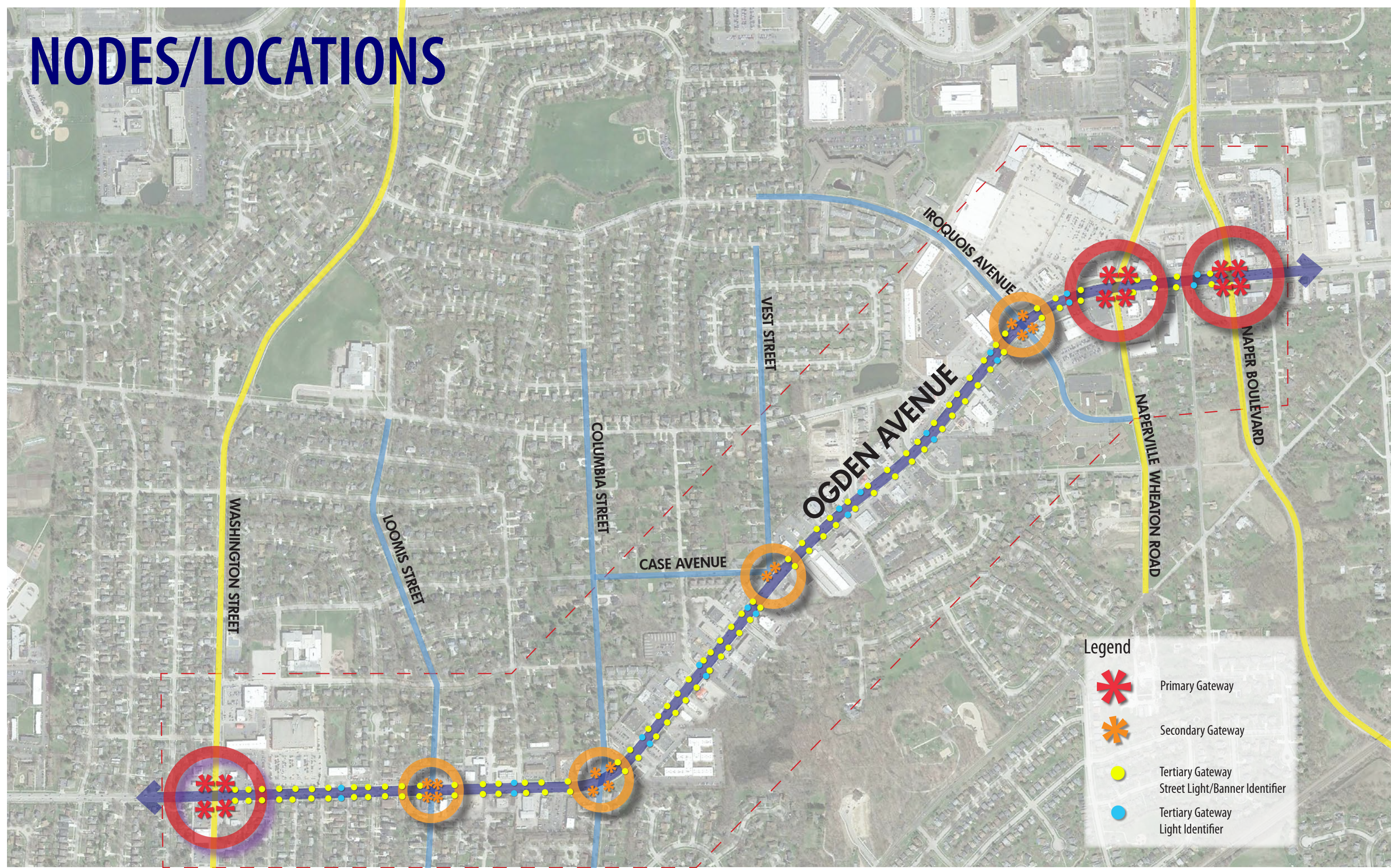
UNIQUE MATERIALS







ART



NODES/LOCATIONS



Legend

-  Primary Gateway
-  Secondary Gateway
-  Tertiary Gateway
Street Light/Banner Identifier
-  Tertiary Gateway
Light Identifier

