

# Naperville Downtown Wayfinding Master Plan

August 4, 2023



# Acknowledgments

## Downtown Naperville Alliance (DNA)

Danielle Tufano, Executive Director  
Pranav Amin, Board Member  
Brand Bobosky, Board Member  
Lauren Collander, Board Member  
Kim Coyne, Board Member  
Jim Godo, Board Member  
Rick Hitchcock, Board Member

## Naperville City Staff

Andy Hynes, Transportation, Engineering, and Development Business Group  
Dick Dublinski, Naperville Public Works

## Downtown Advisory Committee (DAC)

# Prepared By



22 E. Chicago Ave Suite 200A,  
Naperville, Illinois 60540  
630.961.1787

Austin | Chicagoland | Indianapolis | South Florida  
hitchcockdesigngroup.com

# Table of Contents

Executive Summary	.....	3
Opportunity Analysis	.....	7
Signage Concepts	.....	21
Washington Street Corridor	.....	29
Implementation	.....	37
Appendix	.....	45

# Executive Summary

August 4, 2023

## Downtown Wayfinding Master Plan Executive Summary



Dear Community Leaders,

Please accept and approve this Downtown Wayfinding Master Plan, which the Downtown Naperville Alliance (DNA) has completed in close collaboration with Downtown Advisory Committee (DAC) and City representatives. Please also budget \$552,000 in the 2024 Capital Improvement Program (CIP) to partially implement the recommendations outlined in the plan.

Why invest in new signs now?

Even with massive advances in personal digital resources, a system of carefully located, brand synchronized, informative wayfinding signs is a crucial, and underdeveloped, part of our infrastructure. Today, as public and private investors continue to invest in our downtown, we need state of the art, static wayfinding to improve visitor hospitality, elevate our downtown brand, and maintain our competitive advantage.

Please know that we followed a comprehensive, inclusive process to get these recommendations right. Over the course of more than a year, our ad hoc task force of Key Stakeholders (DNA, DAC, City representatives) worked closely with our consultant, Hitchcock Design Group. Together, we analyzed existing conditions and best practices in comparable communities, explored dozens of static and digital wayfinding concepts, defined a family of coordinated sign prototypes, determined messaging and location intentions, reached out to, and received valuable feedback from DNA, DAC, TED, DPW and, through a public open house, the general public.

This plan includes our consensus recommendations for a family of informational, identification, and directional signs within and approaching Downtown along key corridors. And it includes special wayfinding and branded public art opportunities along our most important arterial, Washington Street. We have also recommended a systematic process that includes probable construction costs, capital funding, and DNA, consultant, and City roles during phased implementation.

### Opportunity Analysis

Since the early 1970's, when Fox Valley Mall threatened to cripple Downtown, a lasting partnership of property owners, merchants, and City leaders have collaborated – and invested, tirelessly, to advance policies, improve infrastructure and market Downtown as a distinctive, signature destination. Recent and ongoing streetscape improvements underscore the exemplary public/private commitment to continuous, incremental investment.

However, the recent Main Street streetscape intentionally excluded wayfinding, pending the outcome of this initiative. Similarly, the Washington Street streetscape construction documents also exclude wayfinding.

Aren't our existing signs good enough?

Unfortunately, no. However, they were a huge improvement over the antiquated signs that they replaced, and the process clearly demonstrated the exceptional cooperation between DNA and DPW. Unfortunately, upon close analysis by the Key Stakeholders and our Consultant, we came to understand that the existing signs lack consistency, legibility, scale, and coordinated style/standards, and that the existing information directories have

a good, coordinated framework, but inadequate maps and messaging. Coincidentally, we also recognized that we must do a much better job showcasing and communicating a wealth of detailed information about the rich historic and cultural assets in our Downtown. Last (but often first in the visitor experience), our existing gateway signs, like the one at the BNSF underpass, are very inconsistent and completely disconnected from DNA's graphic standards.

By comparison, many suburban downtowns (and wannabe lifestyle centers) have completely new, attractive, and well-coordinated wayfinding systems. And as seismic changes in commerce sweep the country, the best downtowns have several competitive, visitor hospitality advantages that almost always include striking, branded wayfinding.

Considering our thorough analysis and our determination to keep Downtown one of our most distinctive City assets, DNA is committed to: ***Apply the Downtown Naperville brand to a comprehensive family of signage to create a welcoming environment and help guide motorists and pedestrians to their destinations.***

### Design Recommendations

DNA and DAC recommend a family of attractive, carefully scaled, branded wayfinding sign graphics that include Downtown Identification Signs, Parking Identification Signs (and supplemental information), Downtown Directional Signs, Wayfinding Directional Signs, and Informational Kiosk Signs.

We recommend that the signs be fabricated by experience fabricators using detailed specifications, standardized practices, and traditional materials – typically aluminum panels with reflective film graphics mounted on decorative poles, consistent with downtown streetscape standards. We recommend that existing signs be replaced and that additional signs be located approaching and within Downtown that identify key public, cultural, and institutional destinations. Because it is the primary gateway and carries exceptional motorist volume, we recommend that Washington Street get special attention with carefully located and appropriately scaled permanent banners, gateway art, and illuminated panels to animate the entrance experience and reinforce Downtown brand messaging.

We further recommend that QR codes be incorporated into key locations to help connect visitors to important, but supplementary historical, cultural, regulatory and marketing information that is simply too extensive and detailed to include with key downtown messaging.

Please know that we carefully researched digital technologies, particularly related to information kiosks. And while intriguing, we do not recommend digital directories of informational signs because of their exceptional capital and operational costs and unwieldy management obligations.

