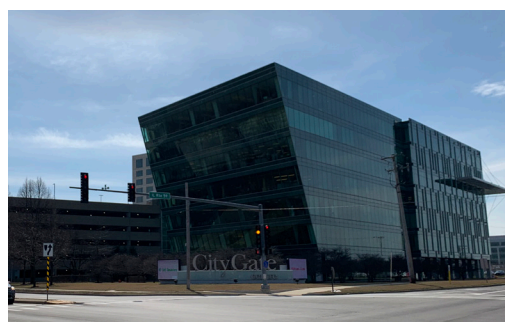


Land Use Master Plan

NAPERVILLE, ILLINOIS

APPROVED BY THE NAPERVILLE CITY COUNCIL
ON MARCH 1, 2022 (ORD. 22-025)



PREAMBLE:

PLANNING FOR NAPERVILLE DURING AND AFTER COVID-19

This Land Use Master Plan was initiated in 2019. A draft Plan was presented to the Naperville Planning and Zoning Commission (PZC) for public hearing and recommendation in February 2020. The PZC spoke highly of the key site designations and the guiding principles. Moreover, the PZC appreciated the Plan's user-friendly format that updates and consolidates area and sub-area plans into a single, streamlined document to provide clear guidance to citizens, developers and the community. At the same time, the PZC was very concerned about the fact that the Plan included only a single residential future land use category. They desired more specific guidance to use when considering requests for changes in zoning and agreed with residents who believed the single category threatened established neighborhoods. As a result, the PZC was unable to recommend approval of the Plan to City Council.

Covid-19 became a reality only a few weeks after the PZC public hearing. Planning efforts were placed on hold while the City found a path forward thru the pandemic. While the planning process was delayed, development did not stop in Naperville. In fact, several areas that were considered key sites during the planning process received development approvals, including CityGate West, Lincoln at CityGate, and Naper Commons. Additionally, redevelopment investment flourished along East Ogden Avenue and new mixed-use development construction continued in Downtown Naperville. Businesses across the City adapted with new models and approaches for serving customer needs, which may continue well beyond the pandemic. New home construction and sales remained steady – supported, in part, by low interest rates. During this same period, City Council directed staff initiate an inclusionary zoning ordinance, which has direct ties to the housing principles of this Land Use Master Plan.

City Council reviewed the Land Use Master Plan and considered PZC concerns nearly a year later on January 5, 2021. Among other topics, the City Council provided guidance related to the single residential future land use category and directed:

- Low, medium and high-density designations replace the single residential future land use category
- Focus on achieving additional housing choices at the key development sites
- The Master Plan retain options for added housing in commercial areas
- Recommendations remain in the Master Plan for zoning amendments to accommodate new residential uses – small lot single family, tiny homes, and accessory dwellings to provide the possibility of responsibly siting such housing choices

The Land Use Master Plan, revised to reflect the input and direction provided by City Council in January 2021, was returned to the Planning and Zoning Commission in the January of 2022 for review and recommendation before City Council considered its adoption.

At this moment in time it is impossible to know what development will look like post-Covid. This Plan establishes guiding principles to serve as a foundation for Naperville's response to future land use challenges. Through implementation efforts, in harmony with the guiding principles, Naperville will be well-positioned to respond, as necessary, with text amendments, policy changes, and Plan updates to continue Naperville's legacy of excellence.

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CHAPTER 1

INTRODUCTION

The City of Naperville is a vibrant community in the Chicago Metropolitan Region that offers the benefits of a modern city and regional destination complemented by a distinct and welcoming identity. This includes community-focused neighborhoods; nationally acclaimed schools, parks, and libraries; a thriving market for businesses and employers of all sizes; and diverse and engaged residents. Naperville is consistently ranked among the top communities in the nation to live, raise a family, and retire.

For nearly 35 years, planning and policy in Naperville has been guided by a combination of sector and sub-sector plans that have addressed issues specific to different areas of the community. The 2021 Land Use Master Plan (The Master Plan) builds on past planning efforts and provides a unified approach to planning in the community. The Master Plan accounts for current trends, issues, and opportunities to provide recommendations that will guide all components of life in Naperville. Ultimately, the Master Plan establishes a single, forward-thinking, and user-friendly plan for the Naperville community.

What is a Land Use Master Plan?

It is essential to understand what a Land Use Master Plan is and what it is not. This provides the context for how the Master Plan will be used and how it applies to Naperville.

A Land Use Master Plan is:

- The Master Plan **IS** a vision for the future of land use in the City of Naperville.
- The Master Plan **IS** a collection of short- and long-term strategies to realize the vision, with references to lessons learned through past development, best practices, goals, milestones, and continued community input.
- The Master Plan **IS** a high-level guiding policy document for land use and decision making.
- The Master Plan **IS** a resource for officials, developers, service providers, residents, and other stakeholders to appreciate broad community desires.
- The Master Plan **IS** a collection of clear, concise, and focused recommendations based on professional planning expertise as well as community input, intended to guide Naperville's future growth and development over the next two decades.

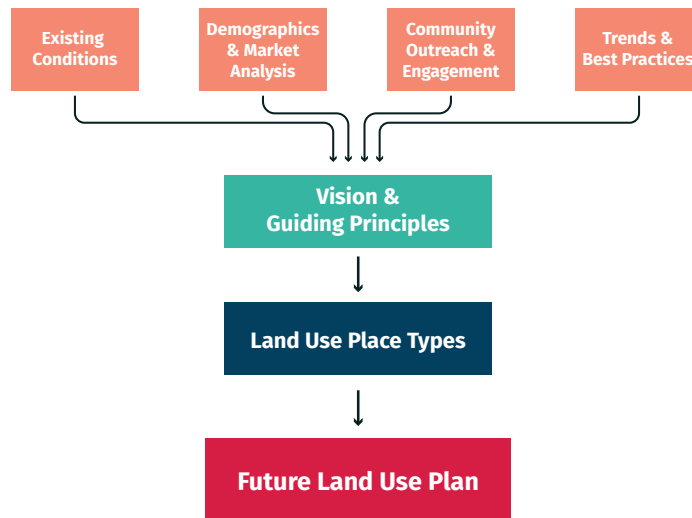
A Land Use Master Plan is not:

- The Master Plan **IS NOT** a zoning or historic preservation ordinance. It does not offer the same level of specificity, serve the same purpose, nor does it alter or amend existing regulations.
- The Master Plan **IS NOT** regulatory. Adoption of this document will not alter or change in any manner the City's existing regulations or ordinances.
- The Master Plan **IS NOT** focused on individual properties and property lines. Instead, it identifies land use patterns, themes, best practices, and strategies to support overall land use vision.
- The Master Plan **IS NOT** adopted by the Park District, School District, or other agencies that service the City. As such, the Master Plan **DOES NOT** require these agencies to modify or expand their land holdings and facilities.
- The Master Plan **IS NOT** a direct reflection of existing conditions, but instead serves as a roadmap to achieve desired planning goals and implement long-term change.

Goals of Naperville's Land Use Master Plan

- Serve as the single-reference tool for future land use planning in the City (with exception of the Downtown, 5th Avenue, and the North Central College campus).
- Provide recommendations that are reflective of the City's vision, as well as best practices, trends, goals, and opportunities related to sound land use planning (as further defined in Chapter 3: Vision & Guiding Principles)
- Provide clear, concise, and focused land use recommendations based on professional planning expertise and community input (as further defined in Chapter 4: Future Land use)

The Land Use Master Plan seeks to address and balance a variety of often competing interests. These different perspectives have been given equal weight and consideration in crafting a single vision for Naperville.



Plan Organization

The Land Use Master Plan is organized into six chapters:

- **Chapter 1: Introduction** – introducing the purpose and use of the Land Use Master Plan as well as a review of the planning process and past planning efforts.
- **Chapter 2: Community Snapshot** – detailing important background information that helped to guiding the planning process.
- **Chapter 3: Vision & Guiding Principles** – establishing the community’s vision for Naperville and the guiding principles that informed the recommendations and policies of the Land Use Master Plan.
- **Chapter 4: Land Use Plan** – illustrating a series of place types intended to guide future development and facilitate the creation of unique places in Naperville.
- **Chapter 5: Application of Place Types** – demonstrating how the defined place types could be applied to 9 specific areas within the community.
- **Chapter 6: Implementation** – identifying actions to pursue in the future in pursuit of the vision and guiding principles.
- **Appendix** – including additional information that helped inform the planning process.

The Planning Process

The Land Use Master Plan was developed using a six-step planning process which included engagement with the Naperville community to identify key issues and opportunities. In addition, past plans and studies were utilized as a vital resource to create an understanding of Naperville today and build upon the City’s history of thoughtful community planning.

- **Step 1: Project Initiation & Outreach** – included meetings to initiate the planning process as well as outreach events to engage the community.
- **Step 2: Baseline Conditions** – included an inventory of baseline conditions to guide the formulation of goals, objectives, policies, and recommendations of the new Land Use Master Plan.
- **Step 3: Trends & Best Practices** – included an assessment of relevant trends, best practices, and case studies to inform the recommendations, policies, and concepts included within the Land Use Master Plan.
- **Step 4: Goals, Objectives & Policies** – included development of goals, objectives, and policies, incorporating relevant content from past plans and studies.
- **Step 5: Future Land Use Plans** – included development of a preliminary Land Use Plan for the community, including considerations for 9 specific areas identified by the City.
- **Step 6: Land Use Master Plan Document & Adoption** – included the development of a draft plan document and a review process, culminating in adoption of the Land Use Master Plan by City Council.

Past Plans, Studies & Reports

Naperville has a long history of community planning. The City's first comprehensive plan was developed in 1960 and served a population of just under 13,000 residents. This plan was updated and revised in the 1980s and 1990s as the community grew. As part of these updates, the City reorganized planning into three sectors based upon how development was occurring within the community at that time:

ES East Sector Update (1998)

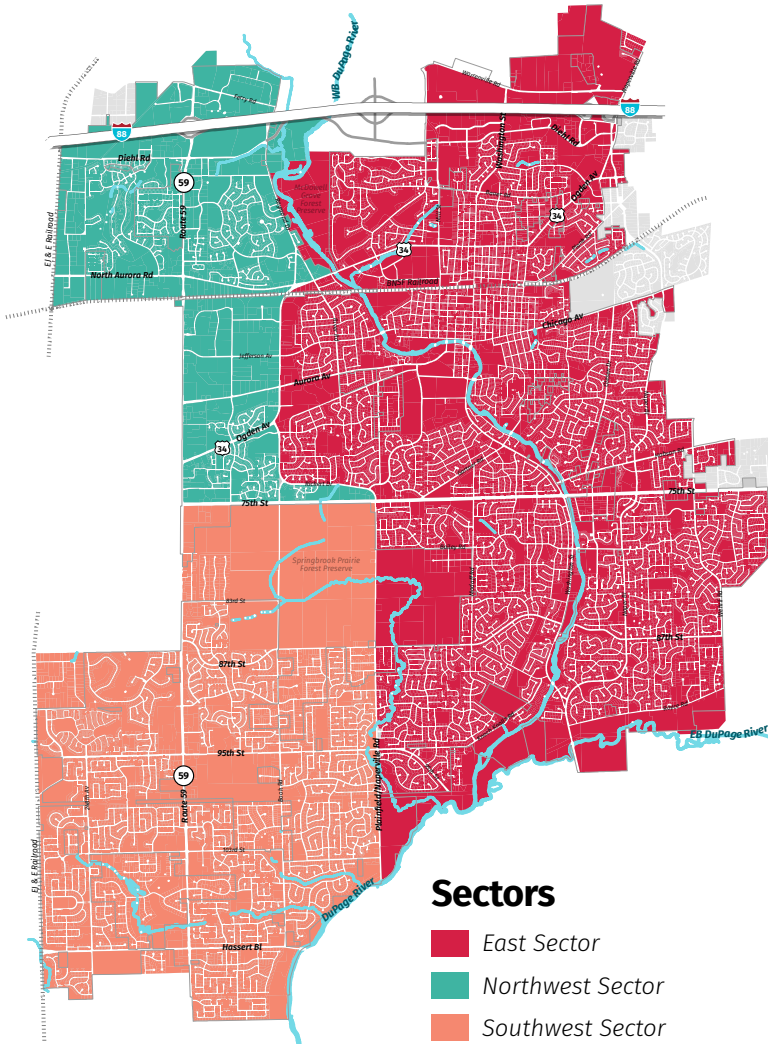
The East Sector Update amended the 1985 Naperville Comprehensive Plan to address growth and change occurring in the East Sector and guide development and infrastructure improvements. Recommendations included redevelopment and infill compatible with surrounding uses, preserving and creating high quality residential developments, and encouraging commercial development that maximizes accessibility.

NS Northwest Sector Plan (1996)

The Northwest Sector Plan was developed in response to increased development interest in the Northwest Sector since the 1994 Comprehensive Master Plan Update. The Northwest Sector, which encompassed over 1,600 acres of undeveloped land, was restudied in order to develop recommendations that would ensure the area remains desirable for both developers and residents. The Plan established a future land use map and identified preferred uses and necessary public facility improvements to accommodate anticipated growth. Since adoption of the plan in 1996, the sector has undergone significant development and public investment and is largely built out today.

SS Southwest Community Area Plan (2002)

The Southwest Community Area Plan provided an update to the 1985 Comprehensive Plan for the Southwest Sector, previously known as Sector G, consisting of the area south of 75th Street and west of Plainfield/Naperville Road. At the time, over 80 percent of the sector was developed and the document sought to plan for the remaining 20 percent. This included rounding out facilities and services as well as programming for new development. Potential development sites were identified throughout the Southwest Sector, with the majority located along the E&J Railroad. The plan's goals include the creation of a wide range of commercial and residential opportunities as well as a trails and parks system. The majority of the sites identified in the Plan have since been developed or are currently under construction.



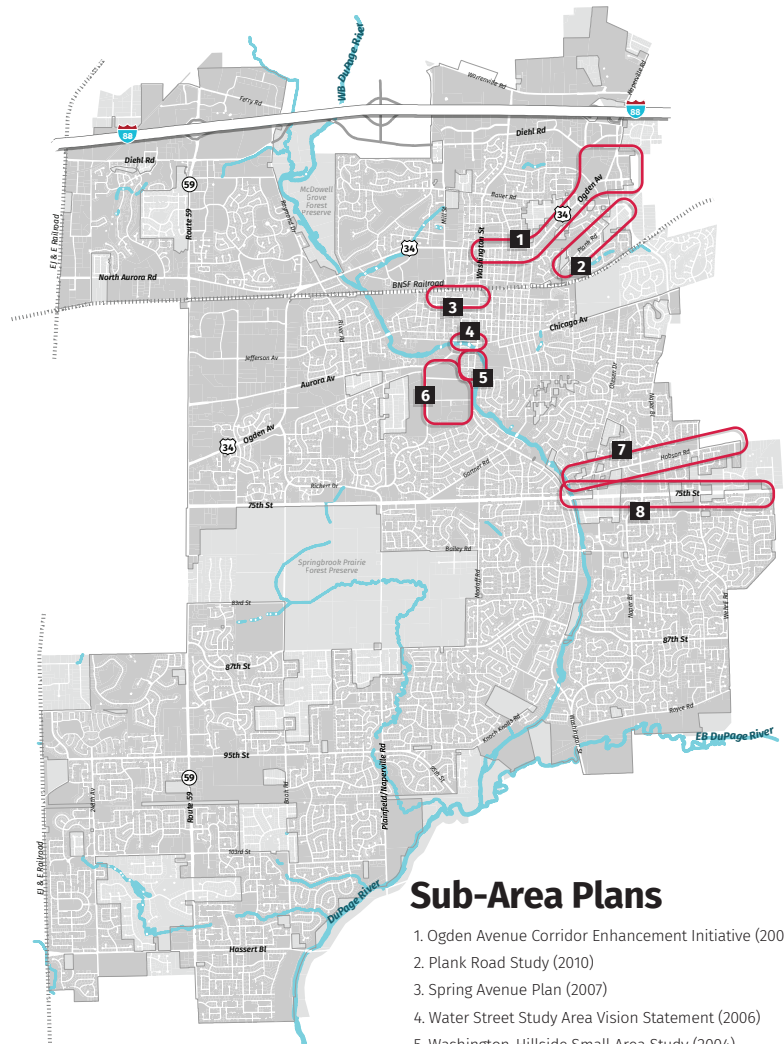
These sectors were further addressed in sub-area plans that provided detailed recommendations and strategies for smaller areas of the City while supporting implementation of the larger sector policies. The 2021 Land Use Master Plan incorporates all prior land use recommendations from both the sector and sub-area plans to provide a single-reference tool for future land use planning in Naperville.

Using The Master Plan in Context of Past Plans

The Land Use Master Plan should be referenced daily as the consolidated policy guide for land use decisions made by City staff, City Council, Planning and Zoning Commission, and other boards and commissions. As a policy guide, it is not regulatory and does not enable any development outright. Instead, proposed projects are still required to go through the City's procedures for public review to request entitlements like variances, conditional uses, and rezonings. While the guiding principles and best practices outlined in the Land Use Master Plan should be a component of this review, consideration will also be given to community input, the context of the site, natural resources, community character, and other priorities for the City of Naperville.

The Plan should also be used to assist with policy formation, prospective projects, and planning initiatives to ensure future decisions are in line with the City's set goals. Further, service providers and partner organizations should be encouraged to use the Plan when considering new development, facilities, infrastructure updates, and programming. The Plan should be used to:

- Evaluate and shape policies and regulations;
- Work with partner agencies and service providers;
- Review and evaluate development proposals;
- Prioritize public expenditures;
- Encourage private sector investment; and,
- Coordinate new facilities, infrastructure and programming.



Sub-Area Plans

1. Ogden Avenue Corridor Enhancement Initiative (2008)
2. Plank Road Study (2010)
3. Spring Avenue Plan (2007)
4. Water Street Study Area Vision Statement (2006)
5. Washington-Hillside Small Area Study (2004)
6. Caroline Martin Mitchel Master Campus Plan (2008)
7. Hobson Road Study (1987)
8. 75th Avenue Corridor Study (2008)

Complimentary Plans

The 2021 Land Use Master Plan generally acts as the primary resource to guide land use and development in Naperville. However, certain areas of the community are addressed through recent and ongoing planning efforts that are complimentary to the direction of the 2021 Master Plan. This includes Downtown Naperville, addressed by the Downtown 2030 Plan, and recommendations of the ongoing 5th Avenue Study. The 2021 Master Plan works in concert with these plans and does not supersede or alter the policy and recommendations of those documents.

Naperville Downtown 2030 (2011)

This Plan is an update to the 2000 Downtown Plan utilizing the same fundamental themes for Downtown Naperville. Those include maintaining a compact and mixed-use downtown area; preserving small town character, offering free and conveniently located public parking, and focusing on pedestrian comfort and safety. This plan will continue to serve as the primary tool for guiding development in and immediately adjacent to Downtown Naperville. It's vision, implementation objectives, urban design principles, maps, boundaries, and supporting documents, such as the Downtown Design Standards, are not impacted by the 2021 Master Plan.

5th Avenue Study Area

This area has been the subject of separate study given the amount of property owned by the City of Naperville. The 2009 plan document remains in effect as the official adopted plan for this area. Future Land Use for this area will be considered in the context of the City of Naperville's strategic plan. Any future planning efforts for 5th Avenue will benefit and respect the vision and principles identified in this Land Use Master Plan.

North Central College

Land Use and development for North Central College's campus is guided by a dedicated Master Land Use Plan. That document should be the primary policy guide for the campus area moving forward. The 2021 Land Use Master Plan works in concert with that document and does not supersede or alter its the policies, maps, boundaries, and recommendations.

Riverwalk 2031 Master Plan

Approved in September 2020, this plan provides a vision for Naperville's 1.75 Mile Riverwalk. The recommendations and ideas in that plan will guide improvements along the famed Riverwalk and complete connectivity gaps of this community destination. The recommendations and implementation strategies support the vision and principles identified in this Land Use Master Plan

Implementation Tools

Efforts to implement the recommendations and policies of previously developed plans, studies, and reports resulted in a number of implementation tools used to design and regulate development. Several of these were adopted by ordinance and will continue to guide land use and development in concert with the 2021 Land Use Master Plan.

Automotive Dealership Design Guidelines (2008)

The Automotive Dealership Design Guidelines is an addendum to the Building Design Guidelines to ensure new construction and substantial exterior remodels of automobile dealerships abide by certain design considerations provided by the document. Provisions are categorized by services areas, building setback, building materials, building color, architectural design, landscaping, and buffering.

Building Design Guidelines (2007)

Naperville's Building Design Guidelines were developed to promote high quality nonresidential building design within Naperville. The document addresses all nonresidential structures and mixed-use buildings including commercial, office, industrial, and public/semi-public uses. The guidelines are categorized by context fit, pedestrian friendliness, visual attractiveness, and sustainable design.

Historic Building Design and Resource Manual (2010)

This manual provides guidelines to preserve and enhance the character of Naperville's historic buildings and neighborhoods. This includes a comprehensive history of Naperville and its architecture as well as specific guidelines for appropriate maintenance, rehabilitation, and new improvements. Architectural details of historic styles are defined and diagramed to give property owners and contractors guidance in the maintenance process.

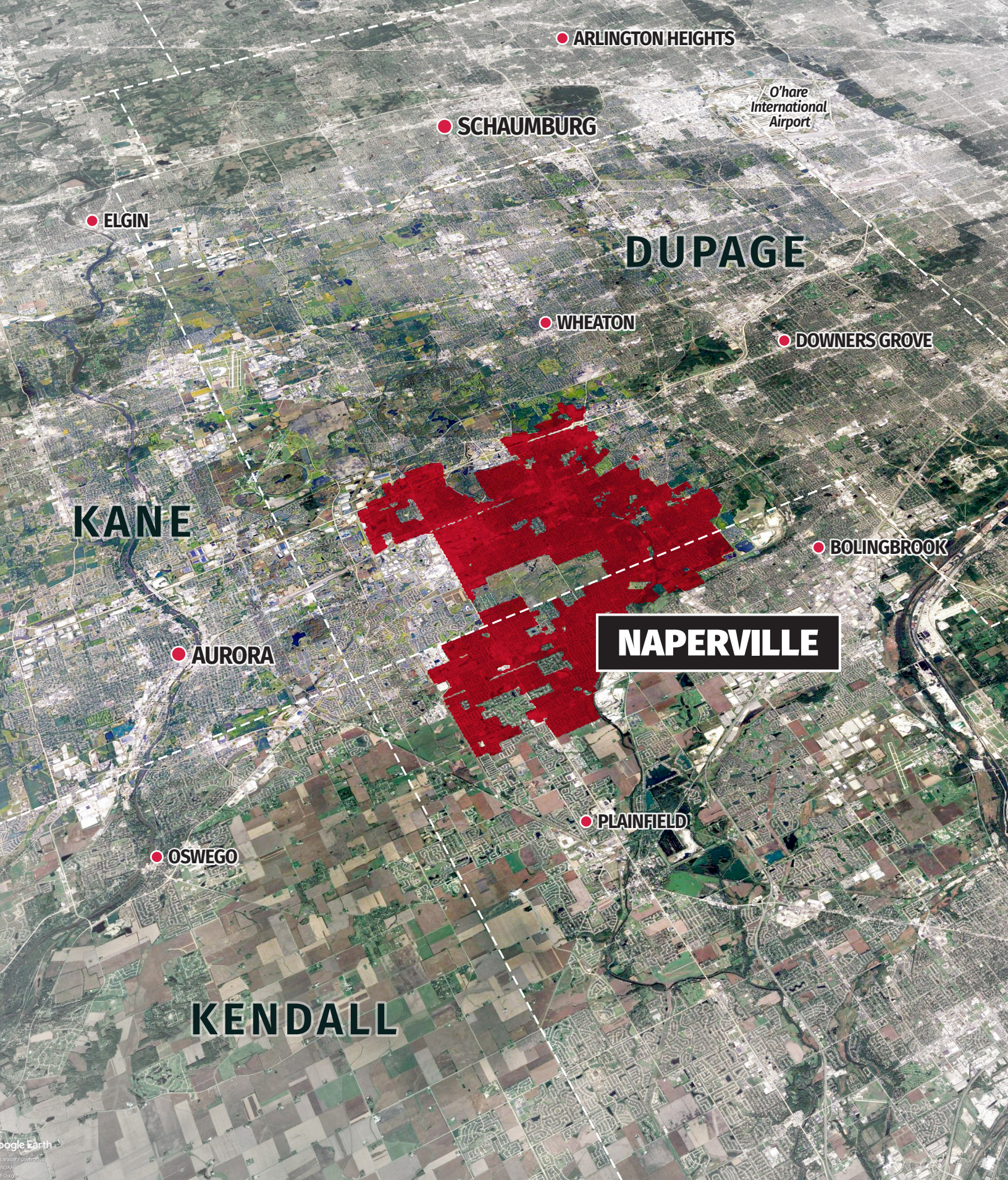
Ogden Avenue Corridor Streetscape Design Standards (2010)

Building upon the Ogden Avenue Corridor Enhancement Initiative, the City set out to develop design standards for the corridor to serve as a guide for improvements in the area. The design standards identified detailed enhancement for Ogden Avenue, providing guidance for future improvements with emphasis on projects that will occur within or near the public right-of-way. These projects include landscaping, pedestrian infrastructure, and gateway elements.

CHAPTER 2

Community Snapshot

Long-range visioning and planning are founded upon an understanding of where the community is today, and where it wants to go in the future. This chapter provides a snapshot of the Naperville community. This includes the City's regional setting, existing land use, and demographic trends. Collectively, this information provides a profile of the Naperville community and establishes a foundation for the recommendations of the Land Use Master Plan.



