



Naperville Downtown Wayfinding Master Plan Opportunity Analysis & Schematic Design Summary

April 13, 2023



Scope and Schedule

October – November 2022



OPPORTUNITY ANALYSIS

Analysis
Engagement
Assessment

December 2022 – March 2023



CONCEPTUAL DESIGN

Alternative Concepts
Locations/Message
Preferred Concept

April – May 2023

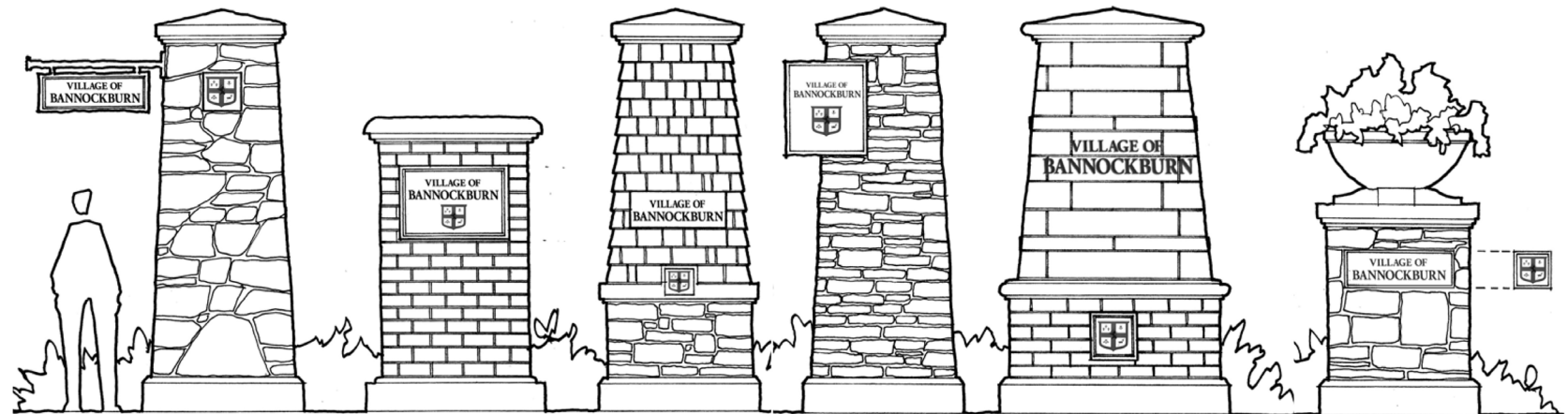
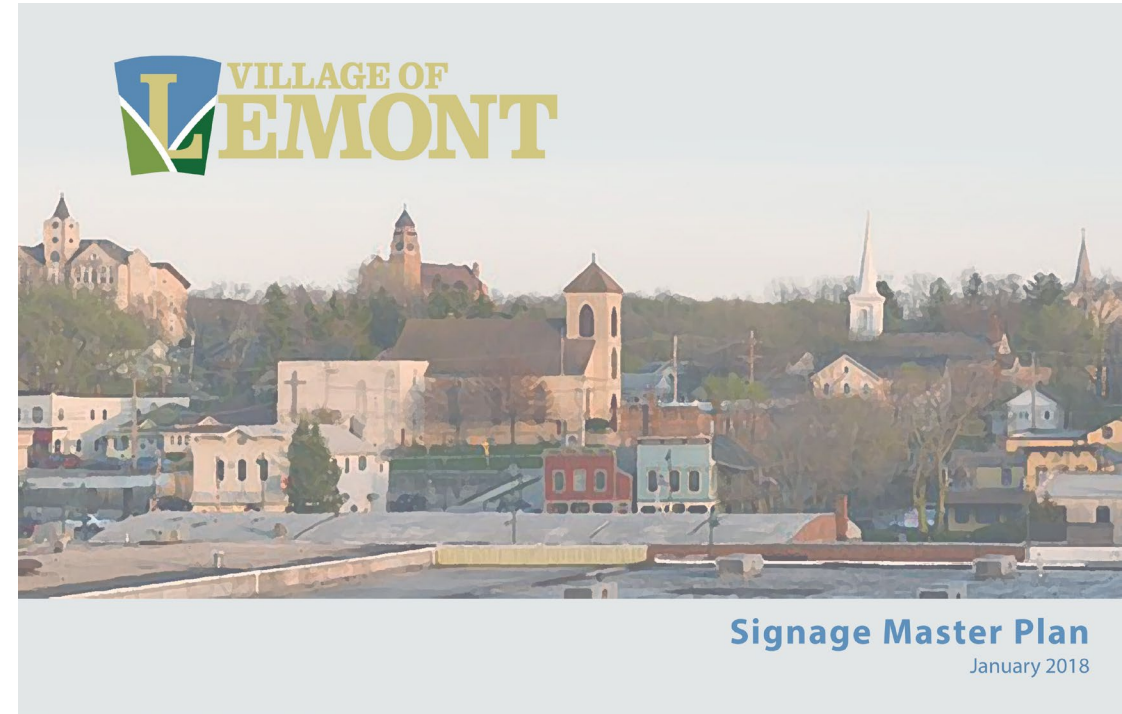


MASTER PLAN

Design Summary
Sign Locations
Implementation

Expected Outcomes

- Comprehensive Family of Signs
- Cost Opinion
- Implementation Recommendations
 - Funding
 - Phasing
 - Roles



