

Naperville

Downtown2030

Planning the Downtown Experience





Jefferson Avenue (Left)
Photo by City of Naperville

"Naperville Riverwalk" (Center)
Photo by Chuck Mowll

"Millennium Carillon" (Right)
Photo by Mary Emily Binder

Cover Photos for Naperville Downtown2030

In May 2009 the City of Naperville held a photo contest for Naperville Downtown2030. More than 50 photo entries were submitted that captured the atmosphere, activity, and culture of downtown Naperville. The photo featured on the cover, "Naperville at Dawn" was submitted by Jerry Negele, who was awarded 1st Place in the Adult Category. Of the photos featured on the back cover "The Loop" (pictured in the bottom right corner) was submitted by Maddie Blecha, who was awarded 1st Place in the Youth Category, "Mural in an Alley" (pictured on the top right corner) was submitted by Alicia Ladao, who contributed to the photo contest, and "Fall Reflections" (pictured to the left) was submitted by John Sather, People's Choice Winner. Other contest participant photos are located throughout the document. All other photos featured on the back cover were provided by the City of Naperville.

The city wishes to thank all of those that have contributed to the illustrations and photos provided in the document.

Naperville

Downtown2030

Planning the Downtown Experience

Presented by the Downtown Advisory Commission

Naperville is among the leading sales tax generating communities in the State of Illinois. The economic heart of this commercial success story is the Downtown Core. With a compact 12 block area of offices, businesses and retail surrounded by vibrant neighborhoods, parks, and cultural destinations, it has weathered economic cycles and continues to progress. Half of the visitors to its downtown come from outside the City of Naperville, a testimony to the destination attraction called 'Downtown Naperville'.

Naperville's modern day downtown is a work in progress. It is often visited and studied as a success story. . . but not duplicated. Visitors and residents' experience of downtown Naperville includes an eclectic collection of natural, historic, cultural, lifestyle and commercial features and buildings, including: the Riverwalk, Centennial Beach, Naper Settlement, Millennium Carillon, DuPage Children's Museum, North Central College and a vibrant mix of offices and local and national retail stores, and dining and entertainment options that make it a destination for all ages and interests.

But what makes Naperville successful where others languish? Others offer shopping and dining and many have natural beauty. The answer lies in the cloth of a "can do spirit and cooperation" that has been more than 40 years in the making. In the early 70s, faced with competition from a new regional mall and fear of downtown disinvestment, business, civic and government leaders formed an organization called Central Area Naperville Development Organization (CAN-DO). The group worked on a wide range of projects, policies and improvements to make Naperville's downtown a destination. It was a concept of stakeholder teamwork that was far ahead of its time.

The next 20 years followed with other cooperative partnership organizations supplementing these early efforts. The Naperville Development Partnership (NDP), Naperville's economic development arm, is funded partly by business and partly by government. Together this partnership actively seeks to bring businesses to Naperville. The Downtown Naperville Alliance (DNA) (an arm of the Naperville Area Chamber of Commerce), is an organization of merchants who have banded together to market the downtown and promote policies and practices that create a successful business climate. Special taxes are levied and supported by the property owners to provide parking, fund marketing and advertising, and pay for maintenance. These groups continue to this day.

To complement the efforts of CAN-DO, NDP, and DNA, in the 1970's, the East Central Homeowners Organization (ECHO) was formed to preserve the community atmosphere and character of the residential areas located east of Downtown Naperville, including the local historic district. Later, in 1998, the Westside Home Owners Association (WHOA) was formed with a similar purpose for the residential neighborhoods located west of downtown. Today, ECHO and WHOA representatives continue to partner with the City and its organizations to ensure that a critical balance is maintained between the preservation of the downtown residential neighborhoods and the prosperity of the downtown commercial districts.



Even with cooperation, a city needs a long term plan - a vision - for its future. How will future generations experience the downtown? The planning effort started in 1974 when CAN-DO, in concert with the City of Naperville, paved the way for downtown success by overseeing the completion of the Central District Urban Design Plan (1974), often referred to as the Brown Heldt Plan. That document painted a picture of a compact, walkable downtown core with convenient, shared parking. Unlike planning themes of the day that supported sprawling development with abundant supplies of surface parking, the downtown Naperville approach was a generation ahead of its time.

Most recently in 2000, a ten year plan for downtown Naperville was completed and adopted by the City Council. Members of the stakeholder steering committee, who helped craft the 2000 plan, were eager to work toward its completion. Out of this steering committee, the city established a Downtown Plan Implementation Committee (DPIC) that became the owner of the plan and the guiding force to see that the journey of our successful downtown continued. As needed, the DPIC would bring together small ad-hoc committees of public and private experts to tackle special issues. New zoning districts to support the plan's walkable core and transition to outlying residential neighborhoods, streetscape designs, parking management strategies, expansion of the downtown south of the West Branch of the DuPage River (Water Street) and a host of other issues were incorporated into a task list reviewed annually by the DPIC. Once again business, government, civic and resident leaders pulled together to make the plan and its implementation strategies a reality.

By 2009, nearly every task identified in the 2000 plan was completed. Continuing to look ahead, this monumental accomplishment was viewed only as a chapter in the downtown success story, not a conclusion. Appreciating how far the downtown has come, city leaders believed that to remain a dynamic, vibrant destination, planning for the future successful downtown experience was imperative. A new plan was needed to continue the legacy established by earlier plans. A new commission, comprised of members of the DPIC, representatives from NDP, DNA, resident, property and business owners was also established in 2009. The Downtown Advisory Commission (DAC) carries on where the DPIC left off with a larger group, but the same business, resident, civic and government cooperative focus.

The resulting Naperville Downtown2030 Plan is a continuation of the "never ending story" of vision, cooperation, and economic development for Naperville's downtown. It is a testament to the success that can be enjoyed when public and private interests are merged for the benefit of the community. Naperville has captured the essence of human commitment and married it with brick and mortar to spell success. It is a model for any city. Naperville's downtown journey continues and NapervilleDowntown2030: Planning the Downtown Experience will be the roadmap to carry us forward.

Approved by the Naperville City Council on April 6, 2011 (Ord. 11-055)

EXECUTIVE SUMMARY

Downtown Naperville is a special place – a destination that stands apart from other communities in the region. *Naperville Downtown2030* builds upon the history and success of previous downtown plans and draws upon these ideas to establish a culture and vision which serve as the foundation of the plan. The fundamental themes carried over from the *Downtown Plan (2000)* include:

- Maintaining a compact downtown that includes a mix of uses located within a distinct Downtown Core, Secondary Downtown, and Transitional Use area;
- Valuing the existing residential neighborhoods surrounding the downtown;
- Preserving downtown’s small town character through traditional building design constructed at a pedestrian scale;
- Offering free and conveniently located public parking that is optimized through parking management strategies; and
- Focusing on pedestrian comfort and safety in and around the downtown.

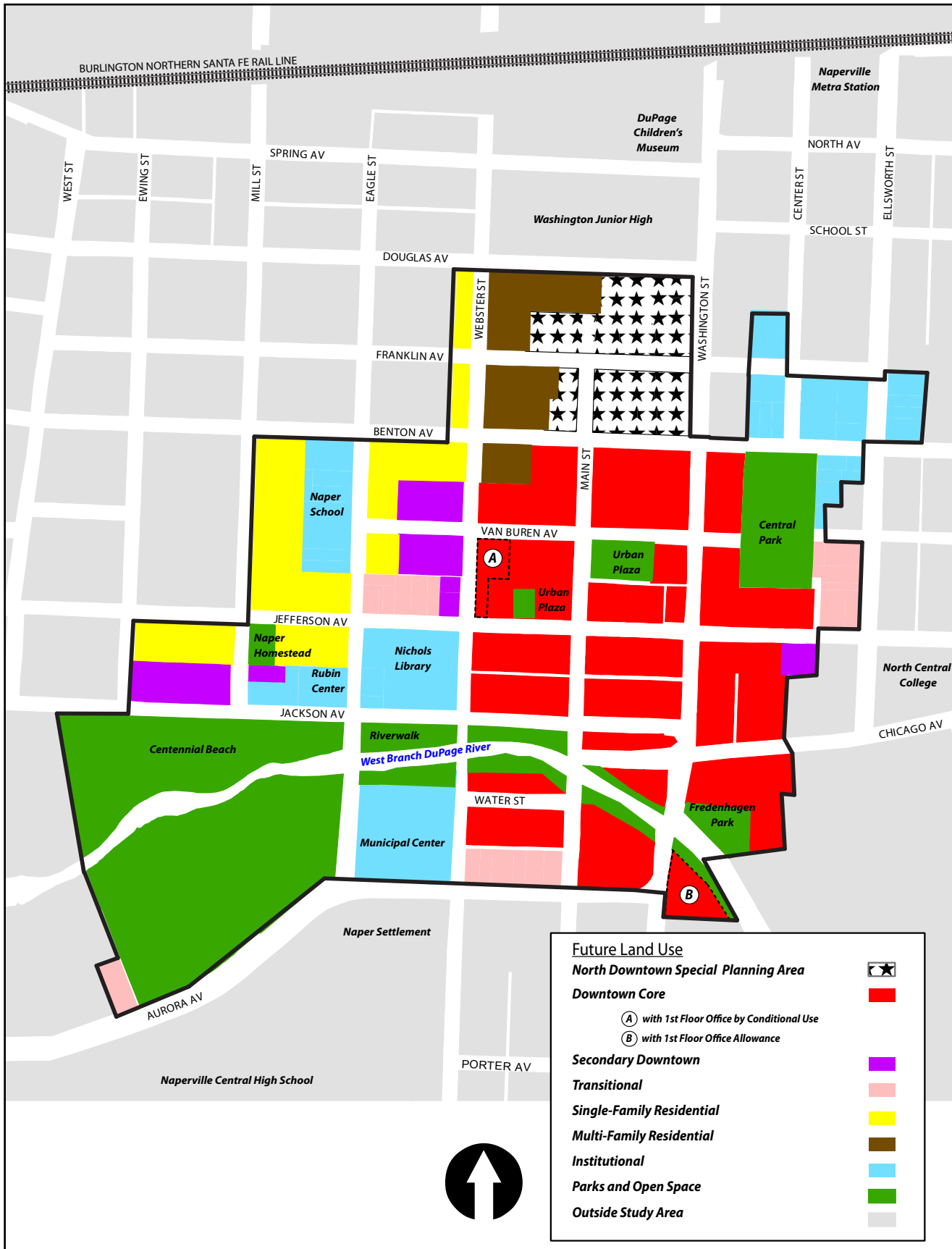
In addition, *Naperville Downtown2030* offers new forward-thinking recommendations that will help to maintain the vibrancy of downtown and further enhance its desired culture. Provided below is a snapshot highlighting some of the new recommendations for the downtown through 2030.

New Ideas for 2030

Zoning Amendments In response to changing land use policies and market trends, several amendments are recommended to the zoning districts governing the Downtown Core, Secondary Downtown, and Transitional Use areas. These amendments include new use restrictions/allowances, setback and parking requirements, and the establishment of a maximum height limitation to distinguish between these areas consistent with the intent of each district established in 2000. Unlike the *Downtown Plan (2000)*, the City will not initiate the rezoning of any downtown property for compliance with the Future Land Use Map (see *Map 1: Overall Future Land Use Map*).



Map 1: Overall Future Land Use Map



North Downtown Special Planning Area Recognizing the market pressures on downtown, objectives have been developed for the North Downtown Special Planning Area, which is an area bordered by Douglas Avenue on the north, Washington Street on the east, Benton Avenue on the south, and Webster Street on the west. This area merits special planning attention due to its ability, if redeveloped, to impact the downtown environment and culture, impact on nearby institutional uses such as Washington Junior High and the DuPage Children’s Museum, as well as serve the northern gateway into downtown Naperville. Should development occur in this area, it should be meaningful and result in the creation of a special place.



Bicycling Where previous plans have focused almost exclusively on the pedestrian environment and the walkable downtown core, *Naperville Downtown2030* offers a new additional emphasis on bicycling. The plan recommends routes and amenities to safely accommodate bicyclists in harmony with the strong pedestrian environment.



Downtown Amenities Since the Riverwalk was established in 1981, Naperville has been a leader in providing top quality urban amenities and gathering places that draw not only residents and customers, but thousands of visitors each year. *Naperville Downtown2030* seeks to build upon this legacy by:

- Creating new urban plazas to offer flexible central downtown gathering places to complement the Riverwalk and Central Park;
- Offering a festival streetscape design in certain areas to host special events;
- Recognizing and seeking to enhance terminated vistas which capture pedestrian interest and attract visitors to exciting cultural, recreational and shopping destinations; and
- Maintaining a commitment to well designed, amenity-rich pedestrian streetscapes that are very well maintained and offer space to accommodate a high quality walkable environment for shopping, strolling and dining.



Downtown Building Design Standards To respect Naperville's unique culture, design and style, standards for new construction, additions and modifications to buildings have been established in a companion document, *Downtown Building Design Standards*. Recommendations are also made regarding buildings of historic interest in *Naperville Downtown2030*.

Implementation Action Plan Key to achieving the vision of *Naperville Downtown2030* is the implementation of the numerous recommendations made throughout the plan. The action agenda lists several implementation items in an effort to assist the Downtown Advisory Commission develop their work program and prioritize objectives for the downtown each year.

Naperville Downtown2030 replaces the *Downtown Plan (2000)* and will serve as the guiding document for downtown Naperville for the 20-year planning period. As this plan reaches its sunset in 2030, Naperville will be on the cusp of its 200th anniversary. *Naperville Downtown2030* offers a vision for maintaining downtown Naperville's status as a vibrant, dynamic focal point as the city reaches this major milestone.

Conclusion

Through 2030 and beyond, downtown Naperville will offer a lively mix of places to live, work and play. From award-winning cultural landmarks, like Nichols Library, the Riverwalk, DuPage Children's Museum, Naper Settlement and North Central College's Fine Arts Center/Wentz Concert Hall and the surrounding theater district, to outstanding dining options and unique shopping opportunities, downtown Naperville will continue to cater to a wide audience. *Naperville Downtown2030* sets the standard for downtown excellence by offering the vision, objectives and actions necessary to accomplish this superior mission.



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Special Additional Thanks To:

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DuPage Children’s Museum
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Hitchcock Design Group
Naperville Area Chamber of Commerce
Naperville Area Homeowners Confederation
Naperville Development Partnership (NDP)
Naperville Heritage Society
North Central College
Solomon Cordwell Buenz
School District 203 Administrators, Staff, & Students
Westside Home Owners Association (WHOA)
Property Owners and Residents



Various Downtown Businesses
Photos by City of Naperville

TABLE OF CONTENTS

1.0	INTRODUCTION	1
1.1	Why a Plan for 2030?	3
1.2	History of Planning for Downtown Naperville	3
1.3	Study Area	4
1.4	Downtown Planning Process	10
1.5	Organization of the Plan Report	11
2.0	VISION, CULTURE & THE DOWNTOWN EXPERIENCE	13
2.1	Introduction	15
2.2	Downtown Naperville Culture	17
2.3	Downtown Naperville Pedestrian Experience	20
3.0	LAND USE AND DEVELOPMENT	21
3.1	Introduction	23
3.2	Moving Forward to 2030	24
3.3	Supplemental Land Use Objectives	33
3.4	Special Land Use Considerations	41
4.0	TRANSPORTATION	45
4.1	Introduction	47
4.2	Moving Forward to 2030	47
4.3	Pedestrian Access	50
4.4	Bicycle Access	56
4.5	Alternative Forms of Transportation	58
4.6	Development Impacts on the Transportation Network	60
5.0	PARKING	63
5.1	Introduction	65
5.2	Moving Forward to 2030	65
5.3	Provision of Parking in the Downtown	66
5.4	Projecting Future Parking Needs	69
5.5	Managing the Parking Supply	71
6.0	URBAN ENVIRONMENT	73
6.1	Introduction	75
6.2	Moving Forward to 2030	75
6.3	General Urban Environment Objectives	76
6.4	Pedestrian Environment and Amenities	84
6.5	Open Spaces	89
7.0	BUILDING AND SITE DESIGN	93
7.1	Introduction	95
7.2	Moving Forward to 2030	96
7.3	Downtown Design Standards	97
7.4	Buildings of Historic Interest	98
8.0	NAPERVILLE DOWNTOWN2030 IMPLEMENTATION ACTION PLAN	101
8.1	Overview of the Implementation Action Plan	103
8.2	Using the Implementation Action Plan	103
8.3	Priority Action Items	104
8.4	Additional Action Items	106
8.5	Ongoing Action Items	108

TABLE OF CONTENTS

NAPERVILLE DOWNTOWN2030 SPOTLIGHTS

1. Drawing the Downtown Study Boundary	5
2. Downtown Residents	8
3. Downtown Advisory Commission	10
4. Downtown Youth Vision	16
5. Naperville Riverwalk	19
6. Opportunity Sites	25
7. Planned Unit Developments	34
8. Water Street Area	35
9. System of Transportation Studies and Plans	48
10. Pedestrian Gap Analysis	52
11. Pedestrian Safety Adjacent to School Facilities	61
12. Public-Private Partnerships	68
13. Parking Guidance Systems	72
14. Caroline Martin Mitchell Master Campus Plan	79
15. Garbage Consolidation	80
16. Main Street at Terminus with Franklin Avenue	83
17. Alleyscape	87
18. Dual Entrances and Pedestrian Walkways	88
19. Jackson Avenue	92
20. Architectural Styles in Downtown Naperville	95
21. Signage in Downtown Naperville	97
22. Preservation Efforts	99

LIST OF MAPS

1. Overall Future Land Use Map	viii
2. Naperville Downtown2030 Study Area	6
3. Downtown Naperville System of Plans	7
4. Elements of Downtown Naperville Culture	18
5. Naperville Downtown2030 Future Land Use	26
6. Naperville Downtown2030 Future Land Use - Commercial Limits	27
7. North Downtown Special Planning Area	33
8. Height Recommendations	42
9. Naperville Downtown2030 Routes and Connections	51
10. Pedestrian Improvement Areas	55
11. Downtown Parking Map	67
12. Downtown Parking Facilities	70
13. Naperville Downtown2030 Urban Environment	81
14. Naperville Downtown2030 Streetscape	85

Informational boxes for **definitions** and **spotlights** are found throughout *Naperville Downtown2030*. Definition boxes are intended to explain new or unfamiliar terminology. Spotlights provide additional information helpful to understand topics featured in the plan or highlight best practices conducted by the City of Naperville. Recommendations resulting from the **pedestrian gap analysis** (see pages 52-53) are also highlighted in the plan. Watch for definition, spotlights and Pedestrian Gap recommendations, as shown to the right, located throughout *Naperville Downtown2030*.

NAPERVILLE DOWNTOWN2030 SPOTLIGHTS

DEFINITIONS

PED GAP

TABLE OF CONTENTS

LIST OF FIGURES

1. The Pedestrian Experience	20
2. Future Land Use Categories	28
3. Use Definitions	30
4. North Downtown Special Planning Area Objectives and Concepts	35
5. 5th Avenue Study Area	36

LIST OF DEFINITIONS (ALPHABETICAL)

1. 24-Hour Downtown	17
2. Accessibility	49
3. Alleyscapes	86
4. Bike Lane	56
5. Bike Path	56
6. Bike Route	56
7. Circulator	49
8. Determining a Datum Point	42
9. Floor Area Ratio (FAR)	41
10. Home-Occupation	61
11. Leadership in Energy and Environmental Design (LEED)	76
12. Measurement of Height	42
13. Mobility	49
14. Multi-Modal	49
15. Naperville Downtown2030 Vision Statements	10
16. Non-Traditional Modes of Transportation	59
17. Parking Fee-in-Lieu Formula	66
18. Peak Hour	49
19. Pedestrian Dead Zones	53
20. Pedestrian Flow	53
21. Pedicab	58
22. Sharrow	57
23. Special Service Area (SSA)	66
24. Storefront Gaps	53
25. Street Tree	84
26. Streetscape	53
27. Streetwall	40
28. Tactile Signals	77
29. Terminated Vista	82
30. Traditional Downtown Core	41
31. Visitability	53
32. Winter City Design	76

APPENDIX

1. Public Participation Plan and Meeting Summary
2. Miscellaneous Maps

Naperville

Downtown2030

Planning the Downtown Experience

SECTION 1 INTRODUCTION



Jefferson Avenue
Photo by City of Naperville

Section 1.1 Why a Plan for 2030?	Pg. 3
Section 1.2 History of Planning for Downtown Naperville	Pg. 3
Section 1.3 Study Area	Pg. 4
Section 1.4 Downtown Planning Process	Pg. 10
Section 1.5 Organization of the Plan Report	Pg. 11

Naperville Downtown2030: Planning the Downtown Experience

Naperville Downtown2030 strives to articulate the community's "vision" for downtown. It establishes the "ground rules" for public and private improvements and recommends cooperative use by the city and various organizations, institutions, property owners, merchants, homeowners and residents. Moreover, it describes the desired culture of downtown and recommends policies and action items to enhance the cultural landscape.

For property owners, designers and prospective developers, Naperville Downtown2030:

- Serves as a guide in efforts to prepare plans for property improvement, rehabilitation or redevelopment; and
- Serves as a marketing tool to promote downtown Naperville's unique assets and advantages, and to help continue to attract desirable new investment and development to the area in the future.

For residents in and adjacent to downtown, Naperville Downtown2030:

- Establishes a firm boundary of the downtown's commercial areas, thus deterring encroachment into adjacent residential neighborhoods; and
- Establishes clear expectations regarding the future development and redevelopment of properties located with the downtown study boundary.

For the City Council, boards and commissions and staff, Naperville Downtown2030:

- Serves as Naperville's policy guide for physical improvement and development within the downtown study area;
- Provides policies and recommendations by which City Council, Plan Commission and city staff can review and evaluate private development proposals;
- Serves as a guide to evaluate, identify and coordinate public improvement projects related to streets, pedestrian ways, infrastructure and public sites and buildings; and
- Offers the basis for amending the City of Naperville Zoning Ordinance and other development codes relative to the downtown in order to implement the planning policies and recommendations in this document.

1.1 WHY A PLAN FOR 2030?

While downtown Naperville has been the subject of considerable study in the past, an updated plan is now needed to reflect what has been accomplished, anticipate new trends and offer forward-thinking initiatives to maintain the vibrancy of downtown. An updated plan will build upon the history and success of previous downtown plans.

Naperville Downtown2030 seeks to accommodate continued improvement and development of downtown Naperville while enhancing the established characteristics that give the area its special identity. This planning effort is particularly important to keep downtown Naperville competitive as nearby communities seek to provide a similar mix of uses and amenities.

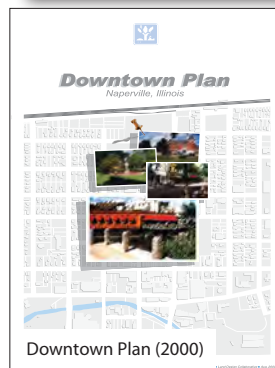
1.2 HISTORY OF PLANNING FOR DOWNTOWN NAPERVILLE

Naperville Central District Urban Design Plan (1974) Commonly referred to as the *Brown Heldt Plan*, this document established the current trend of planning in downtown Naperville. This plan established a focus on the Downtown Core and emphasized the importance of maintaining municipal service and cultural amenities (e.g., library and museums) in and around the downtown.



Downtown Plan (2000) Following a period of significant change during the 1980s and 1990s, the *Downtown Plan (2000)* was initiated in 1998 to provide the vision and direction required to facilitate the downtown's continued successful growth and revitalization. The plan was adopted on August 1, 2000 and included the following:

- Promoted continued improvement and intensification of the Downtown Core;
- Sought to encourage new construction compatibility with the existing buildings;
- Improved access to downtown from the surrounding neighborhoods.
- Established attractive and visually distinctive streetscapes that enhance and connect the various areas of the downtown;
- Recommended improved linkages and connections between downtown and nearby cultural, recreational and institutional areas;
- Enhanced downtown as a safe, convenient and hospitable pedestrian environment; and
- Recommended actions to maintain adjacent residential neighborhoods.



Implementation of the *Downtown Plan (2000)* was a priority for the city, such that nearly every action recommended in that plan has been completed. Downtown development since 2000 has expanded shopping, dining, living, entertainment, recreation and parking choices.

1.3 STUDY AREA

The *Naperville Downtown2030* study area reflects those commercial areas that signify downtown Naperville to residents and visitors, as well as the surrounding public, institutional, recreational, and residential areas that are important components of the overall downtown environment (see *Map 2: Naperville Downtown2030 Study Area*, page 6). Using the study boundary included in the *Downtown Plan (2000)* as a starting point, the **Downtown2030 study boundary** was slightly expanded to include contributing areas currently located just west of the downtown commercial areas (Centennial Beach, Jackson Avenue, and Joseph Naper Homestead). The importance and interrelationship of **residential areas** (see **Spotlight on page 8**) to the downtown, particularly those within the 2030 study area, are also recognized and highlighted in this plan.

Naperville Downtown2030 also provides a context for understanding the larger system of plans that relate to the downtown, each of which has been completed since the *Downtown Plan (2000)*; refer to *Map 3: Downtown Naperville System of Plans*, page 7. These plans are available online at www.naperville.il.us/compplans.aspx.

Unless otherwise noted in *Naperville Downtown2030* the recommendations contained in each separate planning document are considered current and serve as the primary guide for future development and redevelopment in their respective sub-areas.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Drawing the Downtown2030 Study Boundary

Drawing a study boundary is a task that requires a thoughtful process because the boundary does more than simply identify which properties will be studied. It formally recognizes those properties that are believed to directly contribute to the downtown atmosphere. Based on the importance of the study boundary, the Downtown Advisory Commission carefully approached its development using many existing resources, as described below, as well as a significant amount of discussion to ensure its appropriateness once drawn.

Early Downtown Planning. When Naperville was originally settled, Naper School and Central Park were two landmarks that denoted the edges of town, united by a clear east-west vista. While these two sites remain important to the downtown today, the central business district and residential areas that surround it have continued to grow over the years. The *Naperville Central District Urban Design Plan (1974)* was the first plan completed for downtown Naperville. This plan denoted the downtown boundaries as Van Buren Avenue (north), West Branch of the DuPage River (south), east side of Washington Street (east), and Webster Street (west).

Downtown Plan (2000) Boundaries. The *Downtown Plan (2000)* expanded the downtown study area beyond those established in the 1974 plan to include the BNSF Railroad (north), Hillside Road (south), Brainard Street (east), and Mill Street (west). These boundaries included a much greater study area than what is typically thought to comprise downtown Naperville; however, the study area was drawn to recognize that the surrounding public, institutional, recreational, and residential areas are important components of the overall downtown environment.

continued on page 5

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Drawing the Downtown2030 Study Boundary (cont.)

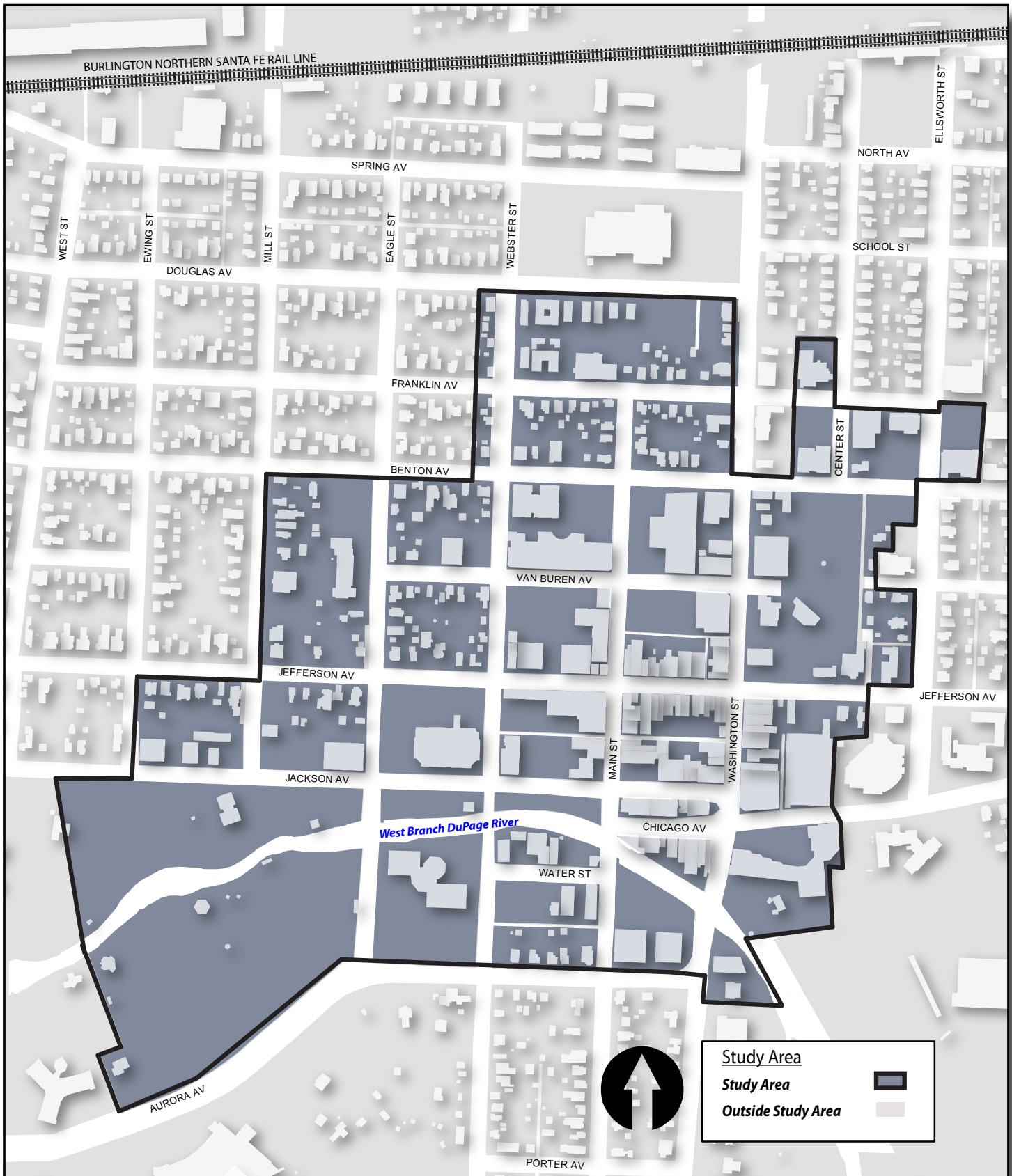
Recent Small Area Studies Completed. Since the *Downtown Plan (2000)* was adopted, several small area studies have been completed in and around the downtown, including the *Washington Hillside Study (2004)*, *Water Street Vision Statement (2007)*, *Spring Avenue Study (2007)*, *Caroline Martin Mitchell Campus Master Plan (2008)*, *Central Park Master Plan (2009)*, *Riverwalk Development Guidelines (2009)*, *5th Avenue Study (2009)*, and the *North Central College Master Plan (2010)*. The study boundaries associated with these small area updates are displayed on *Map 3: Downtown Naperville System of Plans, page 7*. Since these studies are current, properties that fall within their limits have, in large part, been excluded from the *Naperville Downtown2030* study boundary. The recommendations contained in each of the studies noted above continue to serve as the primary guide for future development and redevelopment of these sub-areas (unless otherwise noted).

