

# Naperville Downtown2030

*Planning the Downtown Experience*



## Downtown Open House Workstations

Welcome workshop attendees! At this workshop you will have an opportunity to participate in a series of exercises at four stations (described below). You can visit each station in any order you please; staff will be available at each station to answer any questions. Before existing the workshop please turn in your completed handout to any staff member. Please use the next page of this packet to provide additional comments and an evaluation of the workshop. Thank you for participating!

**Station 1** Station 1 offers an opportunity to learn about the various building heights that can be found in downtown Naperville and seeks input from the public on how tall buildings should be constructed in the future.

**Station Activity:** Please use the handout to provide input related to the topic of **downtown building height.**

**Station 2** At Station 2 you can learn about different urban design recommendations that will be included in update to the downtown plan. At their August 20, 2009 workshop the Downtown Advisory Commission concurred that the features presented at this station should be included in the plan update.

**Station Activity:** At this station you will be able to view information and definitions for terminated vistas, alleyscape, and dual entrances - **urban design features** that will be included in the plan update. Please provide additional comments in the handout.

**Station 3** Station 3 offers an opportunity to provide input about walkability in downtown Naperville.

**Station Activity:** At this station you will “vote” for the top three items that you find most important when **walking** downtown, by placing a sticker on poster boards that are available at the station.

**Station 4** Station 4 offers an opportunity to assist staff in defining which elements define downtown Naperville's culture moving forward to the year 2030.

**Station Activity:** At this station you will “vote” for the top two items that you consider the most important to the downtown **culture** and items that you believe should not be used to describe the culture of downtown Naperville.

Participate in the Process!

For more information please visit

[www.naperville.il.us/napervilledowntown2030.aspx](http://www.naperville.il.us/napervilledowntown2030.aspx)

Spring 2009

Summer 2009

Fall 2009

Winter 2009/2010

Spring 2010

5/7/09 Student Visioning Exercise: Web Page Posted

7/23-7/24/09 General Public and Downtown Business Kick-Off Open Houses

Downtown Advisory Commission Monthly Meetings  
TOPICS:  
Walking Tour

WE ARE HERE

Public Open House #2 (September 30, 2009)

DAC Monthly Meetings  
TOPICS:  
Building Design Guidelines  
Urban Design

DAC Monthly Meetings  
TOPICS:  
Land Use and Development  
Traffic and Parking

DAC Monthly Meetings  
TOPICS:  
Action Plan  
Executive Summary

Open House #3

DAC consideration of ND2030

PC Initial consideration of ND2030

PC consideration of ND2030

City Council consideration of ND2030

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Naperville

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# Public Participation Timeline