● ARLINGTON HEIGHTS

● SCHAUMBURG

O'hare
International
Airport

● ELGIN

DUPAGE

● WHEATON

● DOWNERS GROVE

KANE

● BOLINGBROOK

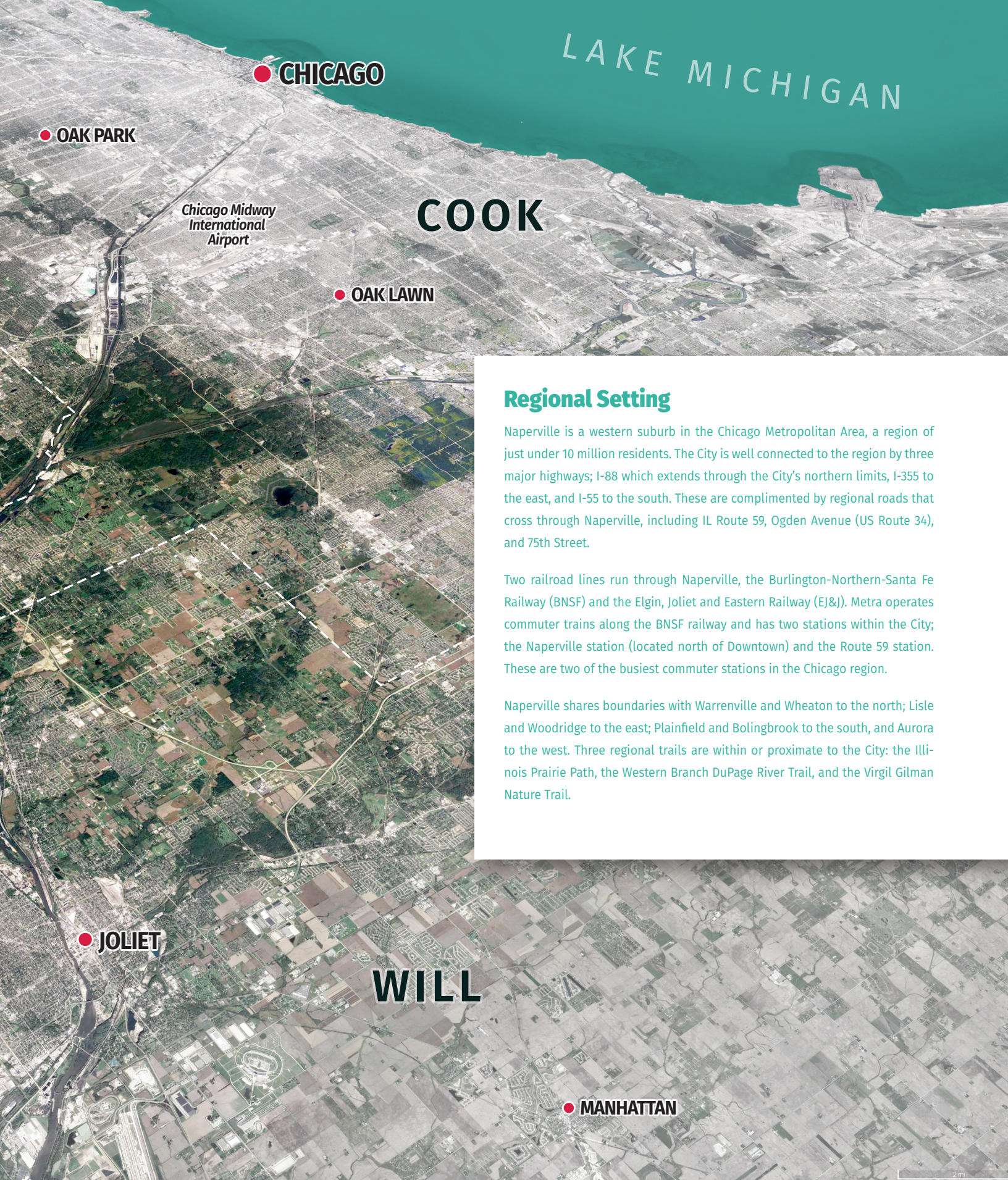
● AURORA

NAPERVILLE

● PLAINFIELD

● OSWEGO

KENDALL



LAKE MICHIGAN

● CHICAGO

● OAK PARK

Chicago Midway International Airport

COOK

● OAK LAWN

Regional Setting

Naperville is a western suburb in the Chicago Metropolitan Area, a region of just under 10 million residents. The City is well connected to the region by three major highways; I-88 which extends through the City's northern limits, I-355 to the east, and I-55 to the south. These are complimented by regional roads that cross through Naperville, including IL Route 59, Ogden Avenue (US Route 34), and 75th Street.

Two railroad lines run through Naperville, the Burlington-Northern-Santa Fe Railway (BNSF) and the Elgin, Joliet and Eastern Railway (EJ&J). Metra operates commuter trains along the BNSF railway and has two stations within the City; the Naperville station (located north of Downtown) and the Route 59 station. These are two of the busiest commuter stations in the Chicago region.

Naperville shares boundaries with Warrenville and Wheaton to the north; Lisle and Woodridge to the east; Plainfield and Bolingbrook to the south, and Aurora to the west. Three regional trails are within or proximate to the City: the Illinois Prairie Path, the Western Branch DuPage River Trail, and the Virgil Gilman Nature Trail.

● JOLIET

WILL

● MANHATTAN

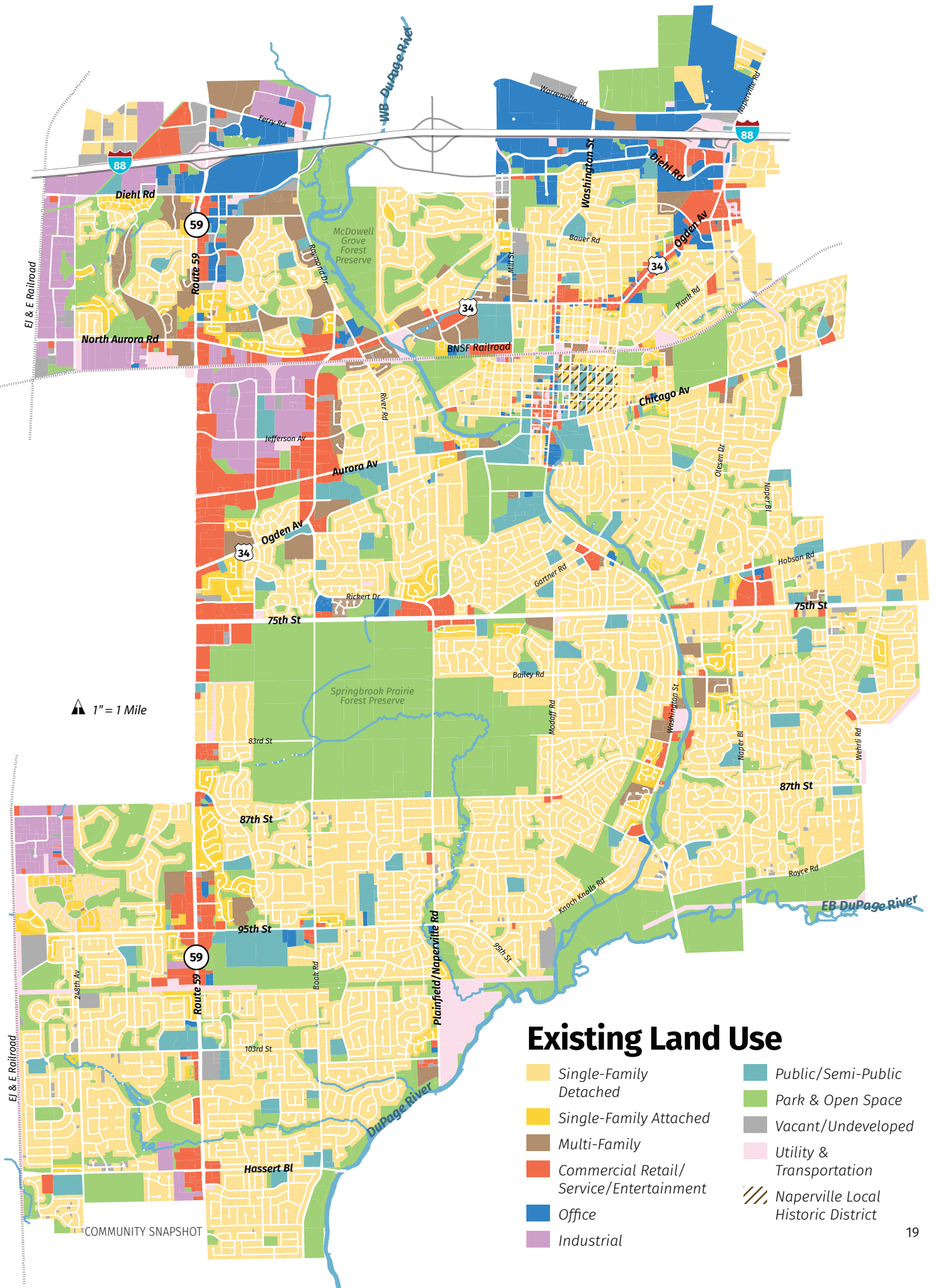
Existing Land Use

Understanding existing land use was important for development of the Land Use Master Plan to ensure that future land use recommendations are made within the context of the City's existing conditions. The Existing Land Use Map was generated using the City of Naperville's parcel data, last updated on February 2021. It is important to note that while existing land use was utilized to inform development of the Land Use Plan, the following designations are not directly applicable to the place types identified in Chapter 4 and may exist within multiple different place types.

Each parcel within the City is classified into one of following 10 land use designations.

- **Single-Family Detached** – consists of single-family detached homes; may include accessory structures and properties that act as private yards for single-family homes.
- **Single-Family Attached** – consists of single-family dwelling units that share at least one common wall with an adjacent dwelling, with each having their own entrance; this includes townhomes, duplexes, and rowhomes.
- **Multi-Family** - consists of residential structures that contain multiple dwelling units stacked vertically, with shared entrances and hallways; this includes apartments and condominiums.
- **Commercial (Retail/Service/Entertainment)** – consists of commercial businesses, including commercial retail and service as well as restaurants and entertainment.
- **Office** – consists of structures used for professional businesses as well as medical practices and clinics.
- **Industrial** – consists of both light and heavy industrial uses, such as warehousing, distribution, manufacturing, and processing.
- **Public / Semi-Public** – consists of state and local government uses, municipal facilities, educational facilities, community service providers, emergency services, and religious institutions.
- **Parks & Open Space** – consists of parks, open spaces, forest preserves, and natural areas. Public and private golf courses and cemeteries are included within this designation based upon their use and function.
- **Vacant / Undeveloped** – Consists of empty lots and uncleared properties which currently contain no physical structure.
- **Utility & Transportation** – Consists of utilities, properties that support local infrastructure, and transportation rights-of-way including train lines and related railroad operations.





Existing Land Use

- Single-Family Detached
- Single-Family Attached
- Multi-Family
- Commercial Retail/Service/Entertainment
- Office
- Industrial
- Public/Semi-Public
- Park & Open Space
- Vacant/Undeveloped
- Utility & Transportation
- Naperville Local Historic District

▲ 1" = 1 Mile

COMMUNITY SNAPSHOT

Demographic & Market

A thorough assessment of Naperville's demographics and the local and regional market was completed to ensure the goals, objectives, and recommendations identified through the planning process were viable and responsive to ongoing trends and influences. This included a review of population, employment, housing, and the retail, office, and industrial market sectors. The analysis utilized data from nationally recognized sources, including the American Community Survey (ACS), the U.S. Census Bureau, ESRI Business Analyst, and CoStar. See the appendix for more detail regarding demographics and market analysis. The following is a summary of key findings.

Demographics

Population

- Naperville is the State's fourth largest municipality behind Chicago, Joliet, and Aurora.
- Naperville has experienced steady population growth over the last several decades, including growth by 15% since 2000.
- Naperville's population is fairly evenly divided between north and south, with 52% living south of 75th Street compared to 48% percent to the north.
- The daytime population north of 75th is twice that of the south, due to the large concentration of major employers, businesses, and activity generators.

Age by Population

- Naperville's median age has been steadily increasing, consistent with state and national trends.
- The greatest increases have been in older age cohorts, particularly the population 65 and over.

Racial & Ethnic Composition

- While the majority of Naperville residents identify as white (as defined by the U.S. Census), the City has become increasingly diverse over the past twenty years.
- The white population decreased from 93% in 1990 to 73% in 2018, while all other racial groups have increased. The Asian population in particular increased from 5% of the population in 1990 to 18% in 2018.

Industry & Employers

- Retail Trade represents the largest percentage of professions in Naperville, followed by Health Care & Social Assistance and Professional/Scientific/Technical services.
- Edward Hospital is the City's largest employer with just under 5,000 jobs, followed by School District 204 and Nokia. Eight of the top ten employers have over 1,000 employees.

Key Takeaways

- While the City's population continues to experience steady growth, the availability of developable land is decreasing. Greater housing diversity will be needed to accommodate additional growth. This includes small lot homes, multi-family housing, and higher density development.
- Additional senior housing will be needed to address the growing senior population. This will also increase demand for services and amenities such as access to emergency and social services.
- The majority of major employers and the highest concentration of jobs are located in the northern half of Naperville.
- While most residents commute outside of the City for work, Naperville residents also represent the largest percentage of those employed within the City.

Market Overview

The housing, retail, office, and industrial markets were assessed to better define Naperville's position within the context of the competitive market area. This ensures that the Land Use Master Plan is grounded in market realities and reflects ongoing trends that may impact future development.

Naperville Development Partnership, the City's economic development partner, plays a critical role in continuously evaluating market conditions to assist the City in understanding short- and long-term demands and trends over the life of the plan. This Master Land Use Plan is designed to be flexible in order to adapt to changing market conditions. Responses will align with the Vision and Guiding Principles presented in Chapter 3.

Residential & Housing

- Single-family detached units represent approximately 75% of the City's housing supply.
- The majority of single-family homes are owner occupied while renters comprise most of the multi-family market.
- Most of Naperville's multi-family units and renter population resides north of 75th Street, with large-lot owner occupied single-family homes comprising most of housing to the south.
- Naperville has a shortage of housing units that are affordable at both the lowest and highest income levels.

Office

- Legacy impacts from Covid-19 on office needs are uncertain at this time. The City, with the assistance of the Naperville Development Partnership, will closely monitor the situation to position Naperville for success in alignment with the Vision and Guiding Principles presented in Chapter 3.
- Through 2019, the office market was healthy. Vacancy rates and average rents were slightly lower than the overall Chicago area, however this was primarily due to the size and scale of the City of Chicago market.
- While vacancy and rents have fluctuated, the market area has been relatively stable for several years prior to the pandemic.

Industrial

- Naperville's location will continue to position the City to capture a proportionate share of regional demand.
- Naperville's industrial market outperforms the larger regional submarket with lower vacancy and higher rent per square foot.

Retail

- Naperville contains over 11.5 million square feet of retail space spread throughout the City.
- Per the Illinois Department of Revenue, Naperville led all Illinois suburbs in retail and food/drink sales in 2018 and 2017.
- As of 2019, according to Costar Naperville was experiencing the lowest vacancy and highest average rents for retail since 2009. However, at 7% vacancy this was above the preferred standard of 5% vacancy in a retail market.

Long-term impacts of on-line shopping on retailers after the pandemic are uncertain, but will be closely monitored by the City and its economic partners. Naperville has seen certain retail sectors expand during the pandemic period (e.g. grocery, bulk warehouse, home supply stores). Naperville is well positioned to provide unique retail shopping experiences due to the environment (e.g., downtown) or the innovative store concept which will help to promote in-person vs on-line shopping. The City will respond (if necessary) to potential long-term needs to accommodate additional drive-throughs, pick up areas, outdoor seating areas and other amenities to provide for safe consumer options.

Key Takeaways

- Given existing office supply, the lack of developable land, and changes in workforce models, new large-scale office buildings may not be preferred or market viable in the near term. The City and its economic partners will monitor the market closely.
- Focus should be directed to ensuring existing office buildings remain desirable and continue to meet the needs of current and future tenants. This should include efforts to renovate existing office buildings with modern designs, new and updated building materials, floor plan modifications, technology and infrastructure upgrades, and amenities like recreation and leisure spaces. This should also include site improvements or reconfiguration to increase parking.
- The success of thriving retail centers in Downtown should help to attract additional investment and activity to the City. This includes businesses and developers looking to locate within or near Downtown and benefit from the high volume of traffic in the area.
- Efforts to capitalize on this activity and use the success of Downtown as a model for future development can help attract activity to Naperville's commercial corridors, such as Route 59 and Ogden Avenue. This should include mixed-use development with residential components as well as entertainment and cultural uses.
- Increases in housing diversity, including different price points, housing types, and locations, should help provide options that appeal to a variety of income levels, including young families, aging residents, and people with disabilities.
- The City's growing diversity will increase demand for specific services and housing products, such as multigenerational housing options like accessory dwelling units.
- Expanded investment in 5G infrastructure since 1999 has provided Naperville with the ability to support remote working, education, and communication needs. This infrastructure investment is expected to continue to expand and will support Naperville as a destination for telecommuting and home-based business operations.

CHAPTER 3

Vision & Guiding Principles

The Naperville Land Use Master Plan includes recommended actions, strategies, and policies intended to improve and guide the community over the next 20 years. To ensure these are coordinated and effective they are directed by an overarching vision and set of guiding principles. The Vision and Guiding Principles presented in this chapter reflect some of the most significant themes heard from residents through public engagement over the course of the planning process. They are the foundation for the recommendations in the Land Use Master Plan.



Vision

The statement below describes a picture of Naperville in 2040, reflecting the input and desires of its residents, businesses, and decision makers framed through the lens of sound planning practices and principals.

Among its many accolades, the City of Naperville is nationally recognized on a consistent basis as one of the best places in the country for raising a family, opening a business, and retiring. As one of the largest cities in Illinois, Naperville offers an exciting mix of land uses that cater to the needs of residents of all ages, incomes, abilities, and cultures. Residents and visitors alike enjoy convenient access to employment, vibrant shopping, dining, entertainment venues, and cultural events and amenities.

From Atwater to Wagner Farms, from Monarch Landing to Auburn Manor and Moser Highlands, Naperville offers quality housing thoughtfully planned to provide residents convenient access to food, medicine, education, and nature. The result is a network of diverse neighborhoods that support healthy, active, enriching lifestyles. Consciously recognizing changes in its demographics (e.g. age and expanded diversity), Naperville provides housing styles and options that meet the needs of its population.

Building on its established track record of leadership, innovation, and infrastructure investment, Naperville approaches design thoughtfully considering factors such as sustainability, walkability, affordability, and accessibility. The City strives to balance economic development with efforts to minimize energy consumption through building design, site layout considerations, and sustainable technologies.

Through strong partnerships with local school districts, Naperville Park District, Forest Preserve Districts, and other service providers the City of Naperville boasts outstanding schools, parks and natural open spaces, and a dynamic downtown that attracts people to the community. Strong economic investment balanced with safe and quiet neighborhoods with convenient access to a network of parks and open spaces make people want to call Naperville home. To maintain this balance, Naperville embraces opportunities for new development that respects its guiding plan principles. The City works collaboratively with developers to encourage creative and innovative infill and redevelopment projects that reflect Naperville's established place types, address community needs, and support this overall vision.





Guiding Principle #1

Ensuring housing is diverse, responsive to community needs, and accessible to everybody.

Naperville is a community that people want to call home. Its neighborhoods provide quality housing options situated with access to attractive natural areas and open spaces. The City's neighborhoods are distinct communities within themselves. They offer renowned amenities which support connections and interactions between residents quite uncommon in a city the size of Naperville. The uniqueness of its neighborhoods is the foundation of the strong sense of community pride and identity that both attracts new and retains lifelong residents in Naperville. Protecting and reinforcing the quality of housing is critical to supporting Naperville's neighborhoods. It is a central consideration of future policy and planning for the City.

Naperville has become increasingly diverse over the past twenty years, with the white population decreasing 20% since 1990 while all other racial groups increased. The City's housing stock needs to reflect Naperville's increasing diversity and welcome individuals from different cultural, social, and economic backgrounds. This includes homes of different types, price points, styles, and densities. Increasing housing diversity will also require embracing new and emerging trends in housing, such as accessory dwelling units or microunits. These will appeal to seniors, new families, and multigenerational households while reducing the need for large developable properties as the City approaches build out. The City should emphasize housing diversity to ensure Naperville offers homes that are comfortable, affordable, and inclusive to everybody.

Housing choices should be balanced with options that ensure existing residents can remain in the community, even as their needs change over time. In particular, Naperville has an aging population, increasing the importance of homes that allow seniors to downsize and adjust their lifestyles without leaving the community.

Place Types

Guiding Principle #1 is most applicable to the Single-Family/Duplex Residential, Medium Density Residential, and High Density Residential Place Types, as defined in Chapter 4.

Implementation Measures

Review existing and/or consider establishing new zoning and building codes and policies to accommodate:

- Accessory dwelling units and tiny homes in residential zoning districts
- Small lot single family development, including possible revisions to the 90% rule
- Microunits in commercial zoning districts
- Parking requirement modifications for multi-family and transit-oriented development
- Recommendations endorsed by City Council from the Housing Needs Assessment (2020) prepared by the Housing Advisory Commission
- Zoning incentives for affordable and senior housing (e.g. density bonus for affordable units/universal design, reduced masonry requirements, reduced parking requirements)
- Preservation of neighborhood character and natural areas using established standards such as maximum building coverage, density restrictions, impervious area coverage and similar approaches aimed at achieving a balance between market needs and the community vision. Redevelopment that is compatible with natural resources (e.g. stormwater improvements, wildlife habitat protection, native landscaping).

Guiding Principle #2

Reinforce the vitality of Naperville's shopping areas to offer varied goods and services.

Naperville is home to a diverse range of commercial businesses, including major shopping destinations, big box stores, car dealerships, chain and local restaurants, and a wealth of independent and local stores. According to the Illinois Department of Revenue, Naperville led all Illinois suburbs in retail and food/drink sales in 2018 and 2017. Spread throughout the community, shopping areas provide convenient access to necessary goods and services for Naperville residents and help attract consumers from across the region. This is best exemplified by Downtown Naperville, which thrives as a shopping destination for both residents and visitors.

Outside of Downtown, the visibility of vacant spaces has a significant impact on commercial corridors. In these areas, businesses are challenged to provide readily accessible goods to battle the growth of online shopping and delivery services. Recognizing that these areas will not be what they once were, Naperville needs a creative approach to reinvent its commercial areas. The City should embrace new opportunities, such as adaptive reuse of existing properties or mixed-use development. One example is the Mall of India, which repurposed a former big box retailer as a cultural retail center, responsive to Naperville's growing Asian population. Building upon the success of entertainment and cultural uses may also help revitalize shopping areas in the City.

As consumers head online to buy products, brick and mortar businesses have remained attractive by providing experiences. This includes restaurants, entertainment and cultures uses, and shopping districts that are exciting and vibrant. Naperville Crossings is a great example of a district that has had success by providing a mix of uses in an attractive environment, including public gathering spaces. The success of Naperville's retail market will be reliant upon fostering commercial centers like Naperville Crossings elsewhere in the community. The City should work with property owners to improve existing commercial areas with the aim of offering distinct experiences and a mix of uses that appeal to nearby consumers and act as a destination.

Strengthening commercial districts may require a creative approach to how existing spaces are used and repurposed, such as temporary uses, regulations aimed at discouraging long-term vacancies, and embracing emerging destination and entertainment focused uses.

This includes examples like Funtopia, Urban Air, craft breweries, and fitness centers. Understanding the success of these uses, including commercial businesses in industrial settings, could help the City revitalize other commercial areas. The City should also consider integrating residential uses as part of commercial, such as outlot multi-family development that buffers adjacent neighborhoods, repurposing or redeveloping chronically vacant stores, or mixed-use buildings. Ensuring the vitality of businesses in Naperville may require a willingness to reimagine what districts can be and the role of retail as the fundamental nature of shopping changes.

Place Types

Guiding Principle #2 is most applicable to the following place types, as defined in Chapter 4:

- Neighborhood Center
- Urban Center
- Regional Center

Implementation Measures

- Consider establishing programs aimed at discouraging long-term vacancies
- Review existing and/or consider establishing new zoning codes and policies to:
 - Update PUD regulations to more effectively serve as a principal vehicle to effectively accommodate mixed-use developments
 - Update buffering and screening requirements between uses of varying intensity
 - Support temporary and short-term uses to encourage economic investment
 - Encourage gathering spaces within new and redesigned commercial developments
 - Facilitate microunit development within commercial areas of the city
- Consider establishing programs to assist with commercial parcel assembly
- Explore incentives for repurposing vacant and underutilized commercial buildings and spaces

Guiding Principle #3

Bolster Naperville's economy and foster a diverse mix of businesses and employers.

Naperville has one of the strongest economies in the state of Illinois. The City is home to over 5,800 businesses employing approximately 86,000 people. The largest industries are professional/scientific/technical service, health-care, and education. The vitality of the City's economy has been critical to Naperville's quality of life and desirability and remains essential to Naperville.

A key component of Naperville's economy is the diversity of businesses in the City, with no single industry comprising more than 15% of jobs in Naperville. This creates stability by ensuring that the City's tax base is not directly tied to a single industry. It also brings different professions to the community by attracting a variety of employers. Reinforcing Naperville's business diversity is crucial. The City should continue to provide the resources to attract and retain different businesses, including a strong local workforce, a mix of available office and industrial spaces, and the programs to support business growth and entrepreneurship.

Maintaining the strength of Naperville's economy also requires a continuous effort to renew and revitalize existing employment areas. Given existing office uses and the lack of developable land, new large-scale office buildings may not be preferred or market viable. Thus, emphasis may be better focused on renovation and improvements to existing office buildings to ensure they remain competitive and reflect the current and emerging needs of businesses. This includes promoting upkeep and renovation as well as enabling development and redevelopment over time as well as reconfiguration and expansion of parking where appropriate.

This also includes embracing technology and innovation, both within existing industries as well as emerging sectors like AI healthcare, cyber security, computer software, and renewable energy. Naperville should have the resources to attract emerging industries and retain businesses as they change. This could include infrastructure like high speed internet, shared and incubator spaces, regulatory and financial assistance for target industries, and potential partnerships.

Place Types

Guiding Principle #3 is most applicable to the following place types, as defined in Chapter 4:

- Employment Center
- Regional Center

Implementation Measures

- Explore incentives for repurposing vacant and underutilized office buildings and spaces
- Review and consider zoning updates to encourage entertainment, fitness, restaurant and similar businesses
- Seek to provide flexibility in parking location and design
- Review and revise conditional uses to promote flexibility to accommodate a complimentary mix of non-residential uses

Guiding Principle #4

Incorporate thoughtful design and sustainable best practices to make Naperville a healthy community.

As illustrated on the Existing Land Use Map, Naperville is a City with public and private green spaces located across the community that are valued by residents and contribute to the overall quality of life. In addition, Naperville has a Local Historic District to recognize and preserve the character of its most historic neighborhood. Access to green spaces and protection of community character are important to residents of Naperville. As such, thoughtful design is required by Guiding Principle #4 to respect these features of the community.

How properties are used and designed has the potential to significantly impact the health and sustainability of a community. As a City dedicated to forward thinking, Naperville should embrace design solutions and best practices that will benefit the health of its residents, protect the natural environment, and maintain the community's livability and desirability.

Fostering a healthy community starts with the built environment and design that is thoughtful and sustainable. This can include embracing new building material technology, recycling and adaptive reuse, renewable energy sources, and considerations for how structures impact the environment. Beyond construction, a healthy community prioritizes accessibility through strategies like universal design principles, promoting walking and cycling, and protecting critical open spaces. In addition, healthy communities foster a strong sense of community and encourages gatherings and celebrations to honor its history and culture.

Efforts to embrace new and emerging technologies can also help make Naperville a smart city. This includes amenities like high speed internet, smart intersections, vehicle-to-everything infrastructure, energy-efficient technologies, and other improvements that will contribute to the safety, sustainability, and efficiency of Naperville.

Integrating sustainable practices and policies can ensure the City retains its vitality, safeguards resources, and capitalizes on available opportunities in a responsible manner. Embracing the three pillars of sustainability will best prepare Naperville for long-term success, including:

- **Social Sustainability**, fostering a diverse and inclusive community;
- **Environmental Sustainability**, reducing impacts to the environment; and,
- **Economic Sustainability**, ensuring long-term financial stability.

Addressing each pillar of sustainability and incorporating careful considerations for how Naperville is built and designed can help make the City a healthy, safe, and welcoming place to live.

Place Types

Guiding Principle #4 is applicable to all place types, as defined in Chapter 4.

Implementation Measures

- Review existing and/or consider establishing new zoning codes and policies to:
 - Permit repurposing of underutilized parking to create additional public spaces, temporary uses, or infill development
 - Consider establishing requirements for shared parking
 - Address the unique challenges of live-work spaces, coworking offices, makerspace and incubator spaces
- Consider additional land use development requirements, zoning and local building code amendments to align with LEED and Well Community standards
- Consider updates to the City's Landscaping, Screening, and Tree Preservation ordinance that could potentially include more sustainable landscaping guidelines and tree preservation requirements for properties less than 1.5 acres in size
- Create standards to preserve natural landscape areas with any redevelopment effort
- Through PUD and other zoning regulatory tools, incentivize creation (through design and/or preservation) of community gathering spaces, accessible recreation and natural areas in all developments. Zoning approaches may include, but are not limited to, standards for minimum permeable open space, open space area requirements per unit and maximum impervious ratios.
- Review and seek to incorporate, as directed by City Council, recommendations from the Naperville Environment and Sustainability Task Force (NEST) which impact land use. This citizen-based community group was officially recognized by the City Council in 2019 with a mission to create and maintain the most resilient, livable, economically, socially and environmentally thriving community possible.