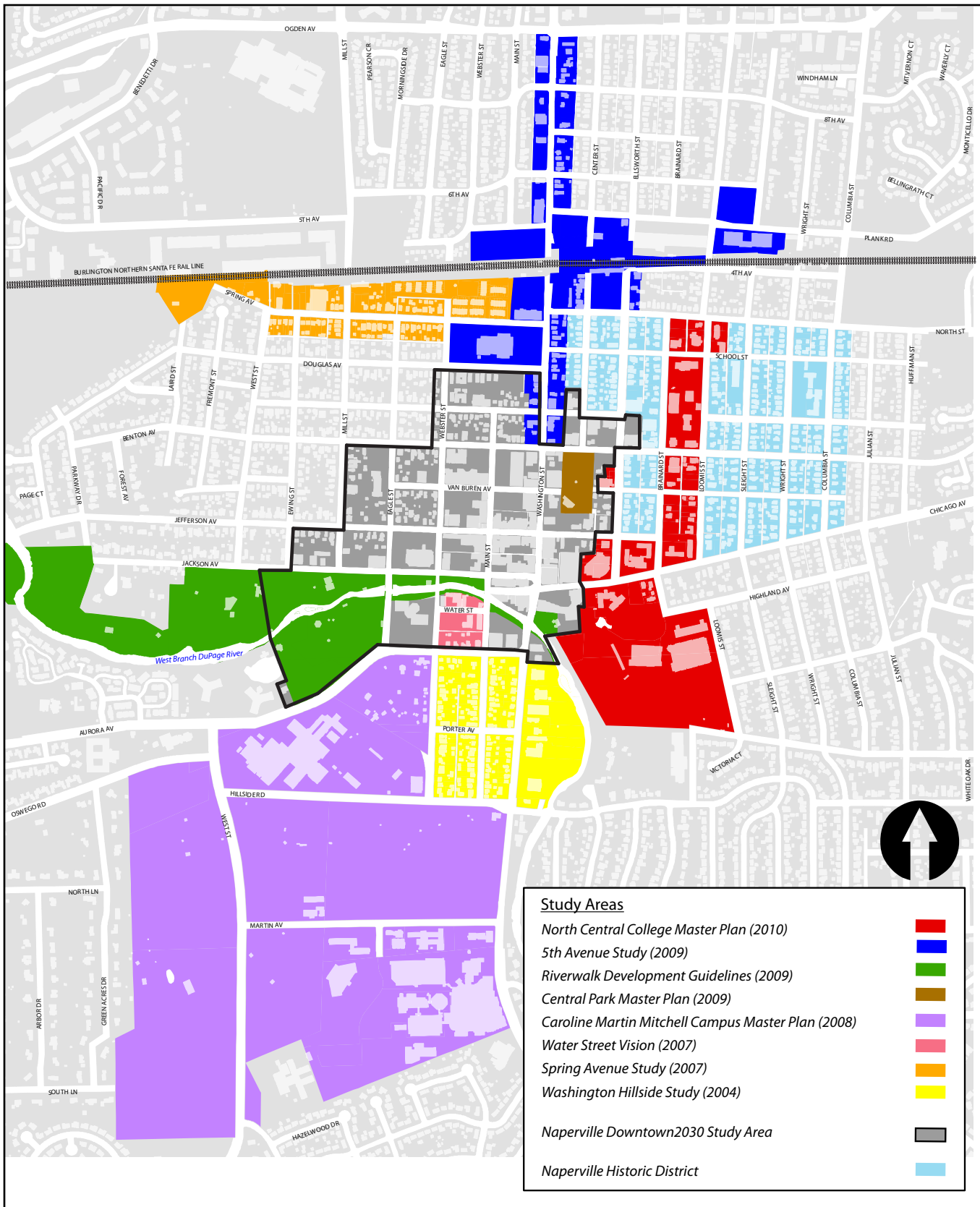
New Additions to the Study Boundary. Using a similar approach as was used for the *Downtown Plan (2000)*, the *Naperville Downtown2030* study boundary has been expanded to include additional areas to appreciate the synergy and influence each has on the downtown commercial areas, including:

- **Rotary Hill/Centennial Beach/Riverwalk:** This area serves as a destination for residents and visitors coming to the downtown and positively impacts the overall downtown atmosphere.
- **Existing Non-Residential Uses along Jackson Avenue:** Jackson Avenue, west of Mill Street, was not included within the *Downtown Plan (2000)* study boundaries. However, this area includes existing non-residential uses, such as the Naperville Park District administrative offices, which contribute to the downtown and are directly impacted by downtown visitor activity. It is important to recognize the current and future use of these properties, should redevelopment occur.
- **Joseph Naper Homestead:** This property, which is located at the southeast corner of Mill Street and Jefferson Avenue, marks the original homesite of town founder Joe Naper and is recognized as a landmark feature along the western residential gateway into downtown. While this property and adjacent residential uses were included in the *Downtown Plan (2000)* study boundary area, it was not recognized as the Joseph Naper Homestead nor were improvements planned to the property. Future planned improvements to this property will promote its community legacy status and enhance the history and culture of downtown Naperville.

Residential & Commercial Limits. Much discussion has occurred regarding the implications of being included within the *Naperville Downtown2030* study boundary. This is particularly true for existing single-family residential uses that fall within the study boundary, but are on the periphery of what would typically be considered the downtown commercial area. To address this concern, the following are provided: *Naperville Downtown2030 Spotlight: Downtown Residents, page 8* and *Map 6: Naperville Downtown2030 Future Land Use – Commercial Limits, page 27*. Together, these sections establish firm delineations for where commercial and residential uses are intended to be located, thereby clearly setting expectations for future development and redevelopment within the downtown, so that all property owners have a sense of what to expect as we move towards 2030.

Final Naperville Downtown2030 Study Boundary. The final downtown study boundary, as displayed on *Map 2: Naperville Downtown2030 Study Area, page 6*, was approved by the Downtown Advisory Commission on June 18, 2009 and is the study boundary that has been used in downtown plan discussions that occurred over the 18-month planning process.





NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Downtown Residents

In the late 1990's, the residential areas surrounding downtown Naperville began to experience a significant amount of teardown activity wherein older modestly-sized homes were demolished and replaced with larger single-family homes. Prior to this activity, new residential construction had been largely occurring on vacant lots located in the southwest portions of the City. The trend towards redevelopment in the downtown has signified a renewed desire on the part of Naperville residents to live near the downtown and to take advantage of the culture, activities, and conveniences offered by downtown living. Downtown residents also play a critical part in the success of downtown by introducing additional downtown consumers and contributing to the desired 24-hour atmosphere.

Also in the late 90's, the downtown began to experience new commercial development, including the construction of Main Place, Washington Corners, Van Buren Place, Main Street Promenade, Naper Place, and Washington Place. These developments improved downtown shopping and restaurant options and have also increased the amount of visitors, residents, and shoppers coming to downtown Naperville each year.

While new development has marked positive reinvestment in and around the downtown, new development does not occur without some associated growing pains. A fine balance needs to occur to protect existing residents and businesses, while also maintaining the property rights of those seeking redevelopment. The city has worked hard to achieve this balance in the downtown through partnerships such as the Community First Initiative, development of new teardown regulations, adoption of the *Downtown Plan (2000)*, the completion of many other special studies for properties located on the periphery of the downtown, and most recently the *Naperville Downtown2030* plan update.

Why do a study? The benefit of an updated downtown plan is that, upon its adoption, the city will have a strong, defensible, and reliable planning document which can be used to review development proposals as they are submitted. In absence of a current plan, policy direction regarding land use is often established on a case-by-case basis through the review of specific development requests. This can be a frustrating and emotional process for all parties involved. Updating a plan does not encourage new development or redevelopment; however, it does provide a tool to establish expectations and thoughtfully respond to development requests as they are received.

How was the *Naperville Downtown2030* study boundary drawn? The *Naperville Downtown2030* study boundary does include existing single-family residential properties, as did the *Downtown Plan (2000)*. These residential properties have an impact on the downtown, or inversely, can be impacted by development in the downtown.

Residential areas adjacent to the downtown that have recently been studied through another planning effort have been excluded from the *Naperville Downtown2030* study boundary. This is particularly true along the eastern plan boundary due to the adopted *5th Avenue Study*, *North Central College Master Plan*, and Local Historic District boundaries. With respect to the western boundary, those residences abutting an existing non-residential use, such as the Naper School, Ruben Center, or office uses, have been included in the study. Residential properties in this area have not been recently been studied through another planning document.



Single-Family Homes along Mill Street
Photo By City of Naperville

continued on page 9

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Downtown Residents (continued)

What does this mean for residential properties located within the study boundary? Being included in the *Naperville Downtown2030* study boundary should not be viewed as a threat or an assumption that commercial uses will be expanded to residential areas. Studying an area simply allows the City to confirm the most appropriate use of a property moving forward. For those areas that are designated as “single-family residential” on the future land use map (see page 26), this is a strong statement of support for the continued use and protection of residential uses. Moreover, residential uses within the study boundary are a critical component of the 24-hour downtown (see page 17). Where office workers are primarily downtown during weekdays, and visitors tend to gather on weekends, during special events and at meal times, residential uses are a true 24-hour use of the downtown.

What does this mean for residential properties located outside of the study boundary? Properties outside of the *Naperville Downtown2030* boundary will continue to be governed by the underlying *East Sector Plan*. This plan has not been updated since 1998 given consistent recommendations for low-density residential uses.

How does Naperville Downtown2030 protect residential properties? The *Downtown Plan (2000)* noted that “adjacent residential neighborhoods should be preserved and protected. Single-family homes should predominate within the neighborhoods”. *Naperville Downtown2030* continues this theme. Throughout the plan, recommendations are made that both directly and indirectly protect residential properties. On page 38, the plan specifically notes that strong single-family residential neighborhoods within and adjacent to the downtown play a critical and synergistic role in the continued success of the downtown. In addition, recommendations regarding the use, location, design, and intensity of non-residential development have been created to increase compatibility with existing residential neighborhoods. This would include management strategies to assess transportation and parking impacts as new development is proposed and seek to limit intrusion in outlying neighborhoods. The most beneficial aspect of the *Naperville Downtown2030* is that it establishes clear delineations for where commercial and residential uses are intended to be located. This delineation sets expectations for future development and redevelopment within the downtown, so that all property owners have a sense of what to expect as we move towards 2030.



Single-Family Homes Adjacent to Study Area
Photo By City of Naperville



Single-Family Homes Adjacent to Study Area
Photo By City of Naperville

1.4 DOWNTOWN PLANNING PROCESS

The three-phase *Naperville Downtown2030* planning process was initiated in May 2009. The process included:

- Refining the overall “vision” for downtown (Section 2);
- Developing and evaluating major components of the downtown experience (Sections 3-7); and
- Preparing the implementation plan (Section 8).

The **Downtown Advisory Commission (DAC)** served as a steering committee for *Naperville Downtown2030* and facilitated significant local participation through regular workshop meetings. In addition to input received from DAC, additional ideas, opinions and suggestions were obtained through public open houses. Feedback received through the planning process is incorporated in the plan. The *Appendix* provides a more detailed record of public involvement.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Downtown Advisory Commission

The Downtown Advisory Commission (DAC), formerly the Downtown Plan Implementation Committee (DPIC), was officially established by the Naperville City Council on December 3, 2008. As a city commission, DAC is focused on physical infrastructure, city policies, and regulations that impact the downtown. In addition, the commission provides a broad perspective and direction for downtown enhancement and works in harmony with the Downtown Naperville Alliance (DNA) and Naperville Development Partnership (NDP) which focus on marketing and the mix of retail uses in the downtown.

The Mission of the Downtown Advisory Commission:

The Downtown Advisory Commission will serve the citizens of Naperville by acting as an advisory body to facilitate visioning, planning and coordination of the diverse elements of the central business district to promote the continued synergistic development and vitality of the whole for the enjoyment and benefit of all.

Primary Duties of the Downtown Advisory Commission:

1. Serve in an advisory capacity to staff and City Council in the development and revision of planning documents governing the central business district and plans adjacent to the central business district that have the potential to impact the use, function, and character of the central business district.
2. Assist the city in implementation of planning documents governing the central business district.
3. Make recommendations for fiscal policies, funding, and budgets for special projects conducted by the city in the central business district, including the capital improvement program, infrastructure, or when requested to do so by the City Council.
4. Review, interpret, clarify and recommend modifications to the downtown streetscape standards.
5. Assist the city in its efforts to provide an adequate supply of appropriately located and attractively designed parking through stewardship of the continuous improvement model for downtown parking and other parking studies, or when requested to do so by the City Council.
6. Solicit and receive input from the community at an annual forum with regard to downtown issues and provide a report to City Council.

1.5 ORGANIZATION OF THE PLAN REPORT

Naperville Downtown2030: Planning the Downtown Experience is divided into nine sections (described below). The plan begins with an introduction to the overall vision, culture, downtown experience, and concludes with an implementation plan. Each of the remaining sections offer a more detailed vision for the 2030 experience, overall goals, and descriptions of elements critical to the success of downtown Naperville.

- **Section 1 Introduction (pages 1-12)** provides an overview of the purpose, history and scope of *Naperville Downtown2030*. Information about the planning process is also provided within this section.
- **Section 2 Vision, Culture & the Downtown Experience (pages 13-20)** provides a big picture understanding of critical ideas and concepts for the downtown through 2030. The vision statement establishes focus and direction for *Naperville Downtown2030* and provides an overview of the policies, actions and recommendations presented in the supporting sections of the plan. The “culture” definition identifies those elements of the downtown character that are critical to downtown’s success. Finally, a detailed analysis of the pedestrian environment is provided, including the manner in which pedestrian elements are covered in each subsequent section.
- **Section 3 Land Use and Development (pages 21-44)** presents recommendations regarding the location and arrangement of land uses and examines issues that should be addressed in order to achieve the land use objectives for *Naperville Downtown2030*.
- **Section 4 Transportation (pages 45-62)** presents recommendations related to the different modes of travel in the downtown, including pedestrian, bicycle, and vehicular travel. Projects and actions to improve pedestrian travel routes, and alternative modes of transportation mobility (e.g., bicycle and transit) are also addressed.
- **Section 5 Parking (pages 63-72)** describes accommodations for downtown parking, including methods to monitor parking supply, demand, and maintenance policies.
- **Section 6 Urban Environment (pages 73-92)** presents recommendations for enhancing downtown as an attractive and hospitable shopping, business and leisure destination. Elements covered in this section include pedestrian ways, alleys, open spaces, gateway features, views, environmental sustainability, and streetscape features.
- **Section 7 Building and Site Design (pages 93-100)** presents objectives for promoting high-quality and compatible building improvements and development that will complement the existing scale, character and ambiance of downtown Naperville. Recommendations for historically significant buildings are also included within this section.
- **Section 8 Implementation Plan (pages 101-110)** highlights the priority, additional and ongoing action items necessary to implement the recommendations of *Naperville Downtown2030*. This section also provides an overview of the implementation plan’s annual use.
- **Appendix (pages A1-A10)** provides a more detailed record of public involvement and additional maps referenced in *Naperville Downtown2030*.

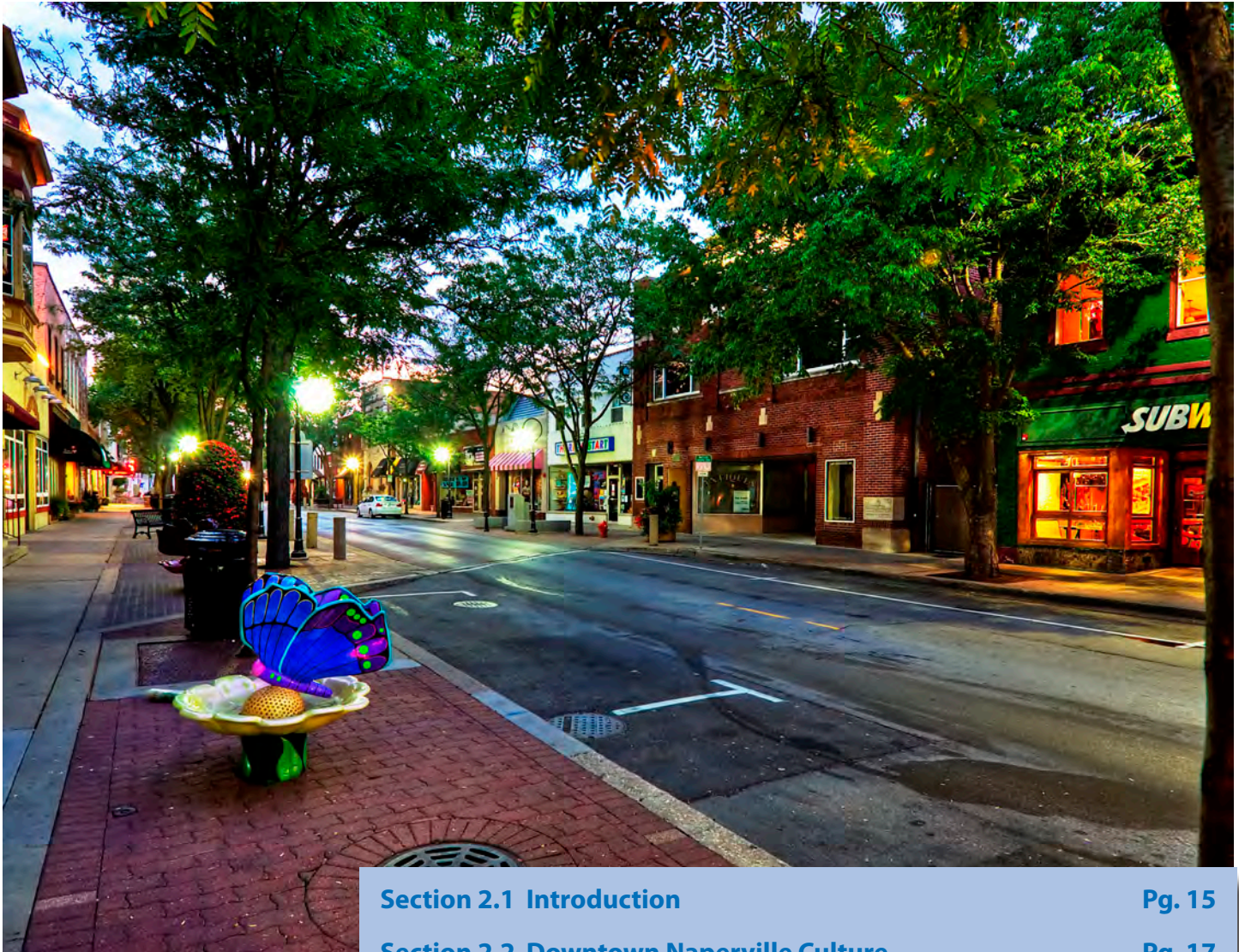
A companion document, *Downtown Design Standards*, presents policies for new construction and building improvements in all areas of the downtown, as well as guidelines specific to transitional use areas and buildings of historic interest. The *Downtown Design Standards* are available under a separate cover and can be reviewed at the City of Naperville Department of Transportation, Engineering, and Development.

Naperville

Downtown2030

Planning the Downtown Experience

SECTION 2 VISION, CULTURE & THE DOWNTOWN EXPERIENCE



Jefferson Avenue
Photo by Jerry Negele

Section 2.1 Introduction

Pg. 15

Section 2.2 Downtown Naperville Culture

Pg. 17

Section 2.3 Downtown Naperville Pedestrian Experience

Pg. 20

Naperville Downtown2030 Vision Statements

The overall vision statement for *Naperville Downtown2030* is presented on the next page. The vision describes conditions as desired in 2030 and beyond. The information contained in the vision was initially established as part of the *Downtown Plan (2000)* and revisited through the development of *Naperville Downtown2030*. This approach recognizes the relationship between these two plans and seeks to build upon the success of the last decade.

Supplemental vision statements are provided at the beginning of each chapter of this plan to offer an appreciation for desired future conditions related to the topic presented.

Vision Statement for Naperville Downtown2030

In 2030, downtown Naperville remains a vibrant, attractive and distinctive destination offering a shopping, living and recreational environment. In addition to its exciting mix of uses, downtown Naperville is distinguished by its compact size, small town community spirit, unique pedestrian orientation, diverse architecture, commitment to environmental sustainability, and the proximity of attractive and well-maintained residential neighborhoods and institutional facilities.

Downtown is widely recognized by residents as the functional and symbolic heart of the community, and it is the “gathering place of choice” for many community-wide events and activities. It offers a sense of history and tradition in one of the largest cities in the state and is a source of great pride to the Naperville community.

Downtown continues to experience significant improvement and development while maintaining and enhancing the traditional qualities and the characteristics that have given the area its special identity. Any expansion of the downtown has occurred in a manner that is sensitive to and compatible with adjacent residential neighborhoods and institutional uses.

2.1 INTRODUCTION

It is critical for a great community to understand its identity and have a vision for its future. The *Naperville Downtown2030* vision drives the plan by clearly describing the success the community is seeking to achieve. The vision statement expresses important ideas and concepts that cannot be shown on plan maps or depicted in other graphics. It provides a focus - a purpose and common pursuit - for implementation progress and answers questions like:

- What will downtown look like in 2030?
- Who will shop, work, live and visit downtown?
- What businesses and amenities will be available?

The *Downtown Plan (2000)* included a detailed vision about the direction downtown should take with respect to land use, design and appearance, access and circulation, the pedestrian environment, and infrastructure. That vision has successfully guided growth and development throughout the past decade of change. New stores, restaurants, parking facilities, Riverwalk amenities, parks, streetscapes and wayfinding signage have been established under the direction provided in the 2000 vision. The vision was so well articulated that in December 2008, the Downtown Advisory Commission (DAC) confirmed that the 2000 vision remains appropriate for the downtown with minor modifications. In addition to the overall plan vision found above, specific vision statements for land use, transportation, parking, the urban environment, and building and site design are provided at the beginning of each section of this plan. The vision for *Naperville Downtown2030* refines the vision originally crafted in 2000. It reflects comments and suggestions made by DAC since December 2008 and public input from workshops held between July and September 2009. It also reflects feedback received from students involved in the preparation of a **downtown youth vision (see Spotlight on page 16)** for 2030. The vision statement describes downtown Naperville as it will be in the year 2030.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Downtown Youth Vision

On May 7, 2009, planners from the City of Naperville spent the day with students at Naperville Central High School facilitating visioning exercises related to downtown Naperville. The purpose of this activity was to gain youth perspective on downtown Naperville's strengths, challenges and opportunities for the future. Over the course of the school day, the planners facilitated exercises in six classes including more than 130 students. Through this effort, the students identified the Riverwalk, variety of restaurant choices and overall walkable layout as primary strengths of downtown Naperville. Parking, traffic, and limited teen shopping options are important challenges to address. When asked to imagine Naperville in 2030, students had a wide variety of ideas about what downtown visitors would do, how they would travel, and more. Below is a composite youth vision statement for *Downtown Naperville2030*, crafted by the city's planners based on the feedback received from the students. The following vision is useful when considering the future of the downtown:

In 2030, downtown Naperville is a destination for residents of all ages. Teens in particular enjoy meeting with friends and visiting along the Riverwalk, dining at local restaurants, participating in community festivals and special events, and attending outdoor concerts and movies at the Community Concert Center and Riverwalk amphitheater. In 2030, local shopping and service options available downtown have expanded to better serve the teen market by offering not only retail choices, but regular teen nights for dancing and interactive gaming. Centennial Beach continues to be a popular destination for summer fun and the YMCA provides a year-round recreation/fitness destination for youth. Free Wi-Fi service is also an important amenity teens enjoy in downtown. Most importantly, improved bicycle access, available parking, and transit service help teens easily make their way downtown.



Centennial Beach
Photo By Chong Q. Wu

2.2 DOWNTOWN NAPERVILLE CULTURE

Throughout the planning process, stakeholders from across the community and DAC decided that to really appreciate downtown Naperville's past, present and future it is critical to understand the downtown Naperville culture. *Map 4: Elements of Downtown Naperville Culture, page 18*, displays the unique combination of elements that define Naperville's distinct, memorable culture. The map illustrates that culture is not defined by any single aspect of the downtown experience, but rather a combination of the built environment, natural features and attitudes and feelings of the people who live, work and visit the area.

The term **24-hour downtown** is commonly used to describe a downtown that includes a mix of uses to encourage continuous activity. A successful 24-hour downtown will have amenities that attract daytime users (e.g., recreational, shopping, and casual dining options); nighttime users (e.g., fine dining, retailers with evening business hours, and entertainment options); and overnight users (e.g., residential living in or near the downtown, hotels). A 24-hour downtown is not truly in operation 24-hours a day; there is an overnight period in which businesses are closed and maintenance activities (e.g., loading and garbage pick-up) occur. Downtown Naperville's success as a 24-hour downtown is due to the following principles:

- Downtown is a multi-functional, compact environment embracing many different, yet synergistic, uses;
- Downtown is pedestrian friendly and walkable, with parking conveniently located to allow visitors to "park once, shop twice";
- Parking demand is closely monitored and new parking is carefully planned;
- The Downtown Core is surrounded by established, viable neighborhoods;
- Downtown Naperville is a well-defined place with a branded identity promoted by the Downtown Naperville Alliance;
- Efforts are made to preserve and reuse old buildings to respect Naperville's heritage;
- Downtown is clean and safe. Physical infrastructure is well-maintained and beautification is a priority; and
- Regional amenities (Riverwalk, museums, North Central College, Edward Hospital) are located downtown to attract users from throughout the region.



Naperville Riverwalk
Photo by City of Naperville



Downtown Businesses
Photo by City of Naperville



Downtown Parking
Photo by City of Naperville

Map 4: Elements of Downtown Naperville Culture

This map, in conjunction with the descriptions provided below, illustrates the unique elements that comprise downtown Naperville's culture.

- The variety and synergy of land uses that contribute to a **24-hour downtown** (see page 17) experience (residential, retail, office, entertainment, mixed use).
- Access to a mix of multi-modal (e.g., train, transit, vehicle, bicycle and pedestrian) and niche transportation choices (e.g., pedicabs and trolleys).
- Building designs and architectural features that are visually appealing and welcoming to visitors.
- A secure environment where generations feel comfortable together.
- A place of growing diversity where everyone feels welcome and enjoys the small town hospitality.
- Award winning destinations for learning, including Nichols Library, North Central College, DuPage Children's Museum, and Naper Settlement – to spark creativity and growth.
- School District 203 facilities located within and adjacent to the downtown, including Naperville Central High School, Naper School, and Washington Junior High.
- A landscape of gathering places and destinations that encourage human contact and social activities ranging from informal family outings to annual festivals and events.
- A captivating mix of dining and entertainment choices catering to couples, families, and friends looking to enjoy a night on the town.
- Century Walk Art on display to inspire and captivate the imagination of visitors and residents alike.
- Abundant opportunities for recreation along the **Naperville Riverwalk**, Central Park, and Centennial Beach.
- An institutional legacy anchored by North Central College, the Naperville Municipal Center, Naperville Township, Nichols Library, Naper Settlement and Naperville Park District.
- A sense of history and tradition showcased in the historic district, Naper Settlement, and local faith-based institutions.



NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Naperville Riverwalk

The Naperville Riverwalk is a place of beauty and tranquility along the West Branch of the DuPage River. It features 1.75 miles of brick paths, fountains, bridges, meeting and event places, outdoor sculpture and artwork, recreational facilities, and celebratory memorials. Beyond the Riverwalk's benefits as an environmental, recreational, and cultural asset, it additionally serves as a powerful economic catalyst to the community and in particular, the downtown. The Riverwalk is a preferred destination and an ideal place to stroll, unwind, and reflect – the Riverwalk is at the heart of the downtown Naperville pedestrian experience.

Dedicated in the summer of 1981 and conceived as a homegrown, permanent commemoration of Naperville's sesquicentennial, the Riverwalk has become the centerpiece of the community and serves as a key example of Naperville's successful history of public/private partnerships. Since construction, the Riverwalk has been maintained and improved through the cooperative efforts of the city, Park District, Riverwalk Commission, and the Naperville community.

Moving forward, the continued improvement and maintenance of the Riverwalk will be overseen by the *Riverwalk Development Guidelines*, and the initial *Riverwalk Reserve Study*, which identify the scope and probable construction costs of new improvements and rehabilitation projects. As identified in the Riverwalk Commission's work program, future projects will concentrate on rehabilitation of the most prominent assets, enhancing key features and completing exciting, new opportunities including the dramatic rehabilitation of the first segment of the original, 1981 riverfront park between Main Street and the Dandelion Fountain.

Beyond the improvements noted above, private properties abutting the Riverwalk will continue to play a key role in its enhancement. As identified in *Section 3 Land Use* on page 35, the Water Street Area (upon completion) will offer new Riverwalk amenities, including a plaza and extensive landscaping. Similar enhancements will be required for new development or redevelopment occurring at properties fronting the Riverwalk, in order to complete the downtown Riverwalk system.

Moving forward to 2030, the Riverwalk will remain the iconic centerpiece of the community. Over the next 20 years, the Riverwalk will continue to require special attention in accordance with the goals, objectives and recommendations established in the *Naperville Riverwalk Design Guidelines*, as well as in *Naperville Downtown2030*.



Riverwalk Construction between Eagle and Webster Streets
Photo By City of Naperville



"Dick Tracy" on the Riverwalk
Photo By City of Naperville

2.3 DOWNTOWN NAPERVILLE PEDESTRIAN EXPERIENCE

The pedestrian experience in downtown Naperville sets it apart from communities in the region. The compact layout of the Downtown Core, the variety and number of interesting cultural, retail and service destinations, and the inviting atmosphere encourages visitors to park their cars and walk. The pedestrian experience impacts all facets of the downtown. *Naperville Downtown2030* addresses the pedestrian influence on land use, transportation, the urban environment and building design as illustrated in *Figure 1: The Pedestrian Experience*.

Figure 1: The Pedestrian Experience

Section 3 Land Use and Development	<p>Destinations</p> <p>Naperville’s unique combination of shopping choices, places to work (offices), cultural facilities, entertainment options, and recreational spaces make downtown a destination for pedestrians.</p> <p>Key components:</p> <ul style="list-style-type: none"> • Compact, walkable footprint • Concentrated shopping areas • Residential uses in close proximity 	<p>Connections</p> <p>Whether you are 8 or 80, downtown Naperville provides the infrastructure and amenities pedestrians need to enjoy their visit.</p> <p>Key components:</p> <ul style="list-style-type: none"> • Infrastructure including sidewalks, public spaces and crosswalks • Barrier free access for users of varying ability • Established pedestrian routes to and around the downtown • Wayfinding 	Section 4 Transportation
 <div style="text-align: center;"> <h1>The Pedestrian Experience</h1> </div> 			
Section 6 Urban Environment	<p>Hospitality</p> <p>From the bricks on the Riverwalk to the clean concrete sidewalks along Main Street Promenade, downtown Naperville invites pedestrians to explore all it has to offer.</p> <p>Key components:</p> <ul style="list-style-type: none"> • Physical and visual connections to cultural amenities, gathering places and businesses • Access to amenities and destinations 	<p>Architecture</p> <p>Downtown Naperville is known not only for its quaint shops on Jefferson Avenue, but also for newer destinations like Main Street Promenade and Washington Place. These attractive and inviting buildings draw pedestrians in and help to make downtown a relaxing and comfortable environment for shopping, dining and more.</p> <p>Key components:</p> <ul style="list-style-type: none"> • Designing buildings with the pedestrian in mind • Maintaining the character and charm of the downtown • Keeping linkages to the past through downtown’s significant historic buildings 	Section 7 Building and Site Design

Naperville

Downtown2030

Planning the Downtown Experience

SECTION 3 LAND USE AND DEVELOPMENT



Main Street Promenade
Photo by City of Naperville

Section 3.1 Introduction	Pg. 23
Section 3.2 Moving Forward to 2030	Pg. 24
Section 3.3 Supplemental Land Use Objectives	Pg. 33
Section 3.4 Special Land Use Considerations	Pg. 41

The vision below expresses desired land use characteristics for *Naperville Downtown2030*.

Downtown Naperville is a true 24-hour activity center containing an exciting market-driven array of retail, service, office, entertainment, institutional and residential uses in close proximity to one another. Downtown institutions and cultural facilities continue to flourish. North Central College, Community School District 203, Naper Settlement, DuPage Children's Museum, and area religious institutions partner with the city on projects occurring within and surrounding the downtown.

Adjacent residential neighborhoods contribute significantly to the overall charm and character of the downtown. While single-family homes continue to predominate in adjacent neighborhoods, a wider range of housing choices is now available within downtown.

3.1 INTRODUCTION

Downtown Naperville is an exciting and diverse area comprised of a wide range of retail, service, office, residential, institutional and recreational activities. Thoughtful land use planning within the downtown will continue to be critical to its success as the functional and symbolic heart of Naperville. As a result of the *Downtown Plan (2000)*, many land use recommendations were implemented which helped the downtown achieve the level of success it has in 2010. New issues have arisen that now require thoughtful planning in order to ensure the continued success of downtown through 2030.

This section considers current downtown land use and identifies issues that should be addressed in order to achieve the land use vision for *Naperville Downtown2030*. The land use recommendations in this section serve to clearly and proactively guide new policies, new development, and redevelopment projects within the downtown, and staff and commission review of specific downtown-related projects.