### Implementation

We recommend that the same ad hoc group of Key Stakeholders (DNA, DAC, City representatives) continue to actively collaborate to implement these wayfinding recommendations between 2024 and 2030 – just in time for the city's bicentennial in 2031. We further recommend that DNA continue to lead the initiative, engage the Consultant, and share in the funding of the final design/documentation fees (approximately 1/3 of \$40,000). DAC should continue to provide design, location and messaging feedback. The Consultant should provide final design, documentation/specifications, and construction phase services for each sign type and specific sign messages/locations.

To get the best value and results for Downtown investors, leaders and visitors, we recommend that the signs be built by a combination of DPW and outside vendors. Following the Consultant's DNA approved specifications

and the City's procurement procedures, a specialized sign vendor should fabricate certain complex signs and graphic art. DPW should, as it has successfully done in the past, continue to fabricate the remainder of the basic signs following the Consultant's specifications. And, DPW should install all signs, regardless of the fabricator.

Using data supplied by trusted fabricators and DPW, our consultant estimated the probable cost of fabricating each of the sign types and constructing all signs that approach and are within Downtown - approximately \$605,000. Consistent with ongoing streetscape initiatives, we further recommend that all signs be constructed between 2024 and 2030. And consistent with past public/private partnerships, and to the extent possible, we recommend that the city include the cost of wayfinding signage with other typical streetscape improvements. That way, the wayfinding sign costs can be shared with downtown property owners through one Special Service Area (possibly SSA 33).

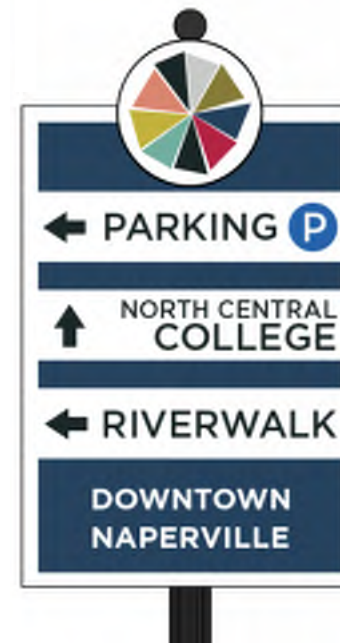
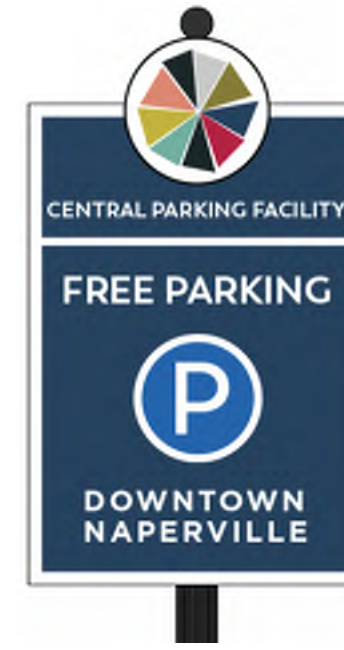
We recommend that the 2024 CIP include approximately \$442,000 for signs related to Main Street and Washington Street improvements and \$120,000 for the additional, non-street specific signage within and outside of Downtown. Following that pattern, the 2025, 2028 and 2030 CIP budgets will cover the remaining \$43,000 of wayfinding improvements.

**Recap**

Thank you for your thoughtful consideration of this exciting and important initiative. Please accept and approve this Downtown Wayfinding Master Plan, budget \$562,000 in the 2024 CIP, and support DPW's continued collaboration with DNA to fabricate basic signage and install all signage.

Respectfully,  
**Downtown Naperville Alliance**

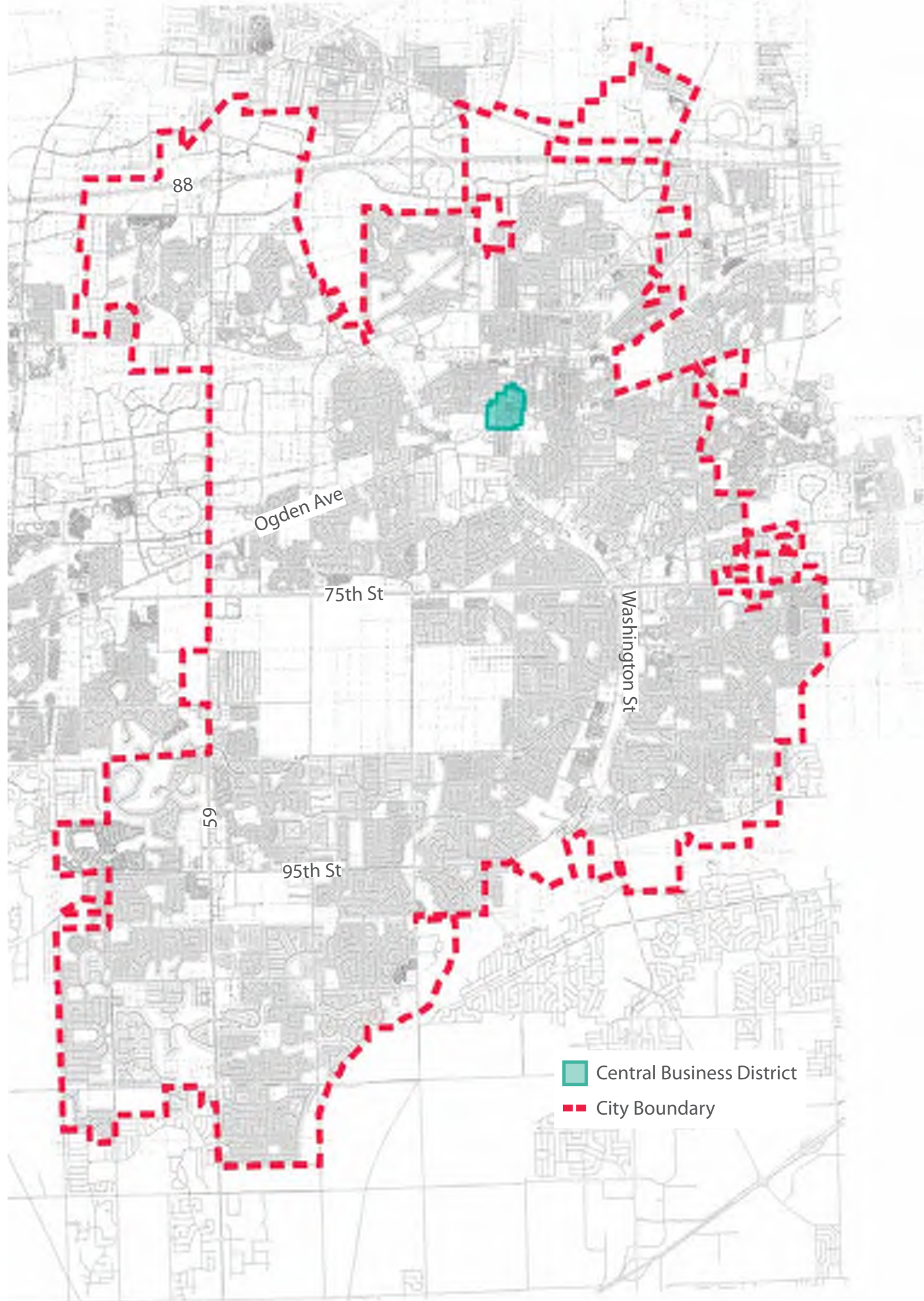
Danielle Tufano,  
Executive Director.