Opportunity Analysis



Opportunity Analysis

Downtown

- Dynamic variety of destinations
- Eclectic mix of architecture
- Accessible, compact, attractive framework
- Multi-modal mobility
- History of public/private cooperation

Infrastructure

- Public utilities
- Public parks
- Streets and streetscapes
- On and off-street parking
- Wayfinding

Promotion

- DNA Marketing
- Graphic Standards

Key Stakeholders

- Downtown Naperville Alliance (DNA)
- Downtown Advisory Committee (DAC)
- City Representatives
- Neighbors
- Community members



Opportunity Analysis

Existing Sign Evaluation

- Type
- Location
- Message
- Appearance

Best Practices

- Comparable Communities
- Construction Technologies



Downtown



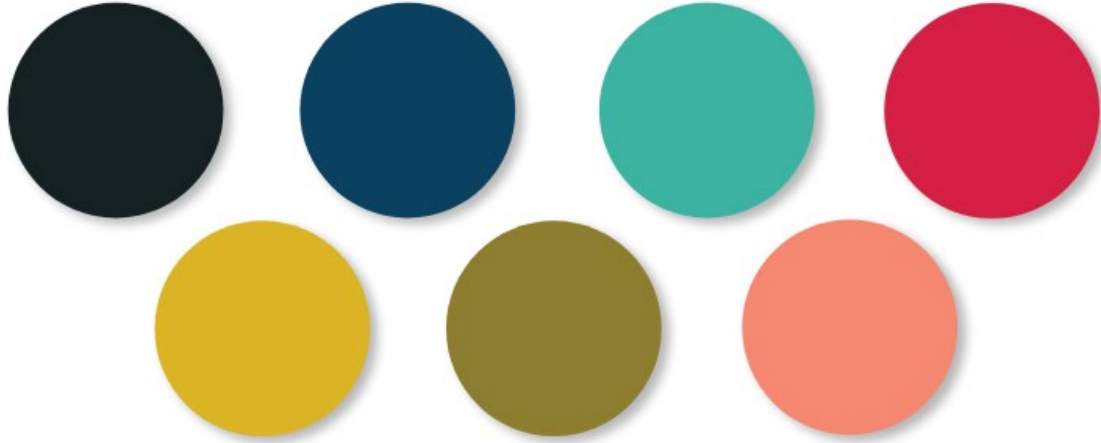
Infrastructure





Graphic Standards

Colors



Fonts

Gotham

Trenda

Junkydori

Gotham

Trenda

Junkydori

Gotham

Trenda

Gotham

Trenda

Gotham

Trenda

Logos

Downtown Naperville



Downtown Naperville With Tagline



Pinwheel



DNA Tree



City of Naperville Tree



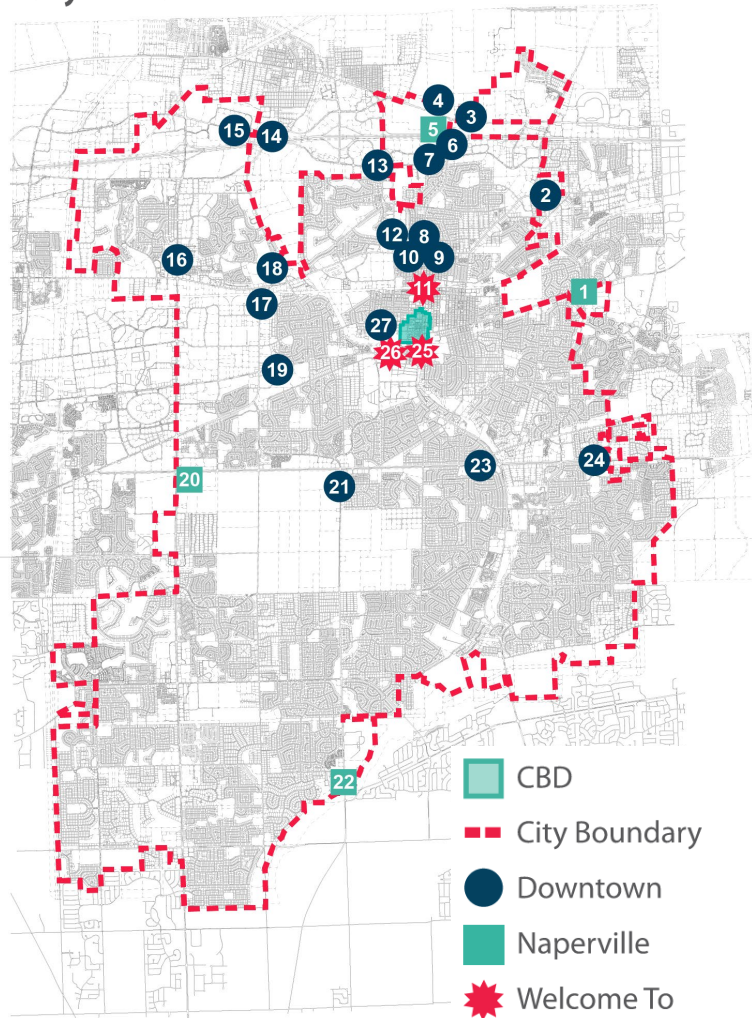
Pattern Sticks



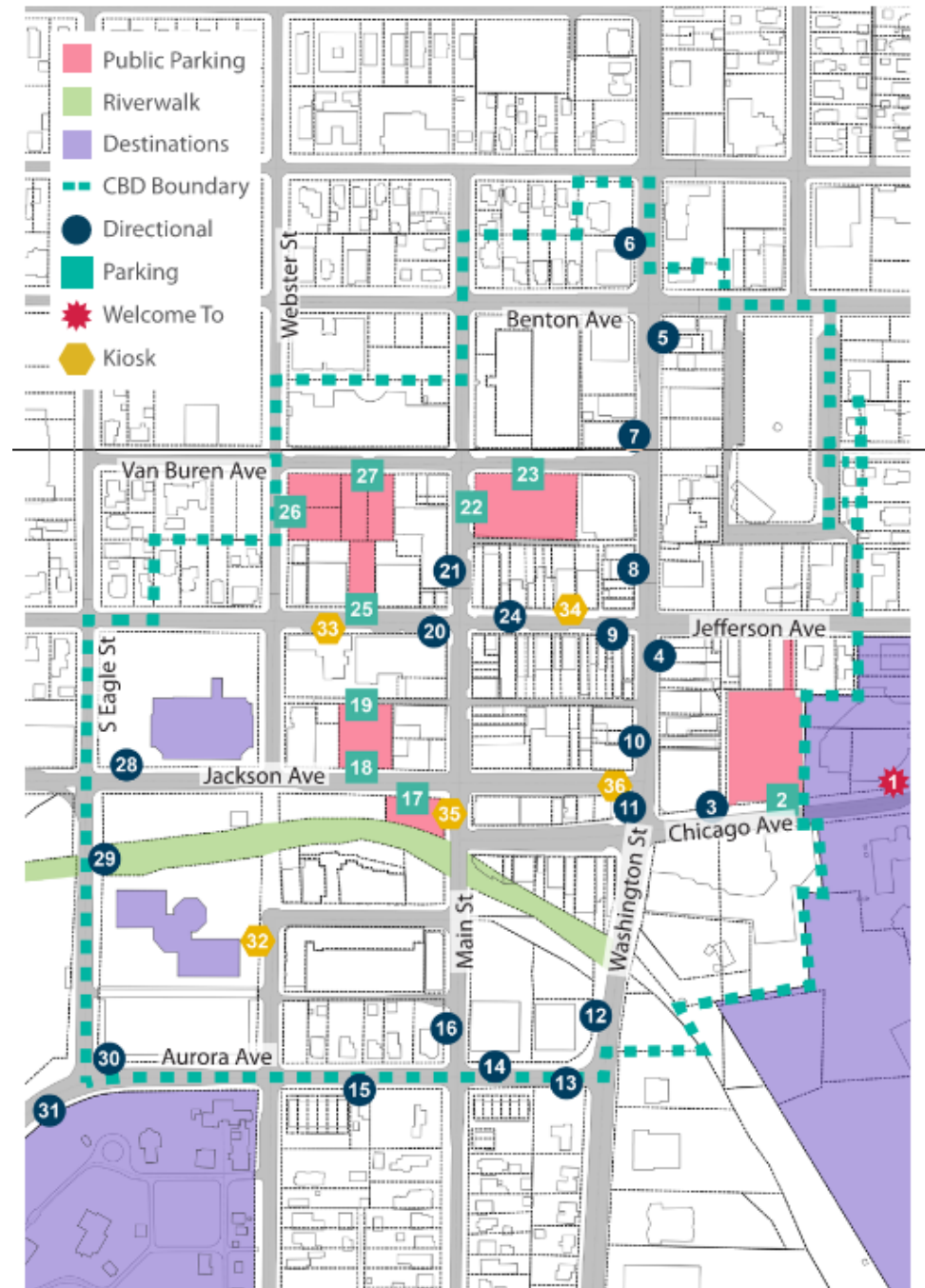


Existing Sign Locations

City Limits



Central Business District





Existing Sign Evaluation

General Criteria

- Size
- Message
- Legibility
- Brand
- Location
- Condition
- Quality of Materials
- Management of Information
- Regulatory requirements