Zoning Strategy Many of the recommendations included in this section provide property owners with increased options for the future use of their property. Accordingly, it is not necessary for the city to initiate rezoning of downtown properties upon adoption of the plan. Rather, consistency with the future land use map will be gained over time as private property owners request new development or redevelopment projects. Rezoning on a case-by-case basis additionally allows the city to consider the appropriateness of the requested zoning based upon the merits of the specific project presented. However, it will be important to complete several zoning ordinance amendments in the near term, in order to appropriately regulate future development and/or redevelopment projects as they are requested. These implementation items are further outlined in *Section 8 Implementation Action Plan*.

Market Forces Land use development practices are directly impacted by market forces. Rather than commission a study capable of offering a point-in-time snapshot of downtown market conditions, this plan seeks to capitalize on existing resources to retain downtown Naperville as a vibrant, attractive, and distinctive destination offering a shopping, living, office, and recreation environment. These resources include the *Downtown Retail Mix Survey*, completed by the Naperville Development Partnership (NDP), and the strong market awareness brought forth by the Downtown Naperville Alliance (DNA), Downtown Advisory Commission (DAC), and private property owners. A copy of the *Downtown Retail Mix Survey* can be reviewed at the City of Naperville Department of Transportation, Engineering, and Development.

The downtown business climate has in large part been successfully guided by private market forces since its inception. An important theme of this section is to establish a flexible and adaptable framework that allows downtown to continue to respond to conditions of the changing marketplace. This is accomplished through recommendations that seek to (1) preserve and protect downtown's existing successes, (2) allow for thoughtful future improvements, and (3) refine specified downtown regulations, particularly use and height allowances, to ensure ongoing success.

3.2 MOVING FORWARD TO 2030

Through the *Naperville Downtown2030* planning process, the Downtown Advisory Commission (DAC) and interested stakeholders confirmed that the following major land use objectives should be applied to the downtown moving forward:

- Maintain a compact, walkable downtown with defined commercial limits;
- Preserve the small town character of downtown;
- Enhance cultural connections within and adjacent to the downtown;
- Step down intensity from a compact retail core with consolidated parking to moderate uses which provide on-site parking and serve as a buffer to established residential neighborhoods adjacent to the downtown; and
- Maintain a mix of uses.

The vision and priorities identified for downtown are summarized in *Map 5: Downtown2030 Future Land Use, page 26*, and *Map 6: Naperville Downtown2030 Commercial Limits, page 27*, and related action items, as well as through specific topics relevant in downtown today. The following pages provide an overview of the issues and recommended action steps.

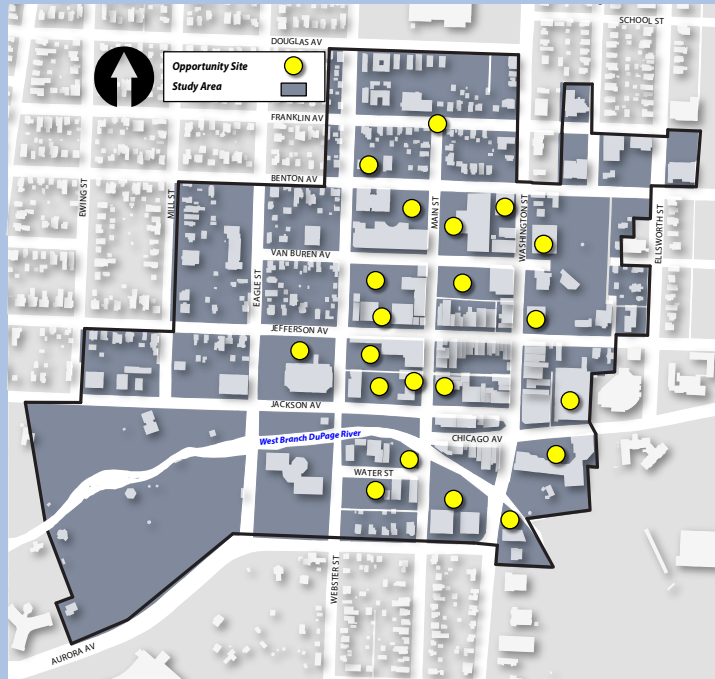
All properties, including the **opportunity sites**, located within the study area (see *Map 2: Naperville Downtown Study Area, page 6*) were evaluated for their individual site characteristics and contribution to the downtown, as well as consistency with the major land use objectives noted above. From this evaluation, an updated future land use map for *Naperville Downtown2030* has been developed (see *Map 5: Downtown2030 Future Land Use, page 26* and *Map 6: Naperville Downtown2030 Commercial Limits, page 27*).

Please also refer to *Figure 2: Future Land Use Categories, pages 28-29*, and *Figure 3: Use Definitions, pages 30-32* for information about the purpose, permitted uses, and definitions for the land use categories featured on the future land use map. It should be noted that the land use categories presented in Figure 2 are consistent with those recommended through the *Downtown Plan (2000)*. However, changes to the allowable uses and intensity of development are recommended to better align the underlying zoning districts with the intended purpose of each land use category.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Opportunity Sites

The *Downtown Plan (2000)* introduced the concept of an opportunity site and identified more than 30 such sites for change. Opportunity sites include vacant, deteriorated, and underutilized properties or properties where reuse or redevelopment is already being considered. An opportunity site may currently be occupied by a viable land use in compliance with existing code requirements, but new investment in the site would have a significant positive impact on achieving the objectives of *Naperville Downtown2030*.

Among the opportunity sites identified in 2000, Fredenhagen Park, North Central College's Wentz Auditorium and the Main Street Promenade are three examples of properties that have since benefited from investment and redevelopment. In 2000, these sites were occupied by the former "Cock Robin" ice cream parlor and creamery, two single family homes and the Beidelman Funeral Home, respectively. The redevelopment of these sites has significantly added to the architectural character, business vitality and culture of downtown.



Key opportunity sites for *Naperville Downtown2030* include sites with approvals pending construction, underdeveloped and vacant properties identified in the *Downtown Plan (2000)*, and new redevelopment sites identified through the public planning process during meetings held in July 2009, as well as using feedback received from DAC.

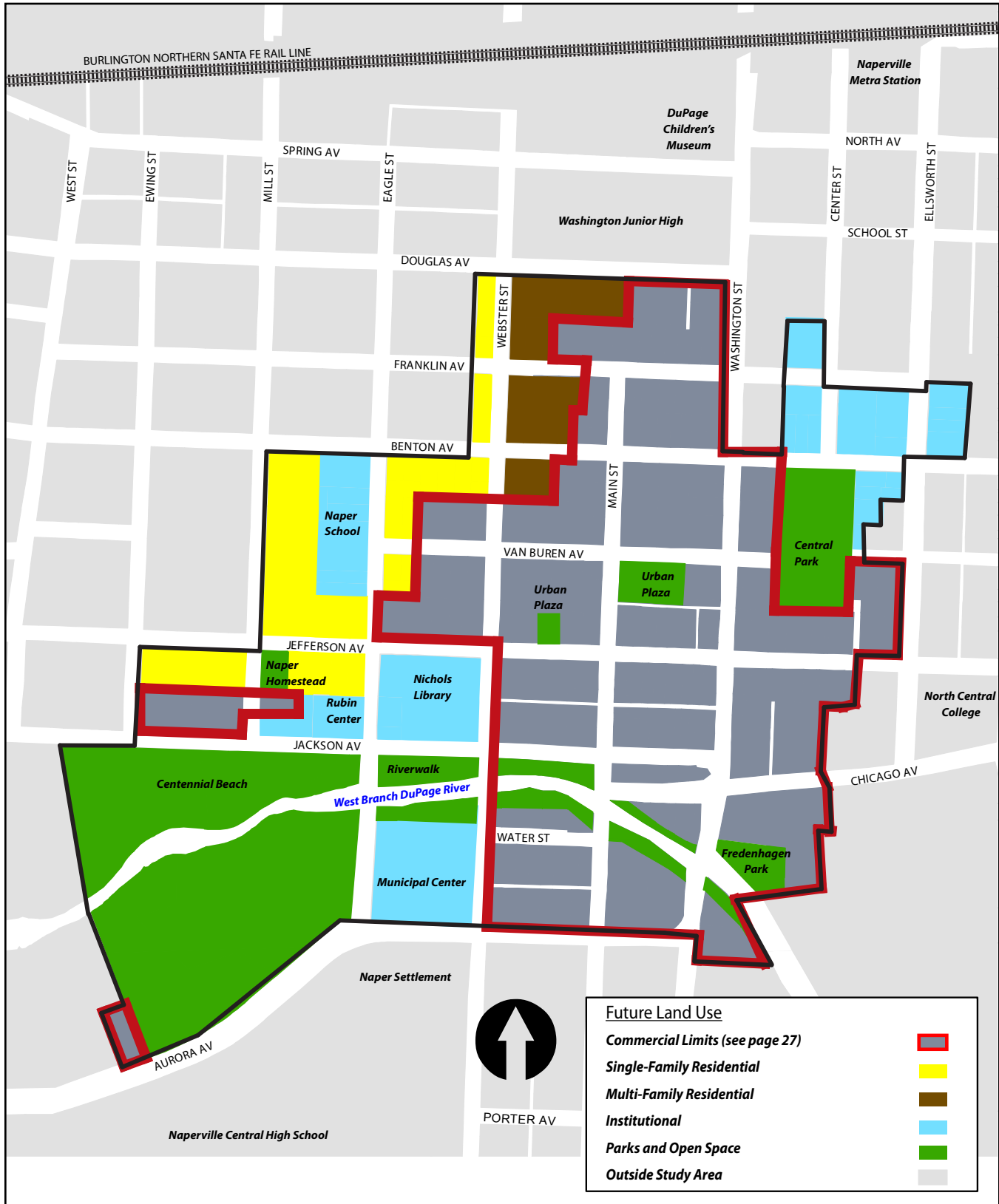
These locations were selected due to their potential to:

- Achieve the overall objectives of *Naperville Downtown2030*;
- Positively impact downtown character, culture and experience;
- Reduce pedestrian dead zones (*see pages 52-53*);
- Enhance the built environment through attractive building architecture and site layout;
- Provide firm downtown edges and prominent corner property destinations;
- Enhance Riverwalk connections abutting private property;
- Focus attention on infill development as opposed to encroachment into adjacent neighborhoods; and
- Retain buildings or elements of buildings with historic or architectural interest.

PED GAP

It is important to understand that opportunity site designation does not require or prompt redevelopment by the city. However, should redevelopment be requested by a private property owner, opportunity sites will be subject to a higher level of building design, site amenity consideration, and site plan review to respect their potential impact on the downtown.

The future land use map (*see page 26*) and supplemental land use objectives should be used as a guide when considering redevelopment on opportunity sites. Unlike the *Downtown Plan (2000)*, which stipulated very specific land uses and total building area for each opportunity site, *Naperville Downtown2030* provides for redevelopment flexibility in concert with the future land use map recommendations and current market conditions.



*This map should be used in conjunction with Figure 2, pages 28-29, and Section 3.3 Supplemental Land Use Objectives, pages 33-40. A future land use map showing all recommended land uses is provided in the executive summary on page iv.

Map 6: Naperville Downtown2030 Future Land Use - Commercial Limits

This map supplements the overall downtown future land use map provided on page 26, to clearly delineate the downtown’s commercial limits. This distinction is critical for three primary reasons:

- Designating the commercial limits of the downtown establishes a firm boundary necessary to maintain a compact, walkable downtown;
- Prevents commercial encroachment into adjacent residential neighborhoods; and
- Provides distinct commercial/residential delineations to establish clear expectations to all downtown property owners with respect to future development and redevelopment within the downtown.

This map provides the specific future land use designation assigned to each property within the commercial limits, including Downtown Core, Secondary Downtown, or Transitional Use. Further details regarding these land use categories, as well as use definitions, can be found on *Figure 2: Future Land Use Categories, pages 28-29*, and *Figure 3: Use Definitions, pages 30-32*. The map below also displays the North Downtown Special Planning Area; further details regarding development requirements in this area can be found on pages 33-36.

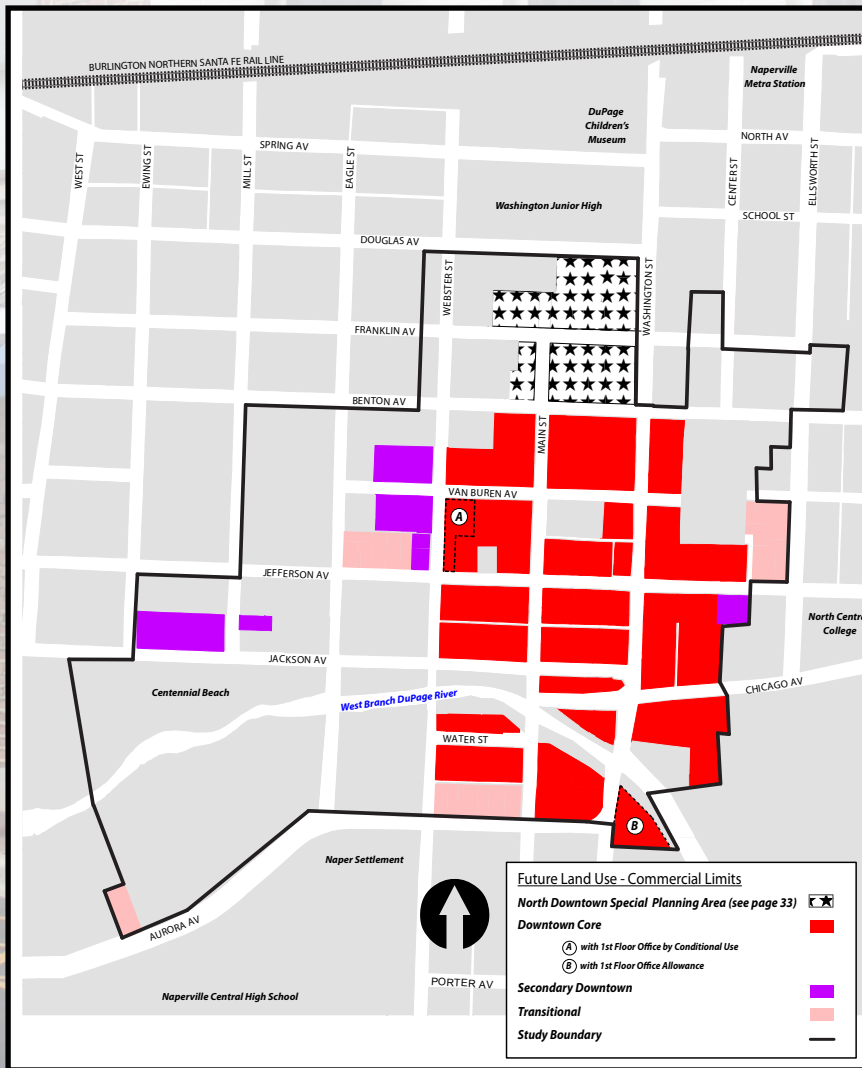



Figure 2: Future Land Use Categories

The *Naperville Downtown 2030* Future Land Use map recommends eight primary future land use categories within the downtown study area. Below are descriptions of the future land use categories unique to the downtown.

Future Land Use Category	Purpose	Development Example	Allowable Uses*
Downtown Core	Serve as the retail and activity center of the downtown, allowing for the most intense development form and uses		Retail, eating establishments, specialty food establishments, commercial service, and retail banks on the ground floor and above, and parks General service and office, financial institutions, and residential uses allowed 2nd floor or above
Secondary Downtown	Office, service and/or residential uses, in a manner less intense than the Downtown Core		Commercial service, general service and office, banks and financial institutions, parking lots/garages as a principal use, and parks Residential uses, including condominiums, townhomes, or row houses permitted (no maximum density limitation). Residential uses may be co-located with another permitted use Retail uses and eating establishments are prohibited
Transitional Use	Provide low-intensity office, service, and residential uses that are designed in a manner compatible with adjacent neighborhoods		Conversion of residential structures and construction of new residentially styled buildings for general service and office uses, and parks Townhome or row house residential development of approximately 10 units per acre Retail uses and eating establishments are prohibited
Multi-Family Residential	Allow for multi-family residential development in proximity to the downtown		Condominium, townhome, or row house residential development up of approximately 15 units per acre, and parks
★★★★ North Downtown Special Planning Area ★★★★★	Serve as the northern edge of downtown		Uses permitted within the Downtown Core and Secondary Commercial areas. Eating establishments are prohibited, except as otherwise noted on page 32

* Allowable uses will be permitted by right. These uses offer known benefits within their intended area and therefore do not require an additional level of review prior to occupancy.

continued on page 29

Figure 2: Future Land Use Categories (continued)

Recommendations for the single-family land use category are further detailed on page 38 and in the *Naperville Downtown2030 Spotlight: Downtown Residents*, page 8. No further changes are recommended to the underlying zoning for single-family, parks and open space, or institutional uses.

Conditional Uses**	Intensity of Development	Future Land Use Category
<p>Community centers, cultural institutions, civic buildings, farmer’s markets, parking lots/garages as a principal use, amusement establishments, health clubs (2nd floor or above only), and clubs/lodges</p> <p>Boutique hotels provided that the sleeping rooms are located on the 2nd floor or above; lobby space, retail, banquet, or restaurant space associated with the hotel may be allowed on the 1st floor</p>	<p>No building setbacks required; however, established streetwall should be maintained</p> <p>Establishment of maximum residential density is not recommended (FAR will be used)</p> <p>Parking provided on-site should be located in the rear of buildings or incorporated into a decked structure which includes ground floor retail uses; required parking to be determined based upon location/scale of development</p> <p>60’ maximum height limitation***</p>	<p>Downtown Core</p>
<p>Community centers, cultural institutions, civic buildings, farmer’s markets, health clubs, and clubs/lodges</p>	<p>Front and corner setbacks (5-10’) required for building and parking</p> <p>At least 50% of required parking provided on-site; required parking determined using the downtown parking generation rate; required parking to be determined based upon location/scale of development</p> <p>50’ maximum height limitation***</p>	<p>Secondary Downtown</p>
<p>Health spas, bed and breakfast inns, and commercial services, such as beauty shops, tailors, and repair services</p>	<p>Front and corner setbacks (10-15’) required for building and parking</p> <p>Full parking per code required on-site</p> <p>Intended for single lot development with limited consolidation</p> <p>40’ maximum height limitation***</p>	<p>Transitional Use</p>
<p>Single-family or duplex units</p>	<p>Front and corner setbacks (15-20’) required for building and parking</p> <p>On-site parking required (2 per unit)</p> <p>40’-50’ maximum height limitation***</p>	<p>Multi-Family Residential</p>
<p>Conditional uses within the Downtown Core and Secondary Commercial areas</p> <p>Eating establishments are prohibited, except as otherwise noted on Page 32</p>	<p>Required application of a PUD for multiple-lot consolidation. Secondary commercial setbacks required if lot-by-lot redevelopment</p> <p>Parking required to meet development demand</p> <p>60’ maximum height limitation (Benton to Franklin) ***</p> <p>50’ maximum height limitation (Franklin to Douglas) ***</p>	<p>★★★★ North Downtown Special Planning Area ★★★★</p>

** Given their potential for higher impacts, such as parking, hours of operation, traffic and noise generation, conditional uses require review before the Plan Commission, with final approval from City Council, prior to occupancy.

*** See pages 41-43 for additional recommendations regarding building height.



Figure 3: Use Definitions

Within each future land use category noted on the previous page, a variety of uses are listed. The following provides additional information regarding these uses.



Apple Store, 120 W. Jackson Avenue
Photo by City of Naperville

RETAIL: The general sale of merchandise directly to the consumer. Retail uses enhance the shopping environment, spur additional spending and activity within the downtown (as a result of walk-by customers and window shopping), and generate sales tax revenue. Retail uses largely depend on ground floor visibility for their success.

Retail Uses Include: General retail (including sale of apparel and home decor), internet cafes, and theaters.



Eating Establishments, 5-7 W. Jackson Avenue
Photo by City of Naperville

EATING ESTABLISHMENTS: A building, structure, or portion thereof within which food is offered for sale and which permits consumption within the building or structure. Eating establishments provide a needed and desirable amenity for downtown visitors, customers, and employees. Eating establishments most beneficial to the 24-hour downtown environment will provide lunch and dinner options, thus minimizing storefronts which are closed during daytime hours. Permitted eating establishments may hold a liquor license provided that the principal use of the operation is the sale of food (not including liquor sales). Due to their potential for increased impact on the downtown, those uses in which liquor is the primary item sold and/or consumed on the premises do not qualify as eating establishments.

Eating Establishments Include: Restaurants, fast food (without drive-through facilities) or quick service establishments, and carryout establishments.



Penzeys Spices, 235 S. Washington Street
Photo by City of Naperville

SPECIALTY FOOD ESTABLISHMENT: A limited service establishment that offers specialty snack and food products and/or nonalcoholic beverages. The specialty nature derives from a combination of some or all of the following qualities: uniqueness, exotic origin, particular processing design, limited supply, unusual application or extraordinary packaging. Specialty food stores satisfy a certain food niche within the downtown area and serve as a draw for downtown visitors, customers, and employees. Specialty food establishments do not include full-service, cafeteria, or fast food restaurants.

Specialty Food Establishments Include: Bakeries, butcher and produce markets, spice shops, coffee shops, and ice cream shops.

continued on page 31

Figure 3: Use Definitions (continued)



Zazu Salon and Day Spa, 135 S. Washington Street
Photo by City of Naperville

COMMERCIAL SERVICE: The business or occupation of doing work for others for a fee with services performed on-site and goods available on-site for purchase. Commercial services provide conveniences to serve nearby residents and downtown employees. These services often spur additional impulse retail activity in the downtown (e.g., shopping after getting a haircut). Commercial services depend on visibility to attract walk-in customers.

Commercial Service Uses Include: Barbershops, beauty shops/salons, dry cleaning, shoe repair, tailor shops, photographer's studio, commercial art galleries and the other similar uses. Accessory retail is allowed in conjunction with a permitted commercial service use.



Broodywind Energy, 47 E. Chicago Avenue (3rd Floor)
Photo by City of Naperville

GENERAL SERVICE AND OFFICE: The business or occupation of doing work for others for a fee, but with no goods sold or inventory available on-site, or those with a primary business office, showroom, or training component. While a desired use within the downtown, general service and office uses are largely destination uses (e.g., patrons do not "happen upon" general service and office uses, they plan their visit). Accordingly, general service and office uses do not necessitate ground floor visibility to attract customers. However, like commercial service uses, general service and office uses do have the benefit of generating daytime population, spurring additional retail activity within the downtown, and adding to the downtown employment base.

General Service and Office Uses Include: Offices, including business, professional, medical or dental; workrooms or studios of artists, authors, interior designers, sculptors, or other tradespeople; training studios, including instruction in music, dance, home crafts and art; showrooms; and meeting/conference space.

continued on page 32

Figure 3: Use Definitions (continued)



Chase Bank, 175 W. Van Buren Avenue
Photo by City of Naperville



J.P. Morgan, 55 S. Main Street
Photo by City of Naperville

RETAIL BANK: An organization, chartered by a state or federal government, which conducts retail banking operations on-site, including the receipt of deposits, payment of interest, certification of depositor's checks, issuance of drafts and loans, and withdrawal of cash through tellers or ATMs. Many retail banks rely on ground floor visibility as a convenience for their retail customers. When appropriately sited and designed, retail banks benefit the overall shopping environment and serve an important co-tenancy function. Accordingly, retail banks should be permitted by right in both the Downtown Core and Secondary Downtown. Given their retail customer-focus, retail banks shall be classified separately from financial institutions.

Retail Banks Include: Retail banks without drive-through facilities and ATMs.

FINANCIAL INSTITUTIONS: Private or public organizations that act as a channel between investors and borrowers of funds with primary services such as financial advising, brokerage, and investment. Customer activities are typically by appointment as compared to convenience-based retail bank operations. Given their service orientation, financial institutions largely serve as a destination use that does not require ground floor visibility to attract customers. Accordingly, financial institutions are prohibited from locating on the 1st floor of the Downtown Core. However, given their benefit of adding to the downtown employment base and generating some daytime customers, financial institutions should be permitted by right in the Secondary Downtown or on the 2nd floor or above in the Downtown Core.

Financial Institutions Include: Financial institutions without drive-through facilities, including credit unions, financial brokers, non-depository insurance companies, and mutual funds.

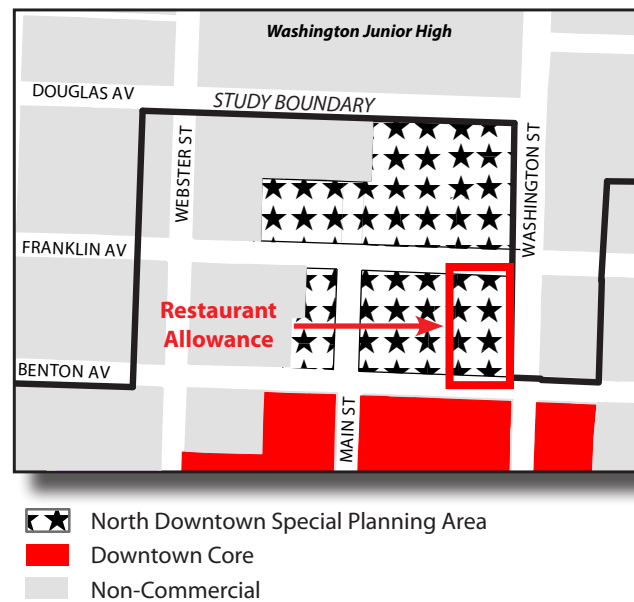
3.3 SUPPLEMENTAL LAND USE OBJECTIVES

In concert with the recommended future land use maps on pages 26-27, the following objectives related to the location, type, and design of land uses will guide *Naperville Downtown2030*. Successful implementation of these objectives will rely upon principles noted elsewhere in this document, particularly *Section 5 Parking*, *Section 6 Urban Environment*, and *Section 7 Building and Site Design*.

A. North Downtown Special Planning Area

One of the notable distinctions between the *Naperville Downtown2030* Future Land Use Map and the 2000 Future Land Use Map is the northerly expansion of the downtown. Upon completion of redevelopment, which is expected to occur in the long-term, this area will serve as the new northern downtown edge. By designating this area as a “special planning area”, it is not suggested that the redevelopment of this area is vital to the continued success of the downtown. Rather, because this area is susceptible to market pressure and has potential to impact the downtown culture and experience if redeveloped, it merits special attention and proactive planning. Should development occur in this area, it should be meaningful and result in the creation of a special place. Similar planning efforts were previously applied to the [Water Street Area \(see Spotlight on page 35\)](#).

Map 7: North Downtown Special Planning Area



Due to the significance of the North Downtown, the following objectives will apply:

- Designation of this area as a “special planning area” allows for increased flexibility based on market conditions and downtown needs. Unless otherwise noted below, uses permitted within the Downtown Core and Secondary Downtown areas would be appropriate within the North Downtown Special Planning Area. Upon rezoning, development in the North Downtown Special Planning Area will be required to comply with all underlying regulations of the B4 or B5 zoning districts, as applicable, including use and FAR restrictions.
- For a significant change in land use to be supported in this area, a proposed development must include a destination (or anchor use) to draw downtown customers to this area. Destination uses might include a cultural destination (such as a museum or movie theater), hotel, large retailer, or grocery store. Uses that support the destination use are appropriate in the remaining planning area.
- Absent a destination use in the special planning area, smaller retail businesses along Main Street or within the Franklin/Douglas blocks will be difficult to sustain. Residential, office, or home-to-office conversions will be the most effective land uses in this scenario.
- Redevelopment in the North Downtown Special Planning Area should provide a transition to properties located outside of the downtown commercial limits in use, building design, and building height (see *Map 6: Naperville Downtown2030 Commercial Limits, page 27*).
- With the exception of the property fronting Washington Street between Franklin and Benton Avenues, restaurants and liquor establishments are prohibited within the special planning area, due to their potential conflict with the nearby established residential neighborhoods. Refer to above *Map 7: North Downtown Special Planning Area*.

- Adequate parking must be provided and transportation impacts, particularly to nearby school facilities, must be evaluated under any redevelopment scenario. Further details regarding transportation impacts on pedestrian facilities are provided on page 61, *Naperville Downtown2030 Spotlight: Pedestrian Safety Adjacent to School Facilities*.
- If multiple lot consolidation or coordinated redevelopment is sought (versus lot-by-lot redevelopment), it shall be processed and approved as a **planned unit development (PUD)** to ensure an appropriate level of design and creativity.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Planned Unit Developments

The purpose of the planned unit development (PUD) regulations is to provide an alternate zoning procedure under which land can be developed or redeveloped with innovation, imagination, and creative architectural design. The objective of the PUD is to encourage a higher level of design and amenity than is possible under otherwise applicable zoning regulations. The end result can be a product which fulfills the objectives of *Naperville Downtown2030*, while allowing for departures from the strict application of the Zoning and Subdivision Regulations (where appropriate and justified). The city's regulations pertaining to PUDs can be found in Section 6-4 (Zoning Regulations: Planned Unit Developments) of the City of Naperville Zoning Ordinance.

Processing a PUD: A petitioner must submit a PUD plat/site plan, building elevations, and a landscape plan to the City for review by staff (technical compliance), the Plan Commission (public hearing), and City Council (final approval). These plans stipulate the specific manner in which a site will be improved. Upon approval, any future changes to the plans can be handled administratively (if very minor), directly through the City Council (small changes), or through the Plan Commission public hearing/City Council process (major changes).

Outdoor Common Area and Site Amenity Requirements: One of the more significant requirements of a PUD is the dedication of outdoor common area and site amenities. This requirement was difficult to achieve in downtown PUDs, due to the unique environment and limited lot sizes found in the downtown. Accordingly, the downtown PUD outdoor common area and site amenity requirements were modified in 2008 to remove the minimum percentage requirement and instead require the incorporation of common amenities that achieve at least two of the following purposes:

- Beautification of public ways beyond the minimum standards established by the Naperville Municipal Code;
- Mid-block pedestrian linkages (e.g., breezeways, promenades or paseos) that provide access to internal site amenities, parking or adjacent buildings;
- Pedestrian seating, outdoor dining (excluding the North Downtown Special Planning Area), and streetscape improvements beyond the minimum standards established by the Naperville Municipal Code, subject to approval of the city engineer if located within the public right-of-way;
- Installation of plazas, courtyards, formal gardens and other semipublic common areas;
- Provision of public art for the common benefit;
- Outdoor common area and site amenities above the street level which enhance building architecture and provide recreational benefit to employees or customers; and
- Outdoor common area and site amenities described in Subsection 6-4-3.3 of the City of Naperville Zoning Ordinance, or other qualifying elements as determined by the zoning administrator.

Did you know? The use of a PUD is recommended for the North Downtown Special Planning Area; however, all properties within the downtown have the ability to take advantage of the PUD option.

- Development/redevelopment in the North Downtown Special Planning Area shall have a maximum height limitation ranging between 40 to 57 feet. Detailed height recommendations by block for the North Downtown Special Planning Area can be viewed on *Map 8: Height Recommendations, page 42*.
- The North Downtown Special Planning Area height limitations have been established based on recommended future land use, adjacent properties, height limitations imposed by the 5th Avenue Study for Washington Street, and topography considerations. Requests for building heights in excess of the recommended height maximums may be considered if a proposed development exhibits unique site characteristics, design features, or other notable qualities that make an increased height appropriate.
- Building design within the North Downtown Special Planning Area should be sensitive to topography changes occurring in the area.
- Development features shall include a terminated vista, such as an urban park/plaza, public art, or distinctive building (*see Section 6 Urban Environment*), connectivity to the downtown and surrounding amenities, gateway features to mark entry to the downtown, and a high level of building and site design, as illustrated on *Figure 4: North Downtown Special Planning Area Objectives and Concepts, page 36*.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Water Street Area

The need for improvements to Water Street was identified in the *Downtown Plan (2000)*. This area is an important link in the pedestrian system between the Downtown Core and outlying cultural destinations like Naper Settlement and Naperville Central High School.