Guiding Principle #5

Coordinate with partner agencies to ensure all residents have access to quality schools, parks, open spaces, and other services.

Many of Naperville's most critical services are provided by partner agencies that are not under the jurisdiction of the City. This includes School Districts 203 and 204, the Naperville Park District, the Forest Preserve Districts of DuPage and Will Counties. Along with other service providers, these are important to the community's desirability.

Stakeholders consistently recognized the quality of schools, parks and recreation, open spaces and natural areas, and other services as defining elements of the community and Naperville's greatest assets. Accordingly, ensuring that all residents continue to have equal and proportionate access to these amenities, particularly as population and density increases, will maintain the high quality of life in Naperville.

However, as separate taxing bodies these agencies have their own distinct missions and long-term goals for their facilities and services. The City does not have control over these agencies and the Land Use Master Plan does not implement the plans or initiatives of these groups. As such, coordination with the individual service providers within Naperville will remain essential to provide them support to ensure they can continue providing residents with the highest quality services and amenities. A vital component of supporting these partner agencies is seeking to support land use patterns that provide connections between residents and nearby parks, schools, open spaces, and community facilities. Likewise, facilitating efforts to plan for and develop additional neighborhood parks, trails, and schools, through administration of the school and park donation ordinance to meet growing demand in concert with population growth, is also of critical importance.

The City should continue to take advantage of valuable partnerships that can help contribute to making Naperville a healthy community. This includes award winning schools in Districts 203 and 204 that can promote healthy choices for students. The City is also fortunate to have top-tier medical facilities and resources anchored by Edward-Elmhurst Hospital. The Naperville Park District is also a key partner dedicated to providing healthy recreational choices for all ages, interests, and abilities. Partnering with these groups should help strengthen the health of the Naperville community.

Place Types

Guiding Principle #5 is applicable to all place types, as defined in Chapter 4.

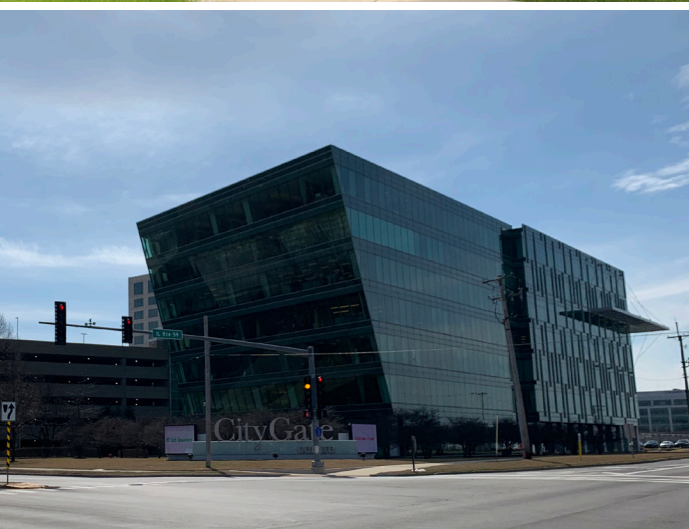
Implementation Measures

- Evaluate, and update as appropriate, School and Park Donations requirements
- Continue to closely collaborate with the School Districts and Park District on new and redevelopment projects
- Communicate and collaborate with the Naperville Environmental Task Force (NEST), Senior Task Force, Accessible Community Task Force, and Advisory Commission on Disabilities, particularly as these groups consider recommendations directly related to land use.

CHAPTER 4

Land Use Plan

As the cornerstone of the new Land Use Master Plan, this chapter provides the blueprint for the future of Naperville – a Naperville that is vibrant, sustainable, livable, and healthy. The Plan is built upon the notion of creating distinct and desirable places throughout all areas of Naperville for the people who live, work, and visit the City. These are places such as healthy and walkable neighborhoods, accessible open spaces, and local and regional centers for employment, commerce, and civic activity.



Placemaking

Traditional land use planning is typically conducted on a parcel-by-parcel basis, where desired land uses are defined for each parcel with vacant or undeveloped areas often taking on the characteristics of adjacent development. Naperville's Land Use Plan instead utilizes a "placemaking" approach that recognizes and promotes the city's unique places, corridors, and districts.

Each area of the City is divided into one of 7 place types or designations. This approach promotes a sustainable and livable land use pattern, taking into consideration compatibility, flexibility, access, market viability, sense of place, and the daily delivery of essential and desirable goods and services. The Land Use Plan identifies the character of each area in Naperville with the intent of fostering distinct places within the context of the City's existing development pattern.

Details regarding parcel-specific land use should be determined on a case-by-case basis by using the Land Use Master Plan's policies and recommendations to evaluate the appropriateness and desirability of potential development. This takes into consideration the desired character, mobility, urban form, and design of properties and how those all contribute to make a unique and desirable place. This "place type" approach allows greater flexibility in the development process, while providing more opportunities to establish and foster its preferred community character.

Place Types

The Land Use Master Plan identifies 7 place types in Naperville:

- Residential Neighborhood
 - Single-Family & Duplex Residential
 - Medium Density Residential
 - High Density Residential
- Neighborhood Center
- Urban Center
- Regional Center
- City Corridor
- Employment Center
- Downtown

Details regarding each place type are provided following the Future Land Use Map on page 37.

Other Designations

In addition to the identified place types, the Land Use Plan also includes three additional designations that apply to specific properties on a case-by-case basis. Unlike the place types, these designations do not focus upon placemaking and overall character. Instead, they identify specific uses that are not anticipated to change significantly over the life of the plan. Properties within these designations should be consistent with adjacent areas with regards to character. Where incompatible with surrounding areas they should be buffered and screened. Should these properties change or specific uses relocate over time, they should be transitioned to uses consistent with the adjacent place types.

Parks & Open Space

The Parks & Open Space designation includes all parks, open spaces, and designated natural areas. These contribute to Naperville's local character, livability, and overall community health. They include land and facilities maintained by the Naperville Park District and the Forest Preserve Districts of DuPage and Will Counties. Due to the nature of their use, properties designated Parks & Open Space are not anticipated to change over the life of the plan.

Private parks and open spaces, including golf courses and country clubs, are not included in this category as these lands may potentially be redeveloped and reconfigured over the planning period. For example, the Country Lakes Golf Course was redeveloped into the Atwater Subdivision, which created a unique concept with abundant trails and conservation areas.

Adjacent Areas

Generally, Parks & Open Space areas are compatible with other land uses, however, other land uses may not be compatible with Naperville's open spaces. For example, an open space area may not impact an adjacent industrial land use, however noise, pollution, and site activity from an industrial operation may compromise the enjoyment of the City's open spaces. Also, intensely programmed athletic complexes that can generate greater traffic and contain lighted fields, large crowds, and public address systems may adversely affect a quiet neighborhood. Therefore, while Parks & Open Spaces are generally compatible with most other place types, certain levels of intensity within or adjacent to the open space must be taken into consideration.

Institutional

Institutions includes all public and semi-public facilities in the City of Naperville that provide services to residents. This includes civic and municipal buildings, schools, facilities for higher education, fire stations, police stations, libraries, and other institutional uses that provides services, utilities, and infrastructure to residents. All school properties of both School District 203 and 204 are designated institutional. Due to the nature of these uses, properties designated Institutional are not anticipated to change over the life of the plan.

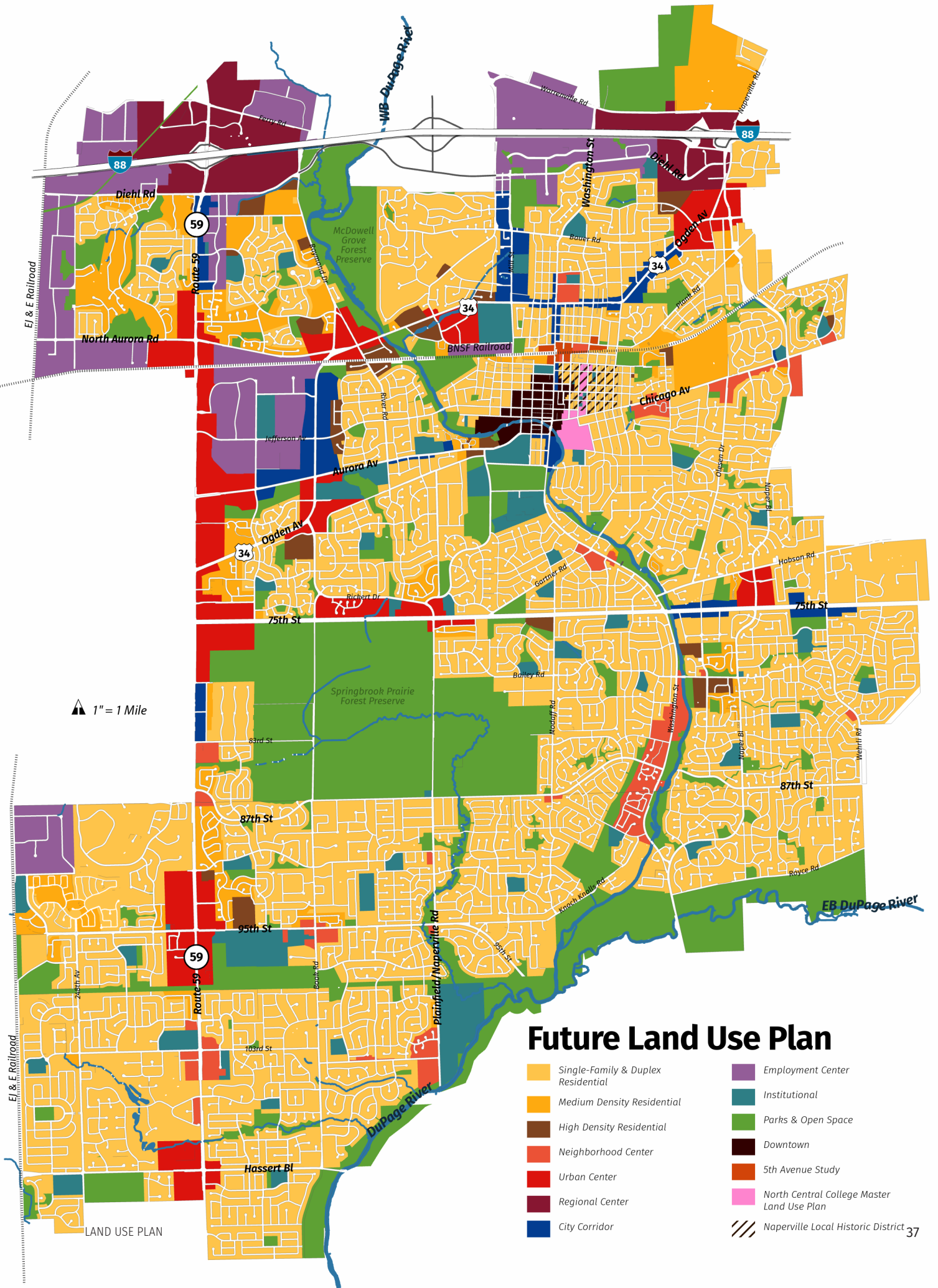
Adjacent Areas

Generally, Institutions are compatible with all other uses dependent on the size and intensity of each facility. For example, while an elementary school may be compatible within the Residential Neighborhood place type, larger high schools and higher education facilities may not be compatible due to access and volume of traffic. Similarly, a Public Works facility with outdoor storage may not be compatible with residential or commercial areas. As such, institutions must be deemed appropriate with adjacent uses on a site-by-site basis.

Naperville Local Historic District

The Naperville Local Historic District is a designation granted by the Naperville City Council in 1986. Currently, the district has approximately 320 properties that represent significant local architecture and are among the city's most important cultural and historical heritage.

Properties located within the district receive increased protection through regulations set forth in the Naperville Historic Preservation Ordinance (Section 6-11 of the Municipal Code) under the oversight of the Historic Preservation Commission. This designation is an overlay that indicates which properties are included within and regulated by the Naperville Local Historic District. As a result, the underlying place types and designations should be referenced as general guidance for land use and development.



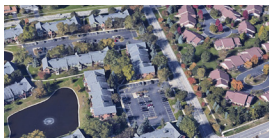



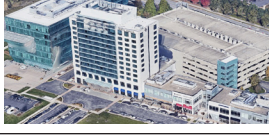
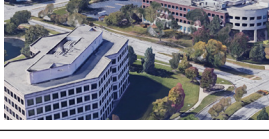
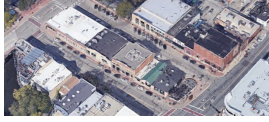


▲ 1" = 1 Mile

Future Land Use Plan

- | | |
|---|--|
| Single-Family & Duplex Residential | Employment Center |
| Medium Density Residential | Institutional |
| High Density Residential | Parks & Open Space |
| Neighborhood Center | Downtown |
| Urban Center | 5th Avenue Study |
| Regional Center | North Central College Master Land Use Plan |
| City Corridor | Naperville Local Historic District |

LAND USE PLAN

Place Types	Description	Example	Applicable Zoning Districts	Other Notes
Single-Family/ Duplex Residential	Living areas		E-1, E-2, R1, R1-A, R1-B R2	Respect the character of existing neighborhoods while supporting the City's changing demographics and market
Medium Density Residential			R2, R3	
High Density Residential			R4, R5	
Neighborhood Center	Shopping areas primarily serving residents in immediate vicinity		B-1, B-2, OCI, Planned Unit Development	Small pockets of retail or services integrated within, or adjacent to, residential subdivisions
City Corridor	Linear shopping areas oriented to the roadway		B-2, B-3, OCI, TU, Planned Unit Development	Often characterized by shallow lot depths and proximity to residential subdivisions
Urban Center	Larger scale auto oriented shopping areas		B-2, B-3, Planned Unit Development	Exist along major roadways and at key intersections with abundant parking
Regional Center	Large multi-purpose activity centers		B-2, B-3, OCI, RD, ORI, Planned Unit Development	Feature a diverse mix of uses, drawing customers and visitors from throughout the City and surrounding region
Employment Center	Major employment centers		OCI, BP, HS, RD, ORI, I, Planned Unit Development	Hosts some of the most intense uses in the City, therefore planning for adjacencies is very important
Downtown	Mixed use destination known for its distinct character and walkability		B-4, B-5, TU	Area corresponds with the Downtown2030 Planning Area

Place Type	Primary Use										Supporting Uses				
	Single Family Detached Homes	Single Family Attached Homes	Multi-family (Apartments)	Commercial Retail or Service	Restaurants	Entertainment	Full Service Hospitality	Professional Offices	Corporate Offices	Business and Industrial Parks	Home-Based Businesses	Schools/Childcare Facilities	Accessory Dwelling Units	Places of Worship	Parks & Open Space
Single-Family/ Duplex Residential															
Medium Density Residential															
High Density Residential															

Place Type	Primary Use							Supporting Uses									
	Commercial Retail or Services	Restaurants	Entertainment	Full Service Hospitality	Professional Offices	Corporate Offices	Business and Industrial Parks	Single Family Attached Homes	Multi-family (Apartments)	Commercial Retail or Services	Restaurants	Mixed Use	Professional Offices	Places of Worship	Full Service Hospitality	Business and Industrial Parks	Parks & Open Space
Neighborhood Center																	
City Corridor																	
Urban Center																	
Regional Center																	
Employment Center																	

Downtown Refer to Downtown2030 Plan for Details

Residential Neighborhoods

Residential Neighborhoods are comprised of a mix of the City's residential areas characterized as attractive neighborhoods that provide a high quality of life for residents and their families.

Character Description

Residential Neighborhoods are the building block of the Naperville community. They are where most of Naperville residents live and where families are raised. In the city's older areas, Naperville's Residential Neighborhoods consist of smaller lots on a traditional street grid. Most of Naperville's newer Residential Neighborhoods, developed over the past four decades, reflect a more suburban development pattern with tree-lined curvilinear streets, including courts and cul-de-sacs that connect to busier collector corridors or arterial streets along the neighborhood edges. They also include areas of multi-family residential buildings.

Homes in Residential Neighborhoods are primarily single-family detached houses with some areas of attached housing, duplexes, and apartments. They are established, stable, have low vacancy rates, and are served by effective public and private infrastructure, such as sidewalks and utilities.

Land Uses

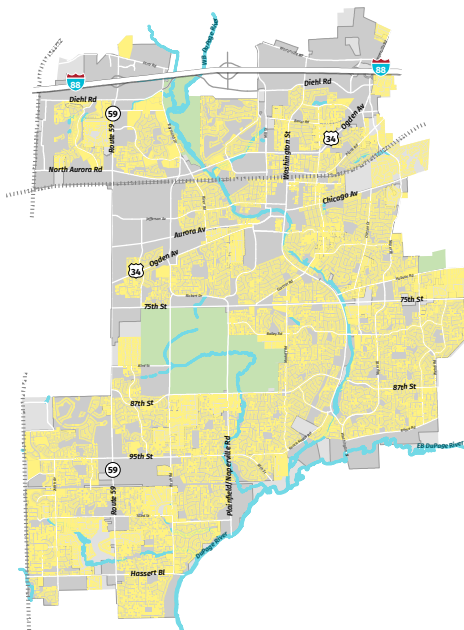
Detached single family homes predominate the Residential Neighborhoods place type. Attached single-family dwellings, including townhomes, duplexes, and row houses, also exist in some areas. Public uses, such as elementary and middle schools and neighborhood parks are also commonly found within the Residential Neighborhoods.

Primary Uses

- Living Areas

Supporting Uses

- Accessory Dwelling Units
- Home Based Businesses
- Schools/Childcare Facilities
- Park and Open Spaces
- Places of Worship



Three Residential Sub-categories

Residential neighborhoods are divided into three distinct sub-categories to address the many housing types and densities that are both prevalent and desired within the City. The Future Land Use Map is largely reflective of current conditions in an effort to maintain the character and integrity of existing neighborhoods; however, provides the City opportunities to diversify housing stock in response to changing demographics.

The three sub-categories of Residential Neighborhoods include:

- **Single Family & Duplex Residential Neighborhood:** The goal of this land use category is to preserve the low-density character of the City's existing single-family neighborhoods. The principal focus of Naperville's Residential Neighborhoods is to maintain the integrity and appeal of the single-family housing supply and ensure that appropriate regulations are put into place to ensure existing neighborhoods are not adversely impacted by the City's changing needs.
- **Medium Density Residential Neighborhood:** Single-family attached homes and townhomes are the primary use in Medium Density Residential Neighborhoods and a supporting use in the Neighborhood Center, City Corridor, Urban Center, and Regional Center Place Types. While new medium residential neighborhoods are appropriate within the City, their locations are subject to the compatibility, context, fit, and impact considerations detailed later on in this chapter.
- **High Density Residential Neighborhood:** Multi-family residential is identified as the primary use in High Density Residential Neighborhoods and as a supporting use in the Neighborhood Center, City Corridor, Urban Center, and Regional Center Place Types.

Planning Context

Land use compatibility of adjacent areas is an important consideration for Residential Neighborhoods. Property values, safety, and overall quality-of-life can be affected by the adverse impacts of adjacent nonresidential activities, and encroachment by incompatible land uses. Place types accommodating high intensity uses and activity, such as Employment Centers and Regional Centers should ideally be separated from low density Residential Neighborhoods. Where uses may conflict buffering should be used to help protect them. Buffering and screening could include fencing, landscaping, berms, increased setbacks and site layout. Institutional and higher density residential uses located on the periphery of Single Family & Duplex Residential Neighborhoods could also assist with transitioning between adjacent uses.

Mobility

Most of Naperville's Residential Neighborhoods are low intensity and served by quiet local streets. Mobility features that typically define this place type include:

- Local, neighborhood connector and collector roadways.
- Fully connected sidewalks.
- Bike routes, as defined by the Bicycle Implementation Plan.
- Parking typically allowed on street.
- Alley access in some of the City's older neighborhoods.

Urban Form

Residential Neighborhoods have a pattern of both standalone and attached residences with landscaped yards. Urban Form features that define this place type include:

- Buildings with consistent front and side yard setbacks.
- Parking is enclosed or covered.
- Properties have abundant landscaping.
- Convenient access to private and public green spaces, including parks, playgrounds, and other open spaces.

Design Chart

Note: The density for Accessory Dwelling Units (ADUs) will be addressed through efforts to prepare ADU ordinances to minimize parking and infrastructure impacts.

Single-Family & Duplex Residential

Building Height	2.5 stories, up to 35 feet
Typical Density Range	Up to 4 units/acres
Appropriate Zoning Districts	E-1, E-2, R-1A, R-1B, R2

Medium Density Residential

Building Height	3 stories, up to 40 feet
Typical Density Range	Up to 12 units/acre
Appropriate Zoning Districts	R2, R3

High Density Residential

Building Height	Up to 75 feet
Typical Density Range	Up to 24 units/acres
Appropriate Zoning Districts	R4, R5

Key Considerations for all Residential Neighborhoods

The principal focus in Naperville's Residential Neighborhoods is to maintain the integrity and appeal of the single-family housing supply through homeowner maintenance, investment, and responsible infill construction. To support Naperville's changing demographics and market while respecting the character of existing neighborhoods, Naperville will prepare zoning code revisions, policies, and programs. Each will require detailed research and analysis by planning, building, design, and legal professionals and public review and input. Final approval of any ordinance change will be subject to City Council approval. Specifically, revisions will be prepared to:

- Allow development of **Tiny Homes** and similar small-footprint residential could help diversify housing while limiting larger-scale development.
- Allow **Accessory Dwelling Units** on existing residential properties to enable multi-generational living and provide age-in-place options.
- Enable **Small Lot Single Family** that provides high quality, affordable, low maintenance housing that appeals to young families and aging residents.
- Encourage residential developments that appeal to young professionals and seniors, such as **Microunits** that have reduced square footages (typically 400 square feet or less) and provide shared amenities and spaces.
- Increase the amount of **Single Family, Duplex, and Townhome Rental Units** to diversify housing and provide affordable options, consistent with Naperville's Homes for a Changing Reason Housing Action Plan.
- Consider necessary changes to parking requirements for multi-family and transit-oriented development to ensure they can effectively accommodate higher-density development. The City should adjust parking requirements for higher density development based on site specific studies.



Corner Lot Parcel Subdivision to Enable Small-Lot Single Family Homes, typically 5,000 square foot lots



Tiny Homes, typically 200-300 square feet in size



Small Lot Single Family Home, typically 5,000 square foot lots (www.houseplans.pro)



Accessory Dwelling Unit over garage

Additional Density Through Variance or Rezoning

The Land Use Master Plan does not recommend any City-initiated rezonings. However, adopting guidelines that promote a mix of housing types and allow increased densities will ensure the City can accommodate a range of housing options with varying levels of affordability to respond to changing market preferences.

Density is often cited as a concern when new developments are proposed with higher densities. Density, in and of itself, is not a threat to the future of Naperville. It can support a wider variety of home types, make transit and retail more viable, and support neighborhood schools and services by consolidating customers. Density can also be used as a tool to preserve natural areas and promote walkability while still accommodating market demand for additional housing.

While this plan does not recommend any changes to the future land use designation of existing residential neighborhoods, requests for rezoning and variances may still be made by property owners or developers. It is important to have clear factors to be considered to determine if these are appropriate. In accordance with the guiding principles of this plan, successful requests for changes to density (e.g. rezonings) will require applicants to clearly and persuasively demonstrate:

Place Type Transitions

A cohesive community is created when place types appropriately connect and transition into each other. The borders between different place types should be not considered hard edges but rather transition areas that integrate the desired character of each place type. In addition, place types may grow or shrink as uses within transition areas intensify, change, or relocate. Within transition areas, place type boundaries should not be seen as restrictive to development that is aligned with the desired character of adjacent places.

Compatibility with Adjacent Uses

This can be achieved through a combination of creative design approaches focused on the relationship of a proposed development to the established character of adjacent areas. This may include elements such as building material selection, building orientation and height, project location (e.g., on the perimeter of a neighborhood to buffer from collector and arterial roadways, railroads and other more intensive land uses) and site lighting choices. Further, thoughtful landscaping, including fencing, should be provided to assist in land use transitions and buffer parking and utility functions to maintain compatibility with adjacent uses.

Pedestrian connections are important and should be provided throughout a development and to connect neighboring land uses. This will maintain walkable neighborhood settings and provide opportunities for residents to meet and socialize together. New development is expected to include inviting community gathering spaces, as well as preserve natural areas; therefore, pedestrian connections will invite exploration and social interaction that directly contributes to quality of living and compatibility between uses.

Improvements to Neighborhood Living

Impacts to schools, traffic, parking and stormwater are among concerns commonly raised when new development is proposed. When requested, increases in density cannot exacerbate existing neighborhood issues and challenges. Where possible, projects with added density could provide improvements that benefit not only the proposed development, but also the neighborhood in which the project is being located. As such, new density can be a tool to improve existing conditions.

Rezoning and Variance Considerations

Rezoning and variances for increased density are most appropriate in the following locations, subject to the compatibility, context, fit, and impact considerations detailed in this chapter:

- Areas where the residential place type is adjacent to, or across the street from, a non-residential Place Type.
- Large lots, or multiple lots that are consolidated, along the periphery of single family residential neighborhoods and/or as they transition into non-residential areas. Consolidation of lots within a residential block and/or the random siting of duplexes and townhomes in such a manner to interrupt established single family neighborhoods is not recommended and should be avoided.
- Areas adjacent to arterial roadways and collector streets.
- Areas close to public transportation or walkable to commercial areas and other amenities.
- Mixed-use buildings in non-residential place types where condos and apartments can be integrated on upper floors.
- Integrated within a larger planned development as a supporting use.
- New development must provide a transition to areas of reduced density. Transitions can be created through setbacks, added open space, and building height and mass limitations. The degree of transition required will depend directly on the density differences between two areas. Minimal, if any, transition would be required between single-family and duplex homes. Higher density uses should provide added setback distances and designs that reduce bulk (e.g. separate buildings with fewer units, stepped back upper stories, added landscape screening, etc.).
- Height of new development should respect the context of existing buildings particularly in areas immediately adjacent to common property lines. This is best achieved by complying with zoning requirements.

What is an ADU?

ADUs (typically 500 sq. ft. or less) have many different names across the country: alley flats, backyard cottages, carriage houses, English basement apartments, granny flats, or in-law suites. In Naperville, ADUs should be permissible in single-family and medium density residentially zoned districts so long as they maintain a residential appearance. ADUs must comply with setback requirements for accessory structures, underlying zoning building heights, and all safety and building code standards.

These units are desirable many Naperville residents, including aging residents looking to downsize, young adults looking for independent starter housing, and as a source of rental income for homeowners. Similarly, Tiny Homes (typically 200-300 sq. ft.), a particular type of Accessory Dwelling Unit often with a loft bedroom and upper story windows, may also be permitted in single-family and medium density residentially zoned districts subject to the same restrictions. In Naperville, ADUs and tiny homes are to be permanently located, not a temporary or mobile housing option.

Existing Housing Diversity

Within the City, there are many residential areas that already incorporate a variety of housing options. These areas can provide good examples of how diversity in housing options can be achieved as new developments are proposed.

For example, the Brookdale neighborhood includes a variety of residential types, institutional uses, and green spaces that are appropriately buffered and screened.

- Single-Family Detached
- Single-Family Attached
- Multi-Family
- Screening / Buffering / Green Space

Neighborhood Center

Neighborhood Centers are small pockets of commercial retail and services that are integrated within, or adjacent to, Residential Neighborhoods.