# Naperville Downtown 2030

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1



Jefferson & Main  
20-30 Feet

2



Naper Place  
45 Feet

3



Main Street Promenade  
59 Feet

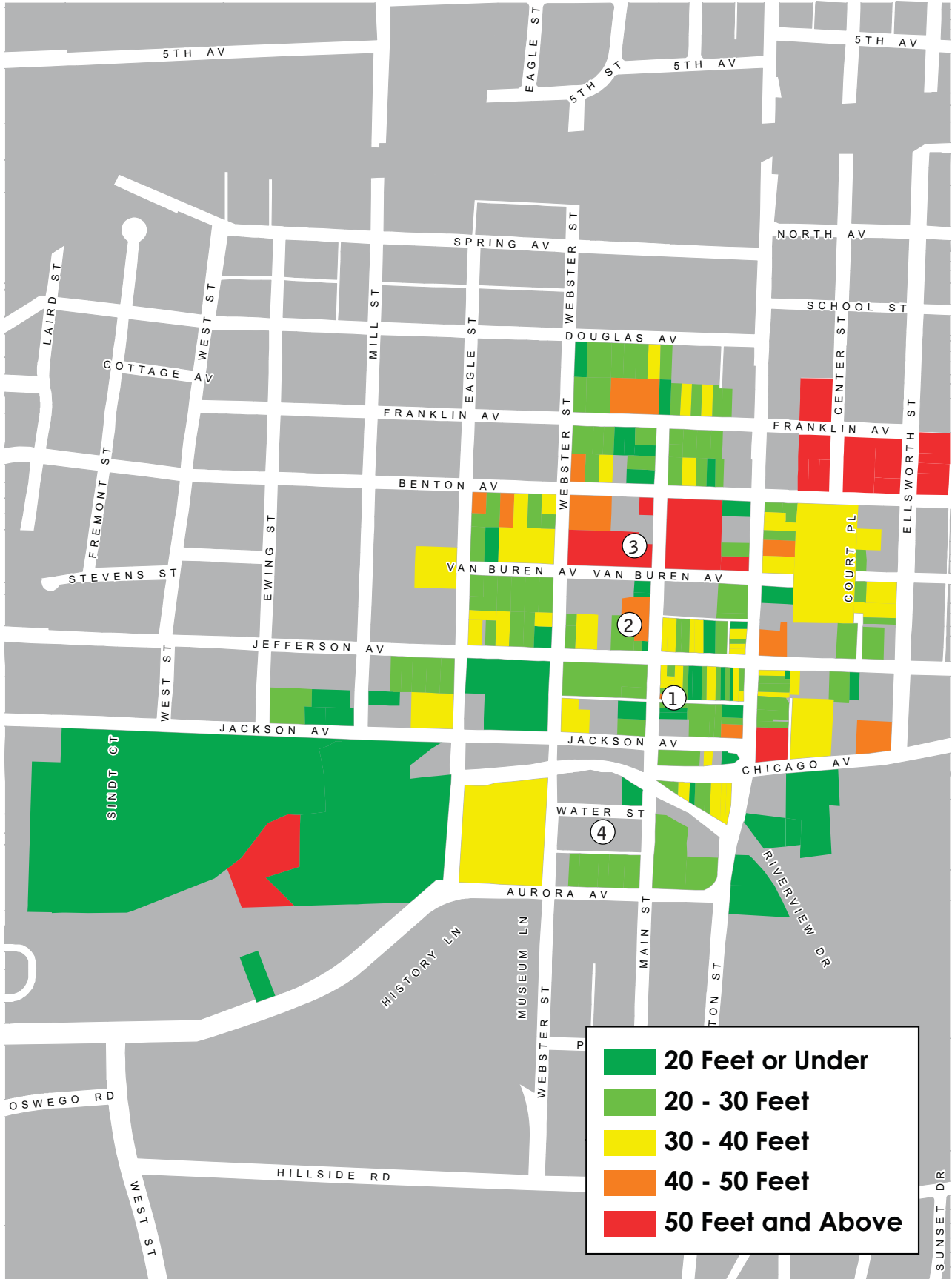
4



Water Street  
79 Feet

## What are the Different Types of Building Heights You Can Find in Downtown Today?

The 2000 Plan recommended building heights of 2-3 stories in the downtown core. In the last decade many successful projects have been completed in excess of that height, including Naper Place, Main Street Promenade, and the Van Buren Parking Deck. Two recent projects have also been approved on the north and south end of the existing downtown core in excess of this recommendations (e.g. Water Street – 5 stories, Naper Main - 4 Stories). With these approvals, the impact on the downtown is that of a concave or “scoop” design where the center is 1-2 stores and the outer areas extend up to 5 stories.



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## What is Alleyscape?

**Alleyscape:** The practice of enhancing alley aesthetics through the use of decorative materials, lighting, signage, screening of service containers, entrance enhancements, etc.

**WHY IMPORTANT/GENERAL PLANNING GOAL:** Alleys tend to be intimate spaces due to their narrow width and less populated nature with an architectural character that tends to be utilitarian or industrial in nature rather than decorative. Improvements to alleys can contribute to the downtown experience by adding spaces for outdoor dining/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.

There are two general types of alleys, noted in the table below. Combinations of these two types also may exist through out downtown Naperville.

Type of Alley	Good Examples in Downtown Naperville	Opportunities for Improvement
Paseo - Alley intended for Pedestrian Access	<ul style="list-style-type: none"> <li>• Adjacent to Potbelly's</li> <li>• Adjacent to La Sorella de Francesca</li> <li>• Adjacent to Beidelman Furniture</li> <li>• Main Place from Jefferson Street</li> <li>• Main Street Promenade between Hugo's and Sur La Table</li> </ul>	<ul style="list-style-type: none"> <li>• On Chicago between Peanuts and Sugar Monkey</li> <li>• Water Street to River (Future Water Street Project)</li> </ul>
Service Alley	<ul style="list-style-type: none"> <li>• Main Street Promenade</li> <li>• Adjacent to Front Street Cantina</li> <li>• Washington Square from Washington Street</li> <li>• Adjacent to Van Buren Deck (running N/S)</li> </ul>	<ul style="list-style-type: none"> <li>• Between Talbots/GAP from Main Street</li> <li>• Behind River Square adjacent to Fredenhagen Park</li> <li>• Between Aurora and Water (Future Water Street Project)</li> <li>• South of Mongolian BBQ off Washington</li> </ul>



# What is a Terminated Vista?

**Terminated Vistas:** A view that focuses on a consciously chosen object or scene. This is one of a number of tools that are useful to urban designers. Historically, the terminated vista was often reserved for important civic buildings (e.g. city hall, library, museum). More recently, the concept of the terminated vista has been applied by retailers.

**WHY IMPORTANT/GENERAL PLANNING GOAL:** Terminated vistas can be used to draw visitors toward a destination or landmark, getting them to walk past and possibly patronize other stores, restaurants, offices; Terminated vistas can create an optical illusion, making destinations appear closer than they are and encouraging pedestrians to walk; and attract important anchor tenants or reaffirm the importance of cultural facilities.