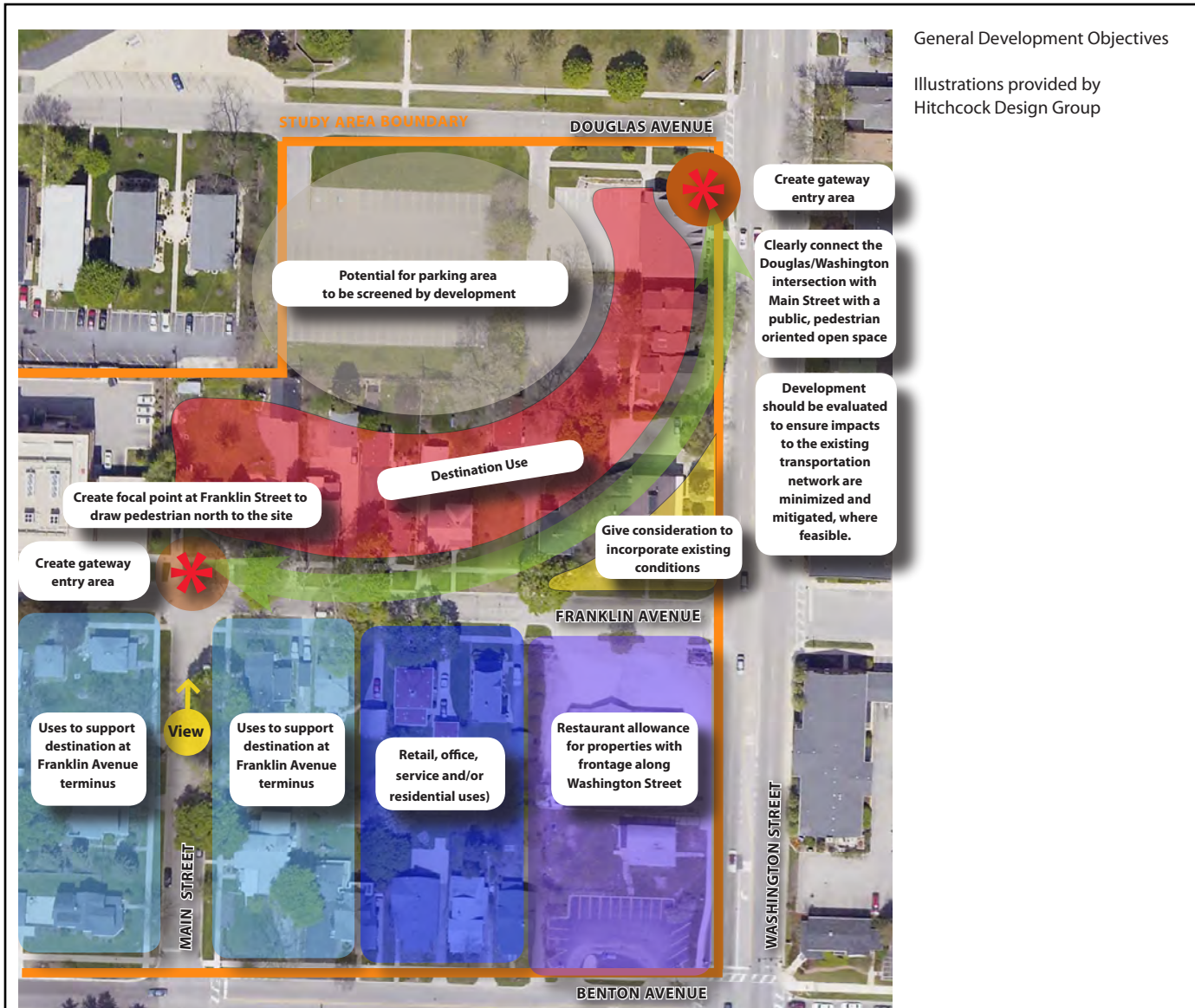
In 2006, the *Water Street Study Area Vision Statement* was approved by City Council. The vision statement serves as a blueprint for the redevelopment of the Water Street District by encouraging a vibrant, self-sustaining mixed-use development that provides a superior level of amenity through comprehensive redevelopment of the area. Redevelopment in line with the vision statement will transform what is currently a pedestrian dead zone.

In 2007, redevelopment of Water Street received preliminary approval for a mixed-use planned unit development. Once completed, the Water Street redevelopment will include an attractive pedestrian-oriented route with a downtown streetscape; pedestrian connections between Water Street; the Riverwalk and Naper Settlement; and Riverwalk enhancements that include a plaza and fountain feature, as well as extensive landscaping. The privately owned Riverwalk Plaza will host sidewalk sales, art festivals, seasonal displays, and other activities that enliven the downtown experience. *Naperville Downtown2030* does not supersede previous approvals granted for the Water Street Area.



Water Street Rendering
Illustration Provided by Moser Enterprises

Figure 4: North Downtown Special Planning Area Objectives and Concepts



Conceptual layouts are based on application of the general development objectives noted above*



* The three concepts displayed are examples for illustrative purposes only. There may be many other options to achieve the general development objectives provided above.

B. Naperville Downtown2030 and 5th Avenue Study

The *5th Avenue Study*, which was completed prior to the initiation of *Naperville Downtown2030*, included those block faces fronting both sides of Washington Street from Ogden Avenue to Benton Avenue. As noted on page 4 (see *Naperville Downtown2030 Spotlight: Drawing the Downtown Study Boundaries*), properties that fall within recently completed studies were excluded from the *Naperville Downtown2030* study boundary as their respective recommendations are considered current and valid. However, as review of the proposed *Naperville Downtown2030* study boundary began, DAC determined that the *5th Avenue Study* recommendations for the block face fronting the west side of Washington Street between Douglas and Benton Avenues (shown in blue in Figure 5) should be re-evaluated in the context of the larger downtown plan update. As *Naperville Downtown2030* progressed, DAC and City Council later recommended re-evaluation of the east side of Washington between Benton Avenue and School Street, based on its adjacency to the North Downtown Special Planning Area (see *Figure 5: 5th Avenue Study Area*).

As a result of this re-evaluation, future land use recommendations for the west side of Washington Street have been included in *Naperville Downtown2030*. Further details regarding these recommendations can be found within the supplemental land use objectives provided for the North Downtown Special Planning Area (pages 33-36). The *Naperville Downtown2030* future land use recommendations made for these properties will supersede those recommendations previously made in the *5th Avenue Study*; however, the underlying *5th Avenue Study* height recommendations for these properties (43 feet) remain intact as demonstrated on *Map 8: Height Recommendations*, page 42.

During DAC review of the east side of Washington Street between Benton and Franklin Avenues, DAC determined that the adopted *5th Avenue Study* recommendations (maximum height of 43 feet and a “mixed-use” future land use designation) should continue to apply to these properties. DAC supported the *5th Avenue Study* recommendations as they account for the properties’ adjacency to residential neighborhoods to the east, the impact that the properties’ topography may have on the perceived height, and the desire to maintain a compact downtown commercial area. Based on DAC’s recommendations, the properties located along the east side of Washington Street between Benton and Franklin Avenues have not been included within the limits of *Naperville Downtown2030*.

Figure 5: 5th Avenue Study Area



C. Land Use Patterns

- Future land use for downtown properties reflect the most effective and appropriate land use pattern, which includes 1) similar land uses fronting both sides of a street; and 2) transitions between high and low intensity uses. PED GAP
- Two specific areas located within the Downtown Core present unique characteristics that merit additional flexibility: the east side of Webster Street between Van Buren and Jefferson Avenues and the property located along the east side of Washington Street immediately south of Fredenhagen Park (highlighted on *Map 6: Naperville Downtown2030 Future Land Use – Commercial Limits, page 27*). Given their location on the periphery of the Downtown Core, as well as their adjacency to lower intensity uses such as office or residential, first floor office uses should be considered for these properties as allowed in the Secondary Downtown designation. This additional flexibility will assist these properties in their successful long-term use and will allow for increased compatibility with the adjacent lower intensity uses. Given their site specific characteristics, it is recommended that first floor office uses be permitted by right for the property located immediately south of Fredenhagen Park and be a conditional use for the properties located on the east side of Webster Street (to allow for an additional level of review prior to occupancy) between Jefferson Avenue and Van Buren Avenue. A first floor office allowance may be an appropriate consideration for other properties located on the periphery of the Downtown Core as redevelopment/new development occurs and should be monitored accordingly.
- Transitional uses, including low-intensity office and multi-family residential, provide an appropriate buffer between downtown retail activities and existing single-family residential neighborhoods abutting the downtown. These uses add to the 24-hour downtown concept by introducing additional daytime population and more downtown residents. Amendments to the existing TU zoning district are recommended to align the zoning district with the low-intensity transitional nature recommended by both the *Downtown Plan (2000)* and *Naperville Downtown2030*. These amendments should apply to all existing and future TU properties, as each provides a transition between downtown commercial uses and adjacent residential neighborhoods.
- Allowable densities for residential development located in the transitional use and multi-family residential areas should be reviewed and/or established to ensure that the suburban downtown residential form can be realized, while also achieving compatibility with surrounding single-family residential neighborhoods.
- Strong single-family residential neighborhoods within and adjacent to the *Naperville Downtown2030* study area play a critical and synergistic role in the continued success of the downtown. Like the transitional uses noted above, these neighborhoods house additional downtown consumers and residents. The downtown atmosphere, in turn, provides convenient shopping, dining, office, and service options for these same residents. The continuation of existing residential use in downtown neighborhoods is recommended on *Map 5: Naperville Downtown2030 Future Land Use, page 26*; residential redevelopment in these areas continues to be governed by the Teardown/ Infill Regulations developed in 2005. In addition, recommendations regarding the use and design of non-residential development have been created to increase compatibility with existing residential neighborhoods.



Single-Family Homes
Photo By City of Naperville

D. Land Use Considerations

- The downtown zoning districts should be revised to facilitate the land use and development patterns recommended through *Naperville Downtown2030* (e.g., Downtown Core, Secondary Downtown, Transitional Use, and Multi-Family).
- Uses that do not provide a clear customer focus should be excluded from the first floor of buildings located in the Downtown Core; exclusions include general service and offices, financial institutions, and residential uses. These uses create an unwanted break in the shopping environment and pedestrian experience, thereby detracting from the vibrancy of the core. PED GAP
- In 2006, the Naperville Development Partnership (NDP) prepared the *Downtown Naperville Retail Mix Survey* to better understand desired uses for the downtown. This tool should be periodically updated as the downtown tenant mix continues to evolve. The city and NDP should partner to review the survey results and recommend modifications to the downtown zoning districts, as appropriate, to accommodate a mix of uses, including new uses identified to serve all populations and subsets of downtown users. In 2006, survey respondents indicated that boutique hotels and teen apparel are desired uses for the downtown.
- As new development and/or expansions occur, parking demand will be assessed and new supply required, as appropriate. It is important to note that there are many portions of the downtown, particularly within the downtown expansion areas, that do not have existing parking exemption rights (see *Section 5 Parking, for details*). If individual properties gain new parking rights as a result of rezoning in compliance with the recommended future land use map, the city has the right to assess parking fees and other conditions accordingly. Such developments may be required to be processed and approved as a PUD.

E. Design Considerations

- A consistent ground floor **streetwall** is critical to maintaining the compact and pedestrian friendly nature of the Downtown Core. Efforts should be made to place buildings located within the Downtown Core at or near the front property line consistent with the existing street pattern.
- Transitional uses are most effective when residentially-styled and when existing single-family residential lot sizes are maintained (i.e., lot-by-lot development) or are limited to minor lot consolidations (1/2 acre or less). The existing Zoning Ordinance provides no lot size or lot width limitations for transitional uses and should be revisited accordingly.
- While the provision and location of surface and deck parking facilities are critical to the success of the downtown, their impact on the pedestrian environment and residential areas should be minimized, where possible. This may be accomplished through improvements that provide increased interest to the pedestrian, such as urban parks and the introduction of ground floor retail opportunities, where appropriate.
- New development and/or building expansions occurring at properties that have Riverwalk frontage will be required to integrate Riverwalk amenities into their site design, including the improvement of existing Riverwalk features, construction of new Riverwalk amenities, and/or dedication of property or easements to the city. Plans approved for the Water Street area serve as an example of Riverwalk improvements proposed in conjunction with private development plans.

PED GAP

A **streetwall** is established by continuous building fronts at or near the front property line with no or minimal gaps between them. Streetwalls reinforce the pedestrian character of the downtown by establishing aesthetic and functional continuity. Streetwalls should be retained where existing, and encouraged for infill and new construction in the downtown.

PED GAP



Residentially Styled Transitional Use Building
Photo by City of Naperville



Chicago Avenue Streetwall
Photo by City of Naperville

3.4 SPECIAL LAND USE CONSIDERATIONS

While the vision for *Naperville Downtown2030* remains consistent with the *Downtown Plan (2000)*, continuing changes in development trends, downtown property values, and land use patterns have prompted discussion of new land use issues. A summary of these issues and recommended action steps are included below.

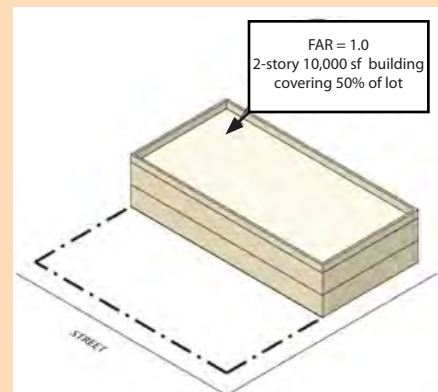
Height Since 2000, new development has largely occurred in the area surrounding the core. In the early 2000's, these buildings averaged three stories at a height in the mid 50-foot range. More recently, development proposals have averaged five to six stories, with maximum heights in the mid 70-foot range. The desire for greater height is frequently attributed to downtown property values and the cost of construction, which often includes the provision of some enclosed parking on-site.

Since significant new construction and/or additions have not occurred to date within the **traditional Downtown Core**, the resulting height effect is a “scoop” in which the height of the traditional core is lower than the height of the surrounding periphery (see *Map A3: Existing Downtown Building Height in the Appendix*). While this development form is somewhat non-traditional for a downtown setting (height is typically the greatest within the Downtown Core and decreases toward the periphery), it has resulted in a very comfortable setting within downtown Naperville. Downtown Naperville's existing height pattern and topography (see *Map A4: Existing Downtown Topography in the Appendix*) should be acknowledged as new development and redevelopment continues to occur.

Today, downtown commercial zoning districts provide no restrictions on height. Instead, they establish a maximum **floor area ratio (FAR)** of 2.5. Moving forward, the existing 2.5 FAR should be maintained for the Downtown Core, Secondary Downtown, and North Downtown Special Planning Area (if rezoned to B4 or B5), in conjunction with the recommendations provided on pages 42-43.

The **traditional Downtown Core** is loosely defined as the area bounded by Washington Street on the east, Chicago Avenue on the south, Webster Street on the west, and Jefferson Avenue on the north. This area is well-known for its compact nature, historic buildings, consistent streetwall, and building scale that generally falls within a two-story height range. The overall effect is a walkable, pedestrian friendly, retail-focused center that is highly attractive to downtown patrons.

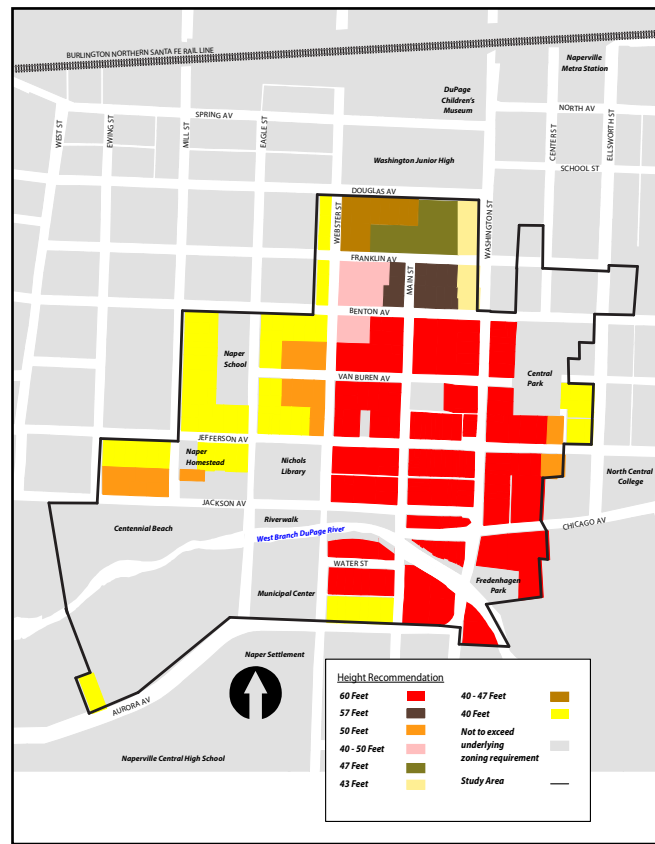
The **floor area ratio (FAR)** is calculated by dividing the total building square footage by lot area. Using the diagram as an example, a FAR of 1.0 can be achieved by constructing a two-story 10,000 square foot building (20,000 square foot building total) on 50% of a 20,000 square foot lot (20,000 square foot building divided by 20,000 square foot lot = 1.0 FAR). Alternatively, a FAR of 1.0 can also be achieved by constructing a one-story 20,000 square foot building covering 100% of the same lot.



The following additional measures shall be used to guide height in the downtown:

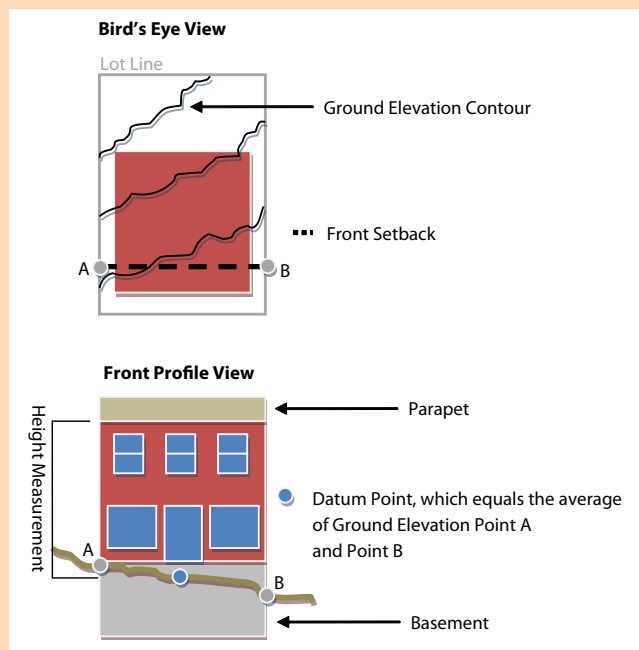
- A maximum **height** limitation (measured in feet) shall be established for the downtown. The use of a maximum number of stories to guide height has proven to be problematic due to the significant height variation that can occur by story as a result of the proposed use and the age of the structure.
- Properties located within the Downtown Core and Secondary Downtown shall have a maximum height limitation of 60 feet and 50 feet respectively (including parking garages).
- Properties located within the North Downtown Special Planning Area shall have a maximum height between 40 to 57 feet, depending on location, as shown on *Map 8: Height Recommendations*.

Map 8: Height Recommendations

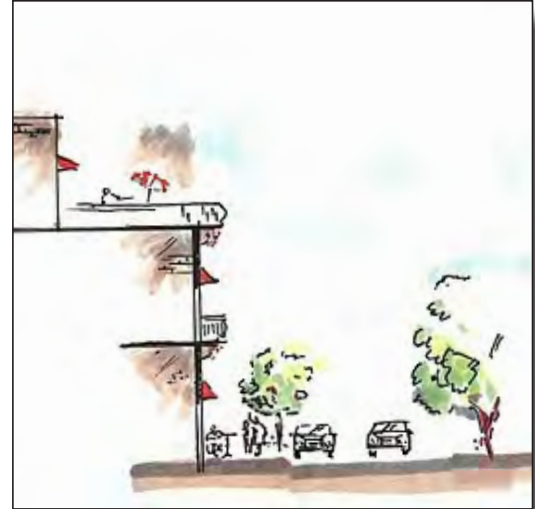


A **measurement of height**, per the City of Naperville Zoning Ordinance, is the vertical distance measured from the datum point to the highest point of the roof. It is important to note that chimneys, ornamental towers, scenery lofts, cupolas, false mansards, parapet walls, and rooftop mechanicals are not included when determining the "highest point of the roof"; these structures may be erected to their customary height, regardless of the height limitations of the underlying zoning district.

A **datum point** is the average of the two grades along each side lot line at the point where the side lot lines intersect with the front yard setback line. See diagram for illustration.



- A process should be established to guide consideration of requests in excess of the maximum height thresholds, provided that the proposed development exhibits unique site characteristics, innovative building design features, or other notable qualities that make an increased height appropriate.
- The *Water Street Study Area Vision Statement* and subsequent PUD approvals shall continue to dictate allowable height within that particular study area.
- The existing scale and form of buildings located within the traditional Downtown Core add to the “quaint” or “small town” feeling of the downtown. Efforts should be made to maintain the existing scale and streetwall of this area, while respecting existing zoning rights that allow for building additions. The measures discussed in *Section 7.4 Buildings of Historic Interest* on page 98 should be applied to the traditional Downtown Core to appropriately guide future building additions or new construction.
- Innovative zoning and design tools, such as stepping back upper stories, shall be explored to help minimize the impact of proposed additions and new construction that exceed the existing height pattern of an established development area, such as the traditional Downtown Core. Such tools may also be appropriately applied to the peripheral areas of the downtown to respect the decreased height present in the outlying residential areas.
- Building design associated with new development and redevelopment projects shall consider the impact of topography changes on the perception of height. Absent this consideration, such topography changes could inappropriately skew the intended maximum allowable height limitations.
- Recent development requests have designed roof surfaces to be usable space, such as gardens, seating, and other gathering areas. These improved rooftop spaces serve as an amenity to the property owner and business patrons, and can enliven the downtown environment. It is appropriate to review these spaces for impact on usable square footage, parking demand, perception of height, noise, and overall neighborhood impact and appearance.
- The 40-foot height maximum currently in place for the transitional use areas shall be maintained.
- The intended downtown multi-family form may not be achievable under the limitations of the existing multi-family zoning districts. These districts shall be reviewed to determine an appropriate height maximum for the downtown multi-family future land use category which falls within the 40-foot to 47-foot range.
- Per existing zoning regulations, the square footage of decked parking facilities are exempt from inclusion in the calculation of FAR. This exemption was designed to incentivize the provision of on-site parking, particularly within a downtown setting where lot areas are constrained and property values are high. As the bulk of decked parking facilities will be largely addressed by the establishment of a new maximum height limitation (*see page 42*) and the provision of on-site parking remains a priority, existing zoning regulations regarding the calculation of FAR should remain in place.



Upper Story Setback
Illustration by Rory Nicholson

Liquor In recent years, concern has been expressed regarding the perceived proliferation of restaurant and liquor establishments in the downtown. While these establishments bring an important entertainment and dining aspect to the downtown, it is critical to maintain a balance of all uses to achieve a vibrant downtown. In this respect, downtown restaurant and liquor establishments should not predominate, thus eliminating or minimizing other downtown sectors including retail, service, and residential uses.

Furthermore, unlike other retail and service uses, restaurant and liquor establishments are unique in that each has the potential to introduce adverse impacts to the culture, cleanliness, and diverse nature of the downtown if not appropriately monitored and addressed. Depending on its business model, the impact that each restaurant or liquor establishment can have on the downtown may vary significantly.

As part of the downtown plan update, DAC and the Liquor Commission held a joint workshop to 1) understand current trends and activities in downtown related to liquor establishments; and 2) reach consensus on specific items that need additional attention moving forward. Based upon the issues noted above, the following items merit further work to ensure that a balance between liquor and non-liquor uses in the downtown is sustained moving forward:

- Work to maintain a mix of uses that add vibrancy to the downtown; and
- Strive for downtown tenants that accommodate both day and night time customers.

Based on DAC and Liquor Commission discussion the City Council included a Strategic Plan Initiative to analyze the restaurant and bar mix in the downtown and consider corresponding amendments to the Naperville Liquor Code.

Mobile Vending Carts Mobile vending carts enhance the overall ambiance and vitality of the downtown by providing an accessible outdoor location for downtown visitors and employees to conveniently grab a bite to eat. To date, one hot dog vendor has successfully located in downtown Naperville.

In 2010, an ordinance was passed which formally established regulations for downtown food vendors, including location of public vending sites, hours/type of operation, selection process, and fees. Based upon this ordinance, a Request for Qualifications process will be undertaken each year to select up to 4 vendors to apply for a downtown food vending permit for the subject calendar year. This process allows the City, Downtown Naperville Alliance, and Downtown Advisory Commission to ensure that the vendors selected each year continue to contribute to the desired downtown atmosphere. Additional information regarding Downtown Mobile Food Vending requirements can be found on the city's website.



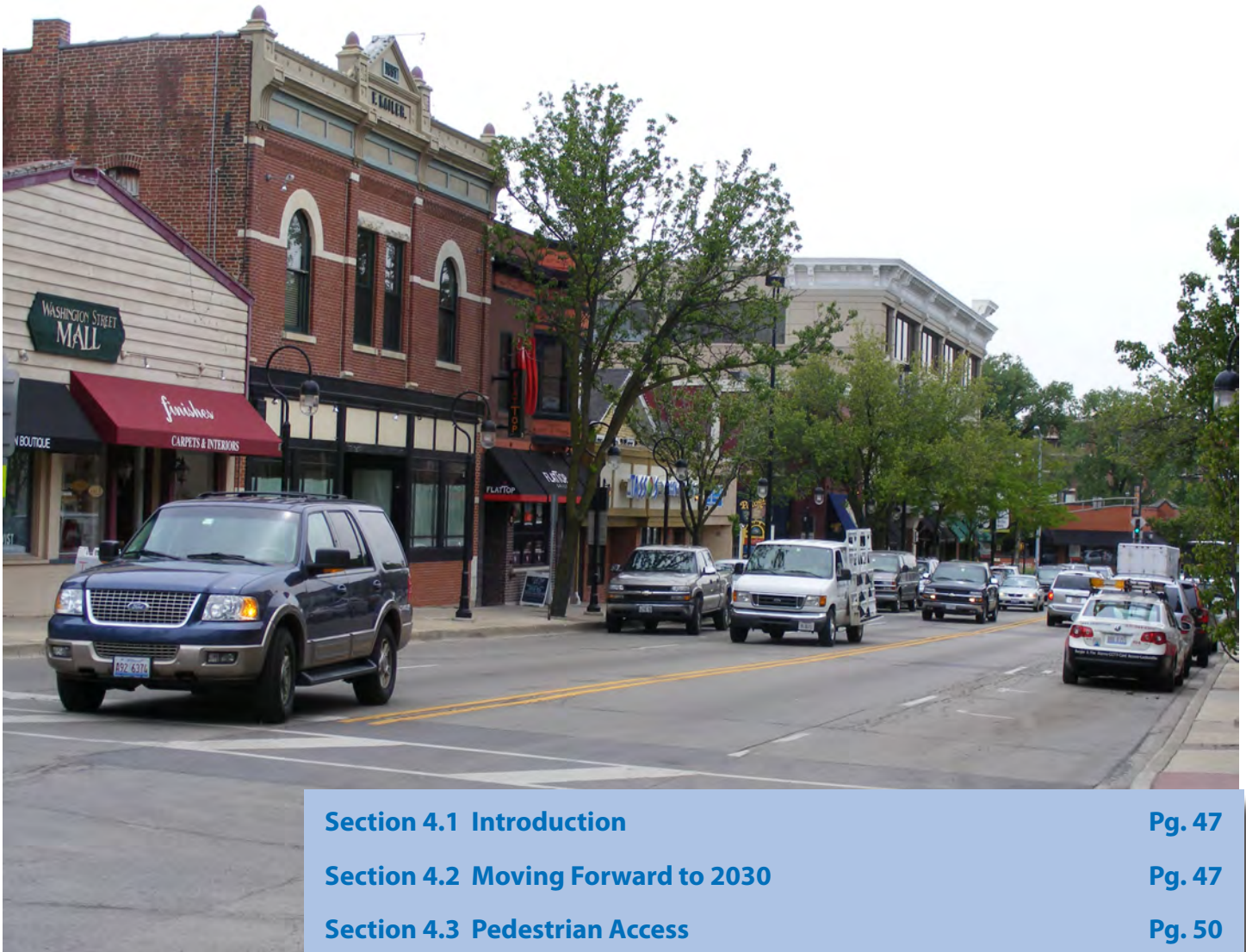
Joey's Red Hots Mobile Vending Cart
Photo By City of Naperville

Naperville

Downtown2030

Planning the Downtown Experience

SECTION 4 TRANSPORTATION



Washington Street
Photo by City of Naperville

Section 4.1 Introduction	Pg. 47
Section 4.2 Moving Forward to 2030	Pg. 47
Section 4.3 Pedestrian Access	Pg. 50
Section 4.4 Bicycle Access	Pg. 56
Section 4.5 Alternative Forms of Transportation	Pg. 58
Section 4.6 Development Impacts on the Transportation Network	Pg. 60

The vision below expresses the desired transportation environment for downtown Naperville in 2030.

Whether traveling by foot, bicycle, car, train or bus, residents, employees, and visitors find downtown Naperville easy to access and explore. The pedestrian experience is exceptional and supports downtown's status as a multi-generational gathering place. A complete bicycle network provides convenient access to the downtown. Wayfinding and streetscape improvements provide strong guidance while navigating through the downtown.

4.1 INTRODUCTION

Downtown Naperville is served by a variety of transportation modes that provide residents, employees, and visitors access to the downtown. The downtown transportation network includes roadways, sidewalks, bike routes, and commuter rail and bus access, all of which are critical to the continued success and economic viability of the downtown. This section of *Naperville Downtown2030* outlines practices and recommendations that will maintain and enhance the downtown transportation network and support the transportation vision for 2030.

4.2 MOVING FORWARD TO 2030

People arriving in downtown Naperville do so using a comprehensive transportation network that provides convenient and safe access for its residents, visitors, and employees. The unique features that make the downtown stand out as a key destination in Naperville also introduce challenges that must be considered as improvements to the transportation network are planned. Narrow sidewalks, high pedestrian activity, and limited right-of-way all contribute to the compact nature and unique environment of the downtown. Vehicular, bicycle, and pedestrian access and mobility and alternative transportation options are critical components essential to sustaining the success and vibrancy of the downtown.

The following principles shall guide the decisions and recommendations provided in this section:

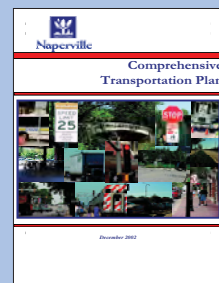
- Serve the needs of pedestrians, bicyclists, and motorists;
- Provide connections that are convenient, safe, and comfortable throughout the downtown;
- Help people arrive at and navigate through the downtown; and
- Enhance the downtown transportation network as development occurs.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: System of Transportation Studies and Plans

As noted in *Section 1.3 Study Area (see pages 3-9)*, *Naperville Downtown2030* provides a context for understanding the larger system of plans that relate to the downtown. A sustainable and accessible transportation network is critical to the ongoing success of the downtown; therefore, the city has taken an active role in evaluating and managing the downtown transportation network. Since the *Downtown Naperville Plan (2000)*, a significant number of transportation studies and plans which address the downtown transportation network have been completed. The transportation recommendations contained in each document are considered current and serve as the primary guide for future improvements to each respective transportation corridor. Additional information on these studies can be found on the City of Naperville website at www.naperville.il.us.

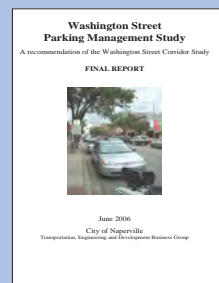
City of Naperville Comprehensive Transportation Plan: This plan serves as the city's policy document to enhance **mobility** and to guide decisions regarding local transportation issues throughout the entire city. A work program is developed annually to set the implementation priorities for the year. Previous projects completed as part of the annual work program impacting the downtown have included:

- Installation of a parking guidance system;
- Evaluation of modifying parking spaces from angled to parallel; and
- Completion of a parking management study for the downtown.