Character Description

Neighborhood centers contain various neighborhood serving retail and service uses generally in a shopping center format. These centers typically include grocery stores, convenience stores or other small to medium sized anchors oriented to the surrounding neighborhood. Existing neighborhood centers are typically auto-oriented and provide a significant opportunity for transformation and enhancement oriented to the pedestrian and cyclist. New infill development opportunities may exist to create a more compact development pattern. In some instances, depending on location, introduction of residential uses may also be appropriate.

Land Uses

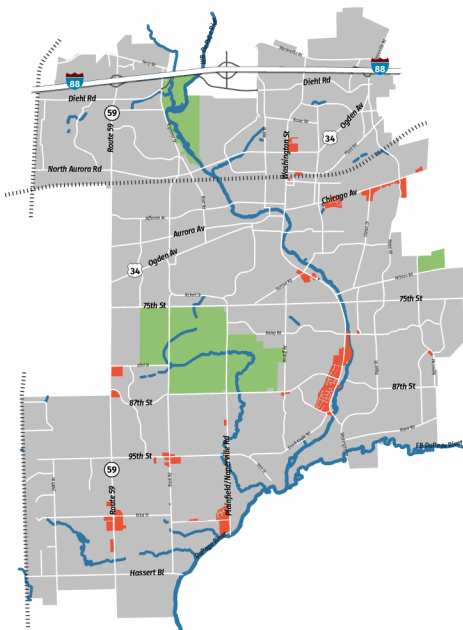
Neighborhood Centers consist of a variety of land uses that contribute to its role as a local focal point and hub of activity. Examples of primary uses within Neighborhood Centers are restaurants and cafés, coffee shops, small grocery stores, banks, convenience stores, dry cleaners, salons, or fitness centers. Supporting uses in Neighborhood Centers can include institutional or office-based uses, such as schools, community facilities, small offices, or medical clinics. Residential uses in the form of mixed-use, multi-unit, or townhomes, can exist in these areas where housing will complement the primary function of the Neighborhood Center. Scale and intensity are as important as the land use itself.

Primary Uses

- Commercial Retail or Services
- Restaurants

Supporting Uses

- Single Family Attached Homes
- Multi-Family Residential Buildings
- Mixed-Use Development
- Places of Worship
- Professional Offices
- Parks & Open Space



Planning Context

Neighborhood Centers often exist in the areas that serve as a transition between busier streets or intersections and adjacent residential areas. Neighborhood Centers must be easily and conveniently accessed by walking, biking, and driving from adjacent and nearby residential areas and strive to ensure compatibility to the extent possible. Where land use incompatibilities exist, or cannot be prevented, buffering and screening should be used to help protect adjacent neighborhoods and mitigate the impact of commercial activity.

Mobility Standards

Neighborhood Centers are generally located along minor arterials and collector streets that have the necessary traffic to support small scale commercial businesses. Mobility features that defines this place type include:

- Streets and sidewalks connecting to adjacent neighborhoods.
- Bike routes, as defined by the Bicycle Implementation Plan.
- Side and rear access for parking and service/delivery functions.
- Landscaping integrated within the streetscape.
- Transit access and amenities, such as bus stops, may be provided.
- Bicycle parking and related amenities.

Urban Form Standards

Neighborhood Centers feature a mix of uses and building styles that are generally compatible with adjacent traditional neighborhoods. Urban Form features that define this place type include:

- Buildings 1-3 stories in height; taller structures may be appropriate along major roadways and rail corridors.
- Strong orientation to the street with on-site parking softened and screened.
- Transparent building façades and entrances along sidewalks and pedestrian pathways.
- Parking typically provided by surface parking lots.
- Attractive signage and welcoming storefronts.
- Buffered and/or screened from adjacent residential areas, including fencing, setbacks, landscaping, and as appropriate, institutional and higher density residential uses.

Design Chart

Building Height	3 Stories not to exceed 40 feet
Typical Density Range	0.325 Floor Area Ratio (FAR) for non-residential, Residential up to 6 Units Per Acre
Appropriate Zoning Districts	B-1, B-2, OCI, Planned Unit Development

Note: Floor area ratio is the ratio of a building's total floor area to the size of the piece of land upon which it is built.

Key Considerations

- Incorporate **Churches, Community Facilities, and Other Public Uses** to act as activity centers and focal points within Neighborhood Centers.
- Ensure neighborhood centers are well connected to adjacent residential districts, particularly **Sidewalks and Pedestrian Connections**.
- Encourage commercial businesses that offer goods and services **Catering to Adjacent Residential Neighborhoods**.
- Require necessary **Buffering and Screening** to ensure an appropriate transition between Neighborhood Centers and adjacent lower-intensity place types.
- Allow an appropriate **Mix of Uses** that creates an active district and serves the needs of adjacent neighborhoods.



95th Street Library (Naperville Public Library)



Pedestrian Connection



Neighborhood Commercial



Screening & Buffering



Mix Of Uses, Including Retail Stores, Restaurants & Offices

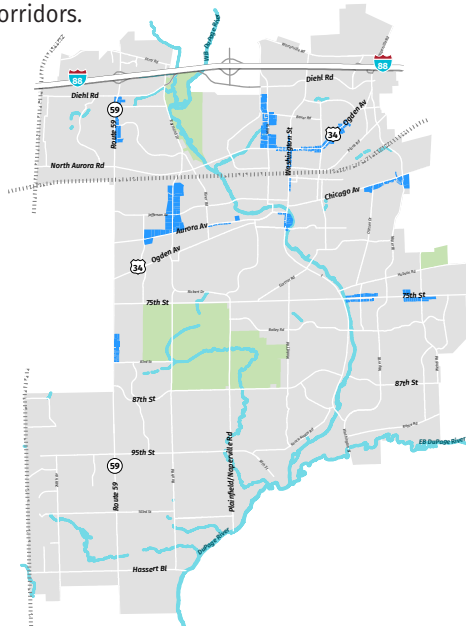
City Corridor

City Corridors are situated along Naperville's busiest roads, such as Ogden Avenue, 75th Street, and parts of Route 59. These provide areas for a range of activities on parcels easily accessible by automobiles and serviced by transit. City Corridors leverage the economic potential of traffic and help minimize land use incompatibilities by containing a variety of uses in manageable areas throughout the City.

Character Description

City Corridors accommodate a wide range of commercial and institutional uses located along a major roadway. Retail, service, and employment related uses typically predominate along city corridors, with structures oriented toward the roadway. Development within a City Corridor is often hampered by shallow lot depths, proximity to stable residential neighborhoods, or other factors that limit physical capacity for expansion or development intensification.

Due to ongoing shifts in the retail market, many City Corridors are currently in transition and present an opportunity for creative solutions to generate activity and investment. As such, City Corridors are a focus for the City of Naperville and have been addressed more recently through initiatives like the automobile test track along Jefferson Avenue, parkway landscaping, and improvements to traffic flow on Ogden Avenue. Continuing these efforts and coordinating with private investment will be critical to maintaining the vitality of Naperville's City Corridors.



Land Uses

City Corridors include a wide range of types and intensities of development. Commercial uses consist predominantly of national and local retail and service uses, multi-tenant shopping centers (strip malls), restaurants, gas stations, banks, convenience stores, and a variety of auto-oriented uses such as car washes and uses providing drive through facilities. Supporting uses include institutional uses and office-based uses, as well as opportunities for mixed-use or multi-unit residential uses that are compatible with the primary uses on the site. Green space is limited within a City Corridor area and if provided, is often associated with an institutional or residential use.

Primary Uses

- Commercial Retail or Services
- Restaurants
- Entertainment
- Professional Offices

Supporting Uses

- Single Family Attached Homes
- Multi-Family Residential Buildings
- Mixed-Use Developments
- Places of Worship
- Parks & Open Space

Planning Context

City Corridors can be busy and intense corridors and they are often adjacent to residential areas. Uses within the City Corridors are capable of generating noise, light, and traffic. Consideration should be given to the compatibility of City Corridors, particularly where they are adjacent to Residential Neighborhoods. These residential areas are often located next to or to the rear of commercial buildings and immediately adjacent to the loading, service, and dumpster operations of City Corridor uses. Appropriate screening and buffering must be provided to mitigate any adverse impacts of commercial activity in such close proximity.

Mobility

City Corridors are positioned along major arterial roadways and generally oriented to automobile accessibility. Mobility features that defines this place type include:

- Arterial roadways.
- Emphasis is on personal automobile travel.
- Access along the corridor is minimized through curb cut reductions, internal cross access, and share parking to improve traffic flow and circulation.
- Sidewalks connect to adjacent neighborhoods.
- Bike routes, as defined by the Bicycle Implementation Plan.
- Transit access and amenities, such as bus stops, are provided.
- Landscaping integrated within the streetscape.
- Side and rear access for service/delivery functions.
- No on-street parking.

Urban Form

City Corridors feature a mix of primarily commercial buildings heavily oriented to the corridor and automobile traffic. Urban Form features that define this place type include:

- Variety of development patterns and styles.
- Buildings 1-3 stories in height through predominantly single story.
- Strong orientation to the street with on-site parking softened and screened.
- Parking typically provided by surface parking lots.
- Buffered and/or screened from adjacent residential areas, including fencing, setbacks, landscaping, and as appropriate, institutional and higher density residential uses.

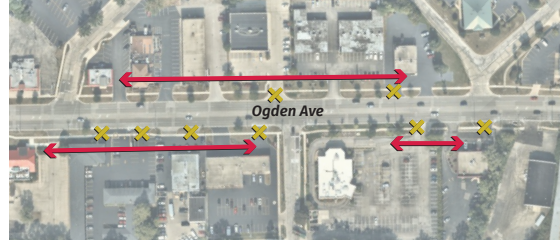
Design Chart

Building Height	4 Stories not to exceed 48 feet
Typical Density Range	0.325 Floor Area Ratio (FAR) for non-residential
Appropriate Zoning Districts	B2, B3, OCI, TU, Planned Unit Development

Note: Floor area ratio is the ratio of a building's total floor area to the size of the piece of land upon which it is built.

Key Considerations

- Where applicable, **Consolidate Curb Cuts** and provide internal **Cross Access** between adjacent uses to improve traffic flow and circulation.
- Carefully manage **Ingress and Egress** from properties along commercial corridors to ensure circulation, flow of traffic, and safety for all modes of transportation working with IDOT as well as DuPage and Will Counties, where required.
- Ensure City Corridors are **Walkable** and well connected to adjacent areas, particularly residential areas.
- Allow integration of **Residential and Mixed-Use Development** that will contribute to activity and support housing diversity.
- Encourage and promote temporary and short-term uses such as **Pop-Up Shops, Incubator Spaces**, or spaces with **Short-Term Leases**.
- Work to **Limit Long-term Vacancies** through partnerships with the Naperville Development Partnership and Naperville Area Chamber.
- Utilize **Buffering and Screening** to ensure an appropriate transition between City Corridors and adjacent lower-intensity place types.
- Encourage, promote, and assist with **Parcel Assembly** to create larger viable lots for private development.



Cross Access & Curb Cut Consolidation



Walkable Commercial Center



Pop-Up Shop



Mixed-Use Development (Washington Development)



Buffer & Screening

Urban Centers

Urban Centers are located throughout the City, primarily along major transportation corridors, and consist of larger sites that support a range of city-wide activities, including shopping, dining, services, and more intense community services and public uses. Examples include the areas surrounding Naperville North High School, the old Ogden Mall, and the intersection of Route 59 and 95th Street.

Character Description

Urban Centers are oriented towards the automobile and moving traffic throughout the City. Low rise buildings are typical with opportunities for denser infill development on vacant and underutilized properties. Direct vehicular access from the corridor into a site is common. Businesses in Urban Centers provide similar goods and services as those found in Neighborhood Centers but are characterized with larger developments and more intense levels of commercial activity, attracting customers from across the City and not just the adjacent and nearby neighborhoods. While Urban Centers can provide a pedestrian-friendly site, being situated on major corridors and needing to accommodate significant parking often means that these areas are more auto-oriented in their overall design, with larger surface parking areas and convenient automobile access. The streetscape contains street trees, landscaping, lighting, and other amenities that enhance commercial activities.

Land Uses

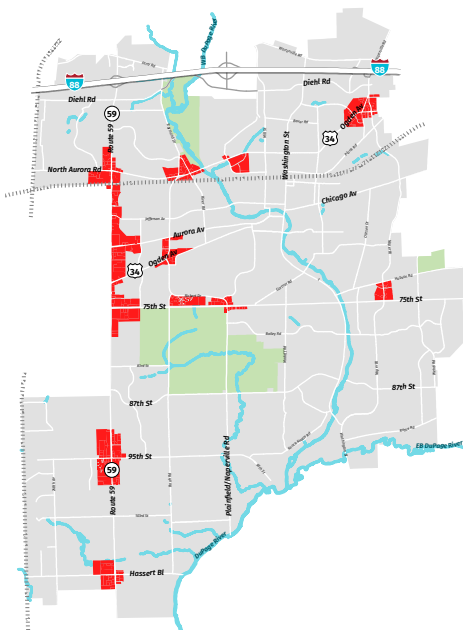
Urban Centers are one of the most diverse place types in the city capable of accommodating a wide variety of uses. Examples of primary uses in Urban Centers include grocery stores, gas stations, restaurants, entertainment uses, and multi-tenant shopping centers, offices, or medical buildings. Like in Neighborhood Centers, these areas can include supporting residential uses that reinforce commercial businesses and institutional uses.

Primary Uses

- Commercial Retail or Services
- Restaurants
- Entertainment
- Professional Offices

Supporting Uses

- Single Family Attached Homes
- Multi-Family Residential Buildings
- Mixed-Use Developments
- Places of Worship
- Full Service Hospitality
- Parks & Open Space



Planning Context

Urban Centers often exist along major roadways and at key intersections. Adjacent place types typically include City Corridor and Residential Neighborhood. Due to likely intense activity within an Urban Center, adjacent areas will need to be appropriately screened and buffered to mitigate any negative impacts. Automobile access to Urban Centers will need to be designed to primarily utilize major roadways, thus minimizing potential cut-through traffic in adjacent and nearby neighborhoods. Although auto-oriented development is likely, convenient and direct access for pedestrians and cyclists should also be provided from adjacent areas utilize lower traffic roadways, while minimizing cut-through traffic.

Mobility

Urban Centers are generally located along major arterials that have the traffic to support larger commercial businesses and national retailers. Mobility features that defines this place type include:

- Collector and arterial roadways.
- Sidewalks connect to adjacent neighborhoods.
- Bike routes, as defined by the Bicycle Implementation Plan.
- Transit access and amenities, such as bus stops, are provided.
- Landscaping integrated within the streetscape.
- Side and rear access for service/delivery functions.
- No on-street parking.

Urban Form

Urban Centers feature a mix of uses and building styles that are generally oriented to automobile traffic. Urban Form features that define this place type include:

- Variety of development patterns and styles.
- Buildings 1-3 stories in height; predominantly single story however taller structures may be appropriate along major roadways and rail corridors.
- Strong orientation to the street with on-site parking softened and screened.
- Parking typically provided by surface parking lots.
- Buffered and/or screened from adjacent residential areas, including fencing, setbacks, landscaping, and as appropriate, institutional and higher density residential uses.

Design Chart

Building Height	4 Stories not to exceed 48 feet
Typical Density Range	0.325 Floor Area Ratio (FAR) for non-residential, Residential up to 6 Units Per Acre
Appropriate Zoning Districts	B-2, B-3, Planned Unit Development

Note: Floor area ratio is the ratio of a building's total floor area to the size of the piece of land upon which it is built.

Outlot Development

Key Considerations

- Where appropriate, encourage **Adaptive Reuse** and explore potential incentives for repurposing commercial buildings and spaces.
- Maintain or reposition Urban Centers as vibrant destinations by attracting **Entertainment Uses, Restaurants**, and other businesses that contribute to night life and activity.
- Work with property owners and developers to implement best practices for **Walkability**, such as connections to adjacent areas, walkways through surface parking, and pedestrian amenities.
- Allow integration of **Residential and Mixed-Use Development** that will contribute to activity and support housing diversity.
- Where applicable, **Consolidate Curb Cuts** and provide internal **Cross Access** between adjacent uses to improve traffic flow and circulation.
- Activate underutilized parking for **Community Events, Temporary Uses, Food Truck Rallies**, or other uses that will generate activity in commercial centers.
- Encourage **Outlot Development** as well as creative ideas to repurpose underutilized parking, such as public spaces or temporary uses.



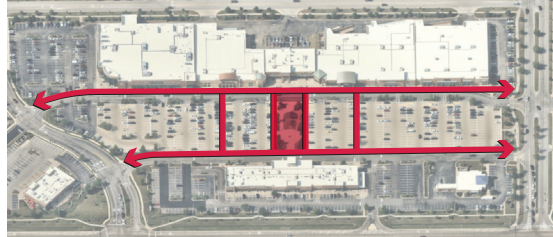
Adaptive Reuse, Bank To Restaurant
(Taps N Tenders, www.facebook.com)



Active Commercial Center



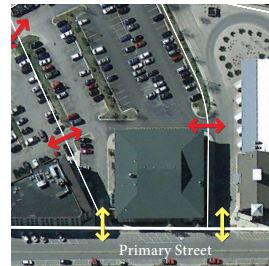
Community Event Using A Parking Lot



Walkable Commercial Center



Mixed-Use Development



Curb Cut Consolidation & Cross Access



Outlot Development

Regional Center

Regional Centers feature a diverse mix of uses and are major shopping, service, entertainment, and employment destinations, drawing customers and visitors from throughout the City of Naperville and the surrounding region.

Character Description

Regional Centers serve as activity centers accommodating multi-story and large-footprint buildings oriented to the regional market, sometimes referred to as lifestyle or power centers. They are easily accessible from regional freeways and transit routes that provide visibility and access to a large consumer base. Primary uses include retail, service, office, and entertainment typically provided in a large format with surface parking or parking structures. These centers are intended as regional destinations where people shop, work, and relax. Residential uses are not typically suitable in regional centers and should be accessory to a principle use.

Land Uses

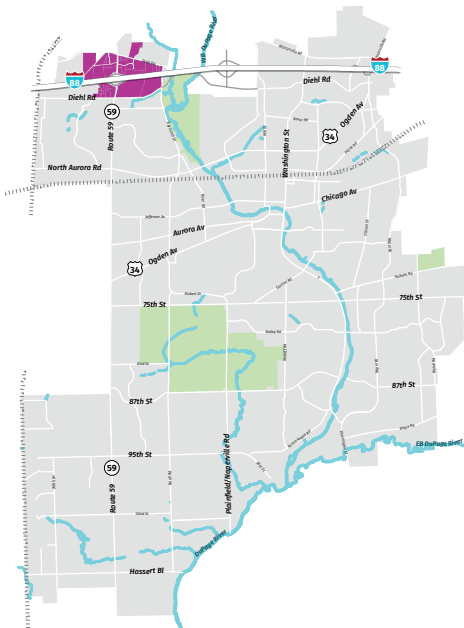
Regional Centers are areas of intense development and activity and offer one of the most diverse mix of uses in the City. Examples of primary uses in Regional Centers include big box and mid-box retailers, department stores, larger shopping centers, national/chain restaurants, entertainment uses, movie theaters, and large office and corporate complexes. Like in Neighborhood Centers, these areas can include supporting residential uses, such as multi-family structures, that reinforce commercial businesses and institutional uses. Community spaces should be integrated within Regional Centers, including plazas, outdoor seating and dining, parks and green spaces, and other spaces for residents to spend time.

Primary Uses

- Commercial Retail or Services
- Restaurants
- Entertainment
- Full Service Hospitality
- Corporate Offices
- Professional Offices

Supporting Uses

- Multi-Family Residential Buildings
- Mixed-Use Developments
- Places of Worship
- Business & Industrial Parks
- Light Industrial
- Parks & Open Space



Planning Context

Regional Centers exist along major arterials within proximity and easy access to and from the regional transportation system (1-88). Adjacent place types typically include City Corridor, Employment Center, and possibly Residential Neighborhood. Due to the large scale and intense activity within and Regional Center, adjacent areas will need to be appropriately screened and buffered to mitigate any negative impacts, especially parking, loading, and service areas. Automobile access to Regional Centers is essential and any development will need to be designed to minimize cut-through traffic in nearby residential neighborhoods.

Mobility

Regional Centers are positioned along major regional transportation routes with controlled automobile access. Mobility features that defines this place type include:

- Street network consists of arterial streets.
- Focus is on personal automobile travel.
- Sidewalks provided with connections to adjacent areas where applicable.
- Bike routes, as defined by the Bicycle Implementation Plan.
- Transit access and amenities, such as bus stops, are provided.
- Landscaping integrated within the streetscape.
- No on-street parking.

Urban Form

Regional Centers feature a mix of uses in large format buildings oriented to automobile traffic. Urban Form features that define this place type include:

- Variety of development patterns and styles.
- A mix of building heights, including some taller structures.
- Strong orientation to the public right-of-way with buildings typically set back from the street.
- Parking provided in both surface parking and dedicated parking structures, located to the front, side, or rear of buildings based on site design.

Design Chart

Building Height	3-8 Stories not to exceed 100 feet
Typical Density Range	0.325-0.7 Floor Area Ratio (FAR) for non-residential
Appropriate Zoning Districts	B2, B3, OCI, RD, ORI, Planned Unit Development

Note: Floor area ratio is the ratio of a building's total floor area to the size of the piece of land upon which it is built.

Key Considerations

- Where appropriate, encourage **Adaptive Reuse** and explore potential incentives for repurposing commercial buildings and spaces.
- Continue emphasizing Regional Centers as vibrant destinations by attracting **Entertainment Uses, Restaurants**, and other businesses that contribute to activity.
- Allow integration of **Mixed-Use Development** to help contribute to activity within the place type and support housing diversity.
- Encourage adjacent developments to utilize **Shared Parking** where possible to decrease the overall footprint of parking while helping create additional development opportunities.
- Manage **Traffic Flow and Circulation** to provide balanced and efficient access between specific uses and regional highways.
- Promote **Beautification, Landscaping**, and other improvements to elevate the **Character** of Regional Centers as gateways to the Naperville community.



Top Golf Is One Of Several Entertainment Uses Creating A New Destination In Naperville



Mixed-Use Development With A Mix Of Office, Residential & Parking



The Diverging Diamond Design Interchange At IL Route 59 & I-88



Beautification & Landscaping

Employment Center

The Employment Center place type represents the major employment activity areas in Naperville and provides a range of light industrial, office, and business park uses. Employment Centers can vary greatly in development intensity and level of activity, ranging from landscaped campus-like office parks to truck traffic generating warehousing and distribution facilities.

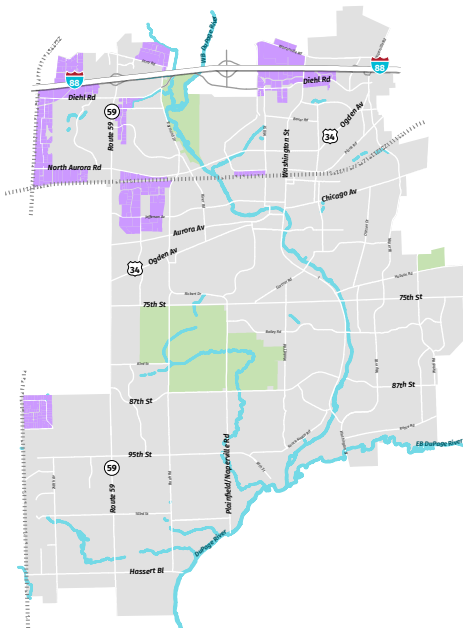
Character Description

Employment Centers are major employment activity areas in Naperville and provide areas for a range of industrial and office uses, often in campus-like environments that are attractive employers and employees alike. Primary uses include major corporate centers, light and heavy industrial uses, business/research parks with multiple tenants, flex spaces, and offices. These areas can also include industrial users requiring significant areas dedicated to outdoor storage. Landscaped or naturalized areas along the perimeter of Naperville's Employment Centers help provide a buffer to commercial areas and residential neighborhoods. Employment Centers can generate high volumes of traffic from both its employees and truck traffic associated with their operation. Adjoining roadways should accommodate traffic without negatively impacting local flow or routing through other, quieter place types.

Supporting uses may include complementary or incidental retail and services, such as convenience stores, gas stations, or product showrooms, as well as institutional uses, parks, and open space. Residential uses are not considered to be compatible uses within this district.

Land Uses

Land use in the Employment Center can range from very intense to rather quiet and innocuous. More intense uses can include warehousing and distribution uses that generate significant truck traffic, uses requiring large outdoor storage areas or outdoor operations, and manufacturing and processing facilities that require extensive materials deliveries and potentially noxious operations. Less intense and highly compatible Employment Center uses include research centers, office/business parks, and smaller commercial service uses that generate little traffic and whose operations are contained indoors.



Primary Uses

- Corporate Offices
- Professional Offices
- Business & Industrial Parks
- Light Industrial
- Heavy Industrial

Supporting Uses

- Schools
- Places of Worship
- Commercial Retail or Services
- Restaurants
- Parks & Open Space

Planning Context

As a place type potentially hosting some of the most intense land uses in the City, planning for adjacent areas is vitally important. A well landscaped campus-like business/office park can be compatible with an adjacent neighborhood and have virtually no negative impact. On the other hand, a heavy truck traffic generating warehouse and distribution operation, or a light manufacturing business or outdoor storage focused use, would likely not be as compatible adjacent to a residential neighborhood. All Employment Centers should be appropriately screened from adjacent residential and commercial place types, and ideally not located adjacent to residential or commercial uses if possible. Setbacks, buffering, and screening are essential to mitigating the negative impacts on adjacent areas. Traffic must also be accommodated in a manner so as to minimize cut through traffic in residential areas.

Mobility

Employment Centers are generally located along arterial roadways that provide employees access and transportation of goods and services. Mobility features that defines this place type include:

- Collector and arterial roadways.
- Sidewalks connect to adjacent areas where applicable.
- Transit access and amenities, such as bus stops, are provided where applicable.
- Landscaping integrated within the streetscape.
- Service/delivery functions vary depending on site design but are generally oriented to the side or rear of structures.
- No on-street parking.

Urban Form

Employment Centers feature a variety of large format office and industrial buildings within campus-like settings. Urban Form features that define this place type include:

- Variety of development patterns and styles.
- A mix of building heights, including some taller structures.
- Strong orientation to the public right-of-way with buildings typically set back from the street.
- Landscaping, green spaces, and open space integrated as part of site design.
- Parking provided in both surface parking and dedicated parking structures, located to the front, side, or rear of buildings based on site design.
- Buffered and/or screened from adjacent residential areas, including fencing, setbacks, landscaping, and as appropriate, institutional and higher density residential uses.

Design Chart

Building Height	3-8 Stories not to exceed 100 feet
Typical Density Range	0.7-1.5 Floor Area Ratio (FAR) for non-residential
Appropriate Zoning Districts	OCI, BP, HS, RD, ORI, I, Planned Unit Development

Note: Floor area ratio is the ratio of a building's total floor area to the size of the piece of land upon which it is built.

Key Considerations

- Encourage development of spaces geared toward small business, entrepreneurship, and the creative class such as **Live-Work Spaces, Coworking Offices, Markerspaces, and Incubator Spaces**.
- Allow the integration of **Residential, Commercial, and Entertainment Uses** that compliment employers and contribute to the desirability of office spaces.
- Promote **Maintenance and Renovation** of office spaces to ensure they remain viable and respond to changes in office demand.
- Promote **Office Modernization** to retrofit offices with amenities that make them desirable, such as cafeterias and cafes, lounges and social areas, exercise areas, and other improvements.
- Develop the resources and infrastructure that will keep Naperville competitive for new and emerging industries, particularly **High-Speed Internet and Gigabit Service**.
- Support amenities that encourage employees to take **Alternative Transportation** to work, such as changing rooms and showers or bike storage.