**This page is intentionally left blank.**

# Opportunity Analysis





# Project Summary

## Background

Downtown Naperville is a thriving, bustling environment that is not only a hub for the community, but a destination for visitors from throughout the Chicago region and beyond. Although many people these days rely on personal digital devices to get around, key stakeholders believe that a coordinated system of motorist and pedestrian-scale signage (wayfinding signage) remains an important part of the downtown hospitality infrastructure.

Good wayfinding signage is an integral part of a branded, visitor centered streetscape, and the best wayfinding signage communicates valuable information with a distinctive style and carefully crafted message that is completely aligned with the downtown strategy. Although the public works department has replaced some signs with newer versions incorporating the DNA's current logo and graphic standards, the downtown wayfinding is overdue for a comprehensive refresh.

The city completed new streetscape improvements within the downtown in 2022 and will continue with additional phases in 2024, and key stakeholders recognize that now is the time to seize the opportunity and improve the wayfinding signage in coordination with these new improvements.

## Expected Outcomes

The Downtown Wayfinding Master Plan summarizes the conceptual design, budget, and implementation strategy for a coordinated family of downtown sign graphics. It includes the design, appearance, messaging, and location recommendations for each of the types of signage, all carefully aligned with DNA marketing strategy and brand/graphic standards:

- Directional signs - motorist and pedestrian-scale guidance leading to and within downtown
- Identification signs - gateway markers, public facilities, parking
- Informational signs - static and/or digital pedestrian-scale information and maps within downtown

The master plan also includes an opinion of probable construction cost for each sign type, an estimated budget (including both probable costs and funding sources) for the entire downtown, and an implementation strategy that summarizes potential phasing, timing, and responsibilities.

The Wayfinding Master Plan will be the basis for the city to take the appropriate steps to establish a budget and prepare construction documents for bidding, fabricating, and installing the first group of signs in 2024 and beyond.

### Goal

Apply the Downtown Naperville brand to a comprehensive family of signage to create a welcoming environment, and help guide motorists and pedestrians to their destinations

### Study Objective

Develop a Downtown Wayfinding Master Plan to guide the implementation of a coordinated system of motorist and pedestrian-scale signage



## Project Process

The scope of the project consists of three separate phases: Opportunity Analysis, Conceptual Design, and Master Plan.

During the Opportunity Analysis phase, all factors influencing the signage design were explored and researched, including evaluation of the existing signs, understanding of the jurisdictional requirements, stakeholder and community engagement, and development of the program to guide development of improvement recommendations. In the Conceptual Design phase, alternative concepts were explored, and a preferred concept developed based on input and coordination with project stakeholders. Finally, during the Master Plan phase, the project process was summarized, recommendations outlined, and a plan for implementation of the sign improvements was developed.

**October - November 2022**



### Opportunity Analysis

Analysis  
Engagement  
Assessment

**December 2022 - April 2023**



### Conceptual Design

Alternative Concepts  
Locations/Message  
Preferred Concept

**May - July 2023**



### Master Plan

Design Summary  
Sign Locations  
Implementation

## Geographic Limits

The primary focus of the wayfinding signage is centered on downtown Naperville. This also includes directional signage within city limits directing motorists towards downtown.

## Budget Guidelines

A budget has not been set at this time, although one of the key outcomes of the project is to establish a budget for implementation of the wayfinding signage.

## Ownership and Jurisdiction

The City of Naperville has jurisdiction over the majority of the downtown and approaching streets and corridors. The exception is 75th Street which is DuPage County jurisdiction, and Ogden Avenue, and Route 59 which are both IDOT jurisdiction. Signs located in County and IDOT rights-of-way will need to meet their requirements respectively.