Washington Street Corridor and Parking Management Studies: These studies evaluated transportation opportunities to increase and improve mobility along Washington Street to and through the downtown and to evaluate the influence of on-street parking on Washington Street in downtown Naperville. As recommended by these studies, the following projects have been completed:

- Removal of several parking spaces along Washington Street to reduce delays due to left turning vehicles;
- Removal of parking spaces to improve the bus stops along Washington Street; and
- Establishment of parking time limits along Washington Street and installation of improved signage to better manage the parking spaces during **peak hours**.



Naperville Circulator Study: The overall goal of the *Naperville Circulator Study* was to evaluate current public transportation options within the City of Naperville, analyze potential markets for local bus service, and to design such a service. The study recommends:

- Creation of a new **circulator** route that would operate from the Naperville Metra Station and connect the downtown to the southwest area of the city; and
- Establishment of the Naperville Metra Station as a formal transportation hub, due to its connectivity to other transportation modes (e.g., Pace Suburban Bus, Metra Commuter Rail, and Amtrak) and its proximity to downtown Naperville.

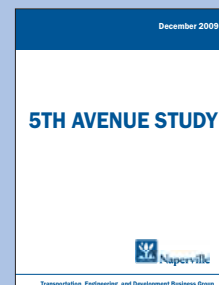


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NAPERVILLE DOWNTOWN2030 SPOTLIGHT: System of Transportation Studies and Plans (cont.)

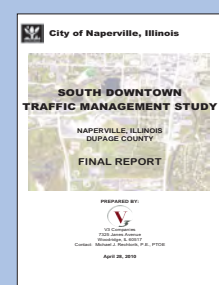
5th Avenue Study: The *5th Avenue Study* provides guidelines for future redevelopment, transportation, and streetscape improvements in the vicinity of the Naperville Metra Station. Recommendations from the study includes:

- Improvements to address concerns related to **multi-modal** travel (e.g., vehicle, pedestrian, and bicycle visibility);
- Improvements to increase **accessibility** between the Metra Station and downtown Naperville;
- Development of a cohesive and inviting streetscape for Washington Street between Ogden Avenue and Benton Avenue; and
- Construction of a bus depot near the Naperville Metra Station in order to enhance transit accessibility.



South Downtown Traffic Management Study: A traffic management study was conducted for the area generally bounded by Chicago Avenue/Aurora Avenue, West Street, Martin Avenue, and Washington Street in order to evaluate smaller scale improvements that will maximize the efficiency and mobility of vehicular, pedestrian, and bicycle movement throughout the area. Improvements recommended in the study includes:

- Installation of a signal at Aurora Avenue and Webster Street in order to improve connectivity between the downtown, Naper Settlement, and the residential neighborhoods;
- Pedestrian enhancements including the completion of sidewalk gaps, installation of pedestrian countdown signals, and crossing improvements; and
- Installation of wayfinding signage to direct people to key downtown destinations.



Terms Used in this Spotlight:

Mobility refers to the movement of people and vehicles.

Peak hour is the one-hour period during which traffic volumes are highest. During the weekday, the peak hour occurs once in the morning (AM peak hour) and once in the evening (PM peak hour), reflective of school and commuter traffic patterns.

Circulator is a type of transportation service that serves local trips. Circulators bring people to local destinations and to places to connect to other regional transit services.

Multi-modal is a term used to describe various modes of transportation, including vehicle, transit, bicycle, and pedestrian activity.

Accessibility refers to the ease of reaching destinations. It may also relate to Accessible Design or Universal Design, which refers to facilities designed to accommodate people with special needs, including those with disabilities.

4.3 PEDESTRIAN ACCESS

Downtown Naperville is the most popular and compact pedestrian destination in Naperville. Two major accomplishments of the previous downtown plans were the establishment of the pedestrian as the primary focus of the downtown environment and the introduction of pedestrian amenities (e.g., pedestrian-scale landscaping and lighting, benches, waste receptacles, information kiosks, and banners). These previous plans have been successful in maintaining and expanding the pedestrian orientation of the downtown. Through 2030 enhancing the pedestrian experience should continue to be a primary goal of transportation improvements in the downtown.

Establishing a successful pedestrian environment includes maintaining a compact, walkable area with buildings designed with the pedestrian in mind and access to a variety of amenities and destinations. This section specifically addresses the infrastructure that provides for pedestrian accessibility in the downtown including such features as sidewalk and pedestrian routes, ease of access for users of varying ability, sidewalk width, interruptions in the pedestrian flow, and crosswalks.

Sidewalk Width The sidewalks are alive with activity in downtown Naperville. Wide sidewalks and well defined pedestrian spaces (see Section 6 Urban Environment) are key elements that establish the pedestrian as a primary downtown user. Some existing sidewalks in the downtown are too narrow to provide a comfortable pedestrian walking zone, and through 2030, it should be a priority to increase the width of these sidewalks so that they meet the streetscape profile established for the downtown. Sidewalks in the downtown should be a minimum of five feet wide in residential and transitional use areas. However, wider sidewalks are desired in the commercial-portions of the downtown and sidewalk widths of up to 12 feet should be accommodated in accordance with the applicable downtown streetscape types on *Map 14: Naperville Downtown 2030 Streetscape Plan, page 85*, where right-of-way allows. Adjustments may need to be made in order to achieve these wider sidewalks through improvements such as replacing angled parking with parallel parking, limiting streetscape elements in certain areas by shifting the building footprint away from the street to provide additional sidewalk width (as redevelopment occurs).

PED GAP

Connectivity Pedestrian connectivity between the downtown and the surrounding areas is critical to maintaining a complete transportation network. Downtown Naperville's proximity to residential neighborhoods and other major destinations (e.g., Naperville Metra Station, DuPage Children's Museum, Naper Settlement, and North Central College) contribute to its position as an attractive and distinct destination. As shown on *Map 9: Naperville Downtown 2030 Routes and Connections, page 51*, pedestrian connections to the surrounding areas should be enhanced in order to strengthen the link between the downtown and the adjacent attractions. These enhancements may include improved crossings, signage, wider sidewalks, and eliminating gaps in the sidewalk network.

Improving pedestrian connectivity has been emphasized as part of several other studies.

- The *South Downtown Traffic Management Study* includes improvements to the intersection of Webster Street and Aurora Avenue in order to better connect the downtown to Naper Settlement and Naperville Central High School.
- The *5th Avenue Study* recommends enhancing the Washington Street streetscape and connections between the downtown and the DuPage Children's Museum, Washington Junior High, and the Naperville Metra Station.
- The *Central Park Master Plan* recommends improving the link between Central Park and the downtown.
- The **Pedestrian Gap Analysis (see Spotlight on pages 52-53)** also notes that the commercial core lacks fluid pedestrian connections to adjacent residential areas and cultural destinations.

PED GAP

Map 9: Naperville Downtown2030 Routes and Connections



TRANSPORTATION

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Pedestrian Gap Analysis

In 2009, the City of Naperville retained the architecture and planning firm, Solomon Cordwell Buenz (SCB), to conduct a pedestrian gap analysis*. SCB evaluated the existing built environment in the downtown area to evaluate the existing **pedestrian flow** and to identify the **storefront gaps** that create “**pedestrian dead zones**”, thus detracting from the overall downtown pedestrian experience.

How were properties scored? SCB developed a tool to “score” each downtown property based on 14 individual criteria. The criteria, which include pedestrian flow (accommodations for parking, biking, and pedestrians, **visitability**, connectivity) and storefront impacts (building appearance and maintenance, setbacks, **streetscape**, lighting, type of business, proximity to other uses, hours of operation), were included based on the influence that each has on the overall downtown atmosphere.

What do the scores mean? The purpose of the scoring tool is to determine a property’s strength in each individual criterion, as well as establish a composite score noting the property’s overall contribution to the downtown pedestrian environment. A high composite score signifies that a property’s overall characteristics contribute strongly to pedestrian flow in the downtown. However, even properties with high composite scores may have individual components that need to be improved (e.g., low lighting, limited hours of operation); likewise, many properties with low composite scores rank high in certain criteria. As a result, when reviewing specific properties, the scoring tool is most effectively applied by reviewing the individual scores for each of the 14 criteria to determine strengths and areas for improvement.

What are the results? The SCB analysis provides a snapshot of the overall strengths and weaknesses of the existing downtown pedestrian environment. The strongest pedestrian areas within downtown Naperville (shaded in light purple in the to the right) generally exhibit the following positive characteristics:

- High quality building facades (materials, architectural details and design) with consistent setbacks;
- Concentrations of complementary commercial uses;
- Proximity to cultural and recreational destinations;
- Continuous sidewalks that support a cohesive downtown pedestrian network; and
- Access to public parking facilities.



Pedestrian Gap Analysis
Solomon Cordwell Buenz

* The Pedestrian Gap Analysis is available under a separate cover and can be reviewed at the City of Naperville Department of Transportation, Engineering and Development or the City of Naperville website at www.naperville.il.us.

continued on page 53

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Pedestrian Gap Analysis (continued)

Improvements that can further enhance the downtown Naperville pedestrian environment include:

- Enhancing the streetscape conditions at transitions between adjacent uses and the residential zones of downtown;
- Eliminating barriers that may limit accessibility and visitability for downtown buildings;
- Maintaining consistent hours of operation in order to prevent or eliminate disconnected pockets of activity during certain business hours;
- Providing additional lighting in select areas to improve the atmosphere of the street; and
- Establishing consistent streetscape conditions, including maintenance and continuity, for the downtown.

How will the results be implemented? Using the findings of the pedestrian gap analysis, along with other relevant *Downtown Naperville2030* recommendations, capital improvement planning, and best practices research, the city can target and prioritize future improvements that further enhance the downtown pedestrian experience. Such recommendations are reflected throughout *Naperville Downtown2030*; for example, *Section 3 Land Use and Development* recommends promoting first floor uses which provide a clear customer focus to avoid breaks in the shopping experience, *Section 4 Transportation* recommends improving connectivity and signage between the downtown and adjacent areas, and *Section 6 Urban Environment* recommends dual entrances to allow for pedestrian activity on both sides of a building.

To easily identify the *Naperville Downtown2030* recommendations resulting from the pedestrian gap analysis look for the following symbol: **PED GAP**

As individual property owners propose to redevelop their properties, city staff and property owners should refer to the pedestrian gap analysis to determine additional private improvements that can be made to enhance previously low scoring criteria.

How will this scoring tool be used moving forward? The scoring tool created by SCB not only provides a snapshot of downtown Naperville in 2010, but can continue to be updated to determine the impact that improvements have had on the downtown Naperville pedestrian environment.

Did you know? The pedestrian gap analysis completed by Solomon Cordwell Buenz received the 2010 Award from the Illinois Chapter of the American Planning Association (APA-IL) for Best Practice.

Terms Used in this Spotlight:

Pedestrian Flow refers to the ability for walking routes to support comfortable and safe pedestrian movement throughout the downtown district.

Storefront Gaps refer to spaces or “gaps” between buildings and storefronts that do not generate pedestrian activity or help to sustain the vitality of downtown. Gaps may include physical spaces (such as parking lots or alleys), inappropriate storefront conversions, “blank” windowless walls, or uses which do not generate walk-by customer interest.

Pedestrian Dead Zones typically lack the appropriate land uses, as well as safe and interesting pedestrian walking routes that connect them to the rest of the downtown and make them attractive destinations for pedestrians. Locations in need of the greatest attention are identified by a low score calculated in the pedestrian gap analysis.

Streetscape includes the elements that contribute to a street’s aesthetics and functions. Streetscape elements include sidewalks, lighting, landscaping, signage, benches, trash receptacles, bus stops, and other pedestrian amenities.

Visitability is the practice of employing design approaches that create places that are accessible for persons with mobility challenges.

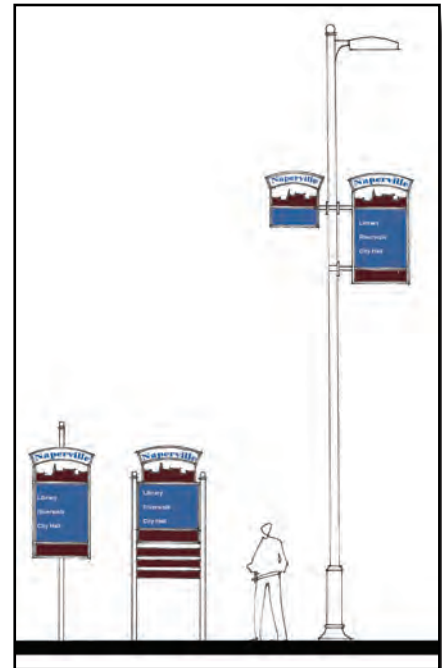
Wayfinding A complete transportation network must also include a wayfinding system that helps people navigate to and through the downtown. Several transportation studies, including the *5th Avenue Study*, *South Downtown Traffic Management Study* and *Downtown Parking Management Study*, addressed the importance of wayfinding signage in and around the downtown. A coordinated system of signs along major roadways in Naperville (e.g., I-88, 75th Street, Route 59) and on the periphery of the downtown (e.g., Washington Street, Aurora Avenue, Chicago Avenue) is critical to helping direct people to the downtown. Additionally, wayfinding signage throughout the downtown is needed in order to direct motorists, pedestrians and bicyclists to key destinations once they arrive in the downtown. This coordinated system of signage also helps to reduce sign clutter, enhances the ambiance of downtown, and makes the downtown more customer friendly.

Pedestrian Crossings People enjoy walking in the downtown due in part to the well-defined crossings that establish the pedestrian's right-of-way. It is important to provide safe and clearly marked pedestrian crossings at intersections and high volume mid-block locations. Various crossing treatments are currently provided throughout the downtown; all existing crosswalks in the downtown meet minimum standards with most crossings providing at least a 5 feet wide, marked crosswalk. As recommended in the *Downtown Plan (2000)*, some crosswalks have been upgraded to include wider crossings, colored pavement or special pavement markings to make the crossings more prominent and more visible to vehicles. In order to provide safer and more visible crossings, crosswalks at high volume locations, as shown on *Map 10: Pedestrian Improvement Areas, page 55* should be evaluated for potential enhancements and a uniform application of any enhanced treatments should be pursued.

As a busy arterial roadway, Washington Street can intimidate pedestrians and act as a barrier, dividing the east and west sides of the downtown. Overcoming this perception can expand the perceived limits of the downtown for customers and visitors, thereby inviting them to explore additional downtown destinations.

To date, enhancements to Washington Street have been made with the installation of crosswalks and pedestrian countdown signals which have greatly improved the safety of these crossings. However, the crossings along Washington Street should be further evaluated to identify additional improvements to more effectively unite these two areas of the downtown. Any improvements along Washington Street will need to balance the desire for a cohesive downtown with the need to maintain traffic flow.

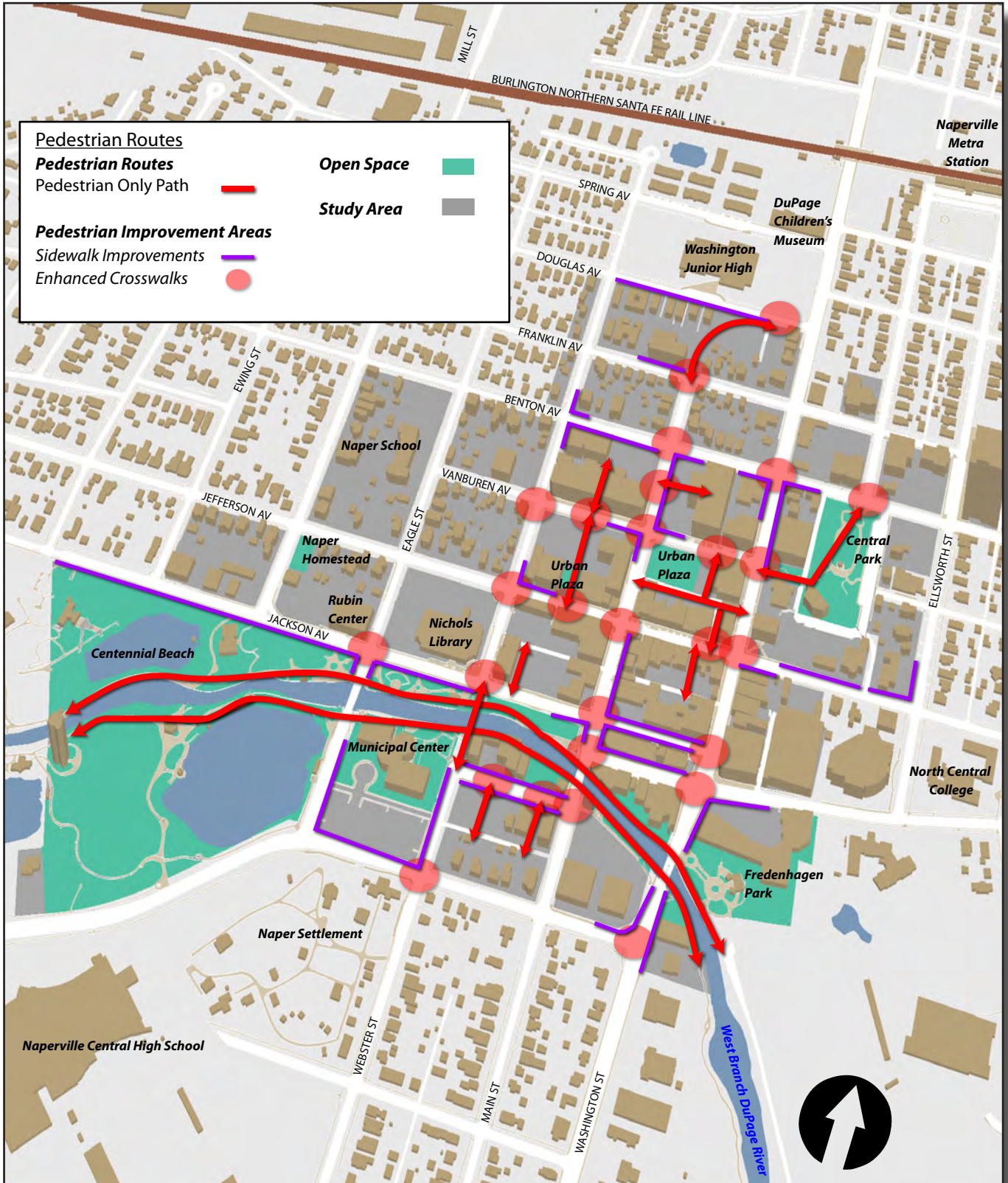
The Riverwalk in the vicinity of Washington Street currently lacks the amenities to serve as a major downtown pedestrian crossing. This crossing should be improved to serve as a safe, grade separated crossing for pedestrians in the downtown as well as to provide a more continuous Riverwalk. When the Washington Street Bridge over the river is reconstructed in approximately 10 years, it should be a priority to upgrade the bridge so that the Riverwalk pedestrian connection under Washington Street becomes a safe and attractive walkway for pedestrians.



Wayfinding Signage (5th Avenue Study)
Illustration by Hitchcock Design Group



Jefferson Avenue Mid-Block Crossing
Photo by City of Naperville



TRANSPORTATION

Accessibility A major consideration of mobility in the downtown is accessibility. Improving the sidewalks and pedestrian routes in the downtown to meet and exceed (when feasible) the Americans with Disabilities Act (ADA) requirements is critical to making the downtown accessible to all users. There are barriers which may impede mobility in the downtown, including sidewalk gaps, reduced sidewalk widths, traffic signals, and crossing locations. As the pedestrian network is expanded or enhanced through development or capital improvement projects it is critical that accessibility be evaluated and any obstacles that may impact pedestrian mobility be mitigated. These improvements may include increasing the sidewalk width, completing gaps in the network, installing pedestrian countdown signals, establishing new pedestrian routes and paseos (see Section 6 Urban Environment) and relocating streetscape elements. The pedestrian gap analysis also identified areas with limited accessibility, and the data collected through this analysis should be used to help identify these barriers.

PED GAP

In summary, the following policy recommendations should be used to maintain and enhance pedestrian access and mobility in the downtown:

- Establish new comfortable, direct walking routes in the downtown through development and capital improvement projects;
- Improve the synergy between downtown and adjacent uses through enhanced pedestrian connections;
- Provide improvements (e.g., enhanced crosswalks and pedestrian bump-outs) to protect pedestrian spaces from vehicular traffic;
- Mitigate obstacles that impact pedestrian mobility such as reduced sidewalk widths and gaps in the sidewalk network; and
- Evaluate crosswalk enhancements at high pedestrian locations in order to establish clear and safe connections.

4.4 BICYCLE ACCESS

Downtown Naperville is already known as a great place for pedestrians. *Naperville Downtown2030* seeks to also improve the city's designation as a bicycle-friendly community and downtown's status as a bicycle-friendly destination by offering cyclists better access to needed facilities (e.g., bike routes, bicycle racks) in the downtown. As bicycle amenities are provided in the downtown, it is important that they be marketed to the public so that they are fully utilized. Increased signage designating bicycle facilities, the establishment of a bicycle resource map for the downtown, information on the city and other downtown websites, and the inclusion of bicycle facilities on downtown marketing materials will encourage the use of bicycle facilities in the downtown.

Bike route is typically a network of signed on-street facilities. Bicycles routes in Naperville are traditionally designated on wide, low speed neighborhood streets but may include any and all types of bikeways, including marked on-street bicycle lanes, shared on-street lanes, and shared use pathways.

Bike lane is a part of a roadway lane marked off or separated for the exclusive use of bicyclists.

Bike path is an off-street facility that is physically separated from motorists by open space or a barrier. Bicycle paths generally allow two-way travel and may be shared by bicyclists, pedestrians, runners, or other users.

Bicycle Routes The *City of Naperville Bicycle Implementation Plan* guides the establishment of new bicycle facilities throughout the city. As shown on *Map 9: Naperville Downtown2030 Routes and Connections*, page 51, several bicycle corridors have been established to provide connections to downtown Naperville, and additional connections to the downtown are planned for future years. **Bike routes** should establish the bicyclist as the primary user and should take advantage of existing facilities such as railroad underpasses, existing **bike lanes, paths** and routes, and low volume roadways that will provide a safe and enjoyable experience for the user. Establishing these areas as bicycle facilities may be accomplished through the construction of new facilities, modification of existing facilities to better incorporate bicycles, and the installation of signage and pavement markings. Where space constraints may restrict the establishment of a full bicycle facility, innovative practices such as the “**sharrow**” should be used to reinforce the shared use of a facility by bicyclists and vehicles or pedestrians.

A **sharrow** is a shared-lane marking used to designate facilities used by both cars and bicycles when a bike lane is not feasible due to limited right-of-way. The special arrow markings are used to help alert cars to take caution and allow cyclists to safely travel in these lanes.



Bicycles and the Riverwalk As a key destination in the downtown, opportunities exist to allow bicycle use on the Riverwalk as it is expanded or reconstructed. Going forward, a collaborative effort between the Downtown Advisory Commission, the Riverwalk Commission, and the Bicycle and Pedestrian Advisory Commission should be undertaken in order to develop, prioritize, and construct bicycle facilities as part of the Riverwalk experience. These facilities may include bicycle parking, shared use locations where the existing facilities can accommodate both pedestrians and bicyclists, and where space permits, the construction of separate but parallel paths which would allow both bicyclists and pedestrians to safely enjoy the Riverwalk.

Bicycle Parking Without a convenient place to park, bicyclists will either pass through or avoid downtown entirely. Therefore, a complete network of conveniently located bicycle parking facilities needs to be provided. While the City of Naperville Zoning Ordinance requires that commercial uses provide bicycle parking based on the required amount of vehicle parking, a large portion of the study area is exempt from vehicle parking requirements, as shown on the *Downtown Parking Map*, page 67 (see *Section 5 Parking for details*). Historically, bicycle parking in the downtown has been provided in shared locations such as the municipal parking decks.

Existing bicycle parking areas in the downtown are shown on *Map 9: Naperville Downtown2030 Routes and Connections*, page 51. A significant number of these bicycle parking spaces are currently provided in shared parking locations such as the municipal parking decks which provide longer term parking areas for bicyclists who plan to stay in the downtown for extended periods of time or who intend to stop at multiple destinations. Increased marketing and signage of these locations would make these bike parking areas more accessible and better utilized by bicyclists. Shared bicycle parking should continue to be integrated within any new parking facilities constructed in the downtown.



Bicycle Rack, Jefferson Avenue
Photo by City of Naperville

Going forward, additional emphasis needs to be placed on providing bicycle parking as a component of the downtown streetscape in order to better serve bicyclists who are making quick trips or plan to only stop at one destination and prefer to park near their destination. In order to provide bicycle parking throughout the downtown, where feasible, a minimum of two bicycle racks should be provided on each block face. These bicycle parking locations should be selected so that they are convenient for users but also so that they do not conflict with business operations, sidewalk access, and vehicular traffic. Improvements to the existing system of bicycle facilities should be pursued through the evaluation of current and new bicycle rack locations, opportunities to enhance signage, City of Naperville Zoning Ordinance bicycle parking requirements, and public education resources for biking to the downtown.



Bicycle Racks, Metra Train Station
Photo by City of Naperville

The following recommendations should be used to guide the development of a more complete bicycle network to the downtown by 2030:

- Develop a bicycle network that provides bicycle connections to the downtown from all areas of the city;
- Promote bicycling to the downtown through public education resources, including information on how to get downtown, where to park, and connections to other bicycle facilities;
- Use innovative treatments (e.g., sharrows, bike lanes) to designate streets in the downtown for bicycles;
- Expand bicycle parking locations throughout the downtown, and clearly promote and designate those locations with signage and maps;
- Evaluate the current policy for providing bicycle parking in the downtown; and
- Provide convenient, shared use locations for bicycle parking in the downtown.

4.5: ALTERNATIVE FORMS OF TRANSPORTATION

Over the years, the City of Naperville has recognized the importance of providing its residents with multiple modes of transportation to access the downtown. Alternate forms of travel such as commuter rail and bus, trolleys, pedicabs, and holiday shuttles make downtown Naperville an accessible, engaging destination for residents and visitors.

A **pedicab** is a three-wheeled bicycle operated by an individual with an attached seat for one or two passengers.

Downtown Naperville is served by Metra commuter train service and Pace bus service. The Naperville Metra Station is located one-half mile from the downtown and provides commuter train service between Naperville, downtown Chicago, and the suburbs in between. Pace bus service also currently operates through the downtown and provides connectivity between the downtown and the rest of the community. The *Naperville Circulator Study* recommended opportunities for the expansion of transit throughout Naperville, and included several routes that would further enhance transit connectivity to the downtown.

As well as providing transportation options for people traveling to the downtown, alternative modes of transportation decrease demand on the roadways and downtown parking. Furthermore, alternative modes of transportation make downtown Naperville accessible to all residents, employees, and visitors, including those who may not have access to more traditional modes of travel. Future alternative modes of transportation, including local circulator routes (see *Naperville Downtown2030 Spotlight: System of Transportation Studies and Plans*, page 48) and bike rental programs, should be pursued in order to provide additional transportation options to people traveling to the downtown.



Naperville Metra Station
Photo by City of Naperville

In addition to traditional transit services, shuttles are often provided as part of special events and festivals that occur in the downtown (e.g., Ribfest, Hometown Holidays, Last Fling). Shuttles provide convenient access to the downtown and help to relieve the traffic and parking demands that result from these popular events. Historically, special event shuttles have been well used by the public, but have only been provided by the individual organizers of the larger special events such as Ribfest and Last Fling. The downtown continues to see additional special events being offered, with several often occurring in the same weekend. As additional special events are offered in the downtown, opportunities to bring organizers from multiple events together in order to provide joint shuttle service to the downtown for special events should be encouraged.

Downtown Naperville thrives as a result of its access to many different forms of transportation and it is important that these transportation options be promoted in order to encourage people to consider accessing the downtown through non-traditional modes of transportation. These non-traditional modes of transportation are an asset to the downtown, and as new and innovative forms of transportation are developed, they should continue to be incorporated into the downtown transportation network.

The following measures are recommended in order to enhance multi-modal access to the downtown:

- Expand the transportation modes available for accessing the downtown;
- Explore new and innovative transportation modes for the downtown;
- Evaluate options for expanding alternative transportation options for special events in the downtown;
- Market alternative modes of transportation for accessing the downtown; and
- Maintain and promote a variety of unique transportation options that contribute to downtown Naperville's distinct atmosphere.

Non-traditional modes of transportation

options help to set downtown Naperville apart and add to the distinctive feel of the downtown. Downtown Naperville is served by a variety of transportation options that provide an entertainment value in addition to their transportation functions, including pedicabs, trolleys, and holiday shuttles. Many of these services are provided on a seasonal basis and are used as an opportunity to further promote activities occurring in the downtown (e.g., Ribfest, Hometown Holidays, Last Fling).

While they may serve an entertainment function, these non-traditional transportation options provide additional transportation options for people who wish to travel around the downtown but may be unable or choose not to do so by foot. Additionally, they also have the benefit of decreasing parking demand during special events by providing an additional transportation option to people in adjacent areas such as the surrounding neighborhoods or those arriving by train at the Metra Station.

4.6 DEVELOPMENT IMPACTS ON THE TRANSPORTATION NETWORK –

As development occurs in the downtown, there is an opportunity to improve the transportation network, and more specifically enhance downtown pedestrian connectivity, sidewalk widths, bicycle parking and streetscape treatments. Consistent with current practices, all future downtown development proposals should be evaluated to ensure pedestrian and bicycle access and amenities are incorporated into the site design and connectivity to the existing downtown transportation network is provided, in keeping with the *Naperville Downtown 2030* vision. Additionally, future developments will need to preserve the existing balance between vehicular mobility and maintaining the vibrant downtown environment.

Two areas, Water Street and the North Downtown Special Planning Area, have the potential to result in significant changes to the transportation network if redeveloped. Any large scale improvements should be evaluated to ensure impacts to the existing transportation network are minimized and mitigated, where feasible. The *South Downtown Traffic Management Study* was completed as part of the Water Street Development in order to better identify and mitigate the impacts to the transportation network as a result of the proposed development and other projects in the area. As highlighted in the *Naperville Downtown 2030 Spotlight: Water Street District, page 35*, improvements in the Water Street Area should maximize the efficiency and mobility of vehicular, pedestrian and bicycle movement throughout the area.

If redeveloped, the North Downtown Special Planning Area could also result in significant changes to the downtown transportation network. The impact of new development on the transportation network should be weighed against the development proposal. Development in the North Downtown Special Planning Area may require an additional traffic signal on Washington Street. The installation of a new traffic signal on Washington Street could improve connectivity between the downtown, the residential areas to the east, and North Central College, but could also impact traffic flow on Washington Street. Any development in this area will need to provide pedestrian and bicycle amenities as well as to establish connections to the existing pedestrian and bicycle facilities in the downtown.

In addition to development in the downtown, construction projects outside the downtown can have an impact on the transportation network in the downtown. As major construction projects are undertaken, impacts to the downtown should be evaluated and appropriate mitigation measures should be taken in order to preserve the safe downtown environment. These measures may include providing alternate or detour routes and providing additional safety measures such as increased police presence, additional signage, and pavement markings to remind drivers that they are entering a downtown environment.



Naperville Central High School Renovation
Photo by City of Naperville

The following recommendations should be used to improve the transportation network as development occurs in the downtown through 2030:

- Evaluate future development proposals and pursue improvements that meet the transportation goals of the downtown;
- Consider impacts of construction projects in the vicinity of the downtown and develop measures to mitigate identified impacts;
- Consider new transportation technology as development and redevelopment and redevelopment is proposed; and
- Evaluate impacts that proposed development and redevelopment projects may have on the vehicle, pedestrian, and bicycle networks particularly in the vicinity of existing institutional uses.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Pedestrian Safety Adjacent to School Facilities

During the development of *Naperville Downtown2030*, officials from School District 203 met with city staff to acknowledge the challenges with the existing circulation for drop-off, pick-up, and bus queuing during the school day at Washington Junior High School and Naper Elementary School. Moreover, they emphasized the benefits of maintaining safe walking routes for students to and from all downtown school facilities.

In reviewing development requests, it is the standard practice of city staff to consider the potential for impact on the pedestrian environment, particularly in areas near pedestrian destinations like schools, museums and parks. In conjunction with the stated desires of School District 203, the following policy is recommended:

Development and redevelopment proposals should not adversely impact pedestrian connections, routes, and environments, particularly as they relate to schools, parks and similar destinations.

