



TAP APPLICATION

Lead Applicant Organization: City of Naperville

Contact Person: Allison Laff, AICP Title/Role: Deputy Director, TED

Address: 400 S. Eagle Street

City: Naperville State: IL Zip: 60563

Telephone Number: (630) 420-6107 Fax Number: _____

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Please attach the following required documents to this application:

1. COVER LETTER

Briefly state the need for a Technical Assistance Panel (TAP), including how the proposed TAP meets ULI Chicago's Selection Criteria (below).

2. STUDY AREA SYNOPSIS

Define the study area and provide a one to two-page description including background information, previous development efforts and their outcomes, and current or future plans and activities (both public and private).

3. SCOPE OF WORK

Provide three to four well-defined questions for the panel to respond to during the Panel.

4. DOCUMENTED LEADERSHIP SUPPORT

Provide a letter from the municipality in support of the TAP process, agreement with the criteria outlined in this application, and the program fee. Letters of support from local businesses and/or community-based organizations are encouraged but are not required.

SELECTION CRITERIA

- Strong local leadership capacity.
- A clearly defined scope of work, and three to four well-articulated questions to be addressed during the two-day session.
- A clearly defined geographic boundary (a neighborhood, district, corridor, etc.).
- Transferability to other communities in the region.

REVIEW PROCESS

TAP applications are reviewed by the ULI Chicago Public Policy Committee on an ongoing basis. .



Return Completed Applications to:

Cindy McSherry, Executive Director, ULI Chicago
1700 W. Irving Park Road, Suite 208, Chicago, IL 60613
Phone: 773-549-4972 Fax: 773-472-3076 Email: cindy.mcsherry@uli.org



Naperville

November 20, 2024

Cindy McSherry, Executive Director
ULI Chicago
1700 W. Irving Park Road, Suite 208
Chicago, IL 60613
cindy.mcsherry@uli.org

Re: TAP Application: Naperville's 5th Avenue Study Area

Dear Ms. McSherry:

Long a topic of conversation, the 5th Avenue Study Area is the City of Naperville's major transit hub and gateway into its downtown that currently is seen as underutilized. With its potential to accommodate a variety of innovative, revitalizing, and transformative redevelopment and transit opportunities, and in the spirit of continuous improvement, we enthusiastically submit this application for the ULI TAP process.

With just over 14.5 acres of land owned or leased by the City, redevelopment of the 5th Avenue Study Area offers a distinctly unique opportunity to shape and further strengthen the City of Naperville for decades to come. Recommendations for the 5th Avenue Study Area will be widely transferable to other communities in Illinois and the nation that seek to improve their transit hubs, commercial districts, or other established community amenities.

While prior planning efforts undertaken in the 5th Avenue Study Area have not resulted in tangible redevelopment plans, the Naperville Mayor and City Council agree that now is the time to revisit the economic, social, and community benefits that could arise from the redevelopment of this area. Naperville's elected officials believe that the ULI TAP will provide the focus of an established process led by industry experts to reach a consensus on redevelopment opportunities for the 5th Avenue Study Area. In addition, Naperville's elected officials have carefully developed and agreed upon the project questions and scope of Naperville's ULI TAP and have allocated the funding needed to support the application.

The City of Naperville is excited about the opportunity to apply for the ULI TAP for Naperville's 5th Avenue Study Area and hopes to be chosen to participate in this process moving forward.

Sincerely,

Douglas A. Krieger
City Manager
City of Naperville

STUDY AREA SYNOPSIS

Background

Located 28 miles west of Chicago, Naperville is home to nearly 150,000 people, making it Illinois' fourth-largest city. Consistently ranked as a top community in the nation in which to live, raise children, and retire, its acclaimed schools and public library, healthcare, recreation, and employment draw not just residents and businesses, but millions of visitors each year to enjoy its unique blend of big-city amenities and small-town charm.

Known throughout the region and country for this quality of life, several transportation options are available to residents, visitors, and those who work in and around the City, including Pace, Metra, and Amtrak. These services are provided at two local train stations -- Naperville Station and Route 59 Station -- which are located along Metra's busiest service line, the BNSF.

Unlike many suburban train lines, Naperville Station is unique in that it is located just north of, instead of through, downtown Naperville. As one of the major economic centers of the city, downtown is a focal point for shopping, dining, and recreation on the famed Riverwalk. Naperville Station provides connectivity to these surrounding commercial environments but does not disrupt them. Naperville Station is also located within close proximity to North Central College, the DuPage Children's Museum, the Ogden Avenue commercial corridor, and a variety of residential neighborhoods.

