

SECTION 8 IMPLEMENTATION ACTION PLAN



"Sunrise Over Downtown Naperville"
Photo by Thomas Knobbe

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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