Naper Elementary School: Naper Elementary School is recognized in *Naperville Downtown2030* not only as an important educational facility, but as a cultural landmark. Its location denotes the historic city limit of Naperville as planned by Joe Naper and is a beautiful terminated vista on Van Buren Avenue. The continued use of this facility as a neighborhood school is encouraged by the plan. To that end, the future land use map on page 26 recommends only single-family residential uses adjacent to Naper School. It is worth noting that **home occupations**, which are permitted by right in all residential zoning districts today, are possible.



Naper Elementary School
Photo by City of Naperville

Washington Junior High School: Washington Junior High School (WJHS) is situated immediately north of the northern limits of the *Naperville Downtown2030* Study Area. Like Naper Elementary School, WJHS is a school that many students walk to and from each day. Adhering to the policy noted above will help to maintain a safe pedestrian environment for students who attend this school. In addition, implementation of the previous transportation improvements recommended through the *5th Avenue Study* will continue to positively impact WJHS and surrounding areas.



Washington Junior High School
Photo by City of Naperville

While WJHS is not within the 2030 study area, the WJHS surface parking lot is within the North Downtown Special Study Area described in detail in the Land Use Section on pages 32-35. *Naperville Downtown2030* includes several concepts and ideas for this North Downtown Special Study Area*. Any modification to this surface parking lot is at the discretion of School District 203 as the owners of this property. It must be clearly stated that School District 203 has no plans or intention of modifying the parking lot in the foreseeable future. *Naperville Downtown2030* simply acknowledges the possibility that this surface parking lot may be redesigned, reconstructed or otherwise modified, perhaps in conjunction with additional development within the North Downtown Special Study Area. Such a project may even include changes to Douglas Avenue to more efficiently accommodate parking at WJHS, bus circulation, and pedestrian access to the school.

* None of the concepts are specifically endorsed. They are provided for illustration purposes only.

Terms Used in this Spotlight:

Home occupations allow homeowners to use a small portion of their home for low-intensity office uses and provide a convenient work-from-home option and are particularly relevant given the current economy and telecommuting trends.

SECTION 5 PARKING



Van Buren Parking Deck
Photo by City of Naperville

Section 5.1 Introduction	Pg. 65
Section 5.2 Moving Forward to 2030	Pg. 65
Section 5.3 Provision of Parking in the Downtown	Pg. 66
Section 5.4 Projecting Future Parking Needs	Pg. 69
Section 5.5 Managing the Parking Supply	Pg. 71

The vision below expresses the desired parking environment for downtown Naperville in 2030.

Adequate and conveniently located on- and off-street parking is available throughout the downtown, to enhance visitor convenience. The downtown parking experience has improved as a result of enhancements made to both on- and off-street parking. Naperville's commitment to parking satisfaction is systematically measured and evaluated in order to plan for future parking needs. A well planned and efficiently managed parking supply is a critical element to the conditions needed to promote healthy development.

5.1 INTRODUCTION

An adequate supply of appropriately located parking to support visitor demand is critical to the success of downtown Naperville. Parking should be convenient and user-friendly in order to optimize the experience of the downtown visitor, which is enhanced by the availability of free parking. A combination of short- and long-term parking is required to meet the varying needs of downtown's users. On-street parking serves short-term trips for retail and businesses, whereas parking lots and decks accommodate longer visits and designated employee parking.

5.2 MOVING FORWARD TO 2030

This section presents recommendations related to the supply and management of parking for downtown Naperville. The downtown is currently served by approximately 3,600 public and private parking spaces, including a mix of public and private surface lots, three public parking decks and on-street parking. Looking forward to 2030, it remains vital to the success of downtown Naperville to anticipate downtown parking needs as well as to evaluate opportunities for increased efficiencies of the existing parking supply.

The following principles guide the decisions and recommendations provided in this section:

- Provide an adequate parking supply that is appropriately located in the downtown; and
- Manage the efficient use of the existing parking supply.



On-Street Parking, Jefferson Avenue
Photo by City of Naperville

5.3 PROVISION OF PARKING IN THE DOWNTOWN

Parking and Zoning Parking and land use regulations are closely related. In order to achieve the goals of a land use plan, adequate parking must be available to meet the needs of a dense downtown setting, while facilities should be located so as to minimize the impact on the vibrancy of the downtown and the pedestrian environment. In order to maximize the use of the core and promote a pedestrian-friendly environment, parking demand for businesses in the downtown is considered collectively rather than on a business-by-business basis. Downtown property owners may be required to provide on-site parking or are responsible for meeting parking demands by participating in a public-private funding structure that provides for the construction of shared customer and employee parking. This shared parking system allows properties to develop with limited or no on-site parking through permitted parking exemptions. The current system of permitted parking exemptions associated with participation in a shared funding arrangement for parking supply has served the downtown well and should be continued. This concept is also supported by a long history of financial contributions towards parking facilities in the downtown.

The future land use map recommends expansion of the Downtown Core, and parking will need to be provided to serve the uses located in this area. Currently these properties are not within the boundaries of the Downtown Parking Map (see *Map 11: Downtown Parking Map, page 67*), nor does the approval of a 2030 plan map automatically rezone these properties.

Requests for Inclusion into the Downtown Parking Map

The **parking fee-in-lieu formula** provides a mechanism for properties to seek inclusion into the Downtown Parking Map by allowing financial contributions towards shared parking in order to receive on-site parking exemptions. Previously approved as “**Special Service Area (SSA) Buy-Ins**”, the adoption of the parking fee-in-lieu formula in 2008 updated the parking contribution to better finance public parking in an equitable manner that encourages the continued viability of development in the downtown area. Requests for approval of parking fee-in-lieu will be reviewed on a case-by-case basis, and are subject to approval by the City Council.

A **parking fee-in-lieu formula** was approved in 2008 and establishes how much eligible downtown property owners must pay towards shared parking in the downtown in order to receive a reduction or exemption from providing parking on-site.

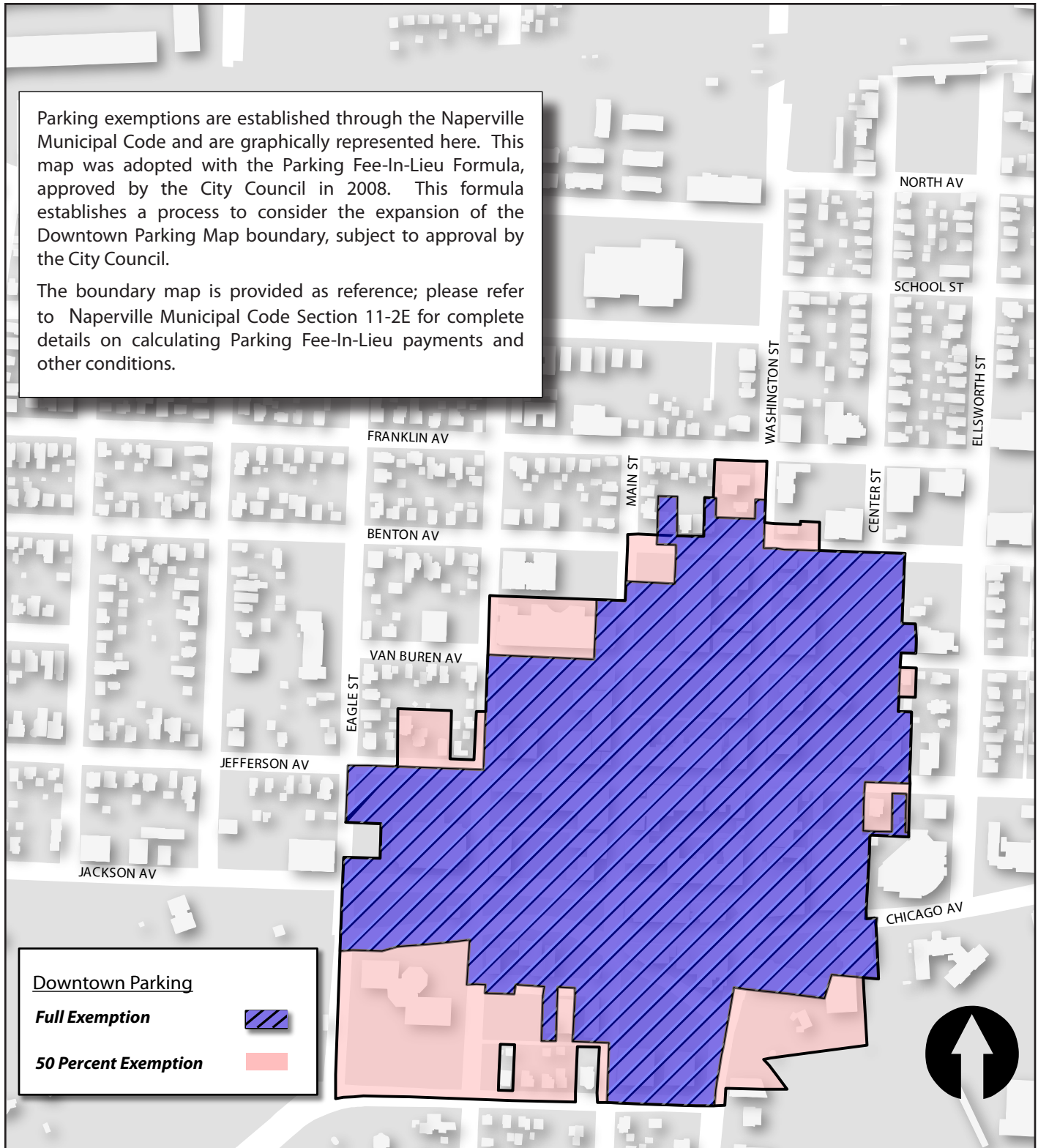
A **Special Service Area (SSA)** is a taxing mechanism that can be used to fund a wide range of special or additional services and/or physical improvements in a defined geographic area within a municipality or jurisdiction. SSA allow local governments to tax for and deliver services to limited geographic areas within their jurisdictions.

For larger-scale development, it may not be practical for new parking demand to be accommodated within existing parking facilities without significantly decreasing customer satisfaction, and as a result other forms of **public-private partnerships** (see **Spotlight on page 68**) should be considered to meet new demand. Future public-private partnerships with shared parking arrangements may provide additional opportunities to further achieve the land use goals of the downtown. If individual properties gain new parking rights as a result of rezoning in compliance with the recommended future land use map, the city has the right to assess parking fees and other conditions in conjunction with the new parking rights. Such developments may be required to be processed as a PUD.

Map 11: Downtown Parking Map

Parking exemptions are established through the Naperville Municipal Code and are graphically represented here. This map was adopted with the Parking Fee-In-Lieu Formula, approved by the City Council in 2008. This formula establishes a process to consider the expansion of the Downtown Parking Map boundary, subject to approval by the City Council.

The boundary map is provided as reference; please refer to Naperville Municipal Code Section 11-2E for complete details on calculating Parking Fee-In-Lieu payments and other conditions.



PARKING

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Public-Private Partnerships

In December 2005, on the heels of the *Parking Financing and Site Feasibility Study*, the City Council entered into a public-private partnership in order to redevelop the surface parking lot adjacent to the Van Buren Parking Deck. After evaluating the qualifications of several proposals, the city selected a development project that resulted in the expansion of the existing Van Buren Parking Deck, in addition to the construction of a new mixed-use building. The deck addition was opened for public use in November 2008 and now houses nearly 800 free public parking spaces. This unique partnership provided a mechanism to add additional parking supply in the downtown.



Van Buren Parking Deck
Photo By City of Naperville

Free Parking Downtown Naperville has provided free parking for its visitors and customers since the 1970s as a result of unique public-private partnerships between the City of Naperville and downtown property owners. These partnerships have helped offset capital construction costs associated with providing additional parking.

In order to maintain free parking for customers and visitors, funding sources have evolved over the years. Special Service Areas (SSA's) were successfully used for many years to meet the private property owners' share of parking expenses. With additional parking facilities on the horizon and the desire to maintain free parking for downtown visitors, downtown property owners sought alternative funding options. After review of various financing options for additional parking supply, a downtown food and beverage tax was adopted in 2008 to help fund new parking facilities.

Moving forward, the following priorities will guide the provision of parking in the downtown:

- Maintain shared parking in the downtown;
- Use the Parking Boundary Map and Parking Fee-In-Lieu formula when considering requests for parking exemptions in the downtown; and
- Continue to identify funding options in order to provide free parking in the downtown.

5.4 PROJECTING FUTURE PARKING NEEDS

Continuous Improvement Model for Downtown Parking In order to proactively plan for future parking supply, the Downtown Plan Implementation Committee (now DAC) recognized the benefit of building a model to look at the long-term parking needs within the downtown as well as to determine the impacts of parking strategies on parking usage and satisfaction levels in the downtown. In order to achieve those goals, the Continuous Improvement Model for Downtown Parking (CIM) was developed. The CIM provides a solid basis for important policy decisions to address long-term parking needs in the downtown area, as well as to determine the impacts of parking management strategies that have been employed.

The CIM has been conducted since 2001 and consists of three components:

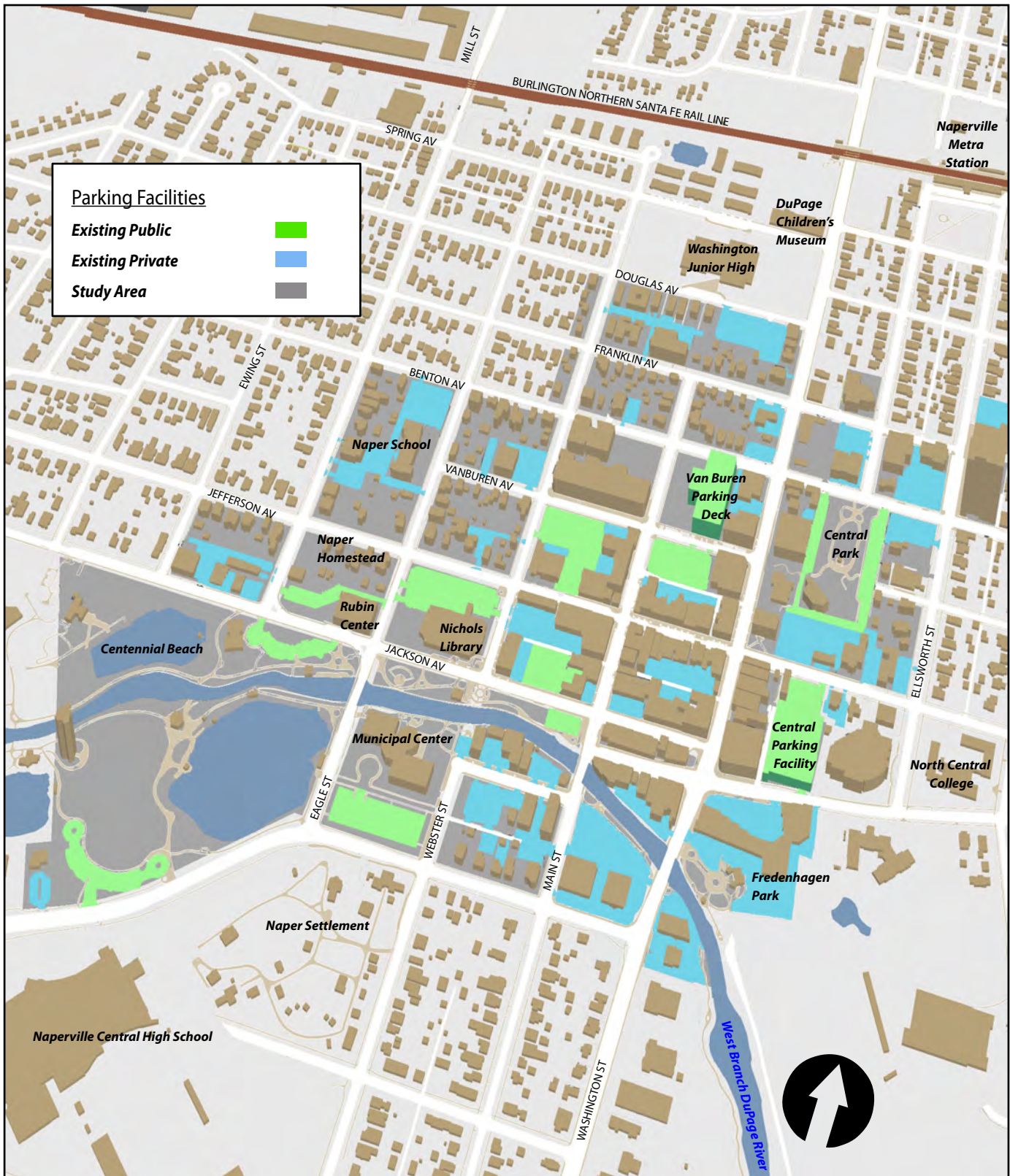
- Existing parking supply and occupancy data for downtown parking;
- Customer satisfaction data for downtown parking; and
- Assessment of the parking impacts of potential development/redevelopment within a five-year forecast.

Downtown Parking Generation Rate One important data point obtained from the CIM is the downtown parking generation rate. This value represents the number of vehicles parked downtown per 1,000 square feet of non-residential gross building area. The generation rate also accounts for non-development parking demand from downtown destinations such as the Riverwalk, Naper Settlement and other nearby amenities. This rate is refined using data collected from the CIM.

The Parking Generation Rate calculated for downtown Naperville is approximately 2 vehicles per 1,000 gross square feet. This value represents a healthy environment of retail, restaurant, office and amenities, and indicates that people are visiting multiple destinations with a single vehicle trip. This value is significantly lower than typical parking generation rates needed for stand-alone uses outside of the downtown, which could range from 3.3 vehicles/1,000 s.f. for offices and 10 vehicles/1,000 s.f. for restaurants. The Continuous Improvement Model is updated on a regular basis to account for the current development and user trends; therefore, the most current downtown parking generation rate should be applied to projected development to determine future parking demand.



Continuous Improvement Model Surveyor
Photo by City of Naperville



Parking Supply Strategies Since market conditions fluctuate; future parking demand is reviewed and updated annually and projected for a five-year horizon. The importance of proactively planning for future parking supply is reinforced through identifying future parking needs, which have ranged from 600 to 1,200 parking spaces over a five-year time frame. In 2004, the CIM reported high parking occupancy rates and decreasing customer satisfaction levels. Additionally, development forecasts indicated that future planned development was expected to significantly increase patrons visiting the downtown, which would create a parking demand beyond what could be absorbed by the current parking supply. The CIM identified the need to proactively plan for additional parking and led to the initiation of the *Parking Financing and Site Feasibility Study* for additional parking. This study reviewed ten sites for future parking locations and continues to serve as a valuable resource as the city plans for additional parking supply.

The following measures should be used as future parking needs are being identified:

- Continue to conduct the Continuous Improvement Model to proactively plan for future parking needs;
- Continue to use the *Parking Financing and Site Feasibility Study* as a resource to identify locations for additional parking as needed;
- Consider public-private partnerships when seeking to add more parking in the future;
- Evaluate funding options on a regular basis to ensure that future parking demands are met; and
- Apply the downtown parking generation rate to new development projects.

5.5 MANAGING THE PARKING SUPPLY

Parking is a costly asset; accordingly it is important to ensure that the use of parking spaces and facilities are maximized. It is important to note that it is not practical to provide enough parking spaces to meet the absolute peak demand. Therefore parking management strategies focus on improving the efficiency and effectiveness of the existing parking supply and should be utilized to address short-term parking needs in the downtown. The downtown is currently served by approximately 3,600 public and private parking spaces, including a mix of public and private surface lots, three public parking decks and on-street parking. It is critical that a balance of parking types be maintained throughout the downtown to meet the needs of various users.

On-Street Parking On-street parking serves an important function in a downtown parking system for the convenience of downtown visitors, but also provides a buffer between pedestrian and vehicular traffic. On-street parking is primarily intended for short-term use. Most existing on-street parking is parallel parking, while angled parking is provided along a few streets within the downtown core. Where possible, on-street parking should be retained along all downtown roadways for the convenience of downtown shoppers and business patrons. The location and orientation of on-street parking should continually be analyzed to ensure it balances the needs of businesses, pedestrians, residents, individuals with physical or intellectual disabilities, and general downtown streetscape programs.

Certain on-street parking spaces are also used for valet parking in the downtown. Valet services are provided by businesses, with operations reviewed by the city. While valet parking is currently being provided as a private service, it serves an important function for visitors who choose to use this service, which can reduce motorists circling and looking for a parking space.

Off-Street Parking Off-street parking is intended to serve longer term visitors and employees. Off-street facilities are currently provided through a combination of both public and private parking lots, which are depicted on *Map 12: Downtown Parking Facilities, page 70*. While public parking lots and decks offer the most flexibility for visitors and employees, private parking lots offer unique opportunities for businesses to promote parking options directly to their customers. Businesses can also maximize their private parking spaces for use by their employees.

Downtown Parking Management Study In partnership with the Downtown Naperville Alliance (DNA), the city commissioned the *Downtown Parking Management Study (DPMS)* in 2009. The purpose of the study was to ensure that the city, in coordination with the DNA, is managing all public parking in a manner that best serves all users of downtown Naperville. The final report made recommendations for the downtown parking system including:

- Signage improvements;
- Better marketing of downtown parking;
- Improvements to valet parking and vehicle loading;
- Installation of **parking guidance systems**; and
- Parking enforcement.

The DPMS also included a comprehensive work program which establishes a time frame for completion of each of the study recommendations. In addition to the recommendations of the DPMS, the city should continue to identify opportunities to maximize the use of existing parking.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Parking Guidance Systems

In 2010 the city installed parking guidance systems within the downtown parking decks as a technology solution to enhance public wayfinding. Parking guidance systems monitor the number of vehicles entering and exiting parking structures. The number of spaces available is then posted at the parking deck entrances and is also available on the city's website. The parking guidance systems provide motorists with real-time information regarding the availability of parking within each parking deck, increase utilization of the parking decks, reduce unnecessary circulation and vehicle emissions within the downtown, provide an internet interface that will allow downtown visitors to identify parking availability in advance of their trip, and collect utilization information to monitor the need for additional parking spaces or other operational changes.



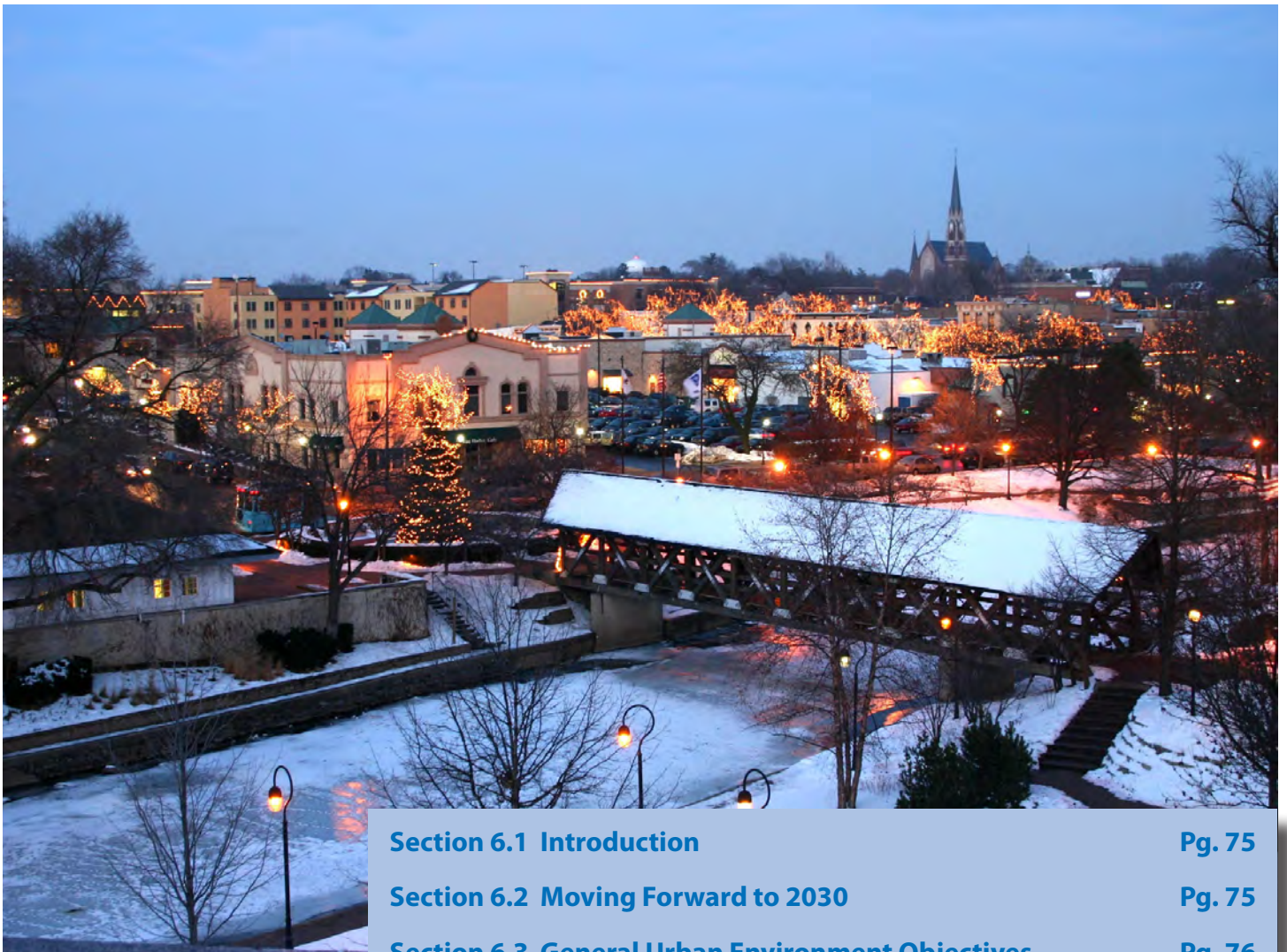
Parking Guidance System
Photo by City of Naperville

Naperville

Downtown2030

Planning the Downtown Experience

SECTION 6 URBAN ENVIRONMENT



Downtown Naperville at Night
Photo by City of Naperville

This photo was an award winner for the 2008 Images of Northeastern Illinois photography contest, held by the Chicago Metropolitan Agency for Planning.

Section 6.1 Introduction	Pg. 75
Section 6.2 Moving Forward to 2030	Pg. 75
Section 6.3 General Urban Environment Objectives	Pg. 76
Section 6.4 Pedestrian Environment and Amenities	Pg. 84
Section 6.5 Open Spaces	Pg. 89

The vision below expresses desired urban design characteristics for downtown Naperville in 2030.

While many public and private improvements have been made by 2030, downtown has retained its distinctive “small town” pedestrian scale and attractive visual character. Downtown’s pedestrian orientation remains one of its signature characteristics. Safe, attractive, and user friendly pedestrian connections are provided throughout the downtown, including wider sidewalks, crosswalks, mid-block walkways, dual business entrances and pedestrian routes along several alleys. Planned vistas, plazas, open spaces, public art, wayfinding signage and other amenities animate and enhance the pedestrian system and network of gathering places. A coordinated, area-wide streetscape with complementary alleyscape visually unifies downtown.

6.1 INTRODUCTION

Urban design is the art of building location and amenity placement to make quality spaces. Urban design can create destinations where people meet and greet; places where the natural environment and built fabric coexist harmoniously; and a downtown environment that welcomes residents, customers, and visitors.

Together with the land use recommendations provided in *Section 3 Land Use and Development* and the objectives presented in the supplemental *Downtown Design Standards*, urban design considerations will establish the physical foundation for the downtown experience through 2030 and beyond.

6.2 MOVING FORWARD TO 2030

A well-designed urban environment creates a superior destination for shopping, business, and leisure-time activities. Downtown Naperville, more than any other area of the city, is known for its small town character. The experience of downtown is a reflection of the mix of amenities available within its walkable setting.

The following recommendations support the vision for 2030 in order to enhance the urban environment:

- Enhance downtown as a year-round destination that can accommodate all visitors;
- Enhance the active, safe, convenient, and clean pedestrian environment of downtown;
- Encourage public art and ornamentation, which support the culture of downtown by inspiring the imagination of visitors and residents alike; and
- Clearly mark the entrance to key destinations within the downtown.

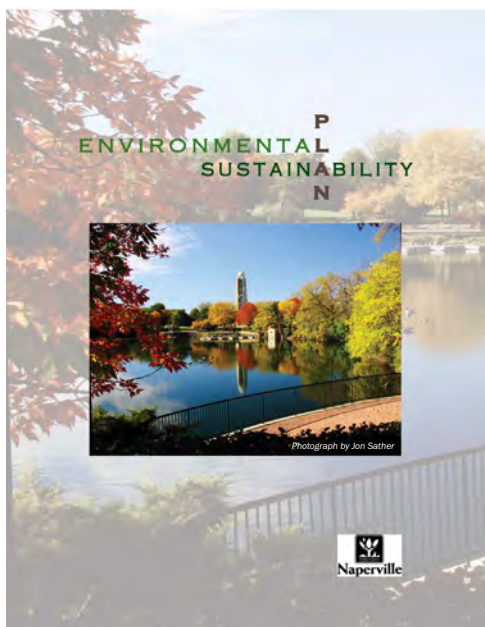
6.3 GENERAL URBAN ENVIRONMENT OBJECTIVES

This section provides six overarching objectives key to the achievement of the urban environment vision for 2030 and recommendations outlined in Section 6.2. These concepts are intended to apply to all areas of the downtown.

Environmental Sustainability The City of Naperville has taken an active role in the environmental sustainability movement. From the city's renewable energy program to **LEED** certified public buildings, Naperville is ahead of most regional municipalities in this effort. Moving toward a greener future, the Mayor and City Council endorsed a strategic plan goal in FY 09-10 to define the city's vision for environmental sustainability, address areas in need of improvement, and establish measurements for determining progress. In conjunction with this goal, the city approved an *Environmental Sustainability Plan* in 2010. *Downtown Naperville2030* embraces an environmentally sustainable future by encouraging:

Leadership in Energy and Environmental Design (LEED) is recognized as a national standard in the rating and certification of high performance "green" buildings. Further details are available online at www.usgbc.org.

- A land use pattern that accommodates places to live, work, and play within a compact, walkable setting;
- Use of greener building materials and practices. This may include simple changes such as use of locally manufactured or quarried materials that are appropriate to the character of the downtown, additional insulation, and energy or water conservation technologies;
- Pursuit of more intensive actions to promote sustainability such as LEED certification for operations, new construction, or renovation. The city's use of innovative technologies to reduce energy consumption (e.g., parking guidance systems, energy efficient street and building lighting, advanced metering) can also support this initiative; and
- Parks, open spaces, and pedestrian routes as an integrated part of the *Downtown Naperville2030* experience.



Winter City Design is building layout and design that reduces impact of cold weather and takes advantage of solar access to provide warming. Building design can harness sunlight to provide ample heat, light, and shade in the winter and induce summertime ventilation. Passive solar design reduces heating and cooling energy bills, increases spatial vitality, and improves comfort. As an added benefit, passive solar design principles typically accrue energy benefits with low maintenance risks over the life of the building and reduce operational and maintenance costs. The *Naperville Building Design Guidelines* (available at www.naperville.il.us) offers additional information about sustainable building and site design, including winter city design approaches.

Four-Season Destination The mark of a successful downtown, like Naperville, lies in its ability to provide opportunities for year-round enjoyment of outdoor urban spaces. Successful examples of four-season approaches that should continue and be expanded upon through 2030 include:

- Conversion of “summer” structures to usable spaces in the winter (e.g., use of covered picnic pavilions for Santa’s workshop, use of volleyball courts for winter ice skating);
- Extended use of “holiday lighting” (i.e., lighting of downtown trees) throughout the winter to add to the ambiance of the downtown;
- Organized special events during all seasons for families and shoppers to sustain activity in and around the downtown; and
- Employing **Winter City Design** approaches to building design, site layouts, and landscaping treatments to reduce the impact of cold weather and extend the seasons of activity in downtown.

PED GAP

Visitability (Universal Design) The experience of downtown Naperville should be enjoyable to all residents, regardless of mobility. The term “visitability” refers to a broad-spectrum solution that results in buildings, products, and environments that are usable and effective for everyone. Challenges to visitability include historic buildings that require the use of steps to access their interiors and areas with limited sidewalk width. Efforts to improve visitability through 2030 will benefit not only residents, customers, and visitors with special needs, but make access easier for the aging population and families pushing strollers in and around the downtown.