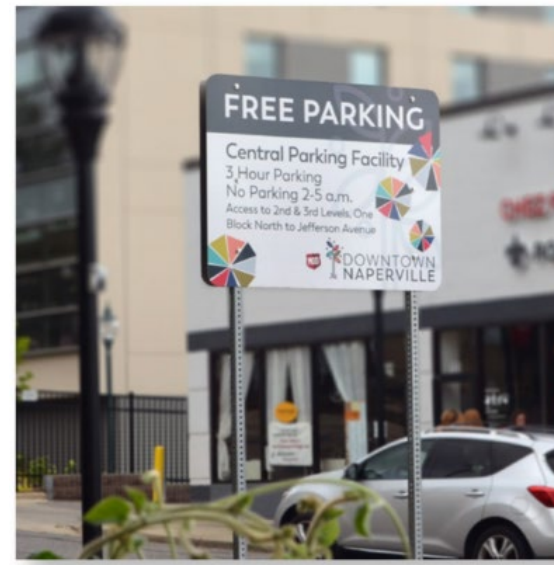
Downtown Naperville Welcome Signs



Downtown Naperville Directional Signs



Parking Identification Signs



Wayfinding Signage



DNA Signs

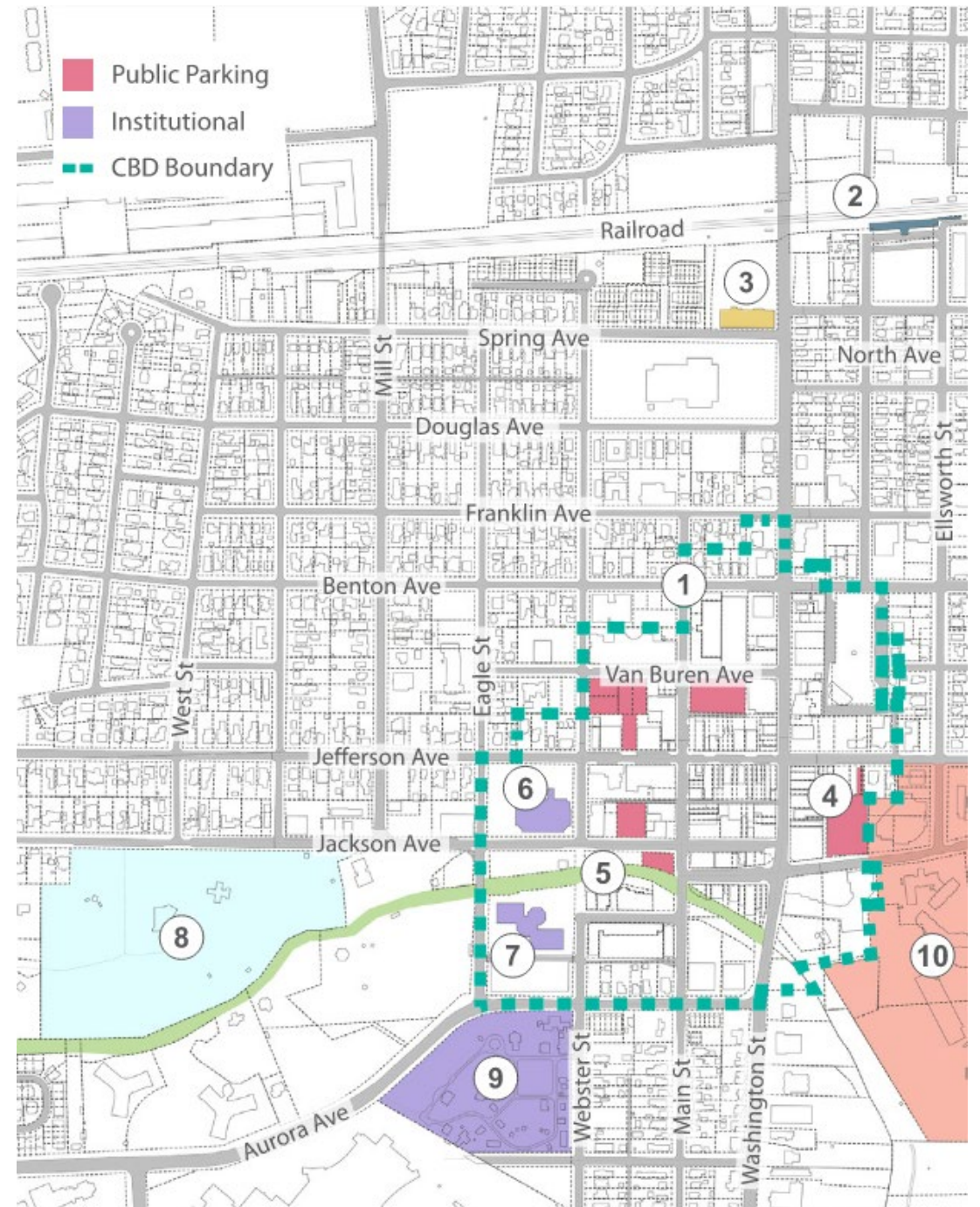


Existing Sign Evaluation

Downtown Wayfinding

List of Current Destinations

- 1 Downtown
- 2 Train
- 3 Dupage Children's Museum
- 4 Parking
- 5 Riverwalk
- 6 Library
- 7 City Hall
- 8 Beach
- 9 Naper Settlement
- 10 North Central College





Existing Sign Evaluation

Downtown Information Signs



Downtown Information Signs



Parking Deck Information Signs



Downtown Information Signs



Existing Sign Evaluation

City of Naperville Perimeter Gateway Signs



New City of Naperville Perimeter Gateway Signs



City of Naperville Downtown Signs (Streetscape)