## Codes, Permits, Requirements, and Standards

For signs located within the City of Naperville jurisdiction, the City of Naperville signage ordinance is applicable. All new signs will either meet the sign ordinance requirements or variances will be identified for review and approval. Similarly, signs located within County jurisdictions will follow the DuPage County signage ordinance. For signs located within IDOT rights-of-way, the IDOT municipal town name policy and IDOT community wayfinding sign policy will apply.

## Stakeholders

There are numerous stakeholders with an interest in the signage for downtown Naperville.

The Downtown Naperville Alliance (DNA) led the downtown wayfinding signage initiative and established a working group of participants to help guide the process. The Naperville Downtown Advisory Committee (DAC) is an active participant, along with the City of Naperville staff. The City Council will ultimately review and approve the final document.

In addition to these primary downtown stakeholders, there are numerous associated groups and institutions with an interest in the downtown signage including the Naperville Riverwalk Commission, North Central College, Edward Hospital, DuPage Children's Museum, Naperville Historic District, and adjacent homeowner's associations, in particular the East Central Homeowners Organization (ECHO).

Finally, downtown property owners, business owners, special interest groups, jurisdictional agencies, and the general public all have an opinion worth considering in the development of a new wayfinding signage program.

## Stakeholder Involvement and Decision-Making Process

Regular review meetings were held throughout the process with the DNA working group and updates were provided to the DAC at key milestones. Representatives from the City of Naperville participated in the DNA and DAC reviews, and all parties provided valuable insight and feedback on the recommendations. During the Schematic Design phase, preliminary recommendations were posted on the City of Naperville website and a Public Open House was conducted. During the Public Open House, the project process was summarized, recommendations were reviewed, and attendees were encouraged to provide insight. Most comments were in support of the recommendations, although some attendees offered improvement suggestions, primarily related to incorporating more cultural and historical destinations in the wayfinding signage strategy. Ultimately, the final Master Plan is expected to receive endorsement by the DNA and DAC Boards of Directors, and the Naperville City Council.



## Related Downtown Projects and Initiatives

The City of Naperville completed the first phase of downtown streetscape improvements in 2022. While wayfinding signage was not a part of the streetscape improvements, the city installed an identifier sign as part of the project. The next phase of streetscape improvements along Washington Street is scheduled for 2024 and signage is not currently included in the project. Due to limited space and underground utilities, trees will be limited along Washington Street. Including DNA branded signage along Washington Street is an option to be considered to create a consistent branded experience throughout the most traveled street through downtown.

The Washington Street Bridge over the DuPage River is also scheduled for replacement in 2023. The Washington Street Bridge includes City of Naperville branded components, consistent with the Main Street Bridge. Additionally, the City of Naperville has recently installed gateway signs on the Mill Street railroad bridge, the 95th Street/Route 59 pedestrian bridge, and at the Washington Street railroad underpass. Consideration should be given to how the City of Naperville branded components relate to the DNA branded components and how the two should be coordinated moving forward.

There is an opportunity for coordinating wayfinding signage with major institutions within the community, such as North Central College, Edward Hospital, and Naper Settlement. Each of these institutions have their own wayfinding program, and it would be advantageous to consider reciprocal wayfinding and potential cobranding in certain situations.

Finally, private signage was considered in the wayfinding signage study, specifically related to parking and commercial developments. Coordinating signs to provide relevant information to visitors, and potentially creating guidelines for private signage, can provide clarity and visual consistency throughout the downtown.

## Downtown

Downtown Naperville has a dynamic variety of destinations that attract not only residents, but visitors from the Chicago region and beyond. There is an eclectic mixture of architecture that creates a unique community atmosphere.

The downtown is organized as a compact, attractive framework, that provides a walkable pedestrian environment that is accessible to all users. The city has embraced multi-modal mobility, with vehicular access by car, mass transit, and the nearby Metra train station.

The City of Naperville has a history of public/private cooperation in the development and maintenance of the downtown.

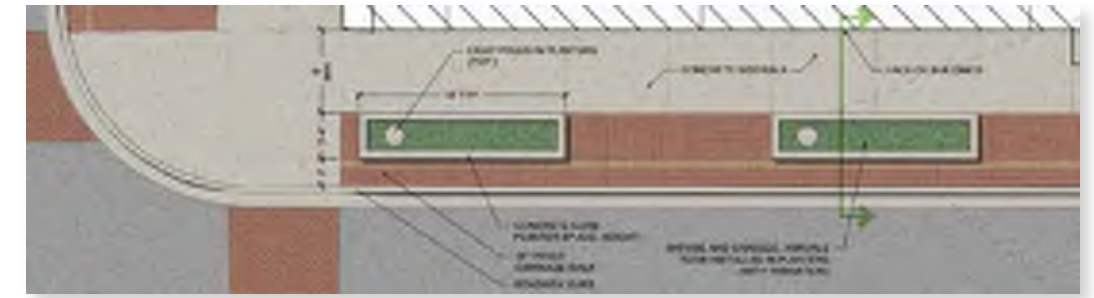
## Infrastructure

The public rights-of-way throughout downtown are the locations where not only signs will be located, but all public infrastructure and utilities are underground in these areas. Care will need to be taken to coordinate all components sharing the public space.

Streets and streetscapes make up most of the public realm within the downtown and in addition to being functional infrastructure components facilitating how people circulate throughout the downtown, they are the physical environment that people experience when downtown. Their design influences the user experience, hospitality, and image of the community.

It is a reality that vehicular traffic is a significant influence within the downtown area. Most users arrive by car and need to find parking. On and off-street parking areas are plentiful, but signage can play a significant role in the circulation and management of the downtown parking situation.