Visitability is the practice of employing design approaches that create places that are accessible for persons with mobility challenges.

Tactile Signals are devices that communicate information about pedestrian timing in nonvisual format such as audible tones, verbal messages, and/or vibrating surfaces.

In addition to continuing to improve accessibility for those with physical or sensory disabilities (e.g., through the use of truncated domes, **tactile signals**), it is also important to address the accessibility needs of people with cognitive disabilities. People with cognitive disabilities process information differently than other users of the downtown, and often benefit from information being provided in a more visual format (e.g., pictures on signs, color banding to separate sidewalks and roads). As improvements are made to the accessibility of the downtown, consideration should be given to all users, including those with physical, sensory, and cognitive disabilities.



Truncated Domes
Photo by City of Naperville

- Work with property owners to improve visitability, where appropriate and feasible, in conjunction with redevelopment and renovation projects.
- Ensure that future streetscape improvements are compliant with accessibility requirements.

PED GAP

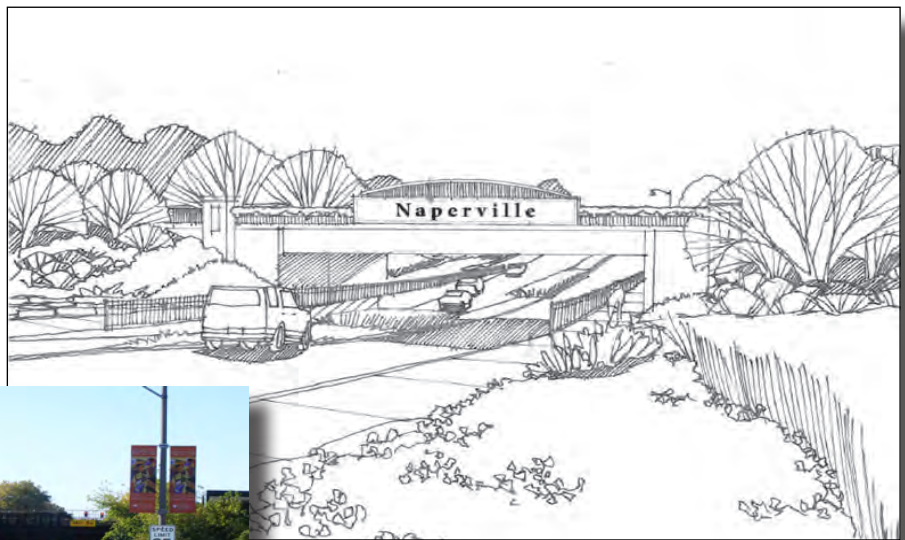
PED GAP

Enhancing Connections Downtown Naperville is a destination situated within a larger network of residential neighborhoods, North Central College, and the **Caroline Martin Mitchell Civic Campus** (which includes Naper Settlement, Edward Hospital, Knoch Park, and Naperville Central High School). These areas serve as distinct gateways into the downtown. Downtown Naperville also benefits from nearby access to the Naperville Metra Station and the I-88 Tollway.

- Enhance the visual, physical, and cultural connection along Washington Street extending north toward the Naperville Metra Station through improved pedestrian connections, streetscape enhancements, and wayfinding signage consistent with the recommendations of the *5th Avenue Study* and *Washington Streetscape Study*.
- Improve the connection between downtown Naperville and the Caroline Martin Mitchell Civic Campus through improved pedestrian connections, streetscape enhancements, and wayfinding signage.

PED GAP

Clean Environment An important aspect of the downtown experience is the clean, well-maintained environment of downtown Naperville. A strong sense of community pride is reflected to visitors by the clean streets and sidewalks. The dedicated efforts of business owners, private waste haulers and the City of Naperville Department of Public Works make this happen by responding quickly to maintenance issues (such as gum, graffiti, litter, and regular trash pick-up). Seeking opportunities for **garbage consolidation** (see **Spotlight on page 80**) offers immediate aesthetic benefits (e.g. reducing unpleasant odors currently experienced during warmer months). Additionally, providing basic amenities to downtown visitors is an important element of a positive visitor experience. Presently public restrooms are available in limited downtown locations with restricted hours (and in some instances only seasonal access). To expand facility availability, when new urban open spaces and public parking facilities are proposed, restroom accommodations must be considered.



Washington Street Gateway (Looking South)
Illustration by Hitchcock Design Group

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Caroline Martin Mitchell Master Campus Plan

In 1936, Caroline Martin Mitchell, through her Last Will and Testament left more than 200 acres of property to the City of Naperville for park, municipal, or public purposes. Many uses have since developed in the area, including: Naper Settlement, Central High School, Von Oven Scout Reservation, Sportsman's Park, Community Garden Plots, Knoch Park and portions of the Edward Hospital Campus.

The Caroline Martin Mitchell Master Campus Planning Process was initiated in 2006 to consider common goals and needs of property owners and lease tenants. As a result of the Caroline Martin Mitchell Master Campus planning process facilitated by the City of Naperville, Naperville Park District and School District 203:

- Lines of communication were opened between property owners and lease tenants;
- The public was provided an opportunity to share ideas and concerns for the area as a whole;
- Ownership and lease agreements were clarified; and
- Property owners and lease tenants are now working together to address common needs for parking, stormwater management and recreation fields in order to improve site efficiencies and minimize costs.



Caroline Martin Mitchell Mansion
Photo by Richard Howe

The plan recommends over time that the area should become more recognizable as the Caroline Martin Mitchell Campus through landowner efforts to provide definition with coordinated signage and fencing, the development of additional trails and walkways to improve public access and education about the area, and the creation of gathering spaces/plazas to display artwork and historical info.

To encourage communication and project coordination between property owners, the *Caroline Martin Mitchell Master Campus Plan* provides a central policy recommendation:

Whenever a change in land use is considered in this area, it should be evaluated in the context of all Caroline Martin Mitchell properties to understand the implications of the change in the context of the Caroline Martin Mitchell Will, and also, consider opportunities for coordination between property owners to minimize costs and improve efficiencies.

To support this policy, the Naperville Heritage Society, as the guardians of Naperville's history and public stewards of Caroline Martin Mitchell's home facilitate an annual meeting of area property owners and lease tenants, including the City of Naperville, to discuss projects on the horizon. Property owners may also approach the Heritage Society to set up additional meetings when projects arise for which coordination should occur.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Garbage Consolidation

In January 2010, the City Council authorized the construction of a shared refuse enclosure at the north end of the Van Buren surface parking lot. The enclosure is sufficiently sized for two garbage compactors and grease receptacles to serve the businesses bordering the parking lot. Constructing the enclosure allowed dumpsters that had been located in the parking lot to be removed, producing immediate aesthetic benefits (e.g., reducing unpleasant odors currently experienced during warmer months) and functional benefits (e.g., increasing the number of available parking spaces and reducing the number of different trucks servicing the lot).



Van Buren Lot Before Construction of Refuse Enclosure
Photo by City of Naperville

The Van Buren refuse enclosure represents the only consolidated refuse area on public property in the downtown, but the model has potential to streamline refuse disposal elsewhere downtown. The viability of establishing site-specific refuse programs is contingent upon three primary factors:

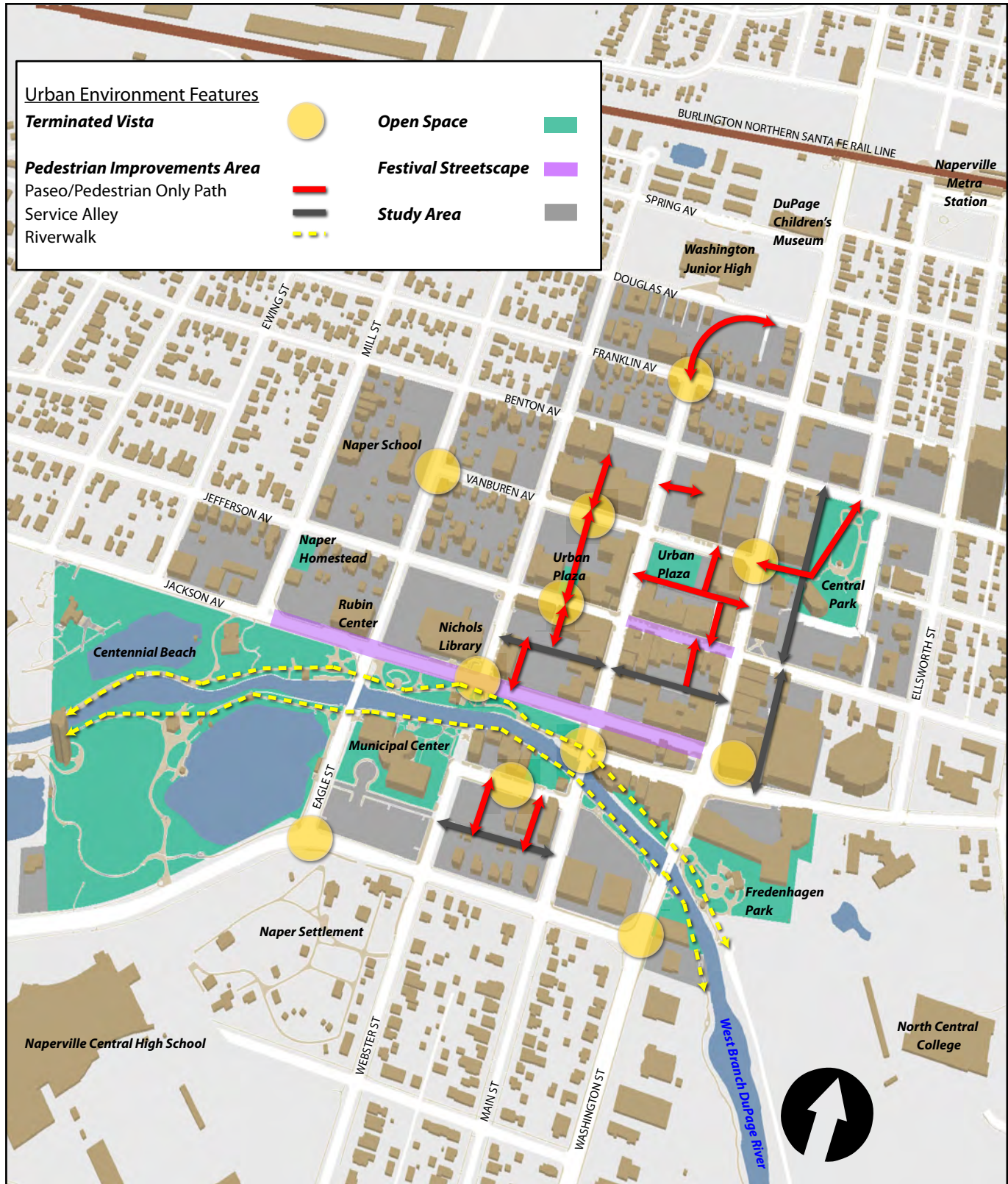
- Participation by waste haulers and business owners;
- Availability of a suitable location for an enclosure and compactors; and
- Cost

Constructing the consolidated refuse enclosure in the Van Buren parking lot was possible because one waste hauler served nearly all the businesses surrounding the Van Buren parking lot. The Van Buren refuse enclosure was initially funded through Special Service Area 22 and will be fully reimbursed over 5 to 7 years by those businesses participating in the program. Creative financing solutions such as this are essential to improving refuse disposal in the downtown. Finally, finding a feasible location is essential to establishing a consolidated refuse enclosure. Each potential site should be



Van Buren Refuse Enclosure
Photo by City of Naperville

evaluated by weighing any impact on public parking spaces against the benefits conferred on private property owners resulting from relocating their refuse disposal facilities to public property.



URBAN ENVIRONMENT

Terminated Vista A **terminated vista** is a view to a landmark or scene. Traditionally, the terminated vista was reserved for important civic buildings (e.g. city hall, library, museum, and church). More recently, the concept of the terminated vista has been applied by retailers to draw visitors toward a destination or landmark (e.g., anchor tenant), enticing them to walk past and possibly patronize other stores, restaurants and services. Terminated vistas can create an optical illusion, making destinations appear closer thus encouraging pedestrians to walk to them. This enhanced pedestrian exposure can help to attract important anchor tenants or reaffirm the importance of prominent cultural facilities. There are many examples of terminated vistas in Naperville as illustrated on *Map 13: Naperville Downtown 2030 Urban Environment*, page 81, including:

A **terminated vista** is a building, monument, landmark, or view that stands at the end of a road, so that when one is looking up the street the view ends with the site.

- Naper Elementary School from Van Buren Avenue;
- Veteran’s Valor monument at the gateway to Central Park from Van Buren Avenue;
- Dandelion Fountain and Riverwalk Covered Bridge from Webster Street;
- Horse Trough Fountain on the Riverwalk from Chicago Avenue;
- The terminus at Jackson Street (Barnes and Noble – 47 E. Chicago Avenue); and
- Mid-block on Jefferson Avenue adjacent to Anderson’s Bookstore (123 W. Jefferson Avenue), extending north to the Main Street Promenade.

All of these vistas invite visitors to continue to explore the downtown. This plan identifies four potential terminated vistas that will enhance the aesthetic and functional experience of the downtown, which should be evaluated with redevelopment:

- **Main Street at terminus with Franklin Avenue (see Spotlight on Page 83);**
- Eagle Street at terminus with Aurora Avenue;
- Aurora Avenue at terminus with Washington Street; and
- Water Street at eastern terminus with Main Street



Naper School (Vista from Van Buren Avenue)
Photo by City of Naperville



Dandelion Fountain (Vista from Main Street)
Photo by Fran Himel

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Main Street at Terminus with Franklin Avenue

As noted in *Section 3 Land Use and Development*, limited expansion of the downtown is appropriate to create a firm northern downtown edge (see page 32). Upon expansion, this area will play a significant role in the landscape of downtown and, as a result, requires a higher level of design and amenity to both mark its importance, as well as to draw downtown shoppers, visitors, and residents to the area.

The overall objectives for this area, including the creation of new public spaces, provision of parking, preservation of existing historic structures, and inclusion of a development area, are illustrated in the general development concept plan included on page 36. The two concepts below provide examples of how the terminated vista in the North Downtown Special Planning Area could be developed*. As discussed on page 82, the inclusion of a terminated vista will play a pivotal role in the success of the North Downtown Special Planning Area.



Main Street at Terminus with Franklin Avenue (Concept #1)
Illustrations Provided by Hitchcock Design Group



Main Street at Terminus with Franklin Avenue (Concept #2)
Illustrations Provided by Hitchcock Design Group

Features of Concept #1

- Public art and a distinctive building as a terminated vista
- Assumes a 40-foot building height along Main Street
- Continuation of the downtown streetscape



Main Street at Terminus with Franklin Avenue (Existing)
Photo by Hitchcock Design Group

Features of Concept #2

- Public art and a distinctive building as a terminated vista
- Assumes a 60-foot total building height along Main Street, including an upper story setback
- Continuation of the downtown streetscape

* None of the concepts are specifically endorsed. They are provided for illustrative purposes only.

6.4 PEDESTRIAN ENVIRONMENT AND AMENITIES

Several actions should be undertaken to enhance the existing system of pedestrian ways (between buildings, primarily to connect parking lots with shopping streets) and amenities within the downtown. Specifically, recommendations pertaining to streetscape, alleyscape, and dual entrances work in harmony to provide greater order and pedestrian accessibility in the downtown. More detail is provided in the pages that follow.

Streetscapes The *Downtown Plan (2000)* identified the need to establish a streetscape design system in order to enhance the cohesive look and experience of the downtown. Although improvements were undertaken prior to 2000, they were completed incrementally without a single set of standards to guide the selection and installation of streetscape materials. In 2003, the city adopted the *Downtown Naperville Streetscape Standards* to guide future streetscape improvement projects. The downtown currently features two types of streetscape standards: the “downtown prototype” and the “boulevard prototype”. Each prototype includes provisions for such items such as sidewalk widths, **street trees**, and street lighting. Recommended locations for the downtown and boulevard prototypes are presented in *Map 14: Naperville Downtown 2030 Streetscape*, page 85.

In 2009, the city adopted the *Washington Streetscape: Vision and Conceptual Design* for parcels fronting Washington Street to provide for pedestrian accessibility and create an inviting streetscape extension from the downtown to Ogden Avenue.

Today, new sections of streetscape are installed per the design standards as new development occurs. For existing streetscape improvements, Special Service Area (SSA) 22 provides funding for the maintenance and repair of damaged or broken elements, such as sidewalks or tree grates. As major roadway projects are planned within the downtown, new streetscape improvements are evaluated and, if constructed, paid for using Capital Improvement Program (CIP) funds.

Street trees provide great benefits to the urban environment. They help to define the character of the street, buffer pedestrians from passing motorists, improve the downtown air quality, and offer shaded comfort to shoppers and other downtown visitors. As new trees are planted, careful attention should be made to balance the aesthetic enhancement of the downtown without obstructing views of business identification signage. A list of permitted tree species can be found by contacting the City Forester.



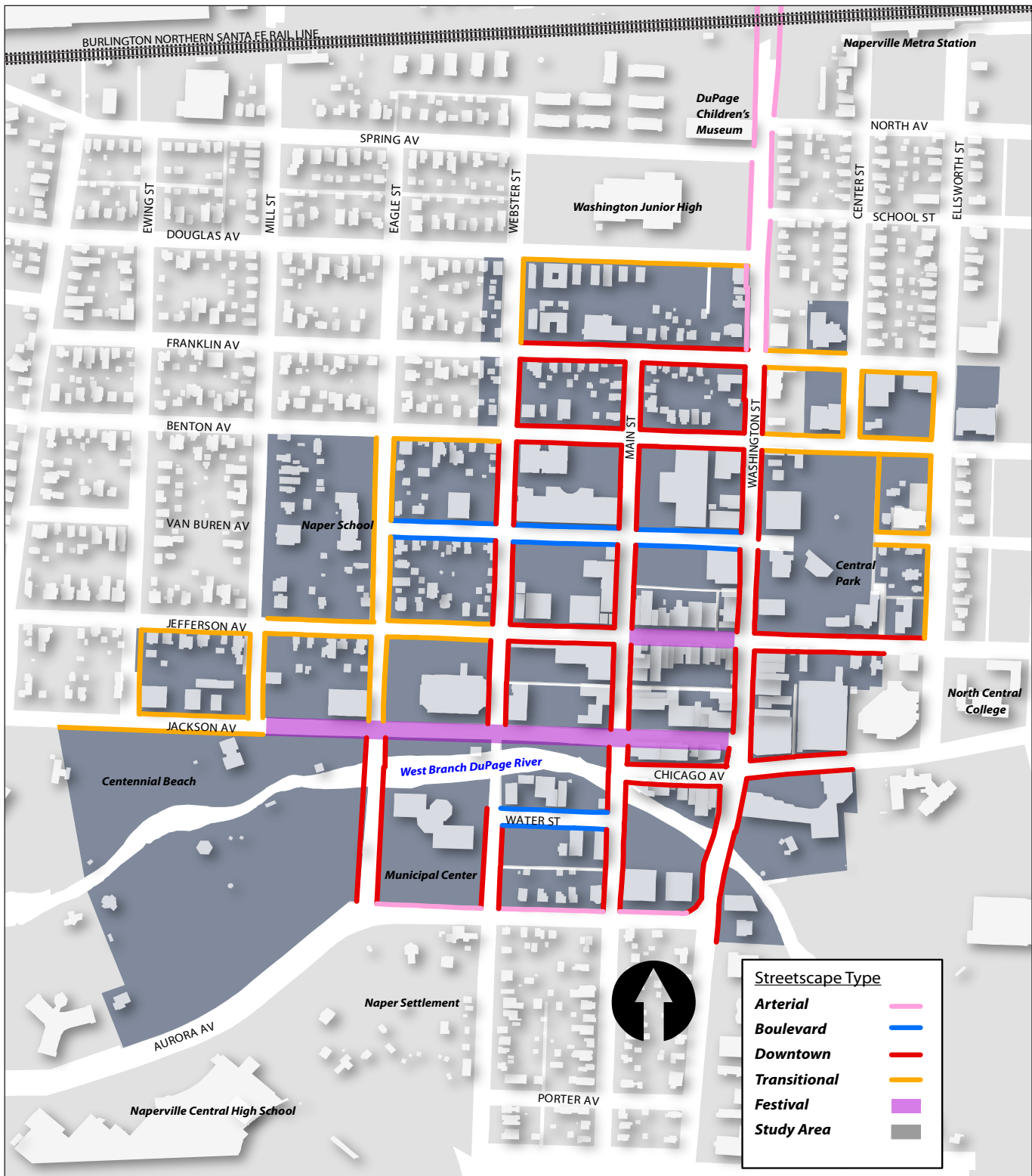
Downtown Streetscape Prototype
Illustration by JJR, LLC



Boulevard Streetscape Prototype
Illustration by JJR, LLC



Arterial Streetscape Prototype
Illustration by Hitchcock Design Group



* The Naperville Historic District has its own streetscape prototype. If a conflict exists between the Historic District prototype and the proposed transitional prototype, the historic standard would prevail. Additionally, special streetscape improvements may be made to Jackson Avenue and Jefferson Avenue to create a festival street. Please refer to pages 91-92 for more information.

URBAN ENVIRONMENT

Moving forward, continued progress towards achieving the desired streetscape will be key to enhancing the downtown’s aesthetic and functional appeal. This task is most effectively achieved through a systematic approach which comprehensively and proactively plans for maintenance improvements and streetscape upgrades. In this regard, special attention must be paid to short-term maintenance improvements so as to avoid conflict with long-term improvements. The development of a Streetscape Maintenance and Rehabilitation Plan will assist in achieving the desired streetscape within the downtown and will identify items such as a maintenance schedule, public/private funding responsibilities, and triggers for streetscape upgrades.

Naperville Downtown2030 recommends continued implementation of downtown streetscape types by:

- Pursuing streetscape improvements in accordance with established standards and adopted plans as noted on *Map 14: Naperville Downtown2030 Streetscape, page 85*. This would include additional downtown streetscape improvements as new development occurs within the north downtown area;
- Upgrading Webster Street as an important pedestrian link between the north and south sides of the river to provide enhanced connections between the Downtown Core, the Municipal Center, and the Caroline Martin Mitchell civic campus (including Naper Settlement). Improvements should include widened sidewalks and other streetscape enhancements; **PED GAP**
- Developing an “arterial streetscape standard”, using the prototypical standards approved within the *Washington Streetscape: Vision and Conceptual Design* (2009) for application along Washington Street through the downtown and Aurora Avenue between West Street and Washington Street;
- Developing a “transitional streetscape standard”; and **PED GAP**
- Developing a downtown streetscape maintenance and rehabilitation plan. **PED GAP**

Alleyscapes **Alleyscape** improvements should not impede the important utility functions of alleys. However, efforts to improve alley appearance can contribute to the downtown experience by adding spaces for outdoor dining and gathering, creating a more welcoming environment for pedestrians, establishing alternative routes into and around downtown to improve connectivity, and improving the efficiency and aesthetic of service uses. Locations that could benefit from alleyscape enhancements are highlighted in *Map 13: Naperville Downtown2030 Urban Environment, page 81*. Opportunities to improve **alleyscapes** in the downtown include:

Alleyscape is defined as the practice of enhancing alley aesthetics through the use of decorative materials, lighting, signage, and screening of service containers.

- Expand and connect the existing system of alleys and paseos within downtown;
- Promote the establishment of an east-west pedestrian way running perpendicular to Jefferson Avenue adjacent to the southern edge of the Van Buren surface parking lot; and
- Articulate mid-block connections with special paving and light fixtures (see *Map 13: Naperville Downtown2030 Urban Environment, page 81*).

NAPERVILLE DOWNTOWN 2030 SPOTLIGHT: Alleyscape

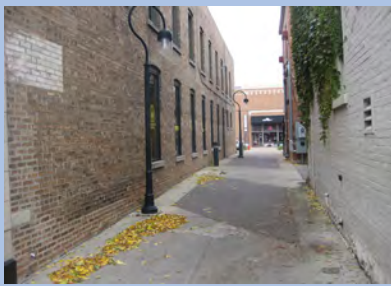
There are two general types of alleys: paseos and service alleys. Combinations of these two types also exist throughout downtown Naperville.

Paseos are alleys that are intended for pedestrian access only. Great examples of paseos can be seen at Main Street Promenade (55 S. Main Street) and Main Place (112-144 W. Jefferson Avenue), and the Jefferson Avenue Paseo near the intersection of Jefferson Avenue and Washington Street.

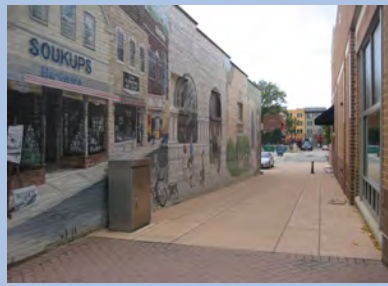
Service alleys have a utilitarian purpose to serve waste disposal, delivery, and utility site needs. Attractive service alleys in Naperville can be seen at Washington Square (103 S. Washington Street) and on the west side of Main Street between Jefferson Avenue and Jackson Avenue.



Main Street Promenade
Photo by City of Naperville



Jefferson Avenue Paseo
Photo by City of Naperville



103 S. Washington Street
Photo by City of Naperville



Main Place Paseo
Photo by City of Naperville

Dual Entrances Establishments with dual public entrances provide a means of full customer access from both the front and rear facades. **Dual entrances (see Spotlight on page 88)** allow for pedestrian activity on both sides of a building. These features are particularly important in a walkable downtown environment when uses are adjacent to surface parking areas. Quality examples of dual entrance buildings in downtown Naperville include the retail spaces of Washington Square (103 S. Washington Street) and Main Place (112-144 W. Jefferson Street).

- Encourage dual pedestrian entrances where appropriate as a means to enhance the walkable downtown experience.
- Encourage parking lot improvements to support safe customer access to secondary entrances.

PED GAP



Rear Entrance at Washington Square
Photos by City of Naperville

NAPERVILLE DOWNTOWN 2030 SPOTLIGHT: Dual Entrances and Pedestrian Walkways

The city has been working with property owners along the north side of the Jefferson Avenue block between Washington and Main Streets to establish easements as properties redevelop. As part of the city's goal to establish dual entrances and improve pedestrian walkways, these easements can eventually be used to accommodate a landscaped pedestrian walkway as well as utility transformers. Ultimately the goal is to create a more inviting system of dual entrances and a clearly defined pedestrian walkway along the rear of the businesses in this area. This effort would complement the dual entrances at Washington Square (103 S. Washington Street) that share direct access to the same surface parking lot as the businesses with frontage on Jefferson Avenue.



Jefferson Avenue Rear (Concept)
Illustration by Hitchcock Design Group



Existing Jefferson Avenue (Rear)
Photo by City of Naperville

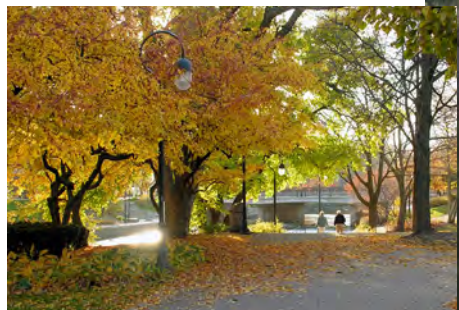
6.5 OPEN SPACES

Open spaces are an important element contributing to the culture and experience of downtown Naperville. Several initiatives should be considered to improve and expand the system of parks, plazas, and open spaces within downtown. This plan recommends the following specific actions:

Riverwalk The Riverwalk often serves as a destination unto itself and should continue to be recognized as a unique downtown and community amenity. The *Riverwalk Development Guidelines* are an integral part of the future of the Riverwalk and should be applied to the evaluation of all future improvements. New development projects sited adjacent to existing and planned future areas of the Riverwalk must account for needed Riverwalk improvements as further specified in *Section 3: Land Use* on page 40.



Covered Bridge, Naperville Riverwalk
Photo by Richard Howe



Naperville Riverwalk
Photo by Harry Reisenleiter



Dandelion Fountain
Photo by Mary Emily Binder



Naperville Riverwalk
Photo by City of Naperville

URBAN ENVIRONMENT

Urban Plazas Today, many people visit Naperville and spend time on the Riverwalk but do not venture north to the businesses within the Downtown Core. Additional vibrant urban open spaces may draw customers into this area, provide a new destination for visitors and an amenity for downtown residents. One possible location is a portion of the southeast corner of Van Buren Avenue and Main Street, currently improved as the Van Buren surface parking lot. A plaza at this location should include amenities to draw families to the area (such as a “spray ground” for summer enjoyment), outdoor seating or gathering areas for year-round use, and a multi-purpose surface to accommodate community events, holiday season displays and seasonal markets. An urban plaza in this location would also benefit dual entrance activity for businesses along Jefferson Avenue and Washington Street. A second urban plaza could also be considered on the north side of Jefferson Avenue between 131 and 123 W. Jefferson. The existing parking supply impacted by urban plaza spaces at these locations would have to be absorbed elsewhere in downtown.



Multi-Purpose Urban Plaza (with Parking)
Photo provided by Hitchcock Design Group



Multi-Purpose Urban Plaza
Photo provided by Hitchcock Design Group



Open Air Market
Photo provided by Hitchcock Design Group

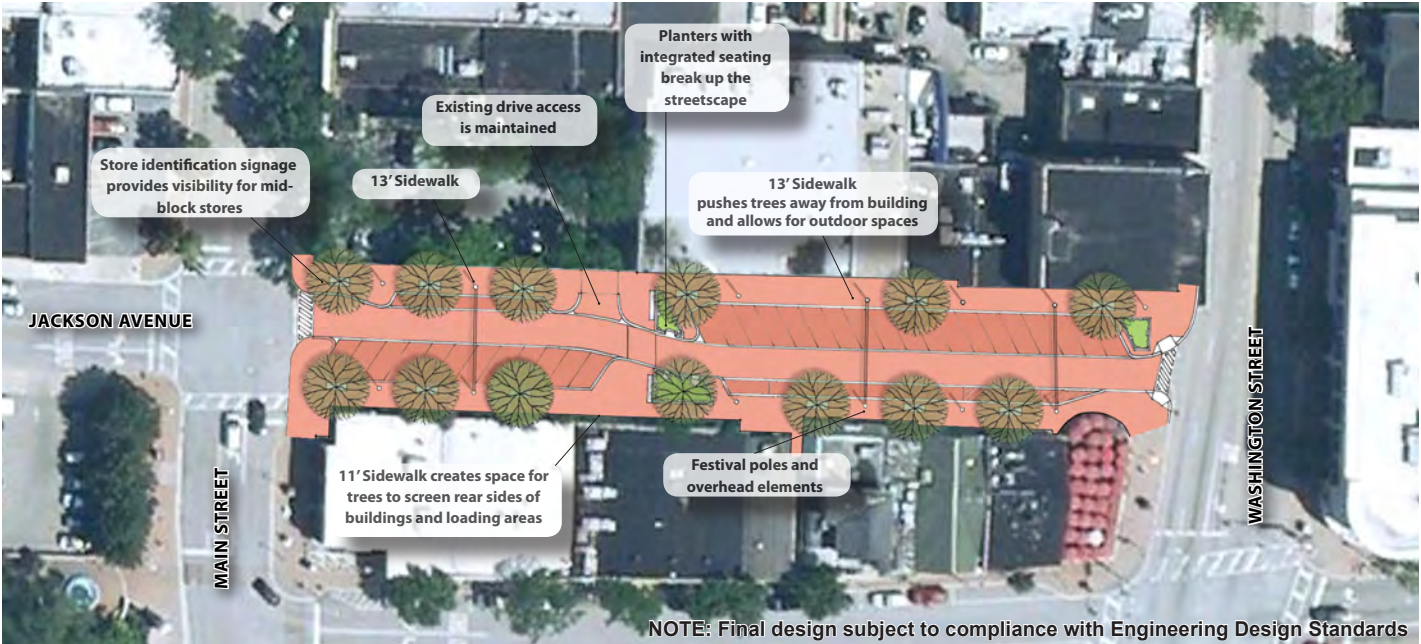


Spray Ground
Photo provided by Hitchcock Design Group

Open-Air Markets Organized outdoor markets provide an opportunity to add to the culture and character of downtown Naperville by encouraging community gathering, providing a unique short-term seasonal use, and encouraging additional pedestrian and shopping activity. Presently, from April through October, a farmer’s market operates in the parking lot at 5th Avenue Station (200 E. 5th Avenue), near the Naperville Metra Station. Sidewalk and outdoor craft sales also occur in the downtown on an intermittent basis for special events in the warmer months. The city should consider accommodating an open-air market to fill pedestrian gaps created by incomplete projects or vacant parcels in the downtown. A new outdoor market can bring additional visitors and customers downtown on a weekly basis, including those from within the Naperville community. Such a market could operate in a manner complementary to the existing farmer’s market with respect to times of operation and products sold.

