

**RESPONSE TO COMMENTS  
MARCH 10, 2008 PUBLIC MEETING  
75TH STREET CORRIDOR STUDY**

At the March 10, 2008 public meeting, Naperville city staff presented the preliminary goals and objectives for the 75th Street Corridor Study for public review. During the small group exercise and large group discussion, the participants brought forth questions and comments regarding the need, mythology, and process of the study. In the following paragraphs, staff summarized the public comments followed by staff's responses and clarifications:

*C1. If the residents do not want the 75th Street Corridor Study, why is the city still conducting the study?*

**Response:** Staff recognizes there are different perspectives related to the future use of the 75th Street Corridor; however, it is important to note that planning documents are updated regularly to assess changing needs for the community; to develop solutions for new and long-term challenges; and to plan for the future while enhancing the existing community.

Many residents have expressed serious concerns about development occurring along the 75th Street Corridor, noting their preference for the Corridor to remain as it is today. On the other hand, the city has also seen requests for development/redevelopment along this Corridor. These requests include uses such as the retail development previously proposed for the southwest corner of 75th & Wehrli, the religious facility currently under construction at the northeast corner of this same intersection, and Hobson Villas at the northwest corner of this same intersection (note: the density of this development is inconsistent with the East Sector Future Land Use Plan for this property).

Development is already occurring in this area and will likely continue to occur as individual property owners request to improve their property with certain uses. Development is not occurring as a result of the pending plan update; but, it can be better guided if a plan update is in place. The benefit of an updated comprehensive 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, such as annexation and rezoning requests, as they are submitted. The validity of the current plan, which is now 10 years old, can be easily be brought into question in its current form, as a result of the amount of development and growth that has occurred within this area (as well as the overall City) within the past 10 years.

In absence of an updated plan, policy direction regarding land use is often established on a case-by-case basis, through the review of specific development requests. This approach is often frustrating to all parties involved, as the land use issues are addressed in a reactive manner on a case-by-case basis, rather than proactively through an iterative public process that addresses corridor-wide issues. The case-by-case review is also a time consuming and emotional process that will occur several times throughout the corridor as development is requested. In this manner, the discussion does not go away; it is simply delayed to a future date.

*C2. If people surrounding the area don't want commercial then it should not occur.*

**Response:** The City understands that many residents have expressed serious concerns about commercial development occurring along the 75th Street Corridor, noting their preference for the Corridor to remain as it is today. However, it is important to note that the city has received input, through other forums, in support of a variety of uses along the Corridor, including commercial development. Specifically, some area residents and property owners have expressed support for commercial development along the Corridor through the surveys and stakeholder interviews. It is also important to note that property owners have a right, established by the United States Constitution, to develop their property with a viable use.

With that being said, city staff is balancing various needs and perspectives in preparing the future land use recommendations. At this point, the final outcome the 75th Street Corridor Study is unknown, but it is staff's hope that, once adopted, it will guide the future development of the Corridor, allow the property owners viable uses of their properties, and address specific concerns (traffic, noise, light, etc.) from the area residents. With adoption of the policy document, the city will have a strong, defensible, and reliable planning document which can be used to review development proposals, such as annexation and rezoning requests, as they are submitted.

Furthermore, it is important to understand that the recommendations made through the 75th Street Corridor Study Report will not result in regulations to dictate "no retail development" in the Corridor. Instead, the Report will be a policy document which provides guidance and direction for future development of the Corridor. Specifically, the Report will include a Future Land Use Map, which recommends a future land use for each parcel within the Corridor. The recommendations of the Future Land Use Map will be one of the factors that the City Council takes into consideration in review of future development requests.

*C3. It seems that staff does not listen to the comments from the public meetings.*

**Response:** Staff does listen to ALL of the comments from the public meetings. Staff reviews the input with an unbiased ear and eye, and in combination with land planning principles and the results of the market analysis study, will use the public input to develop land use recommendations for the parcels within the study boundary.

Staff has set up a process to allow for public input to occur at each decision point within the study (i.e., SWOT, goals & objectives, actions, and finally review of recommendations) and as always, members of the public are invited to contact us between meetings with questions and comments, etc. Please also keep in mind that even after the public meetings are finalized, there will still be opportunity for additional comment during the Plan Commission and City Council meetings.