Wayfinding is also a component of the downtown infrastructure. Providing clear wayfinding throughout the downtown serves an important function to help guide users throughout the downtown.

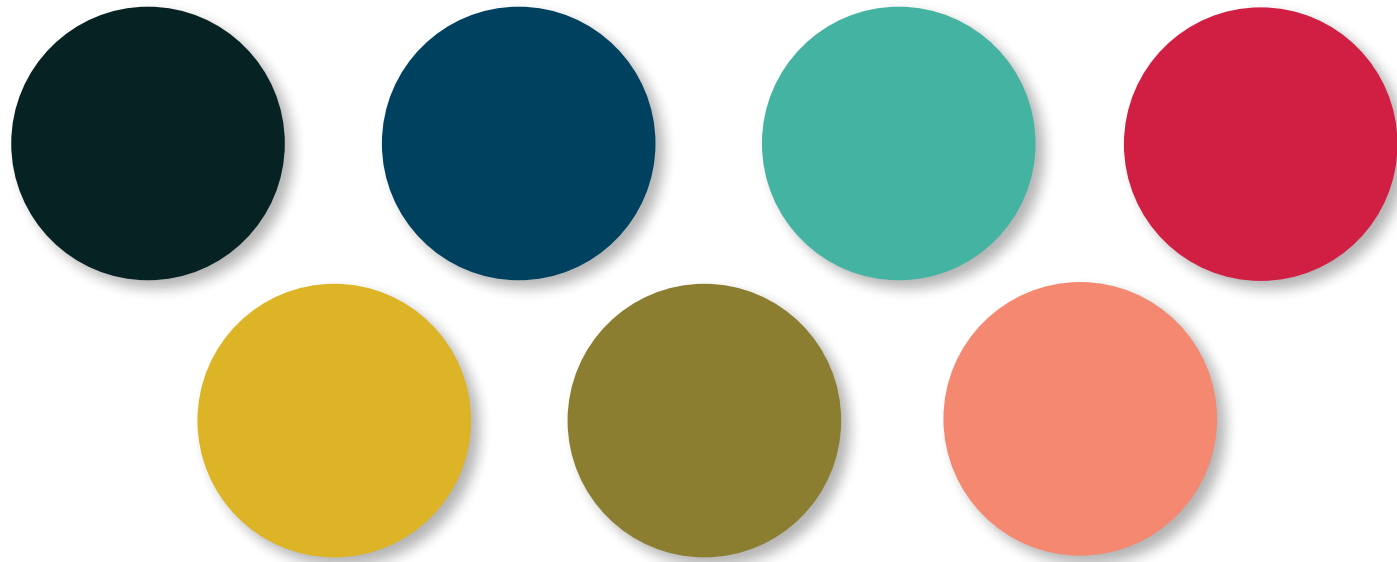


# Promotion

The DNA's current downtown brand standards are used to promote the downtown through print advertising, communications, and the existing downtown signage. The intent is to continue use of the current brand standards with the new wayfinding signage. The specific logos, colors, message, and application will be evaluated and applied to all new wayfinding sign initiatives.

The Downtown Naperville brand was developed to make the community feel welcoming, including messages such as "Welcomes You!". Taglines are used as an active invitation to visitors, such as "Be in the Mix" and "Shop, Dine, Explore". Application of the brand standards as they apply to the various wayfinding sign types were explored throughout the design process and signage recommendations were developed taking the branding into consideration.