Festival Streetscape Design Each year the city hosts numerous festivals and special events in and around the downtown, including Ribfest, Last Fling, the Riverwalk Art Fair and Jazz Fest as well as holiday activities and one-time events such as “The Party That Shall Not Be Named” and “Evan Lysacek Day”. These events enhance the seasonal appeal of the downtown and attract new visitors to the area. Although many events are held within nearby parks such as Knoch Park and Central Park, some smaller events may be accommodated within a “festival street” setting.

Special streetscape improvements may be made to Jackson Avenue and Jefferson Avenue to create festival streets. Improvements may include accommodations for seating, electrical outlets for vendors, specialty signage (e.g., arches and banners), lighting, pavement treatments, automatic security bollards, and the like. For example, the festival streetscape improvements may allow for **Jackson Avenue (see Spotlight on page 92)** to be closed to vehicular traffic on a temporary basis and used as a pedestrian plaza for special events and celebrations. Consideration may also be given to similar treatments on Jefferson Avenue. The establishment of a festival streetscape at any location in downtown Naperville will require coordination with the Downtown Naperville Alliance to promote and ensure that festivals are a benefit, and not a detriment, to existing businesses. Likewise, the festival streetscape should be scaled appropriately and well managed so as to minimize disturbance to downtown tenants and residents.



Jackson Avenue Festival Street (Concept)
Illustration provided by Hitchcock Design Group

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Jackson Avenue

The development of a festival street for Jackson Avenue is one design feature that may add excitement and vibrancy to this portion of the downtown. Moving forward, special attention should be given to that portion of Jackson Avenue located east of Main Street to increase shopping and pedestrian interest. Today, this section of Jackson Avenue may be overlooked by pedestrians and shoppers due to several factors, including one-way westbound vehicular access, use as a loading zone, rear service areas for trash, and limited building visibility. Improvements to Jackson Avenue that increase its exposure and marketability should be supported, including the introduction of additional angled parking spaces; allowances for increased signage (particularly blade signs which are visible to pedestrians on Main Street); removal of street trees or replacement with more appropriate urban-friendly species where appropriate to increase building visibility; and the designation of additional loading zones during off-peak times to reduce truck/vehicular/pedestrian conflicts during peak shopping times. In addition, design treatments such as low seating walls should be considered at the northeast corner of Main Street and Jackson Avenue to remove the break in the pedestrian environment caused by the existing surface parking lot, thus encouraging shoppers and pedestrians to continue traveling east to explore the shops and restaurants along Jackson Avenue to Washington Street.



Jackson Avenue (Concept)
Illustration provided by Hitchcock Design Group

Existing Jackson Avenue
Photo by City of Naperville

Naperville

Downtown2030

Planning the Downtown Experience

SECTION 7 BUILDING AND SITE DESIGN



Jackson Avenue Streetwall
Photo by City of Naperville

Section 7.1 Introduction

Pg. 95

Section 7.2 Moving Forward to 2030

Pg. 96

Section 7.3 Downtown Design Standards

Pg. 97

Section 7.4 Buildings of Historic Interest

Pg. 98

The vision below expresses desired building design characteristics for downtown Naperville in 2030.

Downtown showcases a diverse mix of architectural styles and building types, as well as a balance of old and new construction. This has been achieved in part through preservation and renovation of architecturally or historically significant buildings combined with new environmentally sustainable construction activities completed in concert with the recommendations contained within the downtown design guidelines.

7.1 INTRODUCTION

Downtown Naperville possesses a mix of building types and **architectural styles** constructed over many decades. The area is characterized by its pedestrian scale, commercial “streetwall” development pattern, open space, and gathering areas. The eclectic character of buildings is an asset which distinguishes downtown from other commercial areas.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Architectural Styles in Downtown Naperville

Downtown’s historic buildings are generally small in scale, with retail uses located on the ground floor and office and residential uses located on the upper floor(s). Most buildings are of masonry construction in the red and buff color ranges, have attractive entryway treatments, and large display windows on the street level. Many have brick and stone treatments with elaborate façade detailing, particularly on the upper floors.

New buildings constructed since the adoption of the *Downtown Plan (2000)*, including Main Street Promenade (55 S. Main Street), Washington Place (103 S. Washington Street), and Van Buren Place (35 S. Washington Street) possess a larger footprint with multiple storefronts on a single façade. Although new buildings have tended to exceed the height of the historic core, they employ architectural massing and detail features to reduce the perception of bulk from the street level.



18 W. Jefferson
Photo by City of Naperville



Washington Place
Photo by City of Naperville



Van Buren Place
Photo by City of Naperville

7.2 MOVING FORWARD TO 2030

The quality of downtown’s buildings, streetscape, and public spaces directly impacts its charm and vitality. Naperville’s goals related to building design and the appearance of the downtown remain consistent with the vision of the *Downtown Plan (2000)*. Looking forward to 2030, emphasis is placed upon the compatibility of buildings with the character and charm of the area, with the notion that all building improvements and new developments should complement the existing scale, character, and “ambiance” of Naperville’s distinctive and attractive downtown.

Key objectives include:

- A high-quality physical environment that positively influences the downtown’s vitality, character, and function;
- Inviting, customer-oriented storefronts at the street level in the Downtown Core;
- Development in the secondary and transitional areas that is compatible in scale and form to the downtown area and inviting to the pedestrian; and
- New buildings that offer high-quality and complementary interpretations of the traditional building styles now present within the downtown and surrounding residential areas.



Storefronts on Main Street
Photo by City of Naperville



Storefronts on Jefferson Avenue
Photo by City of Naperville

7.3 DOWNTOWN DESIGN STANDARDS

The *Downtown Design Standards* is a companion document to *Naperville Downtown2030* that provides standards for **signage**, new construction, additions and modifications to buildings and sites in the downtown. Property owners and design professionals should refer to the standards when planning and designing rehabilitations and new improvements, as they will be utilized in the review of such proposals. The standards will be the single design reference for the downtown area.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Signage in Downtown Naperville

In 2008 the City of Naperville completed a comprehensive update to the Street Graphic Ordinance to address signs throughout the community. Amendments to sign regulations in the downtown were deferred to a future date to allow for consideration of this topic through the *Naperville Downtown2030* planning process. The city's objectives in the Downtown Core and Secondary Downtown as they relate to signage are to:

- Encourage high-quality and durable sign materials;
- Minimize visual clutter or disruptions to the downtown ambiance from inappropriate signage, types, and technologies (e.g., internally illuminated box signs, flashing signs); and
- Provide adequate opportunities for customer signage (e.g., customer access areas that don't abut parking or right-of-ways).

In addition, sign regulations for the Transitional Area should be updated to reflect the following objectives:

- Encourage sign types, such as wooden freestanding ground signs or wall signs, that are compatible with the residential design requirements of the district;
- Limit sign height, area and placement to provide adequate visibility while avoiding aesthetic intrusions;
- Prohibit sign illumination, including neon, channel letter, or "box" signs; and
- Prohibit temporary signs except for real estate signs and nonresidential uses along arterial roads.

Property and business owners throughout the downtown are encouraged to consider sign quality and compatibility and to refer to the objectives of *Naperville Downtown2030* as well as the *Downtown Design Standards* in selecting new signage for downtown establishments.



Wall Signage
Photo by City of Naperville



Projecting (Blade) Sign
Photo by City of Naperville



Acceptable sign style and materials (Transitional Area)
Photo by City of Naperville

7.4 BUILDINGS OF HISTORIC INTEREST

The *Downtown Plan (2000)* emphasized maintaining and preserving existing downtown buildings, particularly those of architectural or historic interest. The objective of these **preservation efforts** is not to preclude new development or redevelopment – which is essential to a viable and healthy downtown – but rather to encourage property owners and developers to preserve and adapt locally significant buildings whenever possible.

Much of the same sentiment was expressed during the *Naperville Downtown2030* planning process. Specifically, the architecture, form, and scale of existing downtown commercial buildings significantly contribute to the downtown's charm. In addition to the *Downtown Design Standards*, which provide standards for the Downtown Core, Secondary Downtown, North Downtown and transitional areas, as well as buildings of historical interest, *Naperville Downtown2030* recommends additional resources for significant historic buildings. A historical architectural survey will provide insight into a property's architecturally significant features, serving as an informational resource to help downtown property owners preserve these features as renovation and restoration projects are undertaken. For that reason, the promotion of architectural design concepts that support the vitality of downtown by retaining the historical and architectural characteristics of the existing built environment are recommended as follows:

- Develop and communicate a clear process and expectation of design requirements for historic buildings. Avoid the creation of cumbersome requirements or restrictions that curtail property rights relative to expansion or new construction;
- Focus attention on retaining the unique architectural or character-defining features of buildings that are identified as “significant” through an architectural survey of the Downtown Core;
- Provide greater resources, such as improved documentation and assistance, to encourage the use or renovation of existing significant buildings where possible, or to guide architecturally sympathetic infill development when new construction occurs;
- Provide feedback early in the architectural design review process to property owners proposing major alterations or new construction in the downtown; and
- Encourage property owners to voluntarily pursue preservation efforts in excess of the guidelines established in the *Downtown Design Standards*.

NAPERVILLE DOWNTOWN2030 SPOTLIGHT: Preservation Efforts

Did you know that private property owners can make improvements to their historic buildings AND receive tax credits in the process? The Illinois Historic Preservation Agency (IHPA) offers a 20% tax credit for the substantial rehabilitation of commercial properties that are certified as historic. Commercial properties in Downtown Naperville should be eligible to apply for the tax credit, as a large portion of the downtown is listed on the National Register of Historic Places as a National Historic District. The credit, if approved, may be subtracted directly from federal income taxes owed by the owner. Details regarding IHPA's Historic Preservation Tax Credit Program, including eligibility, certification, and rehabilitation requirements, are available at www.illinoishistory.gov.

Want to leave an even longer lasting mark on your historic property? Property owners can choose to establish a preservation easement to permanently protect against any future changes which may harm their building's historic value. Approved preservation easements are often donated to a non-profit organization, such as Landmarks Illinois, which accepts the easement, holds it in trust, and reviews it annually. For the building owner, the easement may provide the added advantage of a tax deduction which reduces property taxes.

Of similar intent, property owners can also establish a private covenant to ensure the ongoing preservation of all or a portion of their building. Private covenants, which run with the property and are transferred to future owners upon sale of the property, are privately held and administered.

Private property owners can also work with the City of Naperville to designate their property as a local landmark. Significant changes to the street-facing façade of a local landmark are reviewed by the City's Historic Preservation Commission for consistency with the adopted design guidelines prior to approval of a building permit. Commercial properties that are designated as a local landmark should also be eligible for the 20% tax credit program noted above.

Interested property owners can work with the Naperville Heritage Society to learn more about preservation easements and covenants or the City of Naperville to learn more about local landmark designation.



1906

Old Nichols Library
18 W. Jefferson Avenue
Covenant added to the sale of the property in 1996



2010

Are any facades in Downtown Naperville protected?
In downtown Naperville, the facades of three downtown commercial buildings are protected (as shown below).



Circa 1950's

Former City Hall
110 S. Washington Street
Covenant added to the sale of the property in 1992



2010



1940

Downtown Post Office
5 S. Washington Street
Protective covenant established with sale in 2011



2010

SECTION 8 IMPLEMENTATION ACTION PLAN



"Sunrise Over Downtown Naperville"
Photo by Thomas Knobbe

Section 8.1 Overview of the Implementation Action Plan	Pg. 103
Section 8.2 Using the Implementation Action Plan	Pg. 103
Section 8.3 Priority Action Items	Pg. 104
Section 8.4 Additional Action Items	Pg. 106
Section 8.5 Ongoing Action Items	Pg. 108

Keys to Success

Naperville Downtown2030 presents the visions, goals, and concepts for consideration and use by all as we collectively continue to work to maintain and evolve the heart of the City of Naperville thru 2030 and beyond. This final section of the plan presents more than 70 actions necessary to transform the ideas and concepts presented throughout the plan into realities. From a macro perspective of the specific action items listed in this section, five keys to success emerge that are critical to evolving and maintaining the 2030 character, culture, and dynamic atmosphere of downtown Naperville.

- Maintaining a compact downtown that drives a diverse and balanced mix of tenants that contribute to the pedestrian environment and cater to the needs of residents, office workers, customers, families and visitors.
- A variety of connections between the downtown core and surrounding educational, cultural and recreational destinations.
- Convenient and free public parking supply.
- Safe and secure downtown environment at all times of the day and night.
- Planning, design and maintenance of sites, buildings and infrastructure.

Pursuit of the action items presented in this final section of *Naperville Downtown2030* will serve to address these five keys to downtown success over time. More importantly, pursuit of the action agenda, in the context of these critical keys to success, will help to sustain downtown Naperville's status as a treasured destination well beyond 2030.

Critical to the success of Naperville Downtown2030 is the implementation of the numerous actions recommended in each section of the plan. To ensure that all implementation items are captured and accounted for moving forward, a comprehensive list of the land use, transportation, parking, urban environment, and building design strategies recommended through Naperville Downtown2030 are summarized in the following Implementation Action Plan. It is important to appreciate that while the items listed will be largely initiated by the City of Naperville, involvement by a broad spectrum of community partners will be important to successful plan implementation, including, but not limited to: Downtown Advisory Commission (DAC), Naperville Area Homeowners Confederation, Naperville Area Chamber of Commerce, Naperville Development Partnership, Downtown Naperville Alliance, Naper Settlement, Naperville Heritage Society, School District 203, Naperville Park District, Metra, residents, and business owners.

8.1 OVERVIEW OF THE IMPLEMENTATION ACTION PLAN

The implementation action plan is divided into three sections: priority action items, additional action items, and ongoing action items, as further described below.

- **Priority Action Items** A list of 24 priority action items have been identified as the most critical to implement *Naperville Downtown2030*. This list was developed by DAC, with input from Naper Settlement, DuPage Children’s Museum, North Central College, and the Westside Home Owners Association (WHOA) President.
- **Additional Action Items** A list of 21 additional actions have been identified for implementation following completion of the priority items.
- **Ongoing Action Items** The plan also identifies 30 action items as ongoing. These items represent current policies or practices that have been adopted by the City and are expected to continue throughout the life of the plan. The ongoing items have been grouped into two categories: (1) actions that are completed as needed, and (2) actions that are taken in response to development requests.

8.2 USING THE IMPLEMENTATION ACTION PLAN

The approved Implementation Action Plan will serve as a tool to develop the annual DAC work plan, which is reviewed and approved by the City Council. The number of action items that can be completed each year will be dependent upon the intensity of the recommended action item, available staff resources, and available funding (as needed). The annual work program provides all interested parties with an opportunity to review and understand specific implementation items proposed each year, as well as evaluate the progress of plan implementation.

In the initial years following adoption of *Naperville Downtown2030*, DAC’s annual work program will focus on completion of the priority action items. As the number of priority action items are reduced, DAC should review the list of “additional action items” to determine which items should be moved up in priority. The exercise of completing action items and reprioritizing the remaining action items should continue until the full list of over 70 action items has been completed. DAC should also occasionally review the ongoing action items to ensure that each is still relevant and necessary.

8.3 PRIORITY ACTION ITEMS

Priority	Action Items	Page Reference
1	Transportation: Evaluate improvements that can be made to provide better connectivity between the downtown and adjacent uses through streetscape improvements, physical connections, and signage.	50
2	Land Use & Development: Complete FY10-11 Strategic Plan Goal to “analyze the restaurant and bar mix in the Downtown and consider corresponding amendments to the Naperville Liquor Code”.	44
3	Land Use & Development: Consider amendments to the B4 (Downtown Core) zoning district to achieve the intent of the <i>Downtown Naperville 2030</i> . Amendments for consideration include restricting certain uses from location on the first floor, reviewing permitted and prohibited uses (including hours of operation), establishing a setback requirement to achieve consistency with the existing streetwall, and establishing new bulk restrictions, such as a 60' maximum height limitation.	28-29
4	Land Use & Development: Consider amendments to the B5 (Secondary Commercial) zoning district to achieve the intent of the <i>Downtown Naperville 2030</i> . Amendments for consideration include refining the intent and title of the district, reviewing permitted and prohibited uses, refining the setback and parking requirements, and establishing new bulk restrictions, such as a 50' maximum height limitation.	28-29
5	Land Use & Development: Consider amendments to the TU (Transitional Use) zoning district to achieve the intent of the <i>Downtown Naperville 2030</i> . Amendments for consideration include refining the intent of the district, reviewing permitted and prohibited uses, refining the setback and parking requirements, and establishing new bulk restrictions, such as the establishment of a lot size or lot width limitation and residential density allowances. Proposed amendments will be applicable to all current and future TU properties.	28-29
6	Land Use & Development: Investigate innovative zoning tools, such as required "stepping back" of upper stories, to help minimize the impact of height in the downtown and amend the zoning code as needed.	43
7	Urban Environment: Explore opportunities to establish a "festival streetscape standard" that complements established streetscape requirements.	91
8	Transportation: Expand the existing wayfinding signage program to include directional signage to direct people to the downtown.	54
9	Transportation: Establish a comprehensive pedestrian crosswalk plan to define preferred crosswalk markings and prioritize implementation at key intersections in order to facilitate pedestrian safety and mobility in downtown Naperville.	54
10	Building & Site Design: Investigate opportunities to encourage preservation of significant buildings, including use of incentives, façade improvement programs, voluntary preservation covenants, and interpretive signage/plaques.	98
11	Parking: Explore new policies, incentives and enforcement procedures to encourage employees to park in designated areas in order to free up the most desirable spaces for customers and patrons.	72

Priority	Action Items	Page Reference
12	Urban Environment: Explore opportunity to establish a second urban plaza on the north side of Jefferson Avenue between Webster Street and Main Street.	90
13	Land Use & Development: Evaluate a policy to guide consideration of developments requesting to exceed the height limitations provided in the zoning ordinance, when appropriate, based upon items such as site characteristics, design features, or other notable development qualities.	43
14	Land Use & Development: Evaluate existing multi-family residential zoning districts (R3, R3A, R4) to determine modifications needed to achieve the intent of the <i>Downtown Naperville 2030</i> Future Land Use plan with respect to the multi-family future land use category.	28-29
15	Building & Site Design: Review existing codes as they apply to historic buildings.	98
16	Building & Site Design: Complete an intensive architectural survey of identified significant buildings, specifically noting the unique architectural features/characteristics that should be preserved or replicated with renovations.	98
17	Urban Environment: Develop a "Streetscape Maintenance and Rehabilitation Plan" to identify and prioritize maintenance and rehabilitation projects incorporating public/private funding opportunities (including recapture) and results of the pedestrian gap analysis (developed by Solomon Cordwell Buenz) as a resource.	85-86
18	Transportation: Coordinate with the Riverwalk Commission and Bicycle and Pedestrian Advisory Committee to identify opportunities to provide bicycle facilities as part of the Riverwalk.	57
19	Land Use & Development: Evaluate a zoning overlay (or similar approach) to define special zoning and development considerations for the North Downtown Special Planning Area.	32-33
20	Land Use & Development: Establish policies requiring the integration of Riverwalk amenities on private properties that abut the Riverwalk.	40
21	Land Use & Development: Review the use of rooftop spaces for impact on usable square footage, parking demand, perception of height, noise, and overall neighborhood impact and appearance.	43
22	Building & Site Design: Update the Municipal Code pertaining to signage as identified, including revisions to prohibit internally illuminated box signs and electronic message signs in the Downtown Core, Secondary Downtown and Transitional Use areas.	97
23	Transportation: In addition to on-going initiatives, identify and develop a plan to mitigate barriers to accessibility (such as a lack of ADA ramps, narrow sidewalks, sidewalk obstructions) and visitability in the downtown.	56
24	Transportation: Evaluate the length of the pedestrian signal walk times on Washington Street to ensure they meet the needs of pedestrians of all abilities.	54

8.4 ADDITIONAL ACTION ITEMS

Section	Action Items	Page Reference
Transportation	Identify and prioritize locations in the downtown where pedestrian capacity on sidewalks can be expanded.	50
	Evaluate additional traffic calming and pedestrian comfort improvements, such as the construction of curb extensions on side streets throughout downtown to provide more “storage area” for pedestrians at key intersections, and the utilization of bollards and special pavement markings to enhance the feeling of safety for pedestrians throughout downtown.	54-56
	Evaluate local codes and ordinances to determine if any barriers exist to alternative transportation options.	58-59
	Implement recommendations from the Bicycle Improvement Program to construct additional bicycle routes to the downtown.	57
	Evaluate local codes and ordinances to ensure consistency with the bicycle parking recommendations of Downtown2030. Upon review, update the ordinance as necessary. Possible amendments may include bicycle parking requirement calculations and the consideration of a fee-in-lieu program.	57-58
	Establish minimum criteria for bicycle racks in the downtown.	57-58
	Identify and prioritize appropriate bicycle parking locations throughout downtown.	57-58
	Develop a “Biking to Downtown Naperville” guide.”	58
	Coordinate with the Downtown Naperville Alliance to develop a “Getting to Downtown Naperville” brochure to market the various transportation modes available to access the downtown.	56
	Evaluate potential bicycle corridors to and through the downtown and to provide connections to other bicycle facilities throughout the city.	57
Parking	Analyze the orientation of on-street parking to ensure that it balances the needs of businesses, pedestrians, and the downtown streetscape program.	71
	Evaluate and update the existing parking wayfinding signage in order to provide more clearly defined, positive guidance to the various downtown parking facilities.	72

Section	Action Items	Page Reference
Urban Environment	In coordination with the Naperville Park District, explore opportunities to use existing seasonal urban spaces (e.g. Centennial Beach, Central Park, Fredenhagen Park, fountains, etc.) during all four seasons through creative design and adaptive reuse.	77
	Review existing code requirements related to accessibility for buildings, streetscapes and parks.	77
	Develop an “alleyscape standard” to complement existing streetscape standards.	86
	Develop an “arterial streetscape standard” that is based on the <i>Washington Streetscape: Vision and Conceptual Design (2009)</i> .	84-86
	Develop a “transitional streetscape standard” based on the downtown and historic district streetscape standards.	84-86
	Develop a “Streetscape Gap Program” to assist in achieving desired streetscape, including measures for cost recovery.	84-86
	Create a new urban plaza at the southeast corner of Van Buren Avenue and Main Street.	90
	Explore opportunities to establish open air markets.	91
Building & Site Design	Create a block-by-block photo inventory of the existing downtown.	98

8.5 ONGOING ACTION ITEMS

Type	Action Items	Page Reference
Reoccurring/As Needed	Land Use and Development: Work with the Naperville Development Partnership, the Downtown Advisory Commission, and/or the development community to periodically review and modify the code, as necessary to accommodate new desired uses identified by the City.	39
	Land Use and Development: Conduct an annual review of downtown mobile vending operations based upon the policy adopted by the City Council.	44
	Transportation: Update the pedestrian gap analysis scoring tool developed by Solomon Cordwell Buenz in 5-year increments (beginning in 2015) to monitor the pedestrian environment in Downtown Naperville and identify priorities for improvement.	52-53
	Transportation: Evaluate and update the existing wayfinding signage program to ensure that it provides succinct information, reduces sign clutter and limits the amount of “re-circulating” traffic within downtown.	54
	Transportation: Evaluate new modes of alternative transportation in the downtown based on factors such as safety and compatibility with the existing transportation network, as opportunities arise.	59
	Transportation: Promote the use of alternative transit options in the downtown.	59
	Transportation: Encourage the use of shuttle services for special events in the downtown as a way to reduce parking and traffic congestion.	59
	Transportation: Explore opportunities to coordinate special event shuttles for smaller special events occurring concurrently in the downtown.	59
	Parking: Seek financing mechanisms to continue providing free parking to downtown customers and visitors.	68
	Parking: Explore creative public-private partnership options to accommodate additional public parking supply.	68
	Parking: Conduct the Continuous Improvement Model for downtown parking on an annual basis as a tool to proactively plan for the future parking supply.	69
	Parking: Work with the DNA to market existing parking facilities and policies to maintain high customer satisfaction levels.	72
	Parking: Review opportunities to increase private parking usage, encourage cooperation among property owners to maximize private parking options, and the consolidate small separate off-street parking lots located within the same block.	72
	Parking: Explore new technologies to enable motorists to make informed parking decisions and provide continuous measurement of parking space utilization.	72
	Urban Environment: Pursue grant funding to help finance accessibility improvements to buildings, streetscapes and parks.	77
Building & Site Design: In partnership with the Naperville Heritage Society, communicate with property owners regarding their significant buildings and opportunities to take advantage of state and private funding for rehabilitation.	98	
Building & Site Design: Integrate architectural design for significant historic properties through the city's existing concept meeting and development review procedures.	98	

Type	Action Items	Page Reference
In Response to Development Requests	Land Use and Development: Incorporate active uses at surface parking lots, where possible and when not detrimental to the existing downtown parking supply, to eliminate or minimize identified pedestrian gaps.	40
	Land Use and Development: Incorporate ground floor retail uses, where possible, within newly constructed or reconstructed decked parking located within the downtown core.	40
	Parking: Require onsite parking with redevelopment of properties outside the boundaries of the Downtown Parking Map or consider other alternatives to accommodate parking demand, excluding residential developments.	66
	Urban Environment: Consider four-season design to expand use into all seasons when designing new outdoor urban spaces.	77
	Urban Environment: At such time as new non-residential development is proposed in the northern and southern limits of downtown, consider the coordinated expansion of seasonal lighting of downtown trees.	77
	Urban Environment: Continue to seek opportunities to maintain a clean urban environment through coordinated, public/private partnership (such as with garbage collection efforts).	70, 80
	Urban Environment: Consider additional public restroom facilities in conjunction with investment in new or improved municipal parking facilities and downtown parks.	78
	Urban Environment: Evaluate opportunities through new projects and regular maintenance activities to enhance environmental sustainability in the downtown (e.g., recycling containers, street lights, bicycle racks).	76
	Urban Environment: Require new development at terminated vistas to enhance the aesthetic and pedestrian experience of the downtown by framing views and establishing destinations through the use of a combination of building design, placement, landscaping, and landmark elements (e.g. fountains and artwork).	82-83
	Urban Environment: Provide enhanced connections between the Downtown Core, Municipal Center, and the Caroline Martin Mitchell civic campus along Webster Street.	78
	Urban Environment: Seek to establish easements for dual entrances and pedestrian ways in conjunction with new development, substantial additions and redevelopment requests.	87-88
	Building & Site Design: Apply the Downtown Design Standards.	97
Building & Site Design: In addition to the Downtown Design Standards, apply standards for Buildings of Historic Interest to renovation or rehabilitation proposals.	98	

Naperville

Downtown2030

Planning the Downtown Experience

APPENDIX



Naperville Riverwalk
Photo by City of Naperville

Public Participation

Pg. A3

Additional Maps

Pg. A6

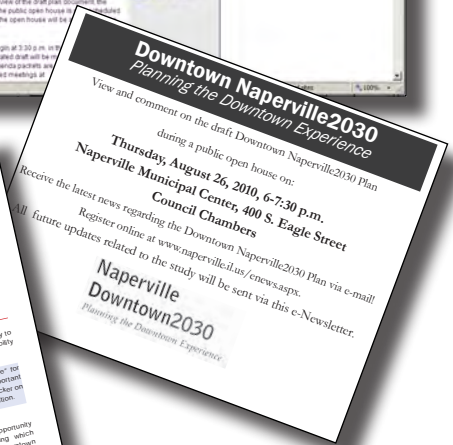
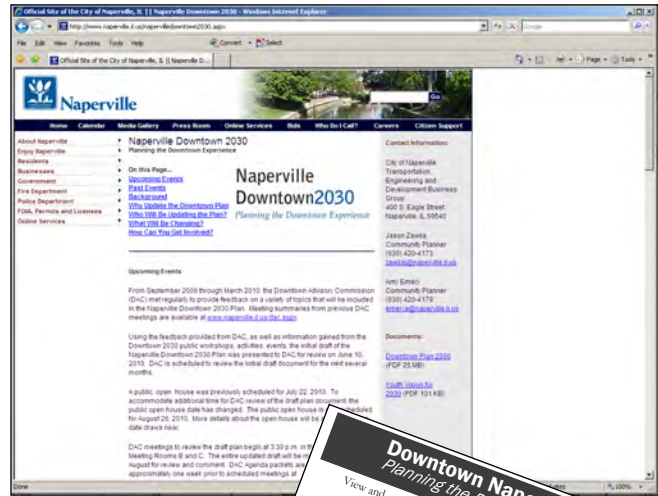
A.1 INTRODUCTION

This appendix describes various opportunities for public participation held in association with *Naperville Downtown2030: Planning the Downtown Experience*. *Naperville Downtown2030* offered multiple, alternative meaningful public participation opportunities through open discussion, information services and public events held in conjunction with *Naperville Downtown2030*.

A.2 PUBLIC EVENTS AND WORKSHOPS

During the development of *Downtown Naperville2030* the city held six public workshops (highlighted in Figure A) to obtain input from the general public. In addition to the public workshops, all Downtown Advisory Commission, Plan Commission, Transportation Advisory Board, and City Council meetings where *Naperville Downtown2030* was discussed were open to the public. During development of *Naperville Downtown2030* public outreach was provided through public display boards, press releases, webpage, and E-News by the following groups and organizations:

- Naperville Park District
- School Districts (203 & 204)
- Naperville Public Library
- DuPage Children’s Museum
- North Central College
- Naper Settlement
- Naperville Development Partnership
- Naperville United Way
- Downtown Naperville Alliance
- Naperville Area Chamber of Commerce
- Ogden Avenue Oversight Advisory Committee
- Downtown Churches
- Naperville Municipal Band
- Naperville Area Homeowners Confederation



A.3 DOWNTOWN ADVISORY COMMISSION (DAC) MEETINGS ---

The DAC was the primary steering committee involved in the development of *Naperville Downtown2030*. In this capacity, the DAC reviewed drafts of plan chapters, maps, and supporting information. To facilitate public input, the DAC included opportunities for public comment on all agendas where *Naperville Downtown2030* was discussed. Meeting agendas were posted on the City of Naperville Web Site and in Naperville Municipal Center at least 24 hours before the scheduled start of each meeting. Over the course of 12 public meetings between June and November 2010 DAC reviewed the draft *Naperville Downtown2030* plan.

On December 9, 2010 DAC unanimously recommended approval of the plan.

A.4 FINAL APPROVAL ---

On September 11, 2010 the Transportation Advisory Board considered recommendations and received public input pertaining to the transportation recommendations of *Naperville Downtown2030*. The Transportation Advisory Board recommended approval of the transportation section of *Naperville Downtown2030* (8:0 Approved).

Over the course of two public hearings held on September 15 and October 20, 2010, the Plan Commission considered recommendations and received public input pertaining to the land use recommendations and *Downtown Design Standards for Naperville Downtown2030*. On October 20, 2010 the Plan Commission recommended approval of the land use implementation action agenda and the *Downtown Design Standards*.

Immediately after the recommendation for approval by DAC, *Naperville Downtown2030* was made available for 60 days to allow public comment.

On April 6, 2011, the City Council approved the *Naperville Downtown2030: Planning the Downtown Experience*.

Figure A: Public Input Summary

Naperville Downtown2030 has offered meaningful public participation opportunities through open discussion and public events held in conjunction with the plan update. The Downtown Advisory Commission served as a steering committee for *Naperville Downtown2030* and facilitated significant local participation through regular workshop meetings.



Additional Maps

The following pages offer additional maps referenced in *Naperville Downtown2030* and provide information in regards to existing zoning, future land use for properties in proximity of the *Naperville Downtown2030* study boundary, existing building heights, and topography of the study area at the time of adoption of *Naperville Downtown2030*.



