

# Vision and Guiding Principles

The Naperville comprehensive master plan includes recommended actions, strategies and policies intended to improve and guide the community over the next 20 years. To ensure these are coordinated and effective, they are directed by an overarching vision and set of guiding principles that will help the City determine what is most appropriate for Naperville. Future development should advance the community and achieve a broad vision for Naperville. The vision and guiding principles reflect the most significant themes heard from residents throughout the course of the planning process. They provide the foundation for the recommendations in the comprehensive master plan and represent the aspirations of the community.

## **Vision**

The City of Naperville will continue to be a welcoming and desirable community — an exciting regional destination with the comfort and character that people call home. Naperville will include vibrant shopping and dining and a variety of entertainment and cultural amenities, anchored by a thriving downtown. These will be balanced by safe and quiet neighborhoods, high-quality schools and community facilities and the unique character that defines Naperville.

The City will continue to embrace forward-thinking and visionary leadership within the region. This will include the integration of new technologies, innovations and best practices that make Naperville a model for smart, efficient and sustainable communities. Naperville will be a healthy city that provides access to food, medicine, recreation and an environment that fosters healthy and active lifestyles. Together, these will cultivate a distinct sense of community that is cherished by Naperville’s residents and embraces everyone.

Naperville is a great community, however maintaining its desirability requires the community to adapt and evolve over time. The City will embrace opportunities for new development and work collaboratively with developers to encourage creative and innovative infill development and redevelopment. This approach will enable Naperville to welcome growth and reinvestment that addresses local needs, is responsive to the context of the City and helps the community achieve its vision.

## **Guiding Principles**

Guiding principles reflect the significant themes that have shaped the Naperville comprehensive master plan. These were identified by residents, business owners, public officials and other stakeholders during the outreach conducted throughout the planning process. They were also informed by analysis of existing conditions, trends and best practices. Together, they shaped the development and direction of each recommendation included in the comprehensive master plan and ensured the document reflects the community’s aspirations for Naperville.

- Ensure that housing is diverse, responsive to community needs and accessible to all

- Maintain neighborhoods that promote a sense of community and are safe, walkable and active
- Reinforce the vitality of Naperville's shopping areas to offer varied goods and services
- Bolster Naperville's economy and foster diverse businesses and employment options
- Preserve Naperville as an exciting and vibrant destination within the region
- Foster community pride and a greater sense of unity for everyone who calls Naperville home
- Protect Naperville's resources for future generations