City of Naperville Main Street Bridge Columns



City of Naperville Tunnel Sign



City of Naperville Bridge Sign

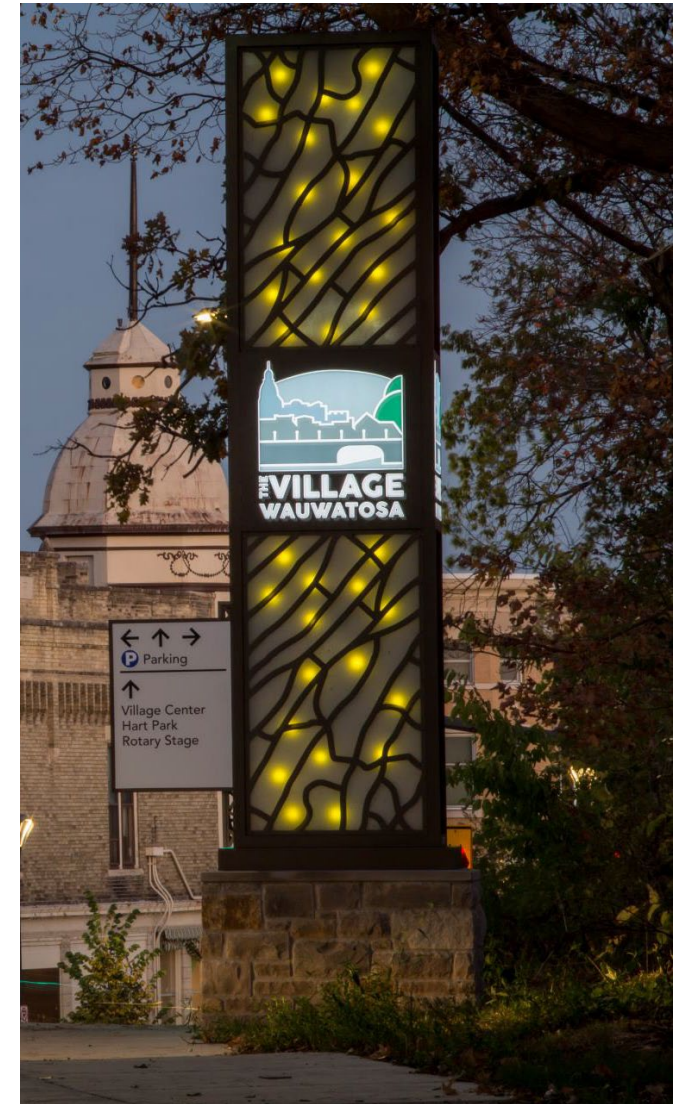


City of Naperville Downtown Entry Sign



City of Naperville Signs

Best Practices



Signage Concepts