Workers In A Shared Coworking Office Space



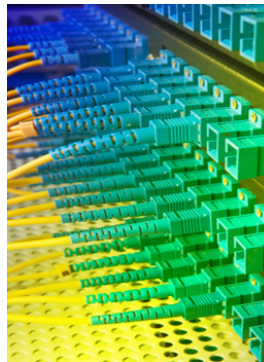
Mixed-use Development With First Floor Commercial And Residential Above



Office Renovation



Office Modernization



High-Speed Internet & Gigabit Service



Alternative Transportation

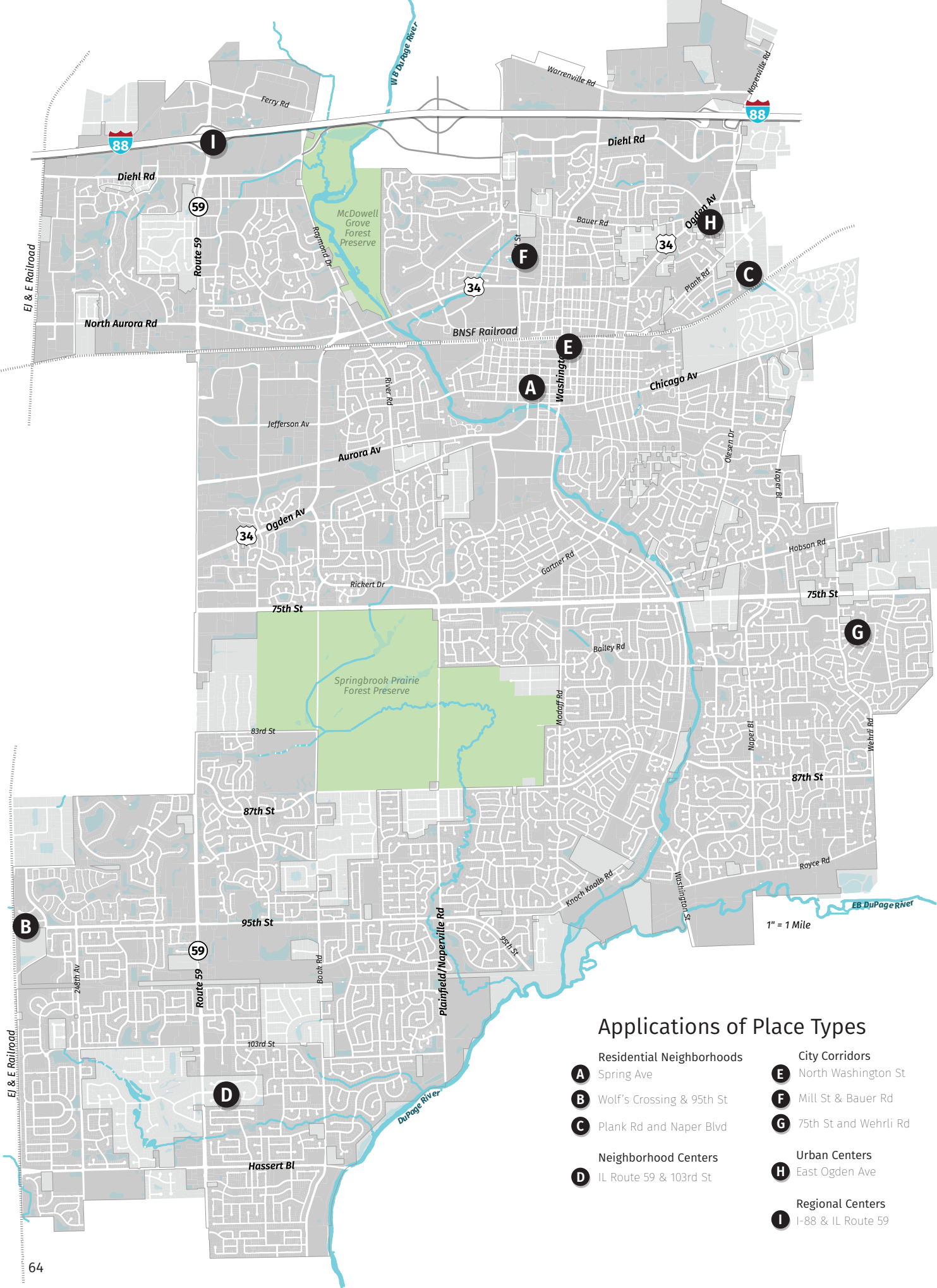
CHAPTER 5

Application of the Place Types

At the outset of the Land Use Master Plan Update process, the City provided a list of 10 geographic areas that were anticipated to develop or redevelop at some point in the next 20 years. During the course of the planning process, as development continued, the number was reduced to 9. Unlike many areas of the City which have been established with residential, commercial, office, industrial, or other uses for many years, these 9 areas are either vacant, underutilized, or improved with an outdated or purpose-built building and have therefore been the subject of many recent inquiries from the development community.

Through this Chapter, the designated place types are applied to each of the 9 areas with additional context provided as to why the specific place type was selected and other specific or unique considerations. Through the planning process, City Council observed the potential for these sites to address a variety of housing gaps, including needed housing types and housing price points. Such uses can be designed to be appropriate in all areas identified in this chapter.

While this closer review is meant to provide additional background regarding these potentially changing areas, a Land Use Master Plan cannot predict with certainty, or require, the manner in which a property will be developed. Accordingly, the Application of the Place Type chapter should be viewed as a reference tool for use by City staff, the development community, the public, and elected officials when reviewing future development requests for compatibility, appropriateness, and consistency with the plan's guiding principles.



Applications of Place Types

- A** Residential Neighborhoods
 - Spring Ave
- B** Neighborhood Centers
 - Wolf's Crossing & 95th St
- C** City Corridors
 - Plank Rd and Naper Blvd
- D** Neighborhood Centers
 - IL Route 59 & 103rd St
- E** City Corridors
 - North Washington St
- F** City Corridors
 - Mill St & Bauer Rd
- G** City Corridors
 - 75th St and Wehrli Rd
- H** Urban Centers
 - East Ogden Ave
- I** Regional Centers
 - I-88 & IL Route 59



APPLICATION OF THE PLACE TYPES

Application of the Place Types

Residential Neighborhoods

Residential Neighborhoods, presented in full detail in **Chapter 4 – Land Use Place Types**, are the building block of the Naperville community and where most residents live and raise families. They are comprised of a mix of the City's residential areas characterized as attractive neighborhoods that provide a high quality of life for residents and their families. This section provides some supporting rationale and additional considerations for applying the Residential Neighborhood place type to two areas within the community – Spring Avenue, west of Mill Street, and Wolf's Crossing and 95th Street.

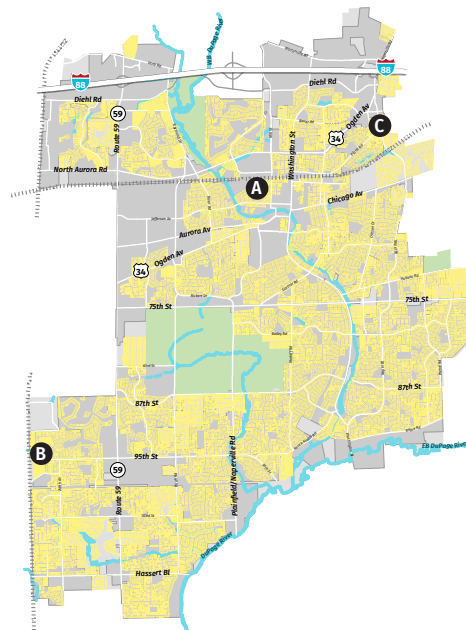
Residential Neighborhood Summary

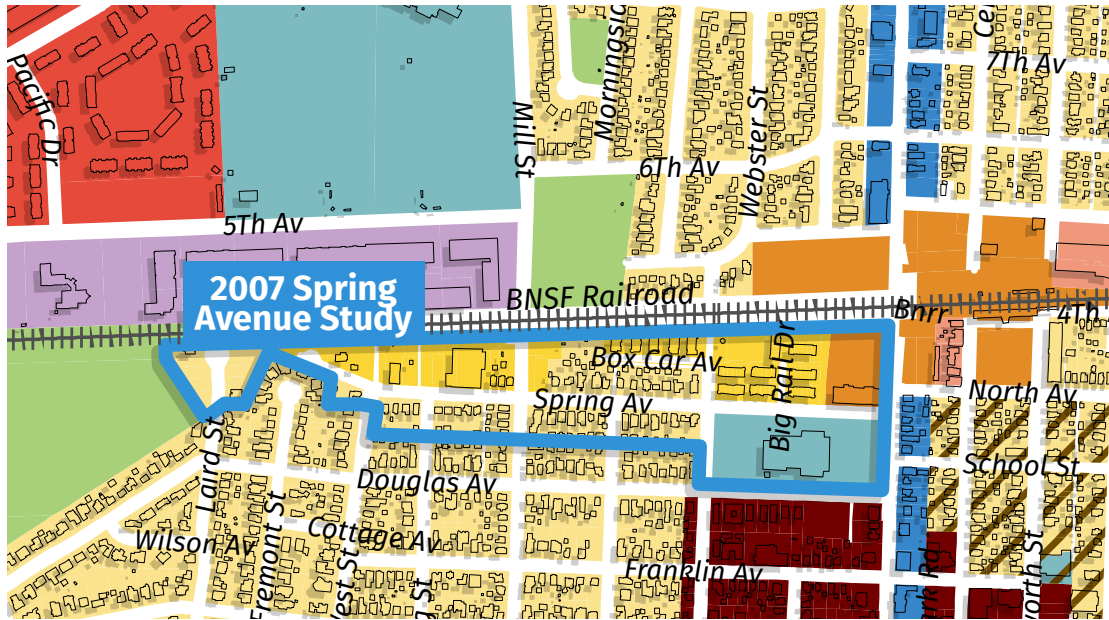
- Three separate density designations are provided to distinguish the neighborhood types found across Naperville.
- A majority of the land area of the City of Naperville is classified as Residential Neighborhood.
- Medium and higher density neighborhoods provide quality housing options with on-site amenities to residents, such as pools, fitness facilities, community rooms, and such. Often located near to (or mixed within) commercial, entertainment, office, and other uses, such housing promotes a walkable lifestyle by providing convenient access to places to work, dine, and recreate.
- Medium and higher density neighborhoods can provide transitions from more intensive land uses (e.g, non-residential uses, busier roadways, active railroad corridors, etc.) to quiet single family and duplex residential neighborhoods. This can be accomplished through site design that considers density, height, scale, and orientation to mitigate noise, traffic, and general intensity.
- Building and architectural styles vary which promotes neighborhood identity and contributes to overall community character.
- Parking is typically enclosed or covered, with on-street parking in many areas.
- Supporting uses in residential neighborhoods can include parks & open spaces, home occupations, schools and childcare facilities, places of worship, and accessory dwelling units. Among other benefits, supporting uses provide walkable destinations within neighborhoods.

Why were these areas studied?

- A** This area was addressed by the 2007 Spring Avenue Plan, which recommended townhomes as the appropriate use. However, changing market conditions may warrant higher density residential development to provide a buffer between the railroad and single-family neighborhoods to the south.
- B** This property, owned by the City of Naperville, was previously identified as a potential station for the “Star Line,” an outer-ring suburban commuter rail network. Given indicators that the Star Line concept is highly unlikely to be developed, the area needs to be reevaluated. This should include consideration of appropriate future uses should the City decide to fully or partially redevelop the existing park and ride facility.

- C** The area around the intersection of Plank Road and Naper Boulevard was studied by the City of Naperville as part of the Plank Road Study in 2009, and the recommendations from that plan reflected the need for flexibility and the potential for the site to accommodate a mix of land uses. Access limitations along Naper Boulevard provide challenges for development. Although it has since been the subject of multiple development inquiries, it remains unincorporated and undeveloped.





Spring Avenue

The Spring Avenue corridor is located south of the BNSF Railway, west of Washington Street. The area consists of a mix of uses, including single-family detached and attached homes, and an area of service businesses and industrial uses. It is anticipated that, like the Moser Lumber site that transitioned to Naperville Station and the DuPage County Children's Museum, other remaining industrial sites will struggle with the functional obsolescence of these sites. This includes the increasingly residential setting which impacts their overall viability for continued operation. This area is near two key community destinations – Downtown Naperville and the Naperville Metra Station. The proximity to these two destinations should appeal to potential residents.

In 2007 when the Spring Avenue Study was prepared, residents expressed concern over truck traffic, noise, pedestrian safety, poor street condition, and property maintenance resulting from non-residential uses. As part of implementing the 2007 plan, the City initiated rezonings to establish that redevelopment of the area should be with residential uses.

Through rezoning, many of the existing non-residential uses became non-conforming, thereby preventing their expansion.

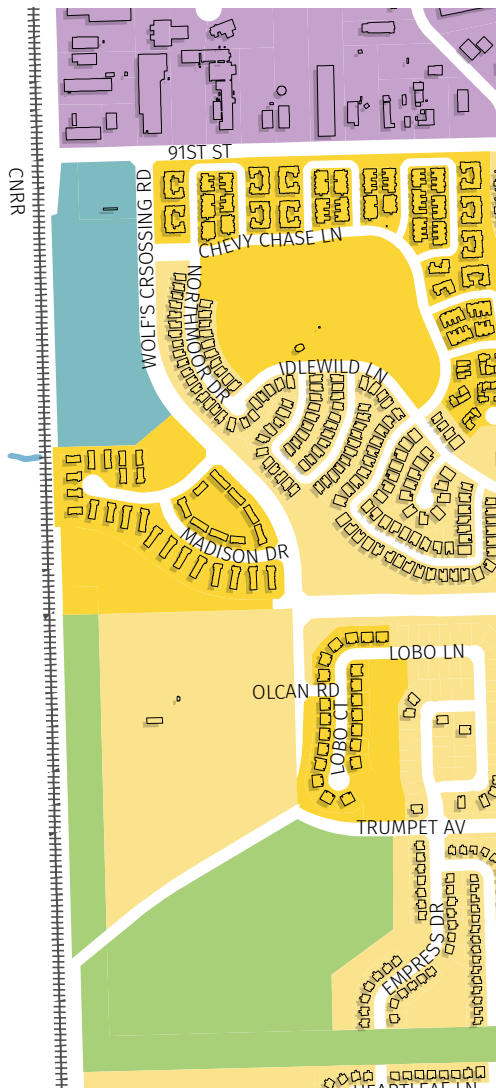
Unfortunately, the Spring Avenue area has not experienced the extent of residential redevelopment that was envisioned through the plan and, accordingly, concerns that were voiced through that study continue to exist in this area nearly 15 years later.

Many of these concerns can be addressed through the redevelopment of the service business, industrial sites, and properties abutting the railroad corridor.

The Low and Medium Density Residential Neighborhood Place Types will guide future development of this area. Low Density areas reflect the established single-family homes and investments made since the Spring Avenue Study was completed. Medium Density areas are directed to the service businesses, industrial uses, and properties abutting the railroad corridor.

The expectation of this Master Land Use Plan is that development in this area should respect and compliment established single family and duplex neighborhood. It is possible that requests for high density residential redevelopment may be made to transition away from the non-conforming service business and industrial uses. Such requests for added density will be evaluated in the context of the guiding principles of this plan through public hearings for rezoning and/or variances. At a minimum, support for added density will require:

- Transitions in height and building mass adjacent to existing single family and duplex structures to maintain the neighborhood scale.
- Efforts to reduce railroad noise through landscape buffering, screening, site design and building construction material selections.
- Improvements to pedestrian safety and street conditions.
- Consideration of new and access to existing area parks and open space

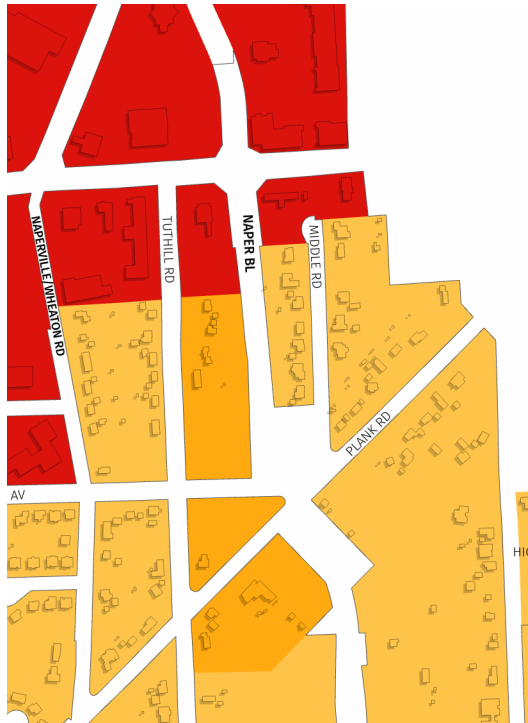


Wolf's Crossing & 95th Street

The Suburban Transit Access Route (or STAR Line) was a proposed railway project in outer suburban Chicago that was to provide suburb to suburb rail service. The line started at O'Hare International Airport, travelling west along Interstate 90 and then south along the Elgin, Joliet and Eastern Railway through the City of Naperville. As southwest Naperville experienced residential growth in the late 1990s/early 2000s, land was set aside at the intersection of Wolf's Crossing and 95th Street for a future transit station.

The project has since been canceled and although land for the station is no longer needed, commuter parking may still be warranted. While a train station will never be built, portions of the site are actively being used for a small amount of commuter parking - the 95th Street Park-and-Ride, owned and operated by the City of Naperville. Each weekday commuters park at the 95th Street Park-and-Ride and connect express to the Route 59 Metra Station via Pace Bus.

The public ownership puts the City in a favorable position, allowing it to issue a request for proposals from interested and qualified developers, and then select the proposal for residential development most favorable to the City. Development proposals should strive to diversify the area's mix of unit types and price points; provide a plan to ensure all commuter parking is not lost; and consider noise and other impacts of railroad.



Plank Road & Naper Boulevard

This area benefits from a strategic location near I-88 and the Naperville Metra Station. While visibility to Naper Boulevard may be attractive to non-residential uses, direct access to the roadway will be restricted and may limit the viability of commercial development of the area. Instead, residential land uses that help diversify Naperville’s housing stock and address housing needs, including a variety of unit types and price-points in the form of mixed-use, multi-unit, or townhomes, are recommended in this area.

This area’s designation as medium density residential should not preclude future redevelopment from incorporating non-residential uses if they are designed to be compatible with adjacent residential. Future development within the area should be mindful of possible impacts to adjacent established residential areas to the south and west. Building heights should be limited to 3 stories, and buffering elements, including berming and landscaping, should screen parking and active areas from adjacent single-family homes. Enhancing pedestrian mobility and establishing quality connections to nearby businesses on Ogden Avenue will be important. Consideration must also be given to dedication of parks, common areas, and open space to meet the needs of residents moving to this area.

Application of the Place Types

Neighborhood Centers

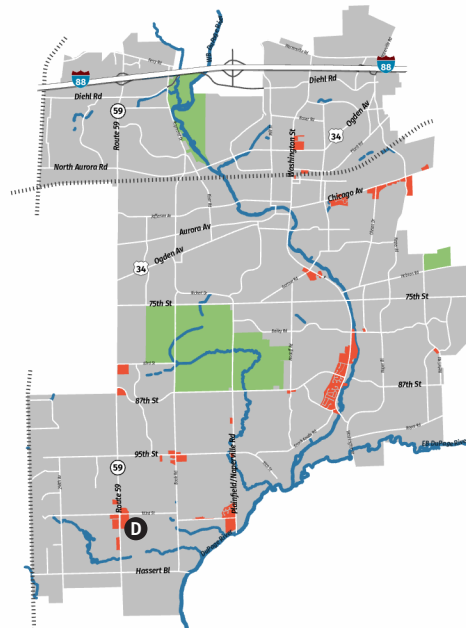
Neighborhood Centers, presented in full detail in **Chapter 4 – Land Use Place Types**, are small pockets of commercial retail and services that are integrated within, or adjacent to, Residential Neighborhoods. These consist of a variety of land uses that contribute to its role as a local focal point and hub of activity. This section provides some supporting rationale and additional considerations for applying the Neighborhood Center place type to two areas within the community – near the intersection of Plank Road and Naper Boulevard, and near the intersection of 103rd Street and IL Route 59.

Neighborhood Center Summary

- Primary Uses include commercial retail or services and restaurants. Supporting uses include single family attached homes, multi-family residential buildings, mixed-use development, places of worship, professional offices, and parks and open space.
- Buildings should be between 1-3 stories in height; however, taller structures may be appropriate along major roadways and rail corridors. Buildings should have strong orientation to the street with on-site parking lots softened and screened.
- Buildings and sites offer attractive façades and signage, with pedestrian, bicycle, and transit (when appropriate) infrastructure provided, making the site fully accessible to all residents.
- Neighborhood Centers are buffered and/or screened from adjacent low-density residential areas through the use of fencing, setbacks, or landscaping, and, as appropriate, institutional and higher density residential uses.

Why were these areas studied?

- **D** The City of Naperville owns approximately 20 acres at the intersection of 103rd Street and IL Route 59. The land has been largely vacant since the City acquired it, however portions to the east have been sold to other government agencies, including Wheatland Township. Wagner Farms, north of the site, is being developed residentially, increasing the market potential and commercial viability of the site.

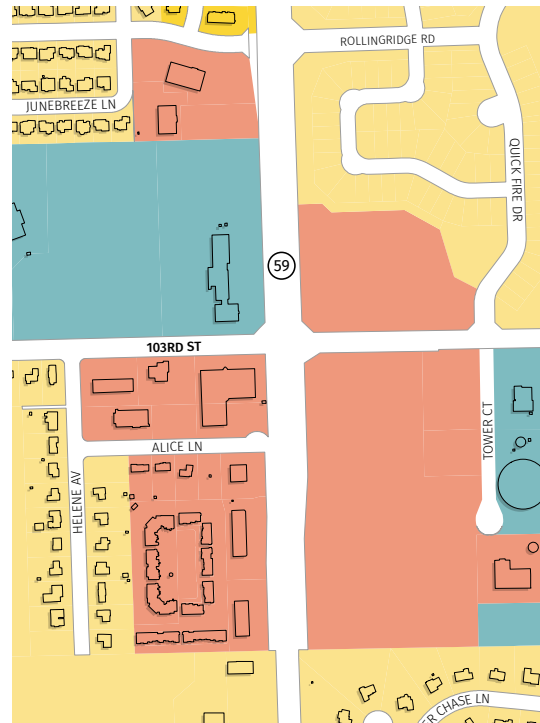


IL Route 59 & 103rd Street

The “South 20” is a 20-acre City-owned parcel on Naperville’s southwest side, situated at the intersection of IL Route 59 and 103rd Street. Although IL Route 59’s average daily traffic volumes (ADT) might suggest commercial uses are appropriate for the site, vacant commercial buildings at 95th Street and at other areas to the south may indicate the commercial potential is limited. Nonetheless, desirable and appropriate uses for this Neighborhood Center include smaller scale retail, restaurant, and service uses that cater to the day-to-day needs of nearby residents and compliment more intense nearby commercial areas, particularly along the IL Route 59 frontage.

In February 2019, the City approved a development with 312 single-family homes on what had been Wagner Farms for more than 50 years. The new development could impact the commercial viability of the site. The Neighborhood Center designation could allow the site to develop in a number of different ways – including residentially. Regardless, future development should be mindful of possible impacts on established uses adjacent to the area, deploying buffering elements when necessary to screen unsightly or busy areas associated with nonresidential uses. In addition, existing neighborhoods should have pedestrian connections to this Neighborhood Center where possible.

In September of 2019, Naperville City Council initiated a procurement process seeking redevelopment of approximately 6 acres in the southeast corner of this area. The purpose of the process is to accommodate affordable senior housing and housing for those with intellectual and developmental disabilities. Both housing types will address gaps in the existing housing supply. A residential development of this type would be consistent with the supporting uses allowed in the Neighborhood Center and can help to transition between activities along IL Route 59 and areas to the south and east.



Application of the Place Types

City Corridor

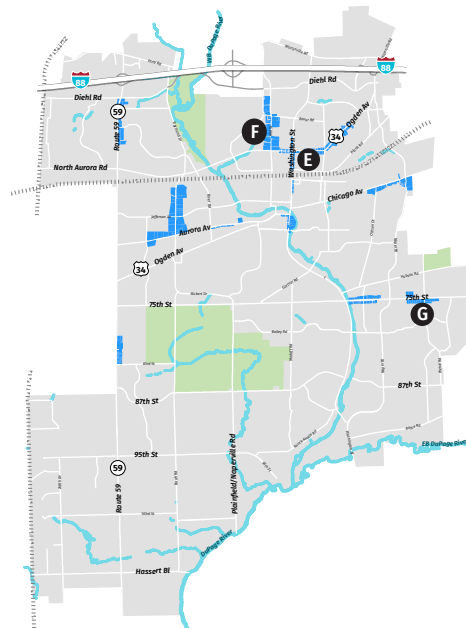
City Corridors, presented in full detail in Chapter 4 – Land Use Place Types, provide areas for a range of activities situated along Naperville’s busiest roads. These areas leverage the economic potential of traffic and help minimize land use incompatibilities by containing a variety of uses. City Corridors include a wide range of commercial and institutional uses of different types and intensities. This section provides some supporting rationale and additional considerations for applying the City Corridor place type to three corridor/corridor segments within the community – North Washington Street, Mill Street and Bauer Road, and 75th Street and Wehrli Road.

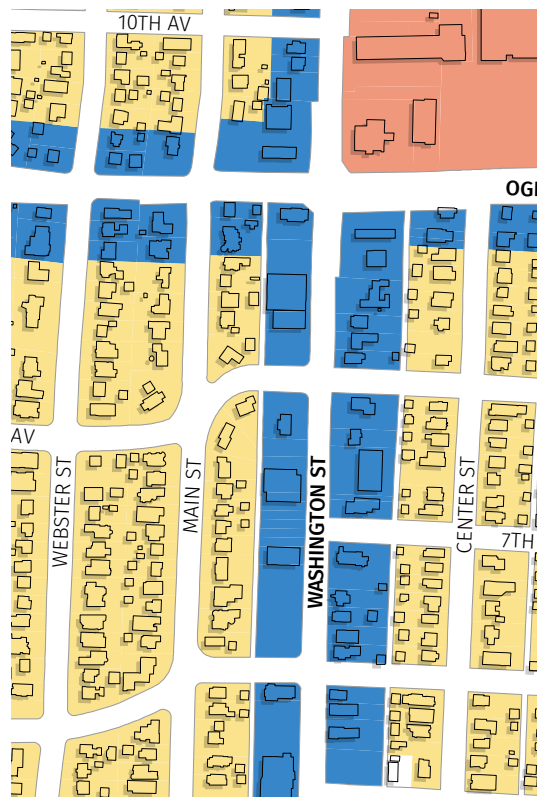
City Corridors Summary

- Due to ongoing shifts in the retail market, many City Corridors are currently in transition and present opportunities for creative solutions to generate activity and investment.
- Primary uses include commercial retail or services, restaurants, entertainment, and professional offices. Supporting uses include single family attached homes, multi-family residential buildings, mixed-use developments, places of worship, and parks and open space.
- Building styles and architecture vary, as do development patterns and building heights.
- City Corridors are positioned along major arterial roadways and generally oriented to automobile accessibility.
- No on-street parking, with parking provided in surface parking lots.

Why were these areas studied?