GATEWAY CONCEPTS

PRIMARY

SECONDARY

TERTIARY



GATEWAY CONCEPTS



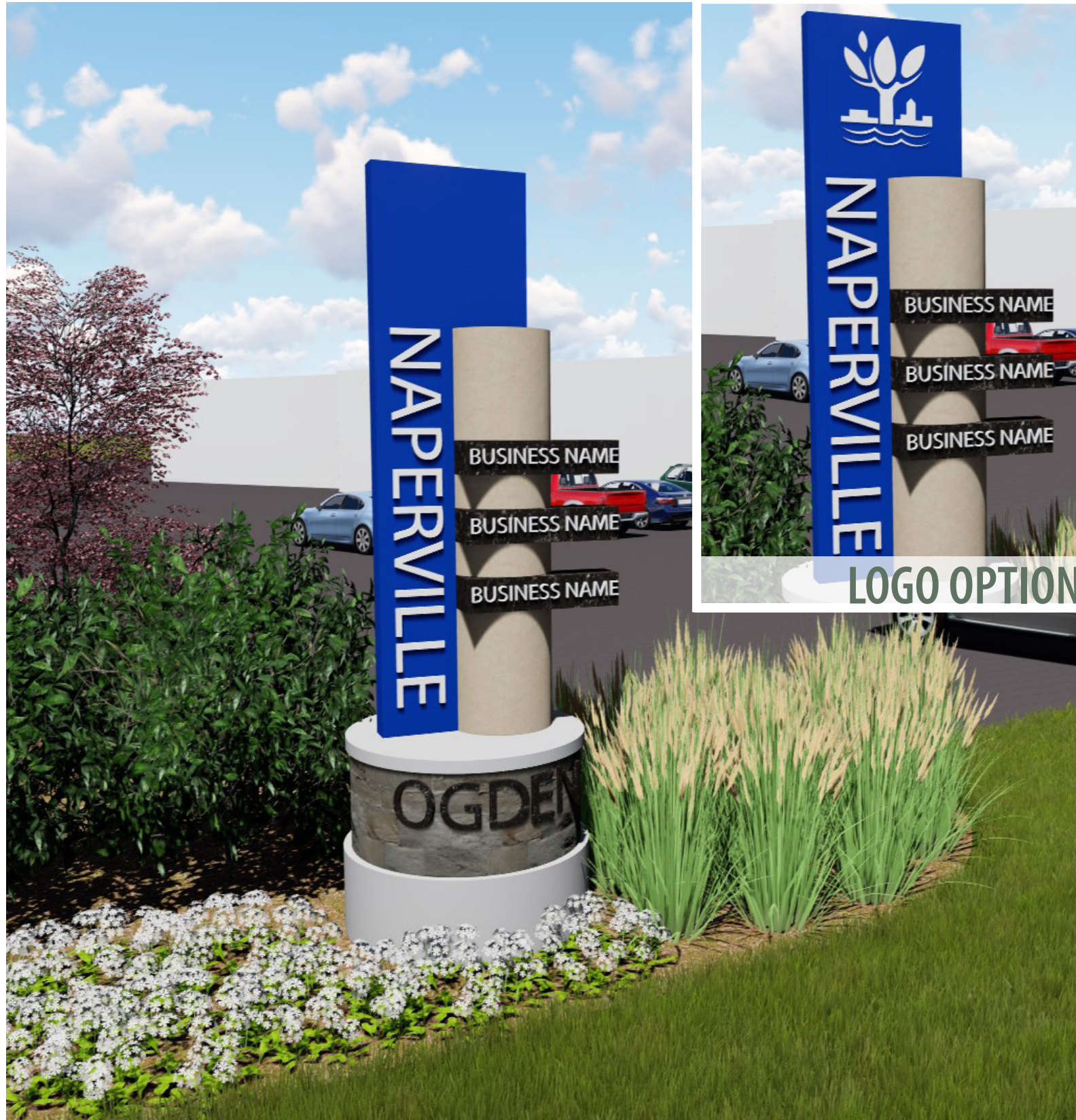
GATEWAY CONCEPTS

PRIMARY



GATEWAY CONCEPTS

SECONDARY



TERTIARY



STREET LIGHT/ BANNER IDENTIFIER



WAYFINDING SIGN



LIGHT IDENTIFIER



wohltgroup



GATEWAY CONCEPTS

PRIMARY