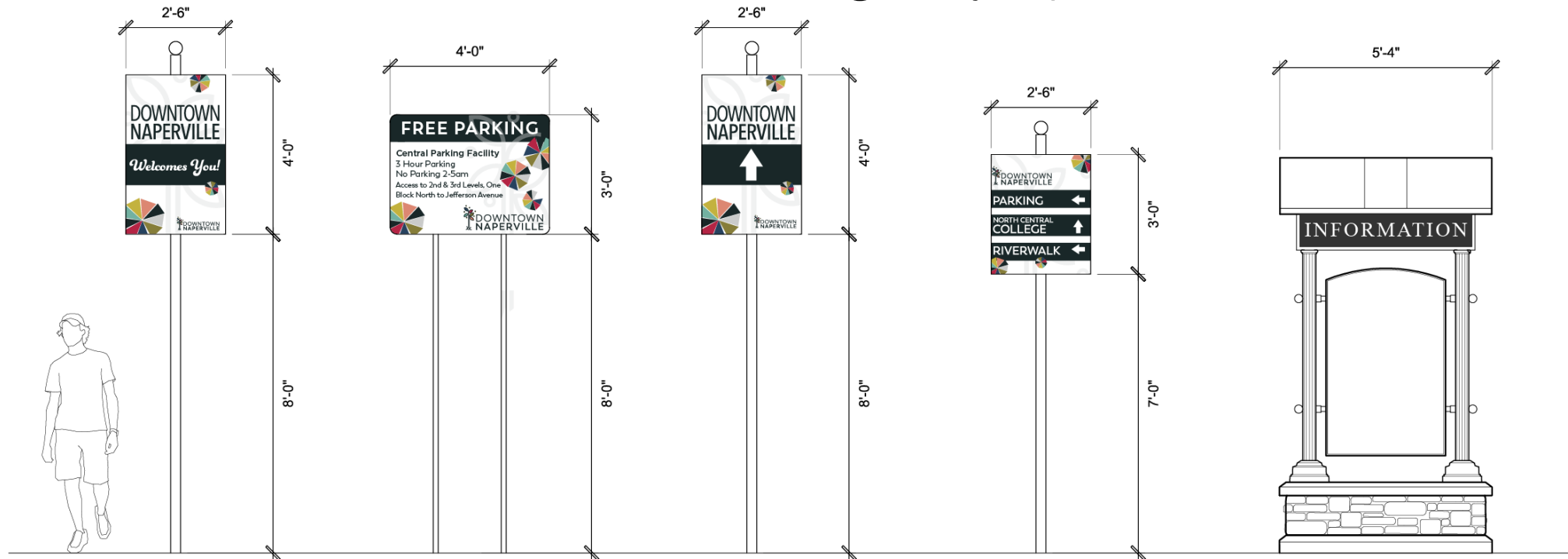




Signage Design Criteria

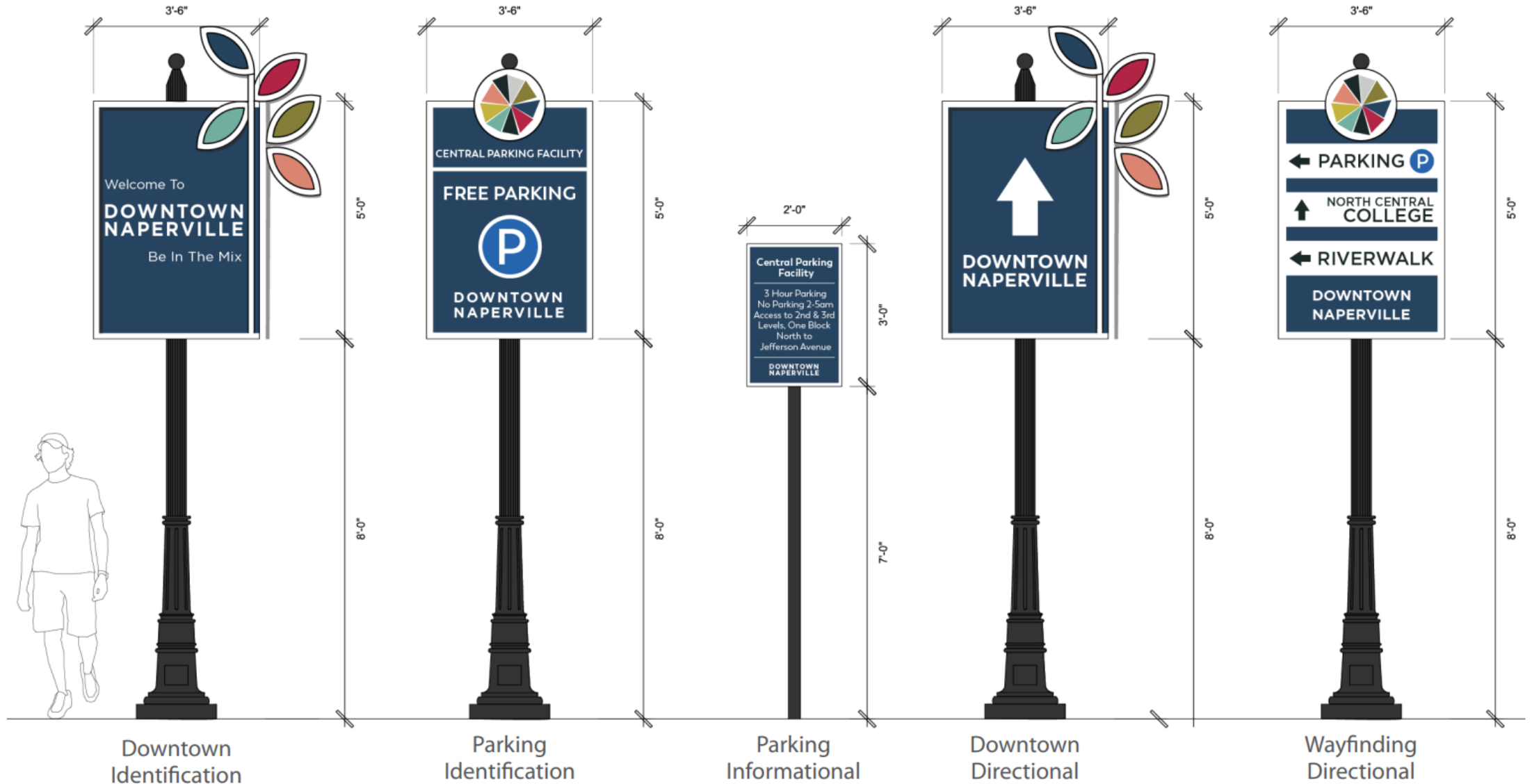
General Criteria

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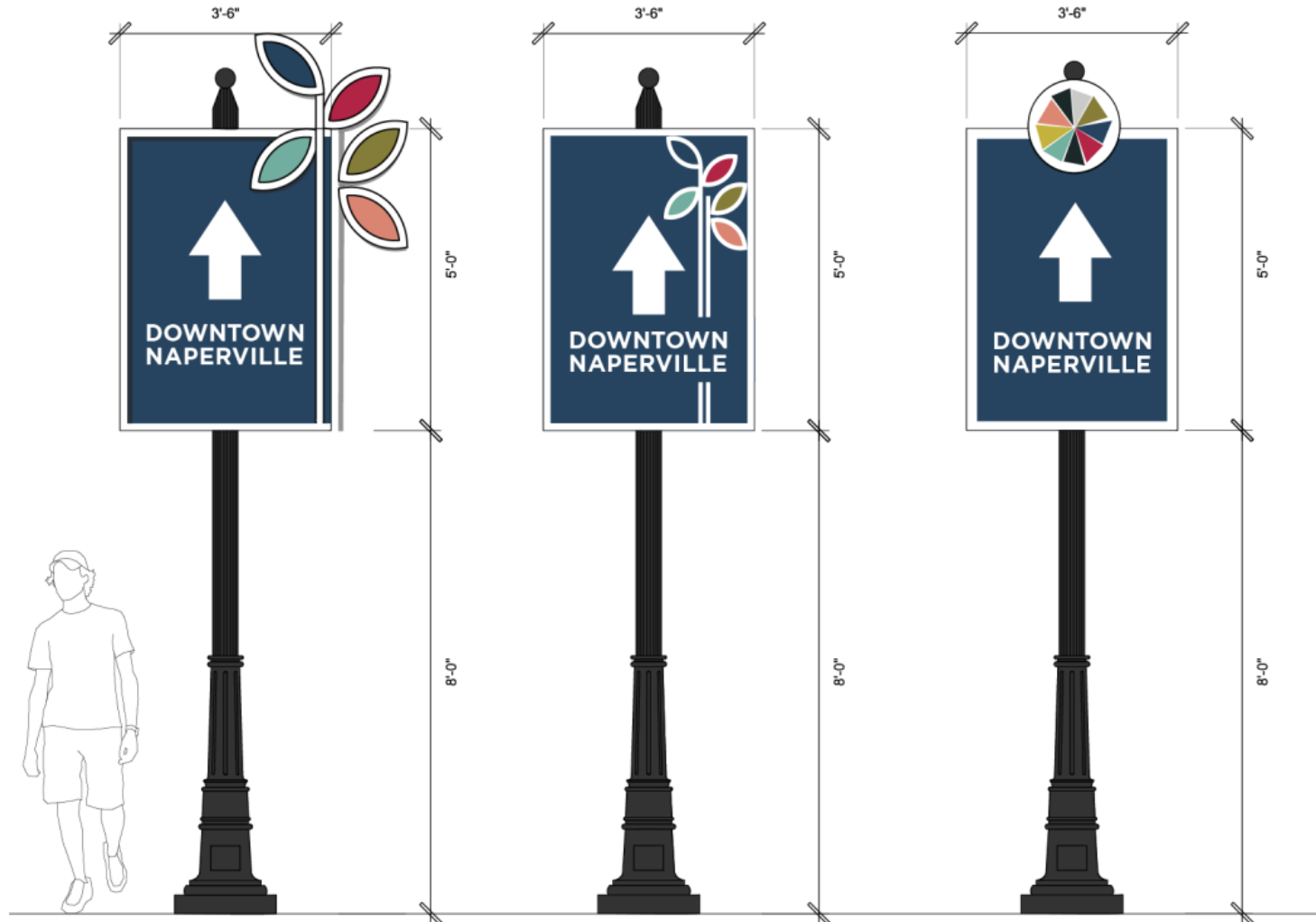
Existing Signage Family