## Colors



## Fonts

Gotham

Trenda

*Funkydori*

Gotham

Trenda

*Funkydori*

Gotham

Trenda

**Gotham**

**Trenda**

**Gotham**

**Trenda**

## Logos

Downtown Naperville



Downtown Naperville With Tagline



Pinwheel



DNA Tree



City of Naperville Tree



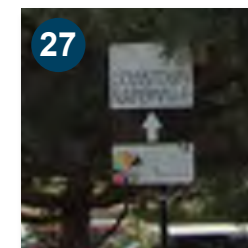
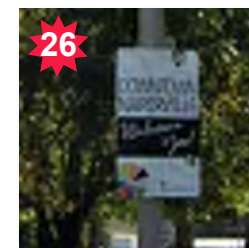
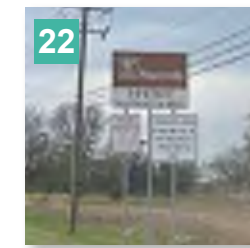
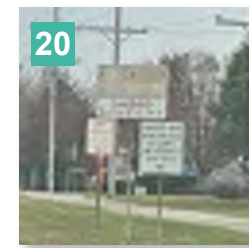
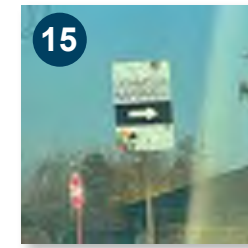
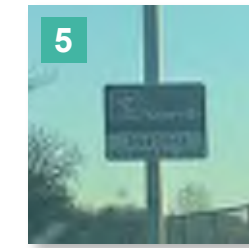
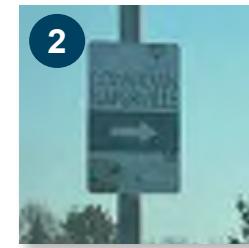
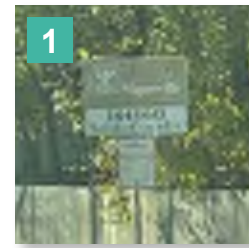
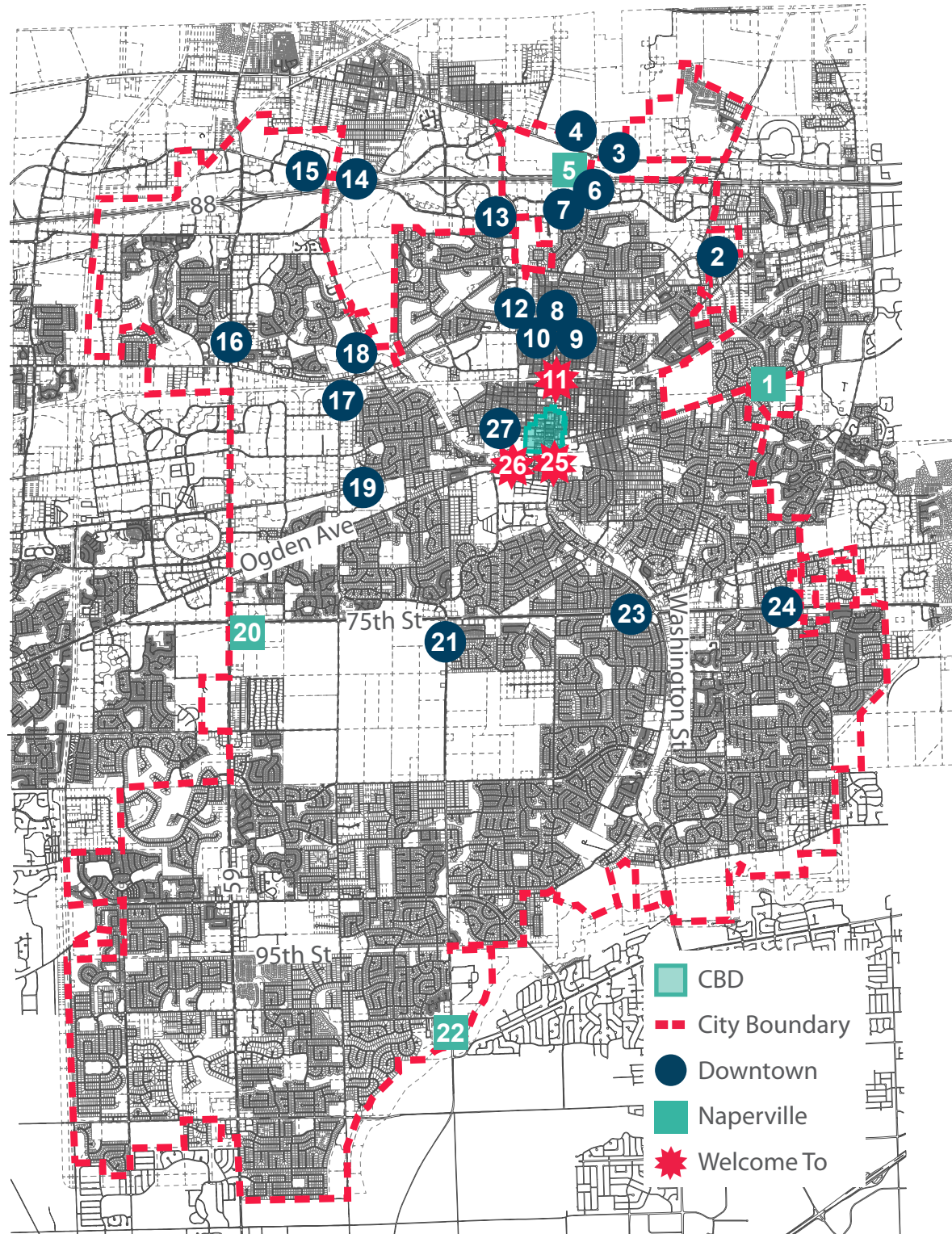
Pattern Sticks



