



Mid-America Asset Management, Inc.
MidAmericaGrp.com
t: 630.954.7300

One Parkview Plaza, 9th Floor
Oakbrook Terrace, Illinois 60181
f: 630.954.7306

September 16, 2019

City of Naperville
Department of Planning & Development
400 S. Eagle Street
Naperville, IL 60540
Attn: Allison Laff, AICP

Re: Proposed amendment to the existing Downtown Design Guidelines
Exterior Façade enhancement and site improvement project
City of Naperville – Planning & Zoning Committee
River Square Shopping Center

Dear Ms. Allison Laff:

River Square Shopping Center is a 58,667 SF mixed-use center located at the south east corner of Chicago Avenue and Washington Street in the heart of Naperville's vibrant downtown. The property consists of 46,777 square feet of retail and restaurants and 11,432 square feet of office space. Clarion Partners purchased River Square in October 2018 with the vision to improve the center not only physically, but also through thoughtful merchandising of the center. Clarion Partners engaged Mid-America Asset Management, Inc., a Midwest leader of Retail Leasing and Management to assist in achieving this goal. The plan to revitalize the center and improve upon its physical appearance includes a budget of over \$700,000. With the proposed improvements, River Square will be competitive with newer inventory in the market to attract local, regional and national retailers to Downtown Naperville.

We are writing to you today in hopes of facilitating the proposed renovation of River Square Shopping Center located at 22 E. Chicago Avenue, Naperville, IL. Over the course of the last year, we have been working with OKW Architects to reimagine River Square Shopping Center as a vibrant and inspiring retail destination for Downtown Naperville. In effort to achieve this vision, we are proposing the following changes which we believe will create a more aesthetically pleasing and clean look while activating our leasing efforts to attract well-established brands and retailers to our center;

- Tuckpointing and painting of the exterior brick which has become weathered and tired.
 - Modernized the existing façade by incorporating a light color scheme which will brighten and refresh the overall look while using dark greys and black to provide accented features.
- Upgrade the existing signage plan which would remove dated awnings, relocate existing signage and add decorative lighting to each storefront.
- Revising the existing lighting plan in both the parking lot and exterior building to energy efficient LED fixtures.
- Constructing a new monument sign to align with the new signage program and refreshed look and feel of the center.
- Replacing dated and mismatched fixtures throughout the center such as trash cans, benches, landscaping planters.

Through our research of the three "Design Guideline(s)" in the City of Naperville (herein inclusive of (i) Building Design Guidelines, (ii) Downtown Design Standards, (iii) and Historic Building and Resource



Mid-America Asset Management, Inc.
MidAmericaGrp.com
t: 630.954.7300

One Parkview Plaza, 9th Floor
Oakbrook Terrace, Illinois 60181
f: 630.954.7306

Manual) we've noted that the Downtown Design Guidelines do not support the painting of existing natural brick.

Based on our analysis of the property location as it relates the "Downtown Core" and "Historic District(s)" as set forth in the aforementioned "Design Guideline(s)", our property sits just outside the "Naperville Historic District" and "Federal Historic District". Upon our observation in the Naperville Historic District, there are a number of buildings with painted masonry that defy the existing standards in place. Additionally, there are many buildings inside of the "Downtown Core" which have painted masonry surfaces which we believe were not original.

River Square Shopping Center was built in 1989 and since that time has gone through a number of renovations in order to remain current with retail trends. The ultimate goal of this project is to revitalize what once was a prominent destination for Downtown Naperville with a fresh look which aligns with much more modern retail buildings in the surrounding area.

In addition to the above-mentioned plan, we have engaged BOD Creative who is a brand strategy and technology marketing firm to rebrand the center to better align with the downtown location. They will also be creating a property website which we can better promote our existing tenants and provide property specific updates to the surrounding community.

Should you have any questions, please do not hesitate to contact me at (630) 954-7391.

Respectfully,

MID-AMERICA ASSET MANAGEMENT, INC.
As Agent for Owner of **River Square Shopping Center**

A handwritten signature in blue ink, appearing to read 'Cole Eisses', is written over a light blue horizontal line.

Cole Eisses
Senior Asset Manager

CE/ts

cc: Kay Nelson
John Zoerner
Dick Spinell
David Bender
Katie Lambert
Andrew M. Koglin
Michael G. Fitzgerald