Signage Concepts





Signage Concepts



Downtown
Directional



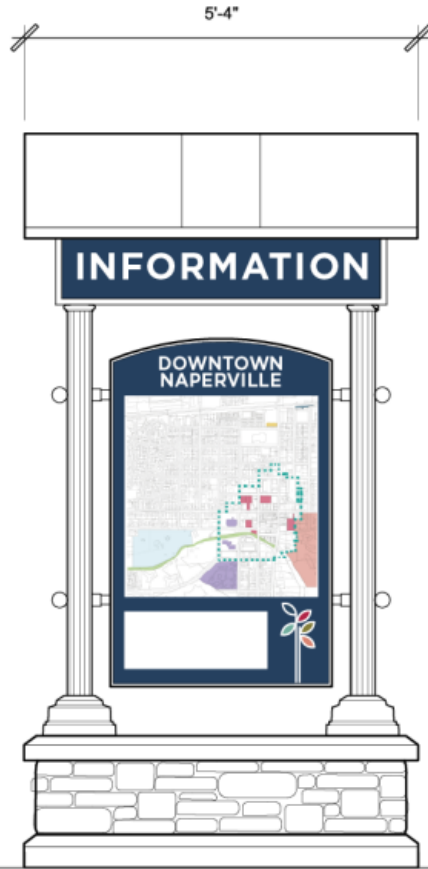
Signage Concepts



Parking
Identification/Informational



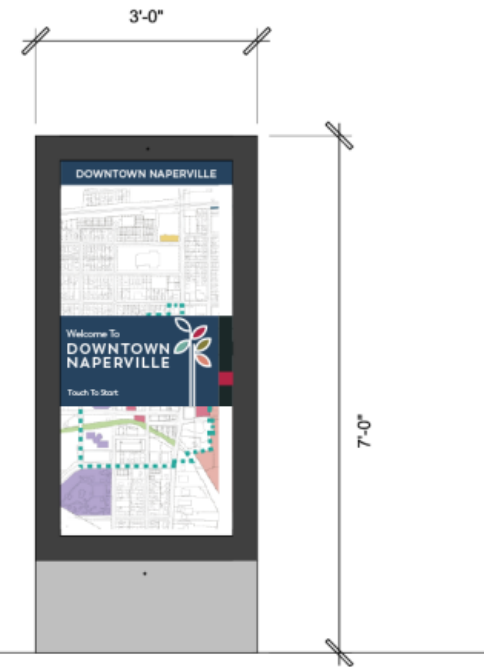
Signage Concepts



Existing Kiosk Update



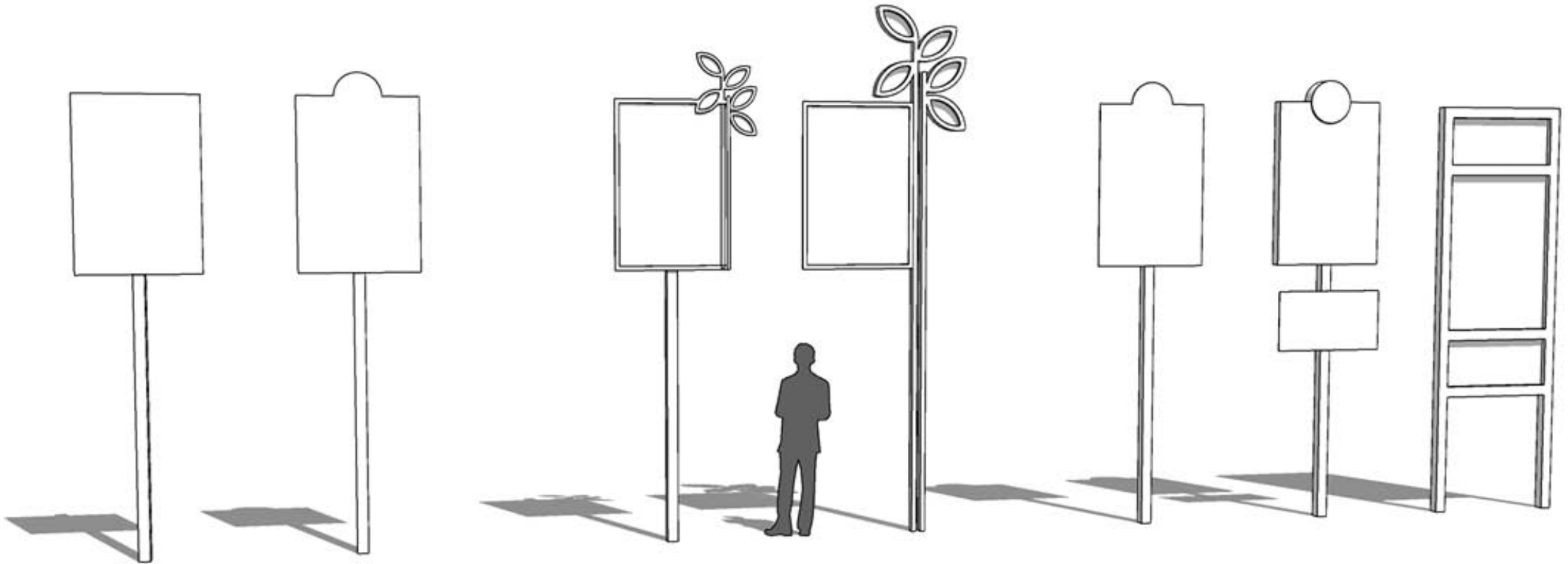
Digital Kiosk on Existing Foundation



Digital Standalone Kiosk



Signage Concepts



Directional and
Wayfinding Signage

Downtown
Identifier

Parking
Signage

Washington Street Corridor