- E** The Washington Street Corridor has experienced little reinvestment and significant vacancy. However, the 720 N. Washington project represents the first new construction in decades, indicating potential for additional redevelopment along the corridor. This may require parcel consolidation and buffering of adjacent residential.
- F** The 1988 East Sector Plan identified this area for medium density residential; however, City Council later rejected this designation and directed that only single family uses were appropriate. Changes in the market since that time may indicate a shift, including higher density residential development along Mill Street.
- G** Though previously address by the 75th Street Corridor Study and Hobson Road Study, those plans no longer reflect market trends or community goals. Redevelopment potential is restricted by limited access along 75th Street due to landscaped median. Recent redevelopment, such as Trafford Place, supports consideration for uses other than estate residential.



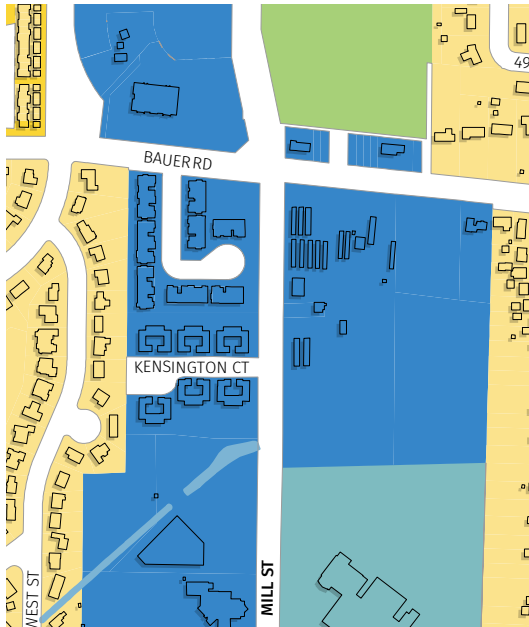


North Washington Street

The North Washington Street corridor consists a mix of residential, office, retail, and service uses. Building types along the corridor also vary. Some businesses are in residential conversions, some in older mid-century commercial buildings, and others are in newly renovated or recently constructed buildings.

The City Corridor designation for North Washington Street allows for a range of uses and development intensity, however local context is an important consideration as not all City Corridors in the community are the same. The North Washington Street corridor is very different from Ogden Avenue and Route 59, which have higher traffic volumes, larger parcels, and greater separation from residential uses. Accordingly, development along North Washington Street should consist of lower intensity uses, directing larger developments to other City Corridors or Place Types.

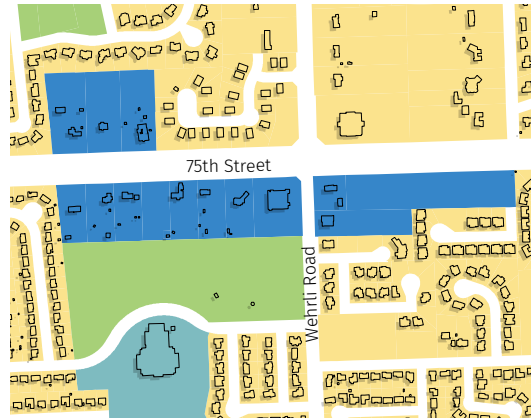
As redevelopment and reinvestment occurs along North Washington, the City should promote a consistent development pattern, and continue to promote reinvestment in existing sites and buildings to help elevate the corridor's appearance. The City should also promote compatibility between adjacent development, require landscape buffering and screening for new non-residential uses adjacent to established single-family residential neighborhoods, and encourage new construction or redevelopment that is compatible with the scale and appearance of adjacent properties.



Mill Street & Bauer Road

The City Corridor designation extends along Mill Street from Ogden Avenue on the south, to Diehl Road on the north. It currently consists of a mix of multi-family residential, professional offices, and public uses (Mill Street School, Mill Street Park, Nike Sports Complex, and St. Timothy Lutheran Church). Recent development at the northwest corner, including a church and two different senior housing developments, has placed renewed focus on this intersection, including Mayneland Farm, an active agricultural use that has been the subject of development proposals and consideration for several years.

City Corridor provides flexibility for Mayneland Farm’s development, however consideration should be given to local context, as not all City Corridors in the community are the same. The scale and intensity of uses built within this area should reflect the setting and character. The City should promote compatibility along the parcel’s edges and require landscape buffering and screening to help insulate the Mill Street School and the adjacent Naperville Heights Subdivision. Future development should strive to maintain and incorporate the site’s distinctive features, including its rolling terrain and mature stands of trees.



75th Street & Wehrli Road

75th Street is a 4-lane road with a rural cross-section that passes east-west through Naperville near its midpoint. Several commercial nodes have developed at busy intersections along the corridor, each varying in function, character, and intensity, which is reflected in the Land Use Plan which designates different place types for each area. The City Corridor designation of the intersection of 75th and Wehrli Road reflects the linear layout of the frontage parcels and the absence of a focal point or center of community activity.

The City Corridor designation could allow for national and local retail and service uses, banks, offices, institutions restaurants, and can include mixed-use and multi-family buildings, however the landscaped median along 75th Street limits full access to most parcels, making commercial uses better suited, and more likely, to develop at signaled intersections. The commercial viability and overall development potential of this area is also affected by nearby competition. The area around 75th Street and Naper Boulevard for example, has a higher concentration of commercial uses, larger parcels, and has more traffic. For this reason, pedestrian safety, walkability, and bikeability will be especially important considerations in this area.

Application of the Place Types

Urban Center

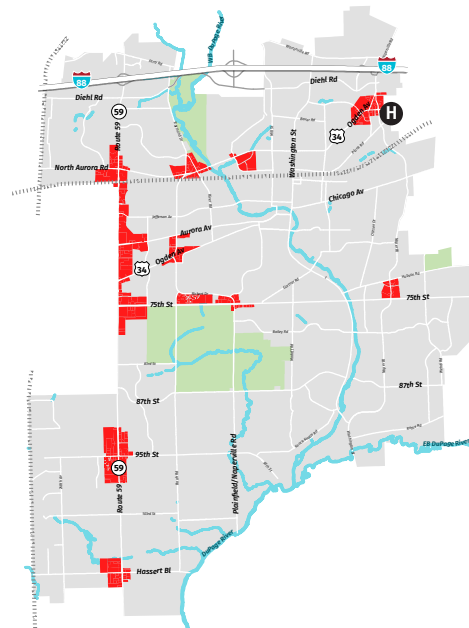
Urban Centers, presented in full detail in Chapter 4 – Land Use Place Types, are located throughout the City, primarily along major transportation corridors, and consist of larger sites that support a range of city-wide activities. Urban Centers are oriented towards the automobile and traffic moving throughout the City. Businesses in Urban Centers provide similar goods and services as those found in Neighborhood Centers but are characterized with larger developments and more intense levels of commercial activity, attracting customers from across the City and not just the adjacent and nearby neighborhoods. This section provides some supporting rationale and additional considerations for applying the Urban Center place type to a specific area of the city – East Ogden Avenue, near the intersection of Ogden Avenue and Naperville-Wheaton Road/Iroquois Avenue/Naper Boulevard.

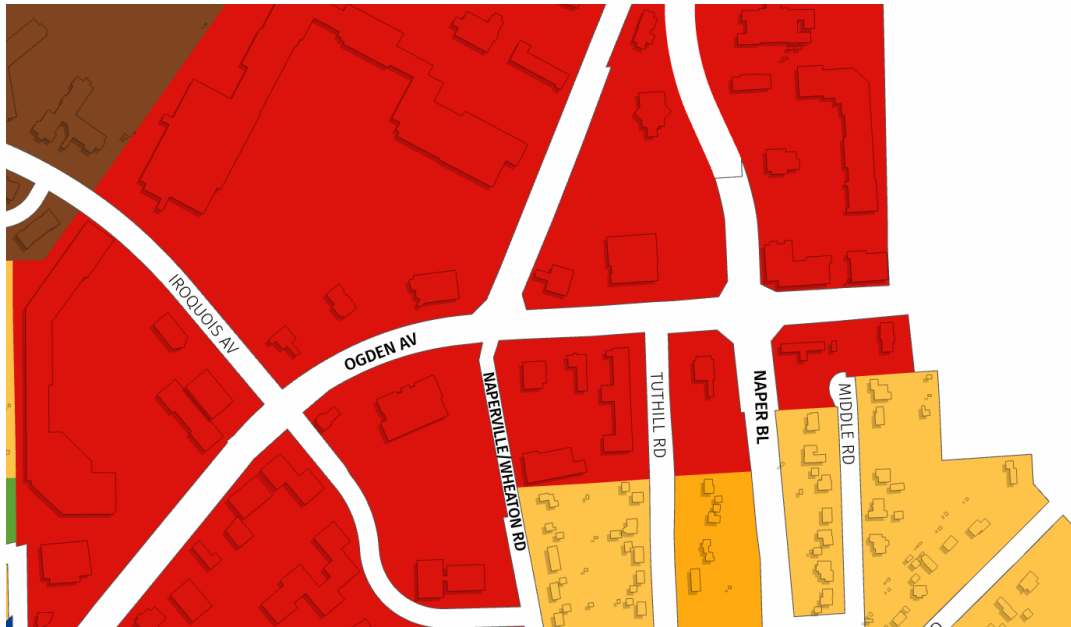
Urban Center Summary

- Primary uses include commercial retail or services, restaurants, entertainment, and professional offices. Supporting uses include single-family attached homes, multi-family residential buildings, mixed-use developments, places of worship, full-service hospitality and hotels, and parks and open space.
- Buildings are predominantly single-story, however taller structures up to 4 stories/48 feet, may be appropriate along major roadways and rail corridors.
- Buildings vary in style and architecture, with strong orientation to the street, with parking provide on-site, with surface parking lots that are softened and screened from view with perimeter and interior landscaping.
- Urban Centers use buffering and/or screening, including fencing, setbacks, or landscaping, to protect adjacent residential. Urban Centers may also contain institutional and higher density residential uses on their periphery to better transition to residential areas.

Why was this areas studied?

H Unlike the rest of the Ogden Avenue corridor, this segment has larger parcels that have the potential to accommodate a wider variety of development types and land uses. Given the size of the properties, potential density, intensity and mix of uses could have an impact the entire corridor in a variety of way – including market and economic conditions, traffic, and aesthetics. For more than a decade, the City has invested steadily in public improvements within the corridor including filling gaps in the sidewalk network, installing parkway trees, supporting signage upgrades and more. In addition, this area of Ogden provides the first impression of Naperville to visitors access the city from I-88 and areas east. Expectation is new development will recognize this fact and provide a design quality and amenities accordingly.





East Ogden Avenue

East Ogden Avenue is a major “entry” into the City of Naperville, and important route to Downtown and other key destinations. Best described as an auto-centric commercial corridor, the service, restaurant, retail, and office uses that make up the business community of the corridor rely on high traffic volumes and the variety of business offerings to attract customers. Averaging 30,000 vehicles per day, Ogden Avenue is the third busiest street in Naperville, behind IL Route 59 (60,000+) and 75th Street (35,000+).

East Ogden Avenue has long been an area of planning study for the City of Naperville. Redevelopment has been especially strong during the time this Land Use Master Plan Update was being prepared with the addition of several new retail establishments, restaurants, housing units, and redevelopment of the Ogden Mall to include a bulk wholesale club.

The changes have supported the City’s vision for the area expressed in the Ogden Avenue Enhancement Initiative (2008). Over the life cycle of this Land Use Master Plan, continued commercial reinvestment along the corridor is expected at a steady pace in accordance with the guiding principles of this plan. Of particular note, investment is expected in the Iroquois Shopping Center to compliment the changes made to properties in the immediate vicinity and add to the overall vitality of this gateway into Naperville.

It is important to note that Ogden Avenue is under the jurisdiction of the Illinois Department of Transportation (IDOT) who maintains control over the roadway. New development along the corridor will be subject to an IDOT review for impact on Ogden Avenue, including access and egress to the street.

Application of the Place Types

Regional Center

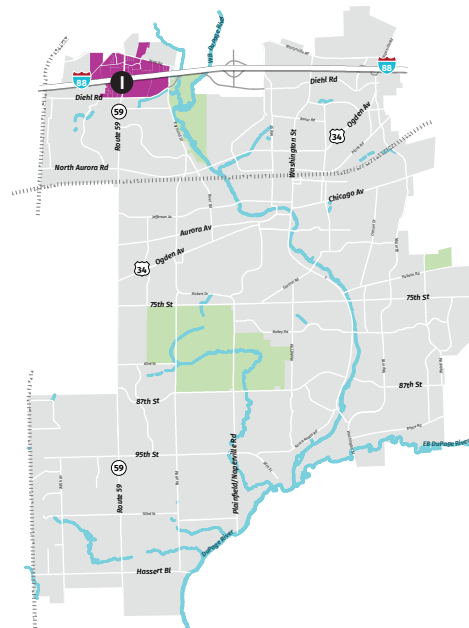
Regional Centers, presented in full detail in Chapter 4 – Land Use Place Types, feature a diverse mix of uses and are major shopping, service, entertainment, and employment destinations, drawing customers and visitors from throughout the City of Naperville and the surrounding to shop, work, and relax. Regional Centers serve as activity centers accommodating multi-story and large-footprint buildings oriented to the regional market, sometimes referred to as lifestyle or power centers. This section provides some supporting rationale and additional considerations for applying the Regional Center place type to two areas within the community – near the intersection of Naperville Road and Warrenville Road, and north of the IL Route 59 and Interstate 88 interchange.

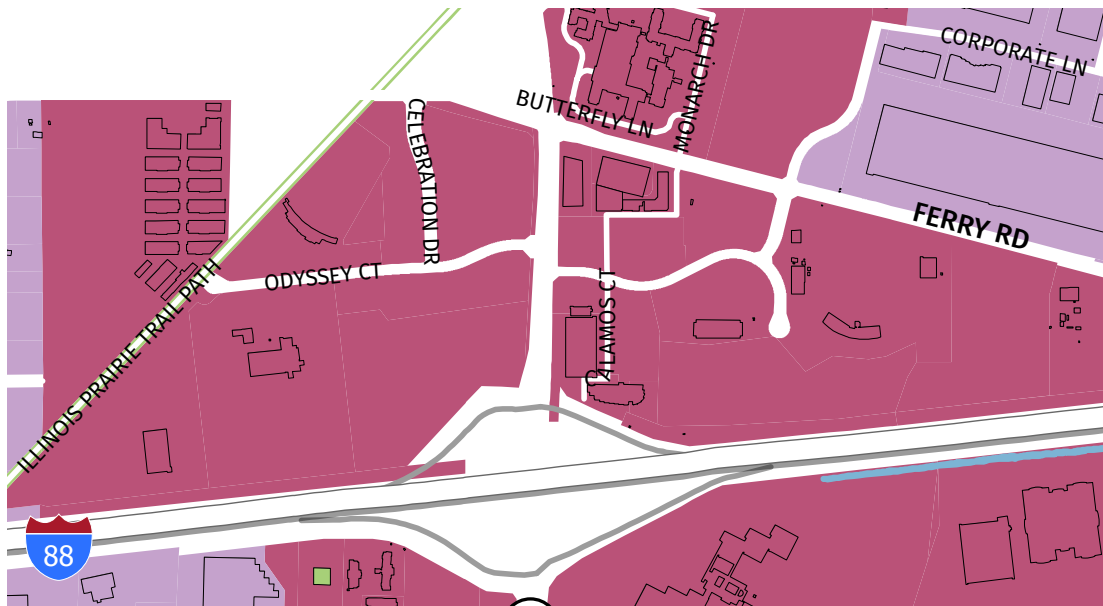
Regional Center Summary

- Regional Centers are areas of intense development and activity and offer one of the most diverse mix of uses in the City.
- Primary uses include commercial retail or services, restaurants, entertainment, full-service hospitality and hotels, corporate and professional offices. Supporting uses include multi-family residential buildings, mixed-use developments, places of worship, business and industrial parks and uses, and parks and open space.
- Building styles and architecture vary, as do development patterns and building heights.
- Buildings have strong orientation to the public right-of-way with buildings typically set back from the street, with interior walkways connecting to the larger sidewalk network.
- No on-street parking, with parking provided in surface parking lots and parking structures when necessary.

Why were these areas studied?

- 1 In 2015 the intersection of IL Route 59 and I-88 was upgraded with a new diverging diamond design interchange. Over the last decade, but particularly since the interchange upgrade, significant private development has occurred in the area. However, the size, scale, and mix of uses differs from what was anticipated in prior plans. In addition, development in the area is challenged by utility requirements and inter-governmental agreements.





I-88 & IL Route 59

For several decades the parcels north of I-88 and IL Route 59 interchange have remained mostly undeveloped and have fallen short in realizing their full potential considering their favorable access and visibility. Significant investment and development has occurred in recent years providing a clearer vision for this key part of the community. Development of the remaining sites should strive to build on the established direction for area and contribute to the area's role as an active and vibrant local amenity for Naperville residents and a destination for the larger region.

Recent development within the area, including TopGolf, City Gate, Monarch Landing, and Iron Gate, along with the proposed Calamos Arena and Event Center have highlighted the true potential of this area of Naperville which has become a destination of its own. The Regional Center place type designation of the Land Use Plan seeks to maintain this momentum and continue promoting an exciting mix of uses in the area, including national retailers, chain restaurants, hotels, destination entertainment, offices and other major employment. Development could also include small supporting mixed-use and multi-family residential development.

This area of Naperville is well-positioned for visibility and accessibility from the Ronald Reagan Memorial Tollway and IL Route 59. Unlike other areas of the City that require sensitivity to adjacent uses, this area is relatively isolated, on the north edge of the community, removed from the quieter, single-family areas of Naperville and adjacent to the busy, well-lit interstate.

CHAPTER 6: IMPLEMENTATION

As profiled in Chapter 1, in addition to its Municipal Code, Naperville has a number of established guidelines and manuals in place to promote the five guiding principles identified in this plan (e.g., Building Design Guidelines). In addition, the Place Type descriptions in Chapter 4 provide key considerations to be achieved through individual development review, collaboration with community partners, and education efforts.

This chapter presents a list of actions to potentially improve existing land use tools and further efforts to support to the guiding principles. Most actions will require changes to the Naperville Municipal Code. The text identifies measures to be considered, but does not detail any specific changes. This is intentional. Such detail would be beyond the scope of a Land Use Master Plan. Zoning and code updates require substantial research, detailed analysis by professional staff, and at times specialized consultant expertise. Testing, modeling, field work and mapping are just some of the steps often involved. As such, each measure listed warrants focused time and attention to support the guiding principles.

In its simplest form, the purpose of the Implementation Chapter is to provide a road map to follow to support the five guiding principles. Specific drafts of new policies, code updates, and programs will be prepared over the span of several years. Pursuit of listed actions will be taken will be at the direction of the City Council as resources and priorities dictate. The City of Naperville greatly values the participation of community stakeholders. This has been true in the development of this Land Use Master Plan (refer to the Appendix for Outreach Summary) and will continue to be important in pursuit of each implementation action identified in this chapter. Accordingly, the City will strive to provide multiple opportunities and methods to engage the public to gather ideas, solicit feedback, and inform about any changes proposed.

Through thoughtful and deliberate implementation efforts, the guiding principles will be supported with tools to realize the overarching 20-year land use vision presented in Chapter 2.

Guiding Principle #1

Ensuring housing is diverse, responsive to community needs, and accessible to everybody.

Implementation Measures

Review existing and/or consider establishing new zoning and building codes and policies to accommodate:

- Accessory dwelling units and tiny homes in residential zoning districts
- Small lot single family development, including possible revisions to the 90% rule
- Microunits in commercial zoning districts
- Parking requirement modifications for multi-family and transit-oriented development
- Recommendations endorsed by City Council from the Housing Needs Assessment (2020) prepared by the Housing Advisory Commission
- Recommendations from the Naperville Environmental and Sustainability Task Force (NEST) that impact land use and have been endorsed by City Council
- Techniques such as those suggested in the Appendix to promote a high standard of living for all residents, such as, encouraging adaptive reuse and pedestrian oriented design.

Guiding Principle #2

Reinforce the vitality of Naperville's shopping areas to offer varied goods and services.

Implementation Measures

- Consider establishing programs aimed at discouraging long-term vacancies
- Review existing and/or consider establishing new zoning codes and policies to:
 - Update planned unit development regulations to more effectively serve as a principal vehicle to effectively accommodate mixed-use developments
 - Update buffering and screening requirements between uses of varying intensity
 - Support temporary and short-term uses to encourage economic investment
 - Encourage creation of gathering spaces within new and redesigned commercial developments
 - Facilitate microunit development within commercial areas of the city
- Consider establishing programs to assist with commercial parcel assembly
- Explore incentives for repurposing (adaptive reuse) vacant and underutilized commercial buildings and spaces

Guiding Principle #3

Bolster Naperville's economy and foster a diverse mix of businesses and employers.

Implementation Measures

- Explore incentives for repurposing vacant and underutilized office buildings and spaces
- Review and consider zoning updates to encourage entertainment, fitness, restaurant and similar businesses
- Seek to provide flexibility in parking location and design
- Review and revise conditional uses to promote flexibility to accommodate a complimentary mix of non-residential uses

Guiding Principle #4

Incorporate thoughtful design and sustainable best practices to make Naperville a healthy community.

Implementation Measures

- Review existing and/or consider establishing new zoning codes and policies to:
 - Permit repurposing of underutilized parking to create additional public spaces, temporary uses, or infill development
 - Adaptive reuse of underutilized and vacant sites
 - Consider establishing requirements for shared parking
 - Address the unique challenges of live-work spaces, coworking offices, makerspace and incubator spaces
- Consider additional land use development requirements, zoning and local building code amendments to align with LEED and Well Community standards
- Consider updates to the City's Landscaping, Screening, and Tree Preservation ordinance that could potentially include more sustainable landscaping guidelines and tree preservation requirements for properties less than 1.5 acres in size
- Create standards to preserve natural landscape areas with any redevelopment effort
- Through PUD and other zoning regulatory tools, incentivize creation (through design and/or preservation) of community gathering spaces, accessible recreation and natural areas in all developments. Zoning approaches may include, but are not limited to, standards for minimum permeable open space, open space area requirements per unit and maximum impervious ratios.

Guiding Principle #5

Coordinate with partner agencies to ensure all residents have access to quality schools, parks, open spaces, and other services.

Implementation Measures

- Evaluate, and update as appropriate, School and Park Donations requirements
- Continue to closely collaborate with the School Districts and Park District on new and redevelopment projects
- Communicate and collaborate with the Naperville Environmental Task Force (NEST), Senior Task Force, Accessible Community Task Force, Advisory Commission on Disabilities, and future City Council endorsed task forces, committees, and commissions, particularly as these groups consider recommendations directly related to land use.

A Note on Implementation Measures

The implementation measures listed in this chapter are not to be considered exhaustive. For example, some of the measures include communication, collaboration and partnership with community partners like area school districts and the Naperville Park District. These organizations, will rely on their expertise to develop programs and tools to support their respective missions. Likewise, stakeholder groups, including the Senior Task Force, Human Rights and Fair Housing Commission, Accessible Community Task Force, and Naperville Environmental Task Force are expected to, in pursuit of their goals, identify programs and policies that will impact land use. Similarly, the City will develop and pursue strategic plans and short-term priorities that will impact implementation.

As economic, environmental, social, political, and technologies change, additional measures to support the guiding principles will be pursued beyond those listed in this chapter. Effective implementation of this plan calls for reaction to those, yet unknown actions, in a manner that seeks to respect the guiding principles. To do less would jeopardize the relevance and efficacy of the plan over time.

APPENDIX



Trends & Best Practices

The Land Use Master Plan highlights and incorporates emerging and ongoing trends, best practices, and case studies. These are intended to reinforce the policies and recommendations of the Plan and provide the City with a range of ideas, unique projects, and best practices that could be applied in the community.

Housing Trends & Best Practices

School Street – Libertyville, IL

The School Street development in Libertyville, Illinois consists of 26 front porch single-family homes on narrow half acre lots, and a restored historic school building that was converted into 15 residential lofts. The bungalow-style/arts-and-crafts architecture, with numerous porches lining the sidewalk, contributes to a walkable, close-knit community feel, where no two houses look the same. As a U.S. Department of Energy Challenge Home development, green building standards were applied throughout to create sustainable and smart homes. The structures have a high level of energy efficiency, insulation levels exceeding code requirements, high pressure air circulation, and advantaged water distribution systems that reduce wastewater by 6,000 gallons annually. In addition, School Street runs directly into Libertyville's main street, Milwaukee Avenue. This environmentally friendly, higher-density development exhibits how quality compact homes can be successfully supported in narrower spaces, while affording an attractive and walkable environment. These kinds of development could help increase housing diversity in Naperville, particularly in northeast areas of the community that could benefit from high density development on small lots.

Aging in Place “Suburban Style”/ Intergenerational Communities – North Hempstead, NY

North Hempstead, Long Island in New York has taken major strides in creating a well-integrated, intergenerational community that allows seniors to comfortably age in place. Noticing the significant make up of seniors in certain neighborhoods, the suburban township created Project Independence, which connects seniors over 60 to free or discounted services, including transit, health care, and social programming.

The township obtained a state grant to implement a pilot Natural Occurring Retirement Community (NORC) program to close gaps in quality of life for seniors. The program created a 311 call-in system for seniors for any need they have, such as moving heavy objects, yard work, and cleaning. A taxi program was also formed to address one of the biggest impediments to aging in suburbia: mobility. With 24-hour notice through the 311 system, local taxi companies provide door-to-door service for free. To do this, the existing underused and costly senior bus program was eliminated, and a partnership with local taxi companies was formed, who agreed to discounted rates that the town pays for with the help of grants. Exploring these kinds of programs and amenities could help Naperville support its aging population.

The Legacy – Glen Ellyn, IL

Located in Downtown Glen Ellyn, Illinois, The Legacy is a housing development that includes a mix of condominiums and apartments on a roughly 1.7 acre lot. The Legacy is high density and pedestrian oriented, with a central courtyard and automobile access oriented to the sides of the property. The development also offers short walks to Downtown amenities and public transit. The Legacy could act as a model for infill development and high density residential in Naperville. This would help to diversify housing and providing downsizing options without requiring large scale redevelopment or parcel consolidation.

Parks of Walter Reed Development – Washington, D.C.

The Parks at Walter Reed is a 66-acre redevelopment project in Washington, D.C. that offers an innovative approach to affordable housing and mixed-use development. Historic buildings at the former Walter Reed Army Medical Center were transformed into 3.1 million square feet of residential, retail, and cultural uses complemented by over 20 acres of open space. The Park includes a diverse mix of condos, townhomes, and apartments with more than 400 designated for affordable housing to provide options for seniors, veterans, and young families. Creativity in how properties are reused and adapted can help provide a range of housing products and incorporate affordable and accessible units.

Tiny Home Communities – Tallahassee, FL

The Dwellings is the first planned tiny home community in the United States. The Development covers a total of 30 pine forested acres with 130 homes ranging from 220 to 310 square feet in size. The community is part of the non-profit Connecting Everyone with Second Chances and aims to provide housing solutions for those who are disadvantaged. The smaller size and limited maintenance required for the homes helps to keep them affordable and accessible. In addition, the development is fully self-sustaining with its own community garden and solar farm. With limited land remaining for development within the city, a tiny home community could help further diversify Naperville's housing stock.