There are many examples of terminated vistas in Naperville. Cultural examples include:

- Naper School from Van Buren
- War Memorial Sculpture at Gateway to Central Park from Van Buren
- Dandelion Fountain and Riverwalk Covered Bridge from Webster
- Horse Trough Fountain on the Riverwalk from Chicago
- Naperville Municipal Center from Water Street

Examples of commercial vistas in Naperville include the terminus at Jackson Street (Barnes and Noble) and the terminated vista from mid-block on Jefferson adjacent to Anderson's Bookstore, looking north to the Main Street Promenade. Both of these vistas invite visitors to continue to explore the downtown.

Staff has identified four other terminated vistas in Naperville that could potentially be identified as sites for improvement in the Downtown 2030 Plan.

<b>Opportunities for Terminated Vistas in Downtown Naperville</b>
<b>Eagle Street Terminus with Aurora (fence at Naper Settlement)</b>
<b>Aurora Avenue at terminus with Washington (Burger King)</b>
<b>Main Street at terminus with Franklin</b>
<b>Water Street at eastern terminus in Walgreens Parking Lot</b>



# What are Dual Entrances?

**Dual Entrances:** Establishments with dual entrances provide a means of full customer access from both the front and rear facade. The creation and maintenance of rear entrances allows for pedestrian activity and street life on both sides of a building.

**WHY IMPORTANT/GENERAL PLANNING GOAL:** Dual entrances can be particularly important in a walkable downtown environment when uses are adjacent to surface parking areas. Without rear pedestrian entrances pedestrian dead zones can result.

Good Examples of Dual Entrances	Opportunities for Dual Entrance Improvement
Wolf Camera, Eddie Bauer, Gap at Main Place	Rear side of Jefferson Block buildings, East of Main
Washington Square	River Square (adjacent to Fredenhagen Park)
Ted's Montana Grill	Anderson's Bookstore

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## Downtown Walkability

Downtown should be a safe, attractive and have user friendly connections including wider sidewalks, cross-walks, mid-block walkways and pedestrian routes along several alleys.

From the first Open House held in July 2009, the public highlighted walkability as a strength of the downtown that should continue moving forward to 2030. In order to make recommendations to improve the pedestrian environment; we must first assess what factors that are most important to the downtown visitor.

Please place a green dot next to the three items you find most important when walking downtown.

Characteristic	Place Your Dots Here
Close proximity to Public Off-Street Parking Facilities (surface lots or structured garages/decks)	
Close proximity to Public Transit (i.e. Pace, Metra, Etc.)	
Business has a welcoming storefront	
The building and entrance is located close to the public sidewalk	
Sidewalks in front of the business are wide enough to allow 2 people to pass each other	
High activity uses (e.g. coffee shop, bookstore, or restaurant) on the ground level	

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<b>Characteristic</b>	<b>Place Your Dots Here</b>
High activity uses are located close to each other	
Businesses close to the cultural or recreation destinations of downtown (e.g. library, YMCA, or Naper Settlement)	
Well maintained buildings (e.g. no cracked windows, peeling paint, broken signs, etc)	
Handicap accessible storefronts	
Businesses open throughout the entire day and evening	
Well lit buildings and alleys that seem "safe"	

# Downtown Culture

The characteristics of Downtown Naperville's culture listed at this station were endorsed by the Downtown Advisory Commission on September 17, 2009. Do you agree?

- Please place a **BLUE** dot next to the two items you consider most important.
- Place a **RED** dot next any elements you do not believe should be used to describe the culture of Downtown Naperville in 2030.

Culture Characteristic	Place Your Dots Here
A variety and synergy of land uses that contribute to a 24-hour downtown experience (residential, retail, entertainment, mixed use).	
Access to a mix of multimodal and niche transportation choices (pedestrians, cyclists, pedicabs, train, bus, trolley, cars).	
Building designs and architectural features that are visually appealing and embrace visitors.	



<b>Culture Characteristic</b>	<b>Place Your Dots Here</b>
<p>A place of growing diversity where everyone feels welcome and enjoys the small town hospitality.</p>	
<p>Award winning destinations for learning – Nichols Library, North Central College, Central High School, Naper School, DuPage Children’s Museum – to spark creativity and growth.</p>	
<p>A landscape of gathering places and destinations that encourage human contact and social activities ranging from informal family outings, to annual festivals and events.</p>	
<p>A captivating mix of dining and entertainment choices catering to couples, families, and friends looking to enjoy a night on the town.</p>	





<b>Culture Characteristic</b>	<b>Place Your Dots Here</b>
Abundant opportunities for “play” along the Riverwalk, Central Park, and Centennial Beach.	
An institutional legacy anchored by North Central College, the Naperville Municipal Center, Naperville Township, and Naperville Park District.	
A sense of history and tradition showcased in the historic district, Naper Settlement, and local faith-based institutions.	

Do you have other ideas about the defining characteristics of Downtown Naperville’s culture in 2030?  
Your input is important!  
Please share your thoughts in the worksheet.

Thank you for your help defining the culture of Downtown Naperville.