Washington Street Downtown Corridor





Identification Markers

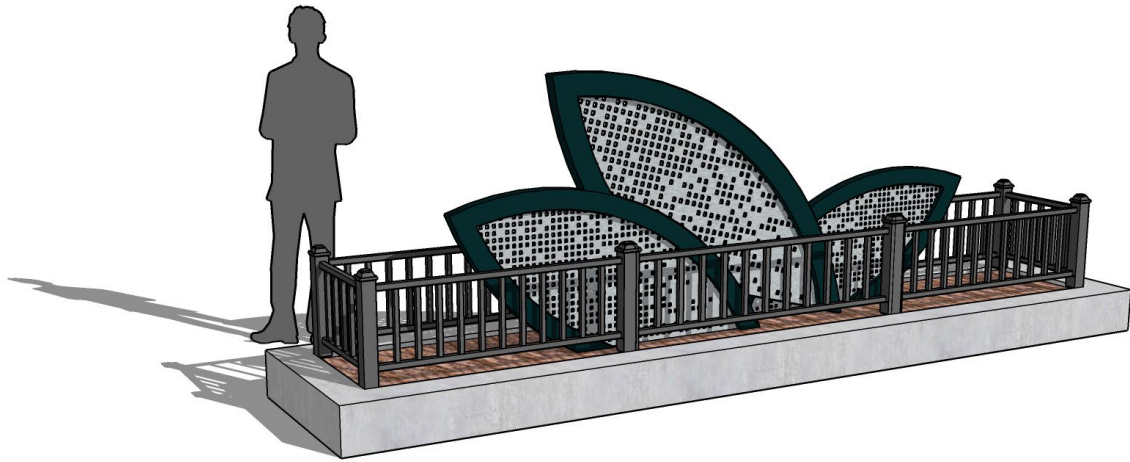


Fixed Banners

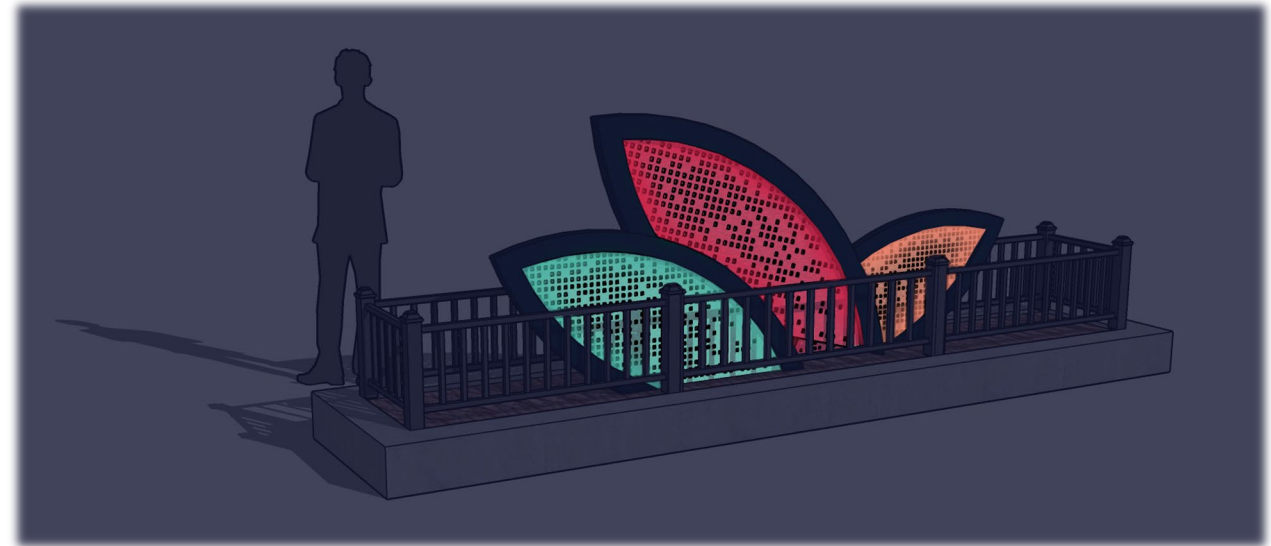
Gateway Art



Identification Markers



Planter Art (Day)



Planter Art (Night)



DOWNTOWN
NAPERVILLE

SO HAPPY
YOU'RE
HERE

REPUBLIC



Original perspective image by CIVILTECH



Original perspective image by CIVILTECH



Original perspective image by CIVILTECH

Comparable Examples

















Discussion