Despite its high passenger volumes and surrounding amenities, the land around the Naperville Station, commonly referred to as the 5th Avenue Study Area, is populated with mostly commuter parking lots and is seen as largely underutilized. The Naperville Station building itself has not received significant aesthetic or technological upgrades in several decades.

To date, the City has missed an opportunity to make the 5th Avenue Study Area into something greater than it is today – economically, socially, functionally, and aesthetically. However, given the vast amount of City-owned or leased land in the study area, Naperville currently has a distinctly unique redevelopment opportunity to not only capitalize and improve upon the transit success already offered by this area but also to serve the community by bringing new and innovative development to it. While the City and its leaders see this opportunity and potential, the question remains: *What does that unique redevelopment opportunity look like, and how do we maximize the benefit?* The City of Naperville and its leaders believe that the ULI TAP can help find these answers and more.

Study Area

The 5th Avenue Study area comprises just over 14.5 acres of land owned or leased by the City of Naperville. The properties depicted on the attached Redevelopment Opportunity Sites map are primarily comprised of commuter parking lots. Two of the properties in the study area are also improved with buildings and additional commuter parking supply: the DuPage Children's Museum is operational and is located at 301 N. Washington Street; the building located at 190 E. 5th Avenue is vacant.

Most properties are subject to an outside grant or a BNSF lease.

Previous Development Efforts

2009 5th Avenue Study

Following a two-and-a-half-year public process, the City Council adopted the 5th Avenue Study on December 1, 2009. This plan included recommendations for future land use, commuter parking, and multi-modal improvements near the Naperville Metra Station. While the adopted plan offered several transportation-related recommendations that impacted City-owned or leased property, it did not provide significant land use recommendations for the majority of these parcels (see attached future land use excerpt).

2017-2020 5th Avenue RFQ

In 2017, economic conditions, market trends, and City principles had changed substantially since 2009, leading to the City Council's endorsement of issuing a Request for Qualifications (RFQ) to consider developer recommendations for City-owned or leased properties within the 5th Avenue Study Area.

Following the RFQ process, on October 3, 2017, the City Council approved a motion to engage and authorize Ryan Companies to conduct community engagement and market research to determine feasible and beneficial options for redevelopment along the 5th Avenue corridor for the purpose of presenting a concept plan for redevelopment of the 5th Avenue Area to City Council for its consideration.

For the next three years, Ryan Companies and City staff facilitated significant input and feedback opportunities from City Council members, residents, and community stakeholders through a variety of methods, including surveys; interviews; public open houses; City Council workshops; and numerous stakeholder, working group, and steering committee meetings.

Many redevelopment plan iterations were presented during this period. However, the plan iterations were met with community concerns about traffic, parking, height, density, pedestrian safety, and green space amenities. While the City Council attempted to schedule workshops to further discuss concepts for the study area, these efforts were thwarted by the March 2020 beginning of the COVID-19 pandemic.

In August 2020, work on the project ceased due to uncertainty resulting from the pandemic, namely related to commuter parking needs. It was noted that future work on the 5th Avenue Study would be evaluated as part of future City strategic planning processes.

Current/Future Plans & Activities

Water Tower

The Water Tower West property located at 414 E. 5th Avenue is the former location of the Naperville Public Works Department. The site is currently improved with a water tower located along the property's 5th Avenue frontage near the center of the site. The water

tower is due for replacement and is still needed for Naperville's water supply. To improve the redevelopment potential of this property, the water tower will be relocated to the eastern portion of the property, closer to the train tracks. Construction of the new tower is set to begin in early 2025, with demolition of the old tower planned for 2026.

Commuter Parking

The City has historically offered a combination of commuter permit parking and first-come, first-served daily fee parking spaces. Based on extensive commuter engagement and outreach, the City determined that it would be more equitable to convert the quarterly permit commuter parking lots into daily fee spaces, thereby providing more flexible parking options and fair privileges to all commuters.

As of January 2024, all commuter parking permits were eliminated, and all commuter parking spaces have been converted to a daily fee system whereby commuters enter their license plate into a pay kiosk or through an electronic mobile payment application that ties payment to their license plate rather than a specific parking stall. Average mid-week parking occupancy for April through October 2024 was 76%.