Allowing Accessory Dwelling Units – Seattle, Washington

Until recently, accessory dwelling units (ADUs) were not permitted on certain properties in Seattle, Washington, including Evelyn Brom's one-eighth of an acre (0.125-acre) residential lot. Hoping to build and rent a detached ADU on her property, Brom successfully lobbied to have the regulation removed and began construction of the ADU. However, prior to its completion, she was laid off from her job. As a solution, she moved in to the newly completed ADU and began renting the primary structure on her property. Brom said that the ADU, estimated at \$250,000 to build, gave her a source of revenue to support herself and the flexibility to stay on her property as she ages. Allowing ADU's, including both attached and detached structures, can help create opportunities and flexibility for aging residents and could enable age-in-place options for Naperville residents.

My House My Home - Santa Cruz, California

My House My Home: A Partnership for Aging-In-Place is a pilot program that aids homeowners 62 years and older with building or renovating accessory dwelling units on their properties. The program is a partnership between Habitat for Humanity, the City and County of Santa Cruz, and Senior Network Services. It addresses the need for age-in-place options for older residents who are being priced out of one of the most expensive cities in the country. The program assisted Carrie and Sterling Whitley, the first participants, in constructing an accessory dwelling unit on their property where their daughter will live and help them age-in-place. Exploring these kinds of programs and supporting regulations could provide the stability to allow more residents to remain in Naperville as they continue to age.

NextGen Communities: Multigenerational Housing – Phoenix, AZ

NextGen housing is a residential unit designed to cater to households with multigenerational living needs. NexGen units were first introduced in Phoenix, Arizona by Lennar, a national home builder, due to the growing trend in the U.S. that has seen an increasing number of people moving in with their immediate and extended family. These homes contain a “home within a home” that feature additional living spaces with a separate entrance. These private “apartments” include a private living room, bedroom, bathroom, and single-car garage that allow for multigenerational living, with privacy, under one roof. Allowing these kinds of units could help the City provide additional housing diversity and options for seniors to age-in-place within the community.

Energy Efficient Rental Housing for Mixed-Incomes - Philadelphia, PA

Paseo Verde is a 120-unit mixed-income multi-family rental development in a socio-economically diverse neighborhood of Philadelphia. The development replaced an approximately two-acre surface parking lot, creating low- and moderate-income housing with medical, fitness, retail, and office uses adjacent to a rail station. The buildings are LEED ND Platinum and LEED for Homes Platinum certified and offers on-site gardens and gathering spaces. Paseo Verde addresses the financial and housing challenges of residents in North Philadelphia, creating sustainable housing options with access to public transit, supermarket, and Temple University. This kind of mixed-use development could act as an example for future development near Naperville’s Metra stations.

Increasing Affordability with Location Efficiency – 11 Strategies

As part of their guidebook series on mixed-income housing near transit, the Center for Transit-Oriented Development (CTOD) identified 11 key strategies to increase affordability based on the location of housing. These strategies looked at ways to enable residential development that is affordable to a range of different incomes near transit options. The identified strategies include:

1. Incentives for proactive station-area planning and zoning
2. Public-private partnerships
3. Targeting existing funding to preserve and create affordable housing along transportation corridors
4. Inclusionary housing
5. Modifying low income housing tax credits to offer greater incentives for locating near transit
6. Infill development or redevelopment in transit zones
7. Facilitating use of value capture to fund affordable housing
8. Land acquisition/land banking funds
9. Incentive-based zoning
10. Tax-increment financing
11. Reduced parking requirements

As Naperville looks to increase affordability and identify new opportunities near the City's two train stations, these 11 strategies should be reviewed and considered as part of implementation.

Carmel Place: Micro Apartments – New York City, NY

Located in the Kips Bay neighborhood of New York City, Carmel Place is a leading example of micro-apartment development. With a footprint of only 4,725 square feet, the building contains 260 to 360 square foot loft-like units with tall ceilings. The building has common areas where residents can spend time and socialize, including a large lobby, gym, roof deck, and multiple lounges. A live-in community manager plans community events such as barbecues and guest speakers. The micro-apartment lifestyle ultimately allows residents to live in a prime downtown location while sharing common amenities as their “living room.” Eight units were reserved for homeless veterans and 14 were designated as affordable housing, which received over 60,000 applications. Developments like these could help diversify Naperville housing and provide units that appeal to a variety of residents.

The Rose – Minneapolis, MN

The Rose is a 150,000 square foot, 90-unit mixed-income apartment building, developed by two Minneapolis nonprofits, Aeon and Hope Community. The two nonprofits looked to develop state-of-the-art residential units built on green principles and long-term sustainability that were also affordable to the City's residents. Partnering with the University of Minnesota and local building material vendors, the building was designed to be 75 percent more energy efficient than a typical building of the same size. While costing only \$144 per square foot, the building includes a retrofitted roof with solar panels, a solar wall façade that provides hot water, and toxic-free local building materials. Half of the units were reserved for affordable housing starting at \$636 per month for a one-bedroom, which opened green living to a wide variety of income groups rather than just the wealthy. Encouraging similar best practices for construction in Naperville could promote energy efficiency while diversifying housing options.

Commercial Trends & Best Practices

Revitalizing Commercial Corridors: Lessons from LISC MetroEdge

MetroEdge, a program of the Local Initiatives Support Corporation (LISC), was formed in 2006 to develop commercial corridors and stimulate economic growth. The program analyzes local market data to identify business trends in underserved neighborhoods, and has operated in 50 communities in 16 cities across the U.S. Over the years, MetroEdge has created guidelines for setting up corridors in preparation for major revitalizations efforts:

- Don't Wait to Get Started – Since much can be accomplished in a relatively short period, begin high-impact, low-costs improvements immediately, such as promotional materials and signage improvements.
- Use “Soap and Water” to Clean Up Neighborhoods – Focus on public safety and clean-up projects that are quick, often inexpensive, and high-impact to improve the image of the corridor and draw more consumers.
- Employ a Comprehensive Approach That Includes Early-Action Projects –Undertake a project that can be completed within three to six months of the first conversation of corridor revitalization to change community perceptions and prompt additional investment.
- Identify Retail Lending Opportunities – Create financing mechanisms to support new retail businesses; there is often high demand for start-up loans, working capital, real estate, and façade improvement loans.

Pop-Up Shops: A Short-Term Solution to Vacancies

Pop-up shops have become a popular short-term solution for vacancies across the country. This temporary form of occupancy is made up of leases typically lasting between six weeks to a year. Many non-seasonal retailers have shown interest in month-to-month leases, who sometimes end up leasing for the long term if successful. Short-term leases can benefit the landlords by providing immediate income and keeping the space open for long-term renters when the market conditions improve. Pop-up shops also drastically help keep streets activated, increase consumer confidence, and showcase the disability of a retail space. The following are two examples of communities that have successfully incorporated pop-ups:

Santa Barbara, CA

Santa Barbara, California is encouraging new businesses to open pop-up stores within its Downtown to support business development. The City realized the benefits for its local economy as pop-ups prompted more creative, experience-driven retail opportunities that act as a huge draw for consumers. Shop types could include niche fashion lines, TV show themed bars, galleries, office spaces, and cafes. To support their growth, the City created a Pop-Up Guidelines and Information packet to help inform businesses about the process and standards they need to adhere to.

Augusta, Georgia

In Augusta, Georgia the Augusta Downtown Alliance and private property owners created the Pop-Up Downtown Program as an initiative that offers low-rate, short-term leases to local entrepreneurs. The goal of the program is to attract start-up businesses to the Downtown and fill vacancies by creating more affordable rental options. Members of the business community have expressed approval of the program, as many would prefer a temporary tenant paying less rent than no rent at all. The program also funds improvements to the building before the business moves in, helping to revitalize commercial spaces and show them off to prospective businesses.

Appear Here: Pop-Up Store Website to rent Vacant Stores - NYC, Paris & London

Appear Here is an innovative online platform that connects new businesses with available vacant spaces, rent shops, markets, and pop-up stores. Founded in London, the platform has been launched in numerous cities across the world, including Miami, New York, and Los Angeles in the U.S. It conveniently showcases a wide variety of vacant stores for potential tenants to choose from, listing square footage, price, amenities, and interior images, ultimately cutting out the need for an intermediary brokerage firm. As long-term leases become increasingly less popular, Appear Here can help fill vacancies through shorter-term, more flexible leases in smaller spaces. Providing this or similar services in Naperville may help to attract pop-up and temporary uses and fill vacancies with the City.

Vacancy Tax

With the rise in commercial vacancies, some communities have turned to taxes and regulations intended to discourage long-term vacancies. These could help the City reduce the visibility of vacant commercial spaces and encourage creative solutions to filling storefronts. The following are two examples of communities that have successfully implemented vacancy taxes:

Vancouver, Canada

To fight blight in residential neighborhoods, the City of Vancouver, British Columbia implements a one percent tax on the assessed taxable value of vacant homes that are uninhabited for over six months. This Empty Homes Tax is in addition to the provincial government's Speculation and Vacancy Tax—an annual tax paid by some property owners designed to discourage housing speculation and leaving homes vacant.

Washington D.C.

To disincentivize keeping commercial and residential properties vacant, Washington D.C. requires owners of vacant or blighted properties to register their vacancies within 30 days, otherwise facing up to \$2,000 in fines per violation. The City also applies a higher property tax at the rate of \$5.00 per \$100 of assessed value for vacant properties, as well as a tax for blighted properties at a rate of \$10.00 per \$100 of assessed value. Property owners are allowed to apply for certain exemptions, however, such as permitted constructions or renovations, or pending legal, zoning, or historic preservation cases.

Off the Grid: Mobile Food Prep Pods - San Francisco, CA

Off the Grid began in 2010 as an event to bring together San Francisco street food vendors in a space that encouraged social interaction. The result was a collection of food trucks and street vendors supported by seating areas, lighting, performance spaces, and other amenity to create a temporary 'market.' Since then Off the Grid has grown to multiple mobile markets and other events occurring weekly throughout San Francisco. Off the Grid also developed eight-by-eight foot modular food pods, dubbed "Cuberts" which can be easily transported and rearranged. Every Friday night, Off the Grid sets up a free market at the Fort Mason Center with Cuberts creating a dense, pedestrian-oriented district with food, live music, and other entertainment. These types of temporary uses could help to activate underutilized areas of Naperville with activity and distinct experiences.

Fees for Banks Filling Retail Spaces

North Aurora, Illinois created an ordinance for granting special uses within the Orchard Commons as a B-2 General Commercial Planned Unit Development (PUD). The PUD ordinance includes a variance to allow financial service establishments on a section of the development due to ongoing economic hardships. The variance required the owner/developer to make a one-time payment of \$50,000 to the Village, however, to offset the lack of sales tax generated by a financial institution on that lot. This is an innovative way to reduce the financial burden from non-sales tax generating uses on commercial properties. The City should consider this and other tools that may be necessary as the character and function of commercial areas change in the future.

Zoning For Market Flexibility

Naperville has offered the Planned Unit Development (PUD) as a means to accommodate unique and innovative projects. This approach is commonplace and provides flexibility in certain zoning requirements pertaining to height, density and design in exchanges for unique designs and amenities. In 2021, in response to the challenges faced by a struggling retail center in Naperville, the City modified the code to allow for use variances to be considered in the context of a Planned Unit Development. This was done to address changing market conditions and consider new uses compatible with the intent, purpose, scale and overall design of the PUD, but not expressly listed as a permitted or conditional use in the underlying zoning district. Such uses may not have been imagined (e.g., new business models, new products, new technologies and services) or may not be compatible in a traditional development without the open space and unique amenities required in a PUD.

Adaptive Reuse

The City of Naperville supports adaptive reuse as a strategy to promote more sustainable and cost effective development. Naperville has efficient processes in place for new tenants to move into existing buildings. On a larger scale, former big box retail spaces have been transformed through adaptive reuse (e.g., Patel Brothers and Mall of India). In addition, the City has approved the adaptive reuse of the former Little Friends School and Old Nichols Library to accommodate new uses.

Sustainability Trends & Best Practices

Multiple Efficiencies for Multi-family: Passive House Standards for Senior Housing

Elm Place, located in Milton, Vermont, is the state's first official multi-family construction to meet Passive House standards. The building provides 30 affordable, energy-efficient units for seniors. Passive House standards focus on building materials and methods that maintain a consistent temperature inside no matter the season, utilizing little energy. Elm Place consumes 20 percent of the power a comparable standard building would use for utilities like heating, cooling, and lighting. The guiding practices for this green building strategy include:

- **Comfort ventilation with high heat recovery** – brings in fresh air within a few degrees of the room temperature. When needed, cold outside air is efficiently warmed up to a comfortable temperature with the heat from stale indoor air as it is extracted.
- **Airtightness** – keeps humidity out and prevents leakage of heated or cool air to increase energy performance and lower the building's carbon footprint.
- **Thermal-bridge-free** – paths in the building structure where heat or cool air can pass through easily are eliminated.
- **Thermal insulation** - prevents excessive heat loss to minimize the amount of heating and fuel needed to heat it up the house.
- **Passive house windows** – windows that are highly efficient in thermal insulation, with no “pockets of cold air” forming near during cold weather.

Local Solar

Naperville is a leader in sustainability and been recognized for its accomplishments in many areas including recycling, water conservation, and more. Among its most recent endeavors, the City has entered into a 20-year agreement with the Illinois Municipal Electric Agency (IMEA) to see the installation of photovoltaic panels, inverters, and renewable equipment designed to provide approximately 1,000 kW.

In 2019, Naperville entered into a lease agreement with Sol Customers Solutions LLC to grant an easement to allow installation and operation of a 1-megawatt solar array of 3,500 panels on six acres of city-owned land adjacent to the Springbrook Water Reclamation Center. The panels are expected to produce 1.6 million kilowatt-hours of electricity each year – enough to power 145 homes. Naperville is one of only four communities in the state to see the siting of such a facility under the IMEA agreement.

SolSmart – Naperville Silver Designation

The City of Naperville is participating in the SolSmart Program, funded by the U.S. Department of Energy SunShot Initiative, which helps local governments reduce barriers to solar energy growth and makes it easier for homes and businesses to go solar. In 2019, the City worked with 20 other communities in the Chicago region in pursuit of SolSmart status. On May 9, 2019, the City was pleased to receive silver SolSmart designation. The importance of the program and the City's success is measured by a dramatic increase in solar installations since achieving SolSmart Status.

The City of Naperville is committed to improving solar market conditions, making it faster, easier and more affordable for its residents and businesses to install solar energy systems. Demonstrating this commitment, the City installed 161 solar panels on the roof of the Municipal Center in October 2018 to produce energy to power the Naperville Jaycees Park. In addition to powering the park, the renewable energy generated from the solar panels reduces the amount of power purchased to operate the Naperville Municipal Center. The use of solar energy generates \$7,000 in annual savings, which will be used to support the maintenance of the park.

Chicago Region Trees Initiative

The Chicago Region Trees Initiative (CRTI) was established in 2013 as a collaboration of Chicago region partners working together to develop and implement a strategy that builds a healthier and more diverse urban forest. The initiative's primary goal is to make a significant, measurable improvement to the regional forest and the lives of its inhabitants by the year 2050. The CRTI, spearheaded by the Morton Arboretum in Lisle, encompasses the seven metropolitan counties of Cook, DuPage, Kane, Kendall, Lake, McHenry, and Will. This region contains an approximate 157 million trees across all land uses on public and private property.

The initiative provides programs targeted at connecting area residents and organizations to resources and funding around maintaining and improving the urban tree forest in the region. These programs include mentorship, education, and funding grants and volunteer opportunities. One such program is the CRTI School Tree Planting Grant—where schools can request 10-20 trees annually to be planted by students, staff, and volunteers on their property. The Oak Ecosystems Recovery Project is another program that contains multiple components intended to connect people with education and resources to promote Oak tree health and the utilization of native plants in public and private land as well as preserve historic trees.

The City of Naperville should join as a partner organization of the CRTI. Partners must commit to CRTI through at least one of the following actions; participation as an active member of a work group; provide staff and/or other resources to help implement the work plan to achieve CRTI goals; or commit to specific activities annually that can be tracked and measured to help meet the goals of CRTI. Becoming a Partner to the CRTI allows Naperville to host and participate in the multiple programs already managed by the CRTI as well as create new programs and initiatives targeting local concerns and needs.

CMAP ON TO 2050

ON TO 2050 is the Chicago Metropolitan Agency for Planning's (CMAP's) comprehensive plan for the Chicago region. Built off a three-year planning process that included extensive research, analysis, and public engagement, the plan provides guidance on regional governance, mobility, environmental resiliency and conservation, economic prosperity, and community development. The Naperville Land Use Plan reflects the vision of ON TO 2050 and incorporates applicable policies, strategies, and recommendations.

Target infill, infrastructure, and natural area investments

The plan encourages investing in areas with existing services and infrastructure to capitalize on previous expenditures and reduce new infrastructure and service costs. It requires a shift in government's planning approach, from revitalizing commercial corridors and residential neighborhoods, to developing mixed-use centers and promoting transit-oriented development (TOD). Disinvested areas can adapt to changing needs by increasing density, adding an appropriate mix of uses, and providing strong transit amenities. This can be applied to struggling suburban office centers, downtown cores, and manufacturing districts.

Support development of compact, walkable communities

ON TO 2050 recommends cities to build compact, walkable communities with a variety of services, amenities, and transportation options. It is predicted that places with accessible and walkable amenities will continue to gain popularity, especially as baby boomers continue to downsize and the senior population grows. The plan recommends the development of vibrant community nodes that offer public gathering spaces and foster strong local identity. The demand for higher density housing near transit is also evident, with 2016 data showing 59 percent of permitted housing in the Chicago MSA being two or more units, surpassing single-unit dwellings.

Match regional and local housing supply with types that residents want

Changes in demographics and consumer behavior show that there is now an equal demand for multi-unit developments to single-family detached units, showcasing the demand for more housing options. To prepare for continued housing shifts, local governments are recommended to establish a housing vision based on consumer preferences and then align their zoning, approval processes, and building codes and inspections to support that vision. Any regulatory barriers should be removed that prevent the development of a more diverse variety of housing types desired by residents.

Reform incentives for economic development

To increase local economic growth and prosperity, ON TO 2050 advises communities to better coordinate and target economic development incentives. The State of Illinois offers many financial incentives to subsidize revenue-generating development and attract or retain specific businesses, such as tax abatements, fee waivers, and land write-downs. The plan recommends increasing transparency and accountability of local governments by requiring regular audits and implementing sunset provisions on all tax abatements, diversions, and credits. It also recommends creating comprehensive data on all economic incentives to maintain accurate and relevant data for analysis. Further, communities are advised to align incentives with regional economic goals to provide benefits for the region rather than only for local fiscal gain.

Summary of Sub-Area Plans

Sub-area plans address smaller areas of the community through detailed recommendations and strategies, intended to assist with implementation of the community's three larger sector plans. As part of reviewing past plans, studies, and reports, all sub-area plans were reviewed and summarized. The Land Use Master Plan incorporates and consolidates all prior land use recommendations from the sub-area plans to provide a single-reference tool for future land use planning in Naperville.

Hobson Road Study (1988)

The Hobson Road Study focused upon preserving the character of Hobson Road. The study combined land use planning and zoning to establish a unified approach to preservation. The study recommended establishment of an E-3 Estate District, intended to allow reasonable lot sizes that could be economically serviced by City utilities while maintaining the existing estate character. In addition, the study recommended prohibiting future non-residential development in the area.

Washington-Hillside Small Area Study (2004)

The Washington-Hillside Small Area Study was developed in response to the Downtown Plan adopted in 2000. This study identified issues and opportunities related to land use and zoning within the Washington-Hillside area. The study recommended a zoning amendment to rezone the properties zoned R2 to Transitional Use (TU) including a requirement that the properties be residentially styled as defined by design guidelines.

Water Street Study Area Vision Statement (2006)

The Water Street Study Area Vision Statement outlined a series of considerations or recommendations to guide public and private investment in the Water Street area of Downtown Naperville. These were organized into nine planning categories, including design and character; multi-use development; pedestrian access; Riverwalk and Naper Settlement; Streetscape; Parking/Access; Traffic; Stormwater Management; and Planned Unit Development District. The vision statement recommended consolidating property ownership to allow for a comprehensive redevelopment, vacating Water Street to better accommodate pedestrian amenities, and expanding the Riverwalk along the north side of Water Street.

Spring Avenue Plan (2007)

The Spring Avenue Plan addresses incompatible residential and industrial uses that exist in close proximity along the Spring Avenue corridor. Public input during the planning process strongly favored residential development and highlighted concerns that industrial development would result in truck traffic, noise, and deterioration of properties along the roadway. To address this, the Plan guides future land use to foster greater cohesion as well as preserve and enhance the existing residential character. Key among these was the recommended rezoning of industrial properties to the R2 residential district that allows single-family and low-density multi-family development.

Caroline Martin Mitchell Master Campus Plan (2008)

This plan was created to establish a development framework for the over 200 acres of property gifted to the City of Naperville by Caroline Martin Mitchell in 1936. Mitchell intended the land be used for park, municipal, or public purposes only. The Campus Plan established a framework to ensure future development aligns with Mitchell's original vision and existing uses within the campus. The plan recommends

coordinated signage, fencing, trails, and education to provide a unified identity for the campus and increase communication between property owners as opportunities for development arise.

75th Street Corridor Study (2008)

The purpose of the 75th Street Corridor Study was to address competing visions for the future of the corridor and establish a unified approach to development along 75th Street. At the time, landowners were seeing increased interest in non-residential development along the corridor; however, residents wanted to preserve the existing residential character and expand open spaces. The study provided a cohesive approach to future land use that balanced these two visions for what the corridor should be and identified transportation, infrastructure, and beautification improvements. Recommendations included the enhancement of public mobility and safety, compatible development that is sensitive to adjacent uses, and support of the DuPage County Forest Preserve and Naperville Park Districts to ensure residents are provided adequate recreational opportunities.

Ogden Avenue Corridor Enhancement Initiative (2008)

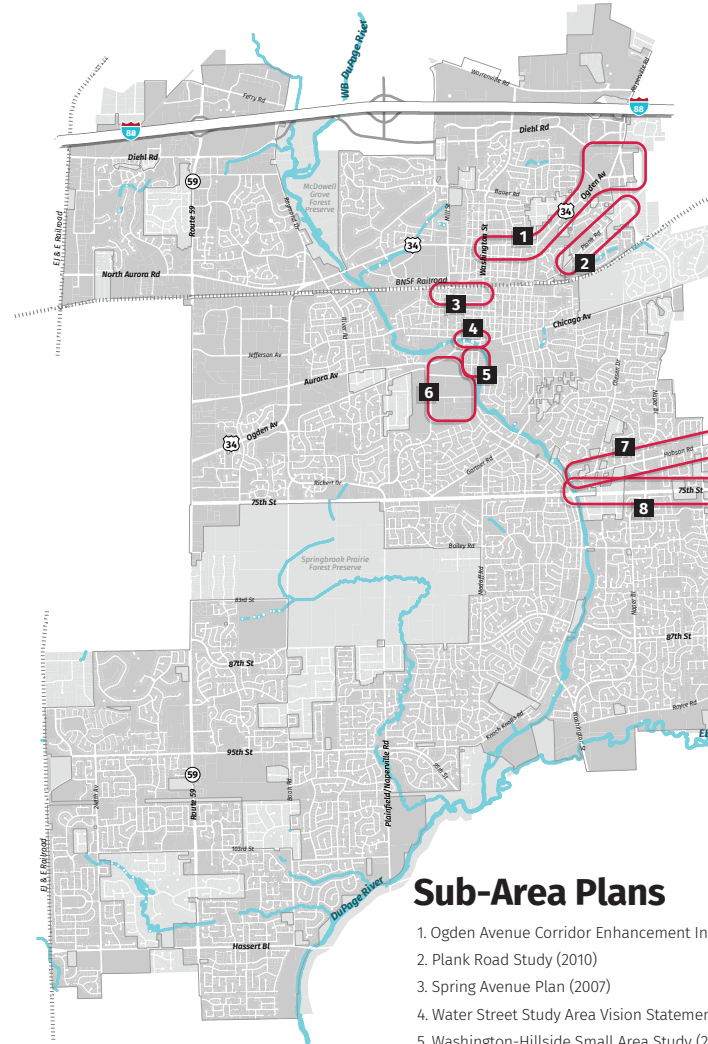
The purpose of this initiative was to develop a strategy to maintain Ogden Avenue as a vital business corridor. In addition, the initiative provided a foundation for community policies and decision making to assist City staff and officials in directing future development and improvements along the corridor. Retaining and attracting business is a critical part of the plan as well as creating a place where customers want to do business. Key recommendations include traffic and intersection improvements, an additional traffic signal, public signage upgrades including illuminated street signs, visible block numbers, and early-warning signs for upcoming intersections.

North Central College Master Land Use Plan (2010)

This plan replaced the first Master Land Use Plan for North Central College, originally incorporated into the City of Naperville's Master Land Use Plan in 1989. The update addressed the physical resources the college will require with anticipated growth in staff, faculty, and students over a 10 year period. Priority projects identified include additional multi-use spaces for students and faculty, additional residential space, and a modern science facility. The plan also reviewed potential locations for facilities as well as transportation infrastructure to accommodate future growth, including parking facilities and fees. Implementation of the plan has been ongoing, including completion of the Dr. Myron Wentz Science Center in 2017.

Plank Road Study (2010)

The Plank Road Study was conducted to plan the future land use of unincorporated areas along Plank Road between Columbia Street and Naperville's eastern planning boundary. The purpose of the study was to provide recommendations that will be used to evaluate any requests for annexation, including zoning, transportation improvements, and infrastructure extensions. Recommendations include capacity restrictions in rural estate, low-density, and medium-density residential districts as well as open space and tree preservation policies for these districts. Transportation recommendations address vehicular, bicycle, and pedestrian access to maintain the function of Plank Road as a collector street and Naper Boulevard as a major arterial.



Sub-Area Plans

1. Ogden Avenue Corridor Enhancement Plan (2008)
2. Plank Road Study (2010)
3. Spring Avenue Plan (2007)
4. Water Street Study Area Vision Statement (2008)
5. Washington-Hillside Small Area Study (2008)
6. Caroline Martin Mitchel Master Campus Plan (2008)
7. Hobson Road Study (1987)
8. 75th Avenue Corridor Study (2008)

Summary of Outreach

The Naperville Land Use Master Plan is supported by an extensive community outreach process designed to engage the public and gather input from a diverse range of community stakeholders, including residents, business owners, service providers, public officials, City staff, and others. This included both in-person events and online tools to engage members of the community and gather feedback on issues and opportunities that must be addressed by the Plan. These helped to generate over 675 instances of public engagement. The input received through community outreach guided the planning process and is directly reflected in the vision, goals, recommendations, and policies of the Naperville Land Use Master Plan.

Outreach Conducted

In-Person Events

- **Community Workshops** - June 19, 2019: Two Community Workshops were held concurrently to provide two locations that were convenient for residents.
- **Elected & Appointed Officials Roundtable** - June 24, 2019
- **Naperville Development Partnership Workshop** - June 18, 2019
- **Stakeholder Interviews** - June 18-19, 2019: Interviews were conducted with key stakeholders who offered a unique perspective and insight regarding issues and opportunities in the community.
- **DIY Kits** - Available June through August, 2019: Do-It-Yourself workshop kits were made available to those interested in conducting their own workshops. These kits provided all the material necessary to complete the workshop, helping to engage those unable or unlikely to attend a City hosted workshop.

Online Outreach

- **Online Questionnaires** – Available June through August, 2019: Two questionnaires were made available through the city's website, one for residents and one for the business and development community.
- **Community Facilities & Service Provider Questionnaires** – Available June through August, 2019: A questionnaire was distributed to representatives from Naperville's community facilities and service providers to gather information about their amenities and facilities, anticipated needs, and future projects.
- **map.social (Community Issues Mapping Tool)** – Available June through August, 2019: map.social is a community issues mapping tool that allowed individuals to make their own map of Naperville annotated with comments. Focused upon tying comments to specific points in the community, map.social provides a spatial understanding of issues and opportunities in Naperville.