# Existing Sign Locations

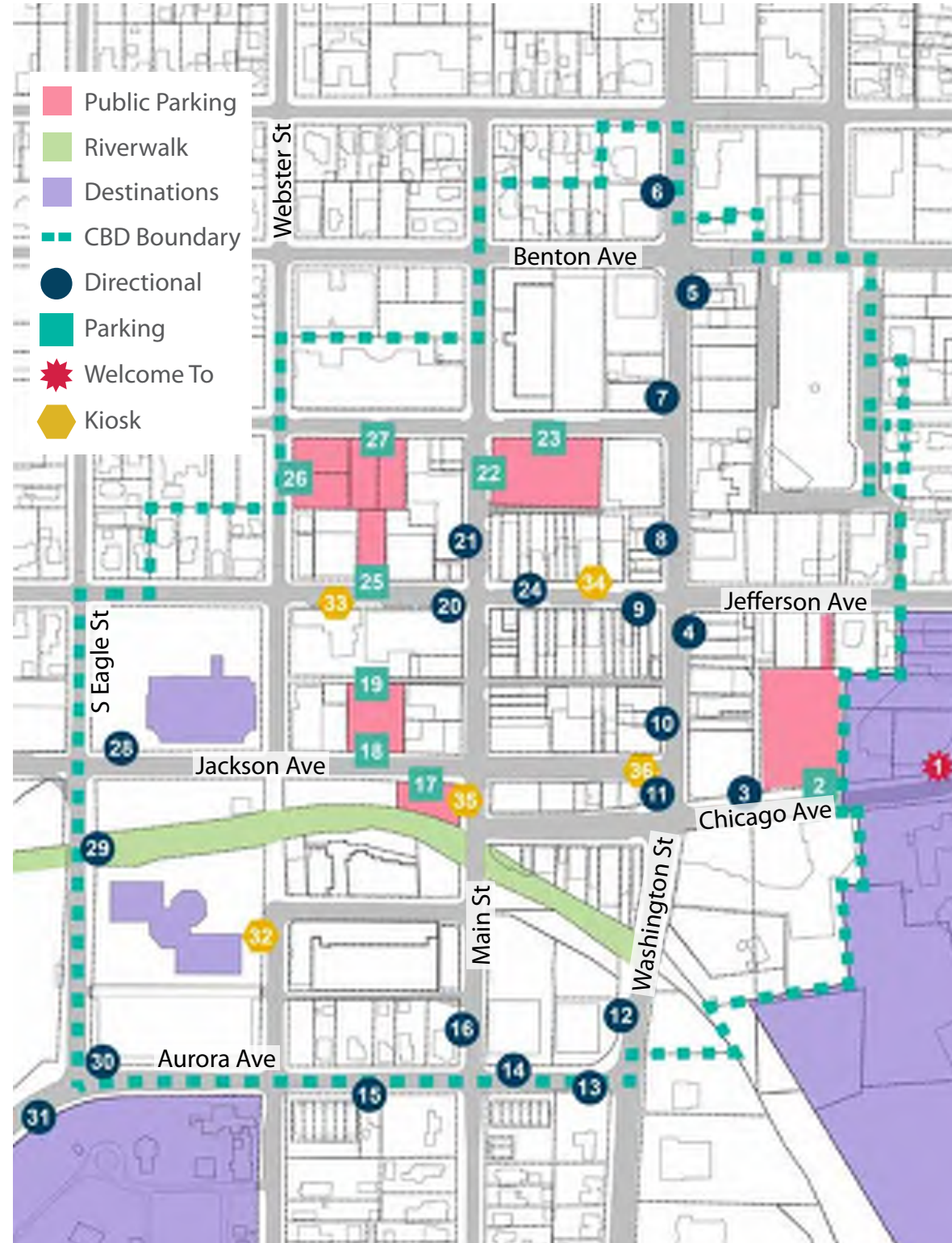
## City Limits

The DNA signs extend beyond the Central Business District and are placed in locations to guide visitors from major roadways to the CBD area. The sign locations appear to be effective, although the evaluation is somewhat subjective without statistical data. Specific sign locations will be evaluated for clarity of message and visibility.



## Central Business District

Most of the DNA signs are located within the CBD, with a hierarchy of messages from welcoming, directional, destination, and informational. The wayfinding plan recommendations are based on an evaluation of the effectiveness of these messages, locations, and the overall system of signs.



# Existing Sign Evaluation

## Downtown Naperville Alliance (DNA) Signs

The DNA in cooperation with the City of Naperville has installed numerous signs in recent years that incorporate the current DNA brand, including directional signs, wayfinding signs, and parking identification signs. The signs consistently communicate the downtown brand and are constructed from standard size aluminum sign panels, with printed, adhered film. They are mounted on standard utility signposts, or in some cases on light poles. The consistency of the signs communicates a clear message, although there are some factors to consider related to their effectiveness:

### Message

The signs are oriented primarily towards vehicular traffic and each sign type is meant to communicate a clear message. In some cases, the message could be clarified and strengthened visually to improve legibility.

### Brand Application and Design

The DNA brand was developed primarily for print applications, and when applied to signs, it can be difficult to read, especially from a motorist point of view. The brand application can still be applied consistently, but with consideration to colors, text, use of logos and taglines, to improve the visual impact and reinforce the brand.

### Size

Effective signs are much larger than they appear from a motorist's perspective. In some cases, the existing signs are too small to read clearly given the information that is being communicated.

### Materials

The standard aluminum panel signs are appropriate in many circumstances, although dimensional signs with decorative posts can demonstrate a level of quality appropriate to the brand image.

### Condition

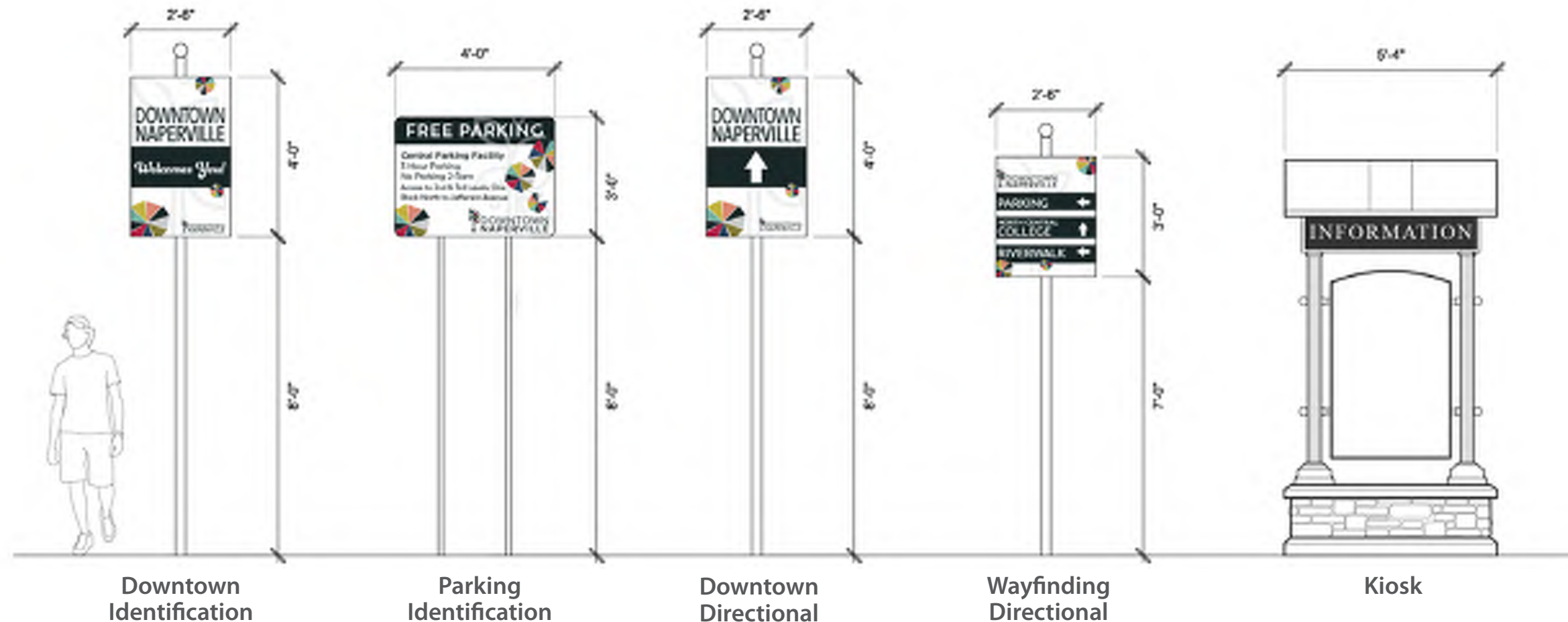
The signs are relatively new and for the most part is in good condition. There are some signs in the downtown area where the printed film is peeling away from the aluminum panel.