*C4. What is the purpose of having public input?*

**Response:** Public input, in combination with the results of the market analysis study, to determine the 75th Street Corridor Study goals, objectives and action steps, which will help formulate future land use recommendations for the parcels within the study boundary.

The goal of seeking public comment is not to simply conduct a public opinion poll. Through the public input process, the city is looking to get more information from the public. Specifically, are there facts or consequences that staff is unaware of or other factors that should be taken into consideration? Information backed up by evidence is particularly useful. Staff recognizes there are different opinions related to the future use of the 75th Street Corridor; however, it is important to note that opinions of one group or another are not the sole foundation for the land use recommendations. Staff serves the role of collecting ALL public input, reviewing the input with an unbiased ear and eye, and applying land planning principles, in conjunction with public input, to develop a recommendation. Plan Commission and City Council then serve as the "check and balance" by further hearing public input, reviewing staff's recommendations, and weighing both against the policies of the City. In the end, staff's primary goal is to have a sound, realistic, and defensible planning document in place, so as to have clear guidance when reviewing future development proposals.

*C5. How are the results of the public input factored into the staff recommendations for the study?*

**Response:** Public input obtained from the stakeholder interviews, property owner survey, online survey, and public meetings, combined with the market analysis study, will be evaluated to determine the 75th Street Corridor Study goals, objectives and action steps, which will help formulate future land use recommendations for the parcels within the study boundary.

It is very important to note that no single factor will determine the results of this study. Public input is highly valued for the diversity of perspectives and ideas that may be obtained; however, the recommendations of the 75th Street Corridor Study Report will be based upon a diverse set of factors. All of the data and public comment will be thoroughly and equally evaluated.

Based on public input received to date, staff recognizes there are differing perspectives related to the future of the 75th Street Corridor Study. Please know that while consensus would be an ideal goal, based on the public input received to date, staff recognizes that consensus may not be realistic. Each individual is entitled to an opinion and will have an opportunity to share their opinion in a respectful public forum.

*C6. The planning process for the 75th Street Corridor Study is ineffective and biased.*

**Response:** Our primary objective is to make sure that everyone is informed and has a chance to be heard. Staff acknowledges that there are varying opinions regarding the future use of the Corridor. With that being said, staff aims to involve all stakeholders in every step of the decision making process, so that public review and comment can occur prior to the formal Plan

Commission and City Council review process. While all parties may not agree with the recommendations, staff hopes that the remaining concerns can be focused and/or minimized to the greatest extent possible.

To date, the planning process has included stakeholder interviews with 30 people, property owner surveys (18 valid responses), an online survey with 1,320 responses, and public meetings in January (32 attendees), February (95 attendees), and March (60 attendees). Staff finds that the response received to each of these outreach efforts to date has been tremendous. It shows that people are interested, informed, and want to be involved in the planning process.

It is important to note the distinction between "the process" and "the product". As we have stated from the beginning of this study, we know that we will not reach consensus on a recommendation for this study area - this is because the opinions that have been expressed to the City to date vary greatly. In this respect, staff recognizes that there will be some dissatisfaction with "the product". However, it is important to note that the City used a similar "process" when approaching the Spring Avenue Study, in which the future land use of the properties fronting Spring Avenue (from Washington Street west to its terminus) was updated. If anything, the public involvement process used during the Spring Avenue Study was actually less involved (and much shorter) than what is being used for the 75th Street Corridor. However, in the case of the Spring Avenue Study, we heard little to no concern about the planning process that was used. It is also important to note that area residents were in favor of staff's findings related to the Spring Avenue Study.

*C7. Why can't the City zone the properties along the Corridor to open Space or parkland?*

**Response:** The United States Constitution protects the right of private property owners to develop their properties with a viable use. The Fifth Amendment to the United States Constitution provides that private property shall not be taken without just compensation, which the court system has interpreted in the usual case to mean "fair market value." If the city were to zone any private property to open space or parkland, thus depriving all viable use of the land, the city shall compensate the property owner the fair market value of the land based on the Constitution. In other words, the city cannot zone properties along the Corridor to open space or parkland short of purchasing them or compensating the property owner at market price. Because of such, the Naperville Zoning Regulations do not have any zoning district designated for park or open space only. All zoning districts that allow park or open space permit other viable uses such as residential, commercial, or office uses.