Key Themes

Feedback from outreach events and activities served as a foundation for the development of the plan. Community input was utilized to identify priorities and aspirations, develop a vision and overall direction for the plan, and refine recommendations and strategies. Key issues and opportunities cited by residents during the outreach phase of the process included the following:

Traffic & Congestion

Traffic and the congestion of local roadways was the most frequently identified issue throughout public engagement. Residents felt that getting around Naperville has become increasingly difficult due to the volume of cars and the capacity of roadways to handle existing traffic. This was often related to movement between northern and southern areas of Naperville and how the time it requires to get 'across town' can discourage residents from leaving their neighborhoods.

Multi-mobility

As a solution to traffic and congestion, participants called for a greater dedication to multi-mobility, specifically improving driving-alternatives within the community. This primarily focused on the need for more pedestrian and bicycle infrastructure and considerations for transit options. Residents hoped that improvements to other modes of transportation would help reduce the volume of cars on local roads. This was also tied to a desire for healthier lifestyles, greater access to recreation, and sustainability.

Continuing Growth & Development

The potential impact of continuing growth and development was a regular talking point throughout community outreach. Residents often voiced a concern that Naperville is becoming 'overdeveloped' which is impacting the quality of life in residential neighborhoods. Many hoped to see more careful consideration of future projects to ensure that new growth is beneficial to the community. In addition, many residents pointed to vacant storefronts along major commercial corridors as an indication that continued commercial development may not be viable. In opposition, members of the business community emphasized the importance of industrial and commercial businesses to Naperville and did not want to see commercial areas rezoned. Overall, there was a concern that Naperville is getting too big and continuing to grow, which will impact other elements of the community like transportation, cost of living, and infrastructure. This indicated the need for a measured and consistent approach to growth and development in Naperville.

Preservation of Green Space

Closely related to growth, residents noted the loss of green space as a result of development within the community. Participants felt that as construction occurs, it is removing green space that contributes to the character of Naperville, making it harder for residents to access open spaces and parks. When asked to identify Naperville's strengths and assets, the Park District and its parks were often among the first listed. Residents called for the preservation of green space moving forward and careful consideration of development to ensure Naperville retains its landscape and identity.

Diversity

The increasing diversity of Naperville was identified as an important asset and strength of the community that needs to be addressed in the future. Participants highlighted the need for development, businesses, services, and amenities that appeal to residents of different ethnic backgrounds, ages, and incomes. This was seen as a critical opportunity to continue to grow and improve Naperville as a community that is accessible and welcoming to a wide range of individuals. In harmony with these sentiments, in 2020 the Naperville City Council directed the City Manager to create a Manager of Diversity, Equity and Inclusion.

Affordability

As a component of diversity, affordability was another key theme. This was consistently tied to affordable housing, but also branched to the affordability of businesses, property, and services to residents of all incomes. The high cost of taxes within Naperville was frequently discussed. Residents emphasized the need to make Naperville more accessible to a greater range of incomes, particularly seniors who want to stay in the community but cannot afford the high cost of homes or residential taxes.

The challenges of affordability have been the focus of the Housing Advisory Commission. In 2021, City Council approved recommendations made by the Commission and directed staff to initiate efforts to prepare an Inclusionary Housing Ordinance. It is worth noting that several of the recommendations of the Housing Advisory Commission relate directly to zoning updates recommended in support of the Guiding Principle #1 Ensuring that Naperville housing is diverse, responsive to community needs, and accessible to everybody.

Downtown Naperville

Downtown Naperville was frequently identified as the City's greatest asset and an important focal point for the community. Residents emphasized the need to maintain Downtown and address issues specific to its function and desirability, such as parking. Additionally, residents were concerned about the stability of Downtown as a shopping destination, given the number of vacant storefronts in other commercial areas. Ensuring Downtown remains an active district in the future was an important priority for residents and business owners.

North & South Naperville

Throughout outreach events, participants and stakeholders frequently discussed Naperville in terms of northern and southern portions of the community. There was a strong distinction between the unique issues each area faces or how the same issues affect each area differently. For example, the drive times between south Naperville and major destinations like Downtown has fostered a sentiment that areas south of 75th Street are neglected. The perceived separation between north and south Naperville demonstrates a lack of unity within the City that impacts the identity of the community. This could impact the effectiveness of specific planning efforts based solely on their location and perceived service area.

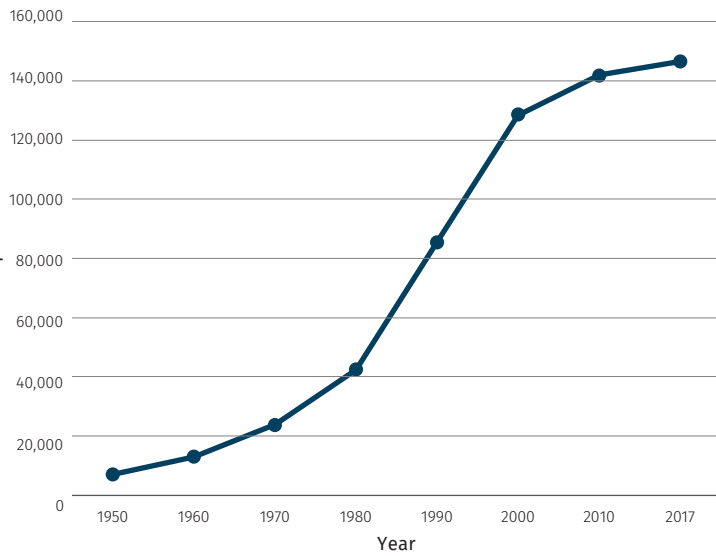
Demographic & Market

Population & Households

In 2018 Naperville conducted a Special Census to assess the City's growth since the 2010 Census. Municipalities have the ability to work with the US Census Bureau to pay for a new partial census if they believe their population is undercounted or has increased significantly. The benefit is that certain federal and state funds are allotted on a per capita basis. Therefore, each new resident represents additional revenue. It is important to highlight, that the revenue is typically offset by the cost of providing services. For that reason, it is important that cities ensure that Census figures are current and accurate. The Special Census indicated that Naperville had a population of 147,841 compared to the 2010 Census reported population of 141,853; a difference of nearly 6,000 residents. The result is an increase in funding to the City of approximately \$800,000 annually. The latest figures solidify Naperville's position as the State's fourth largest municipality behind Chicago, Joliet and Aurora.

Naperville has experienced a steady population growth over the last several decades. Through annexation and redevelopment, population began to grow significantly in the 1990's. The City's population has grown by 15% since 2000. The following graphic highlights Naperville's historical growth trend over the past 70 years.

Naperville Total Population



Population and Households

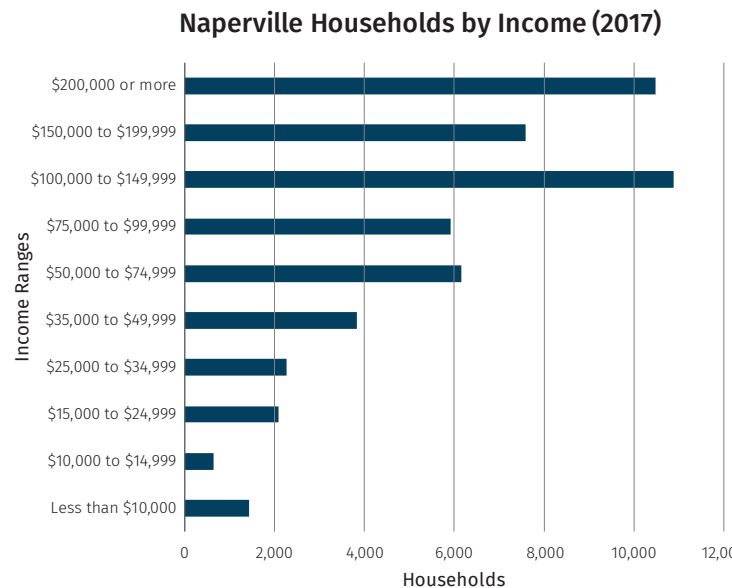
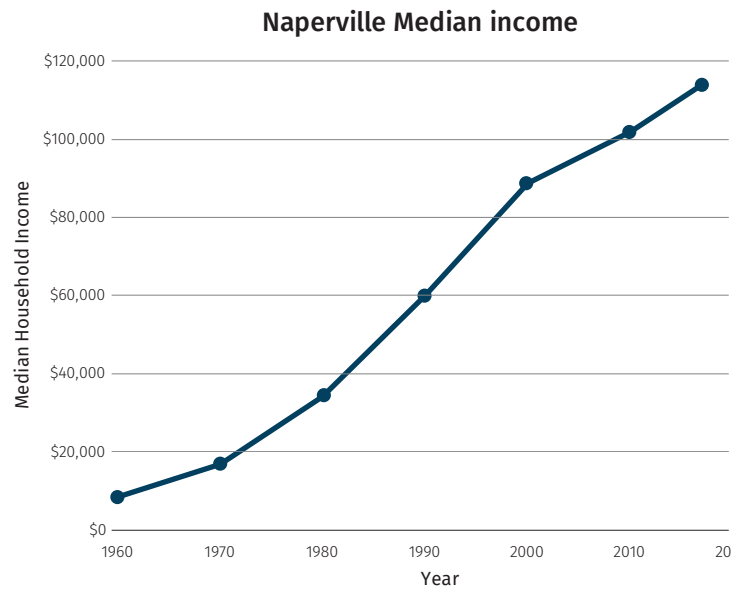
	2000	2010	2017	Change (2000-2017)	CAGR (2000-2017)
Population	128,300	141,853	146,431	18,131	0.8%
Households	43,751	50,009	51,272	7,521	0.9%

Population & Location

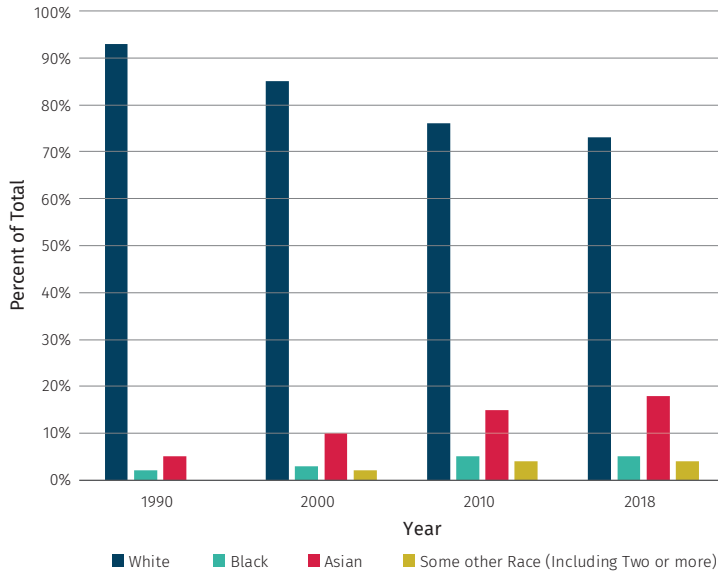
Using 75th Street as a north/south boundary, the City's population is fairly evenly divided with slightly more than half of the resident population to the south (52% versus 48%). However, the daytime population skews much higher to the north due to the larger concentration of major employers, businesses and activity generators located north of 75th. With an estimated city-wide daytime population of approximately 161,000, two-thirds (107,631) are in locations north of 75th, while one-third (53,370) are in the southern sections of the City. From a long-term planning perspective this has implications on a range of items including infrastructure, transportation and provision of city services.

Income

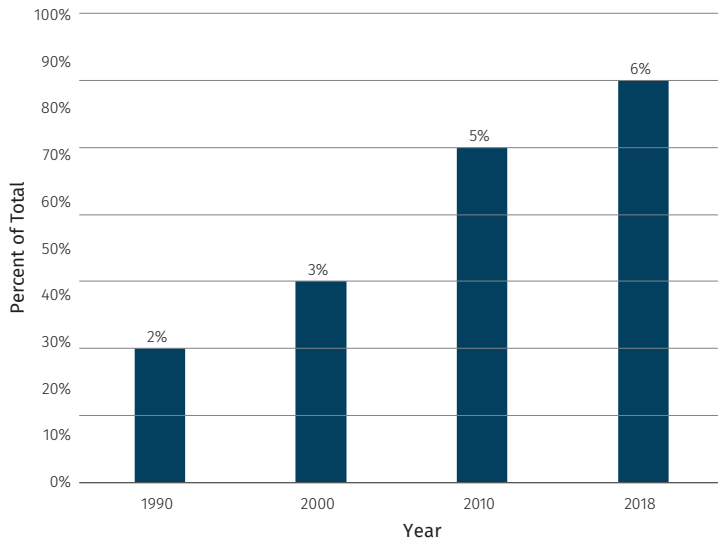
Naperville's median household income (\$114,014) has been increasing steadily over the past decade and is 24% higher than DuPage County (\$89,251) and 32% higher than Will County (\$82,196).



Naperville Racial Composition



Naperville Hispanic Composition



Age by Population

The City’s median age of 38.7 has been steadily increasing which is in line with state and national trends. In comparison, Naperville is slightly younger than DuPage County (39.7) and older than Will County (37.3). Trends indicate the greatest increases have been in older age cohorts, particularly in the 65 and over population. Future needs may be greater for senior residents than others, particularly regarding housing and access to emergency and social services. This can also affect future land use and regulatory decisions as it relates to senior and/or age targeted housing.

Median Age Change

	2000	2010	2017	Change (2000-2017)	CAGR (2000-2017)
Median Age	34.2	37.9	38.7	4.5	0.7%

Racial & Ethnic Composition

While the majority of Naperville residents are identified as white (as defined by the U.S. Census Bureau), the City has become increasingly more diverse over the past twenty years. In addition, the U.S. Census Bureau defines Hispanic as an ethnicity, which is distinct and separate from race. A person of Hispanic origin can identify as being of one or multiple races. Regionally, the Hispanic population has been increasing steadily since the 2000 census.

Racial and Ethnic Composition

	White	Black	Asian	Some other Race (including Two or more)	Hispanic
1990	93%	2%	5%	0%	2%
2000	85%	3%	10%	2%	3%
2010	76%	5%	15%	4%	5%
2018	73%	5%	18%	4%	6%

Industry & Employers

In terms of resident employment, Retail Trade represents the largest percentage of professions with over 12,000 jobs, roughly 14%. This is followed closely by Health Care & Social Assistance with 13.9% and Professional/Scientific/Technical services with 12.8%. This is generally consistent with the largest employers in the City, with the exception of the two school districts that comprise over 5,000 jobs. The City continues to be a destination for higher paying wage professions both in terms of employment and resident population.

According to data from Naperville Development Partnership, the City's top ten employers are:

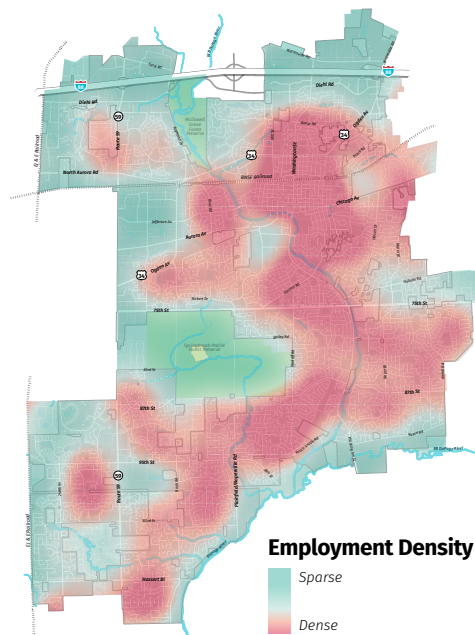
Name	# of Employees
1. Edward Hospital	4,940
2. Naperville District 204	3,022
3. Nokia	3,000
4. Naperville District 203	2,367
5. Nicor	2,140
6. BP	1,800
7. Nalco	1,300
8. BMO Harris	1,250
9. City of Naperville	965
10. North Central College	625

The majority of major employers and highest concentration of jobs are located in the northern half of the City. The heat map below provides an indication of the location and clustering of employment.

While most Naperville residents work in other locations, the local population represents the largest percentage of workers employed within the City.

Residential Employment

NAICS Codes	2019 Employees	
	Number	Percent
Agriculture, Forestry, Fishing & Hunting	36	0.0%
Mining	15	0.0%
Utilities	972	1.1%
Construction	2,887	3.3%
Manufacturing	3,108	3.6%
Wholesale Trade	5,096	5.9%
Retail Trade	12,185	14.0%
Transportation & Warehousing	1,615	1.9%
Information	2,769	3.2%
Finance & Insurance	6,642	7.7%
Real Estate, Rental & Leasing	3,064	3.5%
Professional, Scientific & Tech Services	11,117	12.8%
Management of Companies & Enterprises	56	0.1%
Administrative & Support & Waste Management & Remediation Services	2,065	2.4%
Educational Services	6,520	7.5%
Health Care & Social Assistance	12,087	13.9%
Arts, Entertainment & Recreation	1,529	1.8%
Accommodation & Food Services	7,626	8.8%
Other Services (except Public Administration)	5,056	5.8%
Public Administration	2,310	2.7%
Total	86,755	100.0%



Market Overview

In comparison to other communities in the region, the City of Naperville has a diverse and balanced range of business and development. The retail, office and industrial markets were assessed to better define Naperville's position within the context of the competitive market area. Data from CoStar and Esri were utilized for this analysis. The following highlights conditions through 1999 and current conditions and historical trends within the office, industrial and retail markets. The housing market is analyzed separately.

Office

The City of Naperville is within two separate market areas as defined by CoStar (the east-west corridor and Joliet/Will) both of which are fairly healthy in terms of average rents and occupancy trends. Average rents and vacancy rates vary depending in sources. For consistency, CoStar data is used in assessing all markets. The East- West market has a reported average rent of 10.3% with an average market rent of \$21.19 per square foot. The Joliet-Will market is at 7.6% vacancy with rents averaging \$19.02 per square foot. Extracting the Naperville submarket, the City's office market has a vacancy rate of 9.4% and an annual average rent of \$19.04. While vacancy and rents have fluctuated, the market area has been relatively stable for several years. Given the number of headquarter properties and large employment centers located in this area of the Chicago region – and further augmented by an extensive labor pool and accessibility to major interstates - Naperville should continue to see a demand for office space for the foreseeable future.

Industrial

The I-88 Corridor Industrial submarket extends further south than the office market and therefore encompasses most if not all of Naperville. This segment consists of a mix of manufacturing, light industrial, logistics and flex space. At 4.8% vacancy, and \$6.89 per square foot average rent, the Naperville market continues to outperform the larger submarket at 6.6% vacancy and average rents of \$6.38 per square foot. While Naperville represents an overall smaller portion of the market, its location will continue to position the City to capture a proportionate share of regional demand.

Retail

The City of Naperville contains over 11.5 million square feet of retail space spread throughout the City. According to Esri data, annual consumer expenditures by Naperville residents on retail, food and drink amounts to approximately \$3.4 billion and a supply of retailers, restaurants and bars that support roughly \$4 billion. In some municipalities, this would equate to an oversupply and saturation, however the Naperville market serves as a destination drawing from a much larger geographic area as well as its significant visitor and day-time population.

While the national and regional retail market continues to evolve with some level of uncertainty, Naperville's range of destinations including Downtown; major arterials such as Route 59 and Ogden Avenue; and proximity to interstate ingress/egress (Freedom Drive development) will continue to drive and attract consumers and support existing and new businesses. This is further supported by the fact that, per the Illinois Department of Revenue, Naperville led all Illinois suburbs in retail and food/drink sales in 2018 and 2017. In addition, according to the latest reports from CoStar, the City is experiencing the lowest vacancy and the highest average rents for retail since 2009. At roughly 7% vacancy, this is still above a preferred standard of 5% vacancy in a retail market.

Residential & Housing

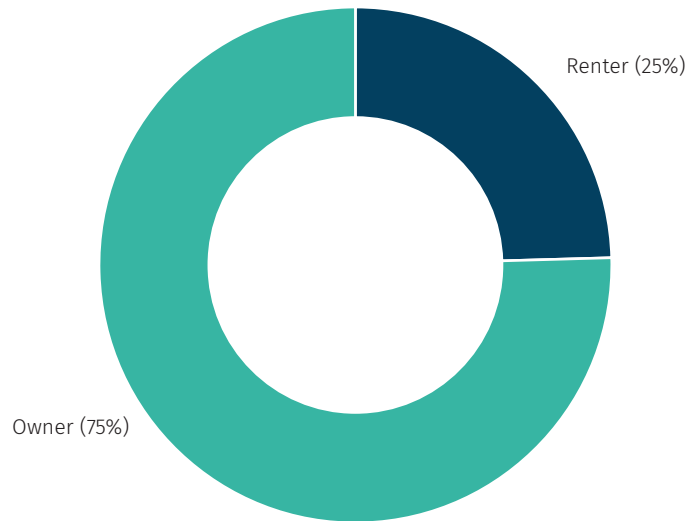
In conjunction with multiple regional agencies and the Homes for a Changing Region initiative, Naperville recently prepared an assessment of housing supply and need in the community. The City is also conducting a more detailed housing study which is scheduled to be completed in 2020. This plan does not duplicate those efforts. Those documents should be referenced for additional information on Naperville housing needs and affordability.

The aforementioned initiatives are indicative of the City's proactive approach to ensuring that Naperville's housing meets the needs of existing and future residents of all ages and income levels. This is particularly important as the population within older age cohorts increases and wishes to age in place and remain in the community.

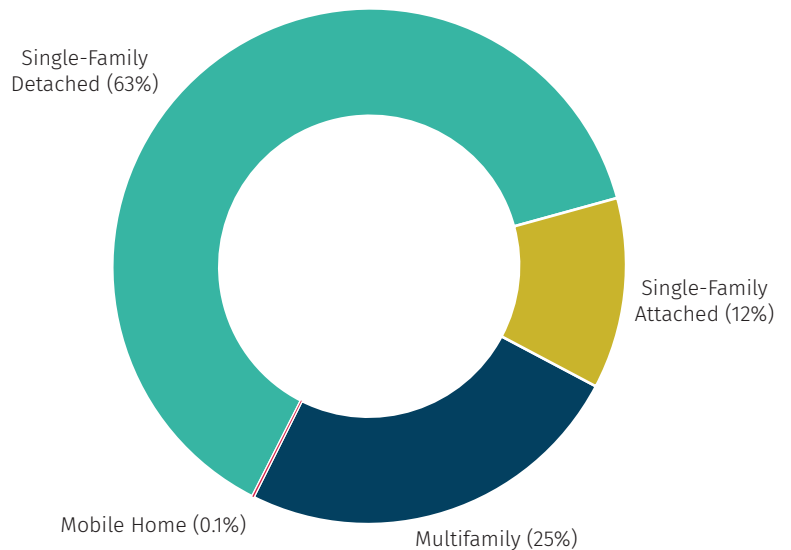
Key findings from the Homes for a Changing Region study as well as analysis conducted for this plan are presented in this section.

While the City's housing is somewhat diverse, single-family detached units represent approximately 75% of the City's housing supply. The majority of single-family homes consists of owner occupants, with renters making up most of the multi-family market. In terms of location, most of the City's supply of multi-family units and renter population resides north of 75th Street, with larger lot owner occupied single-family homes comprising the largest percentage of housing to the south.

Naperville Housing by Tenure



Naperville Housing by Type



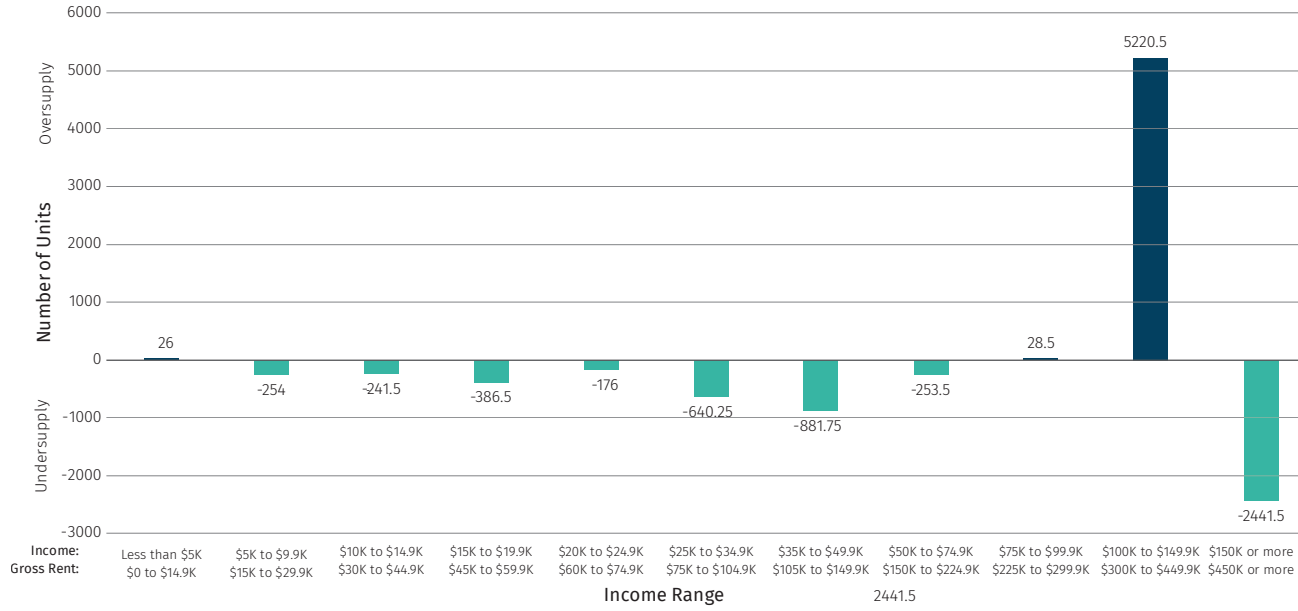
There is an identified shortage of housing units that are affordable at both the lowest and highest income levels. An established benchmark of thirty percent of income allotted to housing is utilized in determining the relationship between cost and income (for both renters and owners). A lack of housing units in the higher income/home value range simply indicates that households earning higher incomes could afford a higher-priced home than they currently occupy. While some may choose to do so regardless of availability, others may seek options outside of the community.

As the City plans for future housing need, it is important to recognize that price, housing type, and location must be factored. Access to transit and centers of employment will continue to drive demand for multi-family (primarily rental) to the north end of the City. Currently, mixed-use development is primarily concentrated in the Downtown area. This product appeals to both younger and older age cohorts and should continue to be encouraged as a means of attracting new residents and retaining those seeking to downsize. There may be additional opportunities for mixed-use in other areas of the City, but the feasibility of the non-residential component of the development must be carefully analyzed.

Another important consideration is the location of housing and what school district it will fall within. New homes can result in additional school-aged children that increase enrollment within each district. Officials from Naperville School District #203, which serves the eastern half of the community, are not concerned with enrollment. This provides greater flexibility to allow for all housing types within that district. However, Officials from Naperville School District #204, which serves the western half of the community and parts of neighboring communities, are concerned about school enrollment and the impact of future residential development. As a result, new housing should be considerate of impacts on enrollment and could include products that limit the amount of school-aged children and cater to young professionals, empty nesters, active adults, and senior citizens.

While achieving a balanced housing supply in terms of product and affordability is desirable, it is important to recognize that owner occupied single-family detached will continue to be the predominant housing type in Naperville as well as the larger market area.

Owner-Occupied Housing Income/Unit Comparison



Renter-Occupied Housing Income/Unit Comparison

