

Key Outreach Themes from the Comprehensive Master Plan Update

Traffic and Congestion: Residents felt that getting around Naperville has become increasingly difficult due to the volume of cars and the capacity of roadways to handle existing traffic.

Multimobility: As a solution to traffic and congestion, participants called for a greater dedication to driving alternatives within the community, such as options for walking, biking and taking public transportation.

Continuing Growth and Development: Overall, there was a concern that Naperville is getting too big and continuing to grow, which will impact other elements of the community like transportation, cost of living and infrastructure. This indicated the need for a measured and consistent approach to growth and development in Naperville.

Preservation of Green Space: Residents called for the preservation of green space and careful consideration of development to ensure Naperville retains its landscape and identity.

Diversity: Participants highlighted the need for development, businesses, services and amenities that appeal to residents of different ethnic backgrounds, ages and incomes.

Affordability: This theme was consistently tied to affordable housing, but also branched to the affordability of businesses, property and services to residents of all incomes. Residents emphasized the need to make Naperville more accessible to a greater range of incomes, particularly seniors who want to stay in the community but cannot afford the high cost of homes or residential taxes.

Downtown Naperville: Residents emphasized the need to maintain Downtown and address issues specific to its function and desirability, such as parking. Additionally, residents were concerned about the stability of Downtown as a shopping destination, given the amount of vacant storefronts in other commercial areas.

North and South Naperville: Throughout all outreach events, participants and stakeholders frequently discussed Naperville in terms of northern and southern

portions of the community. There was a strong distinction between the unique issues each area faces or how the same issues impact each area differently.