*C8. Can the city purchase the properties along the Corridor as parkland? What is the relationship between the City of Naperville and the Naperville Park District?*

**Response:** The Naperville Park District is an independent municipal agency from the City of Naperville that was established in 1966 through a public referendum. It is primarily funded by real estate property tax and is charged with the mission to provide and administer park and recreational opportunities throughout Naperville. On the contrary, the City of Naperville does not share the same mission as the Park District, nor is it funded for such purpose.

The Naperville Park District has recently released a draft version of the Park District's newest Open Space and Recreation Master Plan, which provides an in-depth view of the District's resources, programs and services, and outlines the priorities for future improvement. As stated in the proposed Goal 4 for the 75th Street Corridor Study, the City of Naperville is committed to supporting the Park District's recreational needs and the Park District Open Space and Recreation Master Plan. If you would like to provide feedback on the Open Space and Recreation Master Plan, please visit the Park District's website at <http://www.napervilleparks.org/NewRecreationMasterPlan.htm> and e-mail your comments to Mary Gardocki, Park District Planner, at [mgardocki@napervilleparks.org](mailto:mgardocki@napervilleparks.org).

*C9. The Goals and Objectives presented at the meeting are ambiguous and can be interpreted either way.*

**Response:** Goals and objectives are general statements that describe the end results that the plan wants to accomplish and toward which actions are directed. Based on the goals and objectives, actions will be drafted which will clearly define how to get to the end results. Because of their general nature and without the related actions, goals and objectives can sometimes seem ambiguous. For example, one of the objectives under Goal 2 is to “promote compatibility between adjacent developments.” Ambiguity arises since “developments” is not defined and there are more than one ways to accomplish the statement. The next step in the planning process will be to draft action steps to further clarify the goals and objectives and remove ambiguity. The public will have opportunities to comment on the draft action steps during future public meetings. Please visit the “Latest News” section of the project webpage for up-to-date information on future public input opportunities.

*C10. I don't agree with some of the ten common comments that were used for the small group exercise on March 10, 2008 meeting.*

**Response:** The ten common comments simply represent a general summary of the common themes of the public input received so far. They are not only based on the input from the two public meetings, but also based on the input from the property owner survey, online public survey, and stakeholder interviews. They are not an exhaustive list of the public comments received, but rather serve as a prompt for discussion when reviewing the proposed goals and objectives for the 75th Street Corridor. Thus, the common comments presented at the March 10, 2008 meeting may not entirely coincide with your personal comments. However, your personal comments are also valued and will be taken in to consideration during the preparation of the staff recommendations. If you did not have an opportunity to share a personal comment during the March 10, 2008 meeting, please feel free to contact staff via phone or email.

*C11. What is the difference between intensity and density?*

**Response:** “Density” is used to describe the quantity of something per unit measure. In the context of land use, it usually measured by “unit per acre” for residential development and by “floor area ratio” for non-residential development. “Intensity” describes the amount of concentration, strength, or degree of something. While land use “intensity” is affected by the density of a land use, it encompasses far more factors than “density”. For example, the

“intensity” of a land use is also affected by the traffic generation, operation hours, noise and light impact of the land use. “Low-intensity” is used in one of ten common comments as a more comprehensive and inclusive way to describe the existing character of the Corridor.

*C12. What does “adjacency to 75th Street” mean in the Goals and Objectives?*

**Response:** It describes the parcels’ close proximity to 75th Street. Goal 2, Objective 1 was intended to take the adjacency of these parcels to 75th Street into consideration when planning a land use.

*C13. How will the study affect properties within the Corridor if adopted?*

**Response:** The 75th Street Corridor Study, if adopted by the City Council, will be used as a guide for the future development and redevelopment along the 75th Street. The study will NOT result in any mandatory change or development in the Corridor. Rather, the study will provide future land use recommendations for the parcels in the Corridor as well as recommendations to enhance the appearance, traffic and access along the Corridor. These recommendations will guide the City Council’s decision at such time when a private land owner wishes to annex or redevelop his property in the City. Individual development proposals should be generally consistent with the recommendations of the study unless there are compelling reasons to support otherwise.

*C14. Can people who can not attend the public meetings provide input as well?*

**Response:** Yes. The project website is regularly updated to include meeting materials that the public can download. The website has also been updated to have the ability to receive public comments. If you were not able to attend the public meetings but wish to provide input, please visit the project website at <http://www.naperville.il.us/75Street.aspx>.