### Location

There are numerous signs throughout the city and within the downtown area. For the most part the sign locations seem appropriate, although further evaluation of the specific locations, visibility, and effectiveness may reveal the need for additional signs in other locations.

## Downtown Information Signs

The downtown information signs date back to before the current DNA brand was developed and were part of past streetscape improvements. The design style is consistent with other downtown streetscape improvements, although they are showing their age and are in need of repair. The maps included in the cabinets are managed by DNA and are periodically updated and replaced. It is a challenge to keep the maps up-to-date, and it is unclear how effective the signs are to users. The DNA brand could be more prominent and more contemporary means of communicating information can be considered.

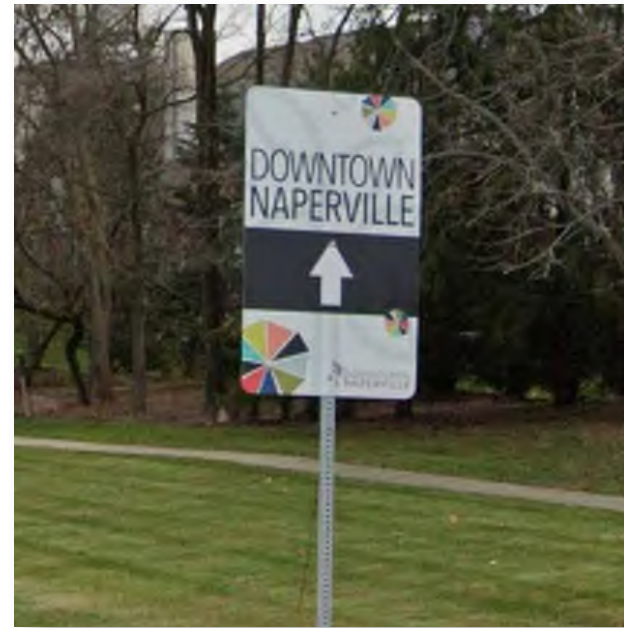


### Downtown Naperville Welcome Signs



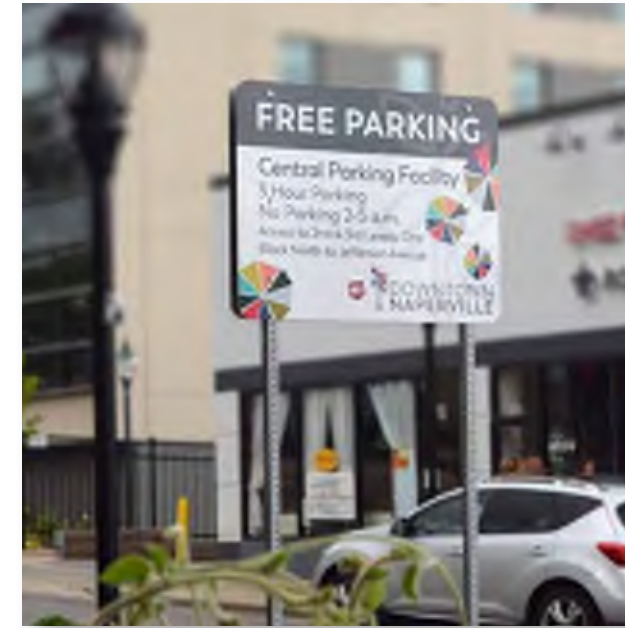
Consistently represents brand, although some text is too small to read. Signs are small given their importance.

### Downtown Naperville Directional Signs



Downtown Naperville and arrow are clear and easy to read from a motorist perspective. Brand information is secondary and small text is hard to read.

### Parking Identification Signs



Free Parking reads well, although the balance of the information is too small to read from a motorist's perspective. Coordinate signs with City parking signs and determine the best locations to post regulatory information.

### Wayfinding Signage



Light text on dark background is easy to read. The DNA logo is small and narrow font is difficult to read. Effectiveness is dependent on location, and in some cases the signs could be larger.

### Downtown Information Signs



Consistent with streetscape materials but does not communicate DNA brand predominantly. Consider other ways to communicate information in a more manageable and contemporary way.

### Downtown Information Signs



Consistent with streetscape materials but does not communicate DNA brand predominantly. Consider other ways to communicate information in a more manageable and contemporary way.

### Parking Deck Information Signs