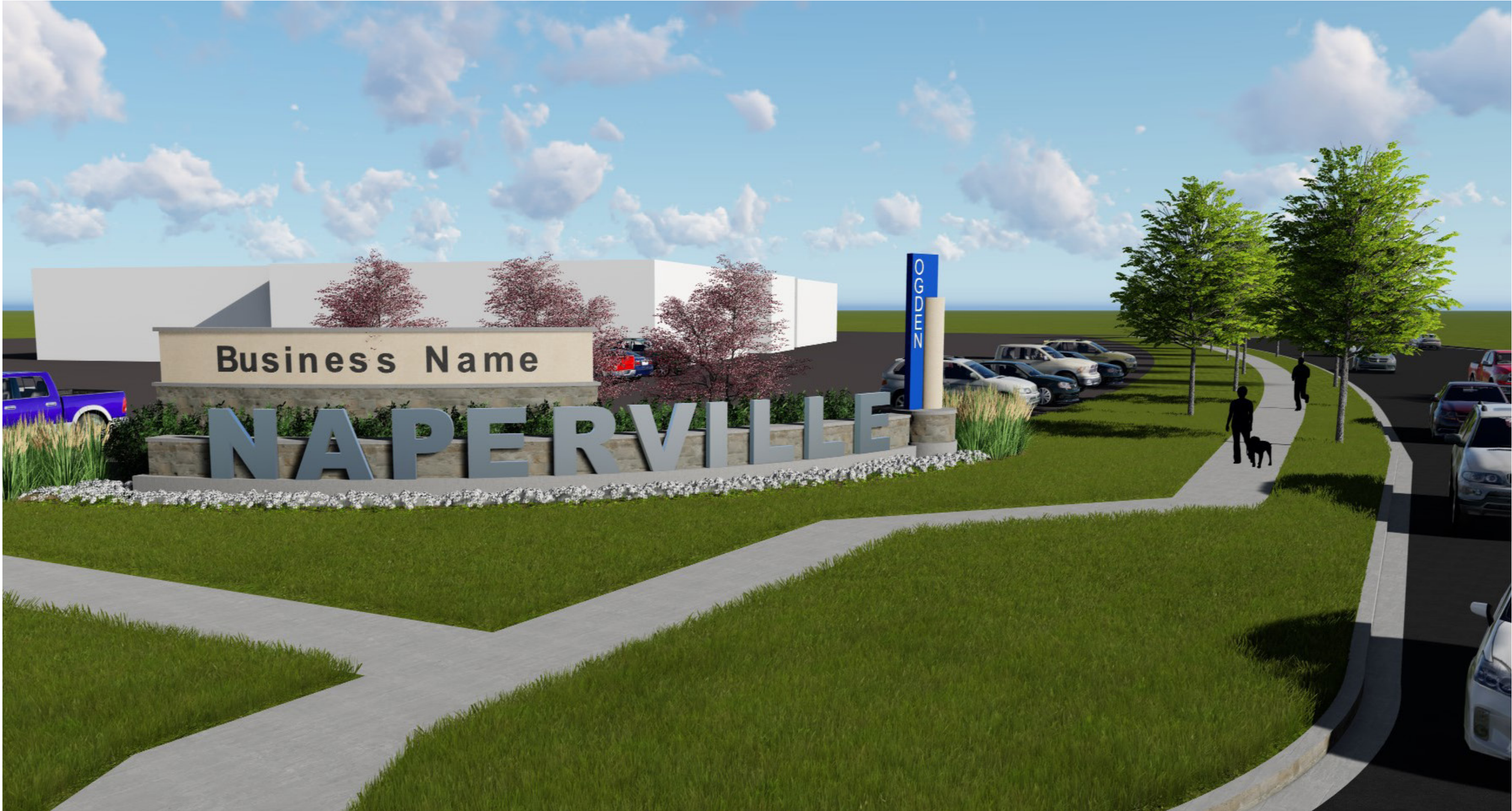
GATEWAY CONCEPTS

SECONDARY



GATEWAY CONCEPTS

PRIMARY



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PRIMARY



GATEWAY CONCEPTS

SECONDARY



GATEWAY CONCEPTS

TERTIARY



STREET LIGHT/ BANNER IDENTIFIER



WAYFINDING SIGN



LIGHT IDENTIFIER