

Design of Downtown

The Design Committee

Gets Main Street into top physical shape. Helps to provide an inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping. Specifically the objectives of the committee are to:

- Be proactive in assisting building owners in meeting historic preservation guidelines
- Provide input as needed into design review process
- Encouraging appropriate new construction in the historic district
- Develop sensitive design management systems
- Develop long-term planning for the historic district
- Educate the community about the importance of the character of the historic district

Design Strengths	# of votes
Park in the Square----- <ul style="list-style-type: none"> • Provides good gathering place 	6
General Architecture <ul style="list-style-type: none"> • Architecture enhanced by "Icons" such as Opera House, Court House, Spring House, and serve as Anchors • Diversity of architecture • Brings in new businesses • Attracts tourism • Diversity of architecture 	2 2
History of Woodstock and Square <ul style="list-style-type: none"> • Fosters creativity of businesses • Backdrop for events 	2
Small town atmosphere with city amenities	
Square versus linear design	
Passion to maintain the downtown <ul style="list-style-type: none"> • Existence of Historic Preservation Commission 	2
Positive atmosphere <ul style="list-style-type: none"> • Sense of "old world" Americana • Good bone structure • Sense that someone "loves" the downtown • Sense of stability (bells ringing, music playing) 	2 1
Greatly improved business signage	

Design Weaknesses	# of votes
Signage from Rte 47 and other entrances to direct visitors to the downtown & signage for alternate parking <ul style="list-style-type: none"> • Hard to navigate to the downtown area 	10

Additional parking- No parking structure	3
Some building facades look unkempt and need improvement	
• The back side of buildings on the Square are very unattractive	1
No cigarette butt receptacles	1
Don't take full advantage of Metra Station as entry to the Square	3
No regular transportation around the Square such as a trolley system	
No welcoming promotion off of Rte 47	
There is no main entrance to the Square	7
The "outer" Square is not developed or promoted (The wrong side of the tracks)	2
Not marketing to people who live on the Metra Line	2
No communal areas in the Square (i.e., chess tables, communal tables at restaurants)	1
No central information/message area in the Square for visitors to access (i.e. Harvard Square)	

Design Opportunities	# of votes
Select a theme to carry out throughout the downtown: Capitalize on history and people; patriotic site; look and feel of the Square	
Incorporate community through culture theme; communal theme examples chess tables and communal tables	7
Connect the various parts of downtown with fluid pedestrian traffic flow, such as paved walkways, use of bricks at all intersections in the downtown	3
Capitalize on and expand the look of the downtown through façade improvements, brick pathways, planters and benches	2
Development of the "outer" Square	14
Brick pathways to the Square	10
Architectural tours	3
"Follow the Yellow Brick Road" Example: Place green lines on roads that direct visitors to the Square	1

Design Threats	# of votes
Some buildings are deteriorating	
Brick streets need attention	
Potential loss of architectural integrity	1
Loss of single family homes	1
Percent of rental property and low-income housing	2
Absent building owners in the downtown	

Economic Restructuring

The Economic Restructuring Committee

Strengthen a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Specifically the objectives of the committee are to:

- Help commercial historic district businesses reach target markets
- Develop and implement a market profile, recruitment plan and package
- Develop programs to preserve districts through disaster-preparedness
- Improve parking availability in the commercial historic district
- Main system for providing vacancy/sales information on historic district properties

Economic Restructuring Strengths	# of Votes
Years in Business	
Events	5
Different Businesses	
Walk Downtown	
Historic Buildings	2
Culture	
Mix of Residential	1
Pride of Business/Shop Local	
Product Mix	1
Total	9

Economic Restructuring Weaknesses	# of Votes
Increase business hours	9
Better communication	4
Relationship between businesses	4
People do not know downtown square	1
More business = More advertising	1
Better retail events	9
No current recruitment	2
Total	30

Economic Restructuring Opportunities	# of Votes
Open Space	8
Volunteers	3
Location near rail road	
Connect PC	
Total	11

Economic Restructuring Threats	# of Votes
Big box stores	2

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Listing by participants of strengths, weaknesses, opportunities and threats with associated votes

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No money spent on square approach	3
Total	5

The Organization Committee

Provides leadership and strengthens to the Main Street Program through increased funding, involvement, and education. The objectives of this committee are to:

- Increase overall community involvement
- Increase stable funding for the Main Street Program
- Increase credibility through education about Main Street goals
- Recruit members and volunteers
- Collaborate with stakeholders and other community organizations on common economic development issues

Organization Strengths	# of votes
Having Woodstock Association	
City Departments have cohesive vision and communication	
Good turn out at tonight's meeting	
Leadership that steps forward	
Diverse participation	2
Welcome to Woodstock Back	
Chamber News	
Awake To Woodstock	
City and Chamber good websites	
Different voices and multiple voices	1
Passion for people here to remain (tradition)	1
WDBA Communication to entire downtown	
Woodstock Independent	
Woodstock Torch	
Faith-based organizations and service organizations	1

Organization Weaknesses	# of votes
Signage	1
No effective forum for property owner communication	
Volunteerism	3
Message of safety perception with police presence	
Lack of business license	6
Lack of money	9
Route 47 working with downtown	2
Focus or direction for youth	

Organization Opportunities	# of votes
Mainstreet Newsletter	1
More hours for tourism office	1
Narrow focus to just downtown	

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Opportunity to coordinate message	
Coordinating Arts Movement	2
Need consistent merchant hours	9
Closeness of businesses can create more synergy	5
Sending positive	1
Business licenses to help track businesses	1
Green message-tree city-bike trail	5
Library Connection	

Organization Threats	# of votes
Negativity	
Big Box Stores on Rte 47	
Small businesses on Rte 47	2
No "Go to" Person	3
Lack of email/websites/internet connectivity	3
Nearby downtown businesses	1
Apathy	2
Same people involved	2
Increase property tax	1
Ability to raise money for Main Street	
Message sent by tagoo parlors	
Long winters	

The Promotion Committee

Sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. Specifically the objectives of the committee are to forge a positive image through:

- Advertising
- Retail promotional activity
- Special events
- Marketing campaigns

Promotion Strengths	# of Votes
Groundhog Day	1
Location	
WGN Ads	3
Diversity of Business	
Food options	
Word of Mouth	
Events	
Streetscape	1
Farmers Market	
Historic District	
Opera House	
Local media	
Center Square Park	
Co-op Marketing	4
Family owned restaurants	
Co-op marketing with other organizations	
City has used downtown as a brand	
Total	9

Promotion Weaknesses	# of Votes
Lack of communication	
Location/off Rt. 47	
Knowledge that the Square is beyond 4 streets that make up the square	2
Signs	
<ul style="list-style-type: none"> • Lack of directional Signage • Signs for access from Rt. 47 and Rt. 14 • Lack of sign and logo consistency 	7 2 1
Parking perceptions	
Lack of money	1
Lack of consistent store hours	4
Punks hanging around	
Graffiti	

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Untapped venues	1
Lack of visitor connection	1
Lake of unified vision	1
Total	20

Promotion Opportunities	# of Votes
Historic House Walk	9
Shared Vision	
Location	
Cultural Center/Music City	
Visitors Center/Manned Kiosk	12
History <ul style="list-style-type: none"> • Historic Connection • Historic Characters 	
Events <ul style="list-style-type: none"> • Annual • Special • Retail 	2
	1
	3
Co-op Advertising <ul style="list-style-type: none"> • Retailers outside the Square • Lake Geneva • Harley Dealership 	4
	2
	2
Metra	2
Market to employees of large local companies	
Advertise at the bottleneck of Rt. 47	
Expand look & concept of the Square outside the four walls	13
Billboard advertising	3
Dell Webb	
2 nd Largest Harley Dealer in the country	1
Include WDBA on business websites, restaurant menus, etc	
Bicycle Cabs	2
Unified vision	1
Package plans for visitors	1
Total	60

Promotion Threats	# of Votes
Lack of communication and support between businesses	15

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Lake of store and restaurant hours	15
Crystal Lake	
Lake Geneva	
Current train schedule	1
Location	
Property taxes/Sales taxes	
Big box stores	
High rent	1
Perception of the Square being only 4 streets	2
Parking perception	3
Not much for kids to do	2
Homeless people	4
Sense of general support by the community	
Lack of enough activities for visitors to fill a full one day visit	2
Shopping, Dining, Entertainment	
Total	45