Train Station Capital Improvement Projects

Planned for 2024:

- Renovate the platform over the pedestrian tunnel
- Re-roof the shelters

Planned for 2025:

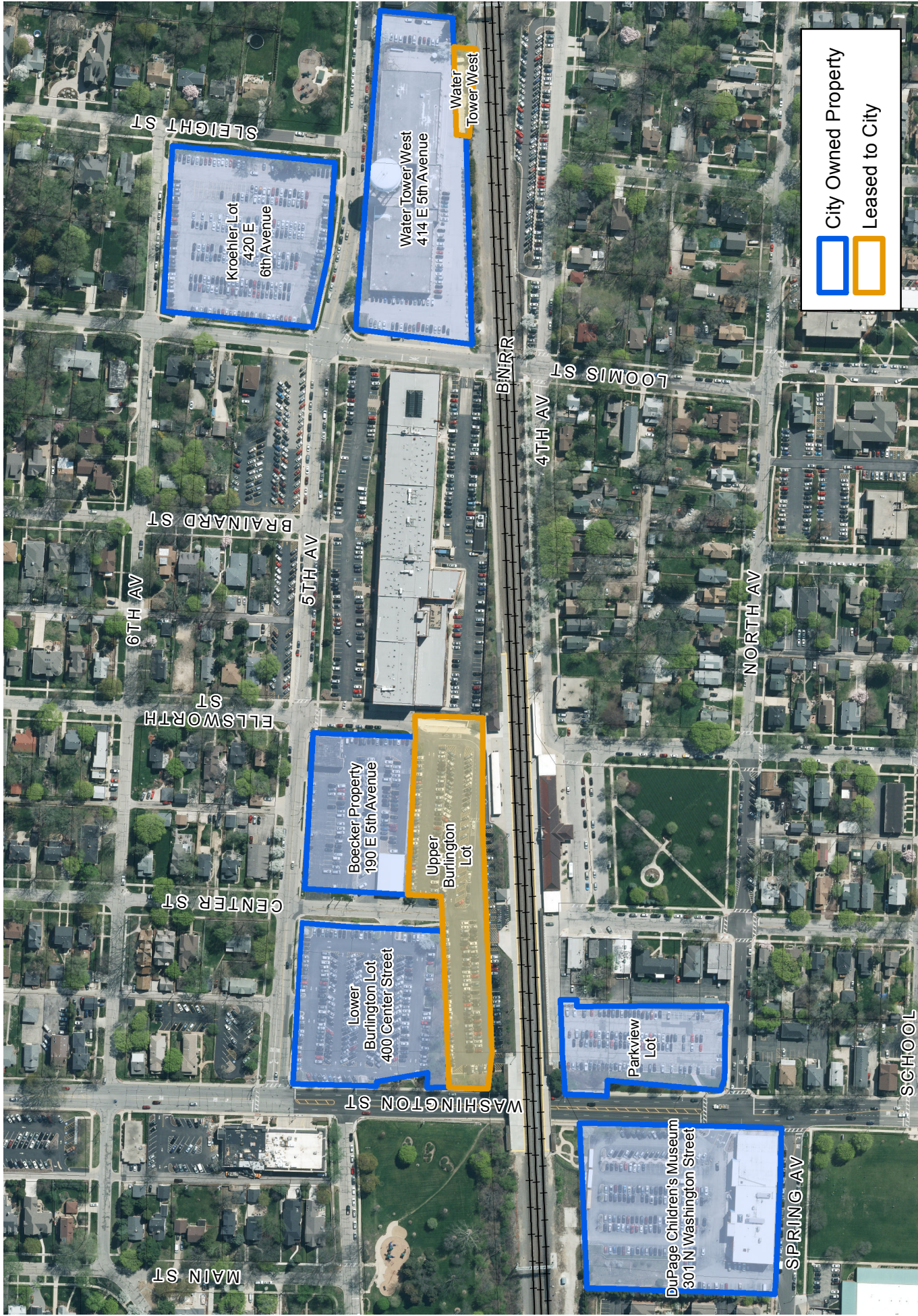
- Sidewalk replacement - west side of the station
- ADA repairs based on Burlington Northern Inspection Report

SCOPE OF WORK

To be completed following discussion at 11/19 City Council meeting.

DOCUMENTED LEADERSHIP SUPPORT

To be completed following discussion at 11/19 City Council meeting.



City Owned Property

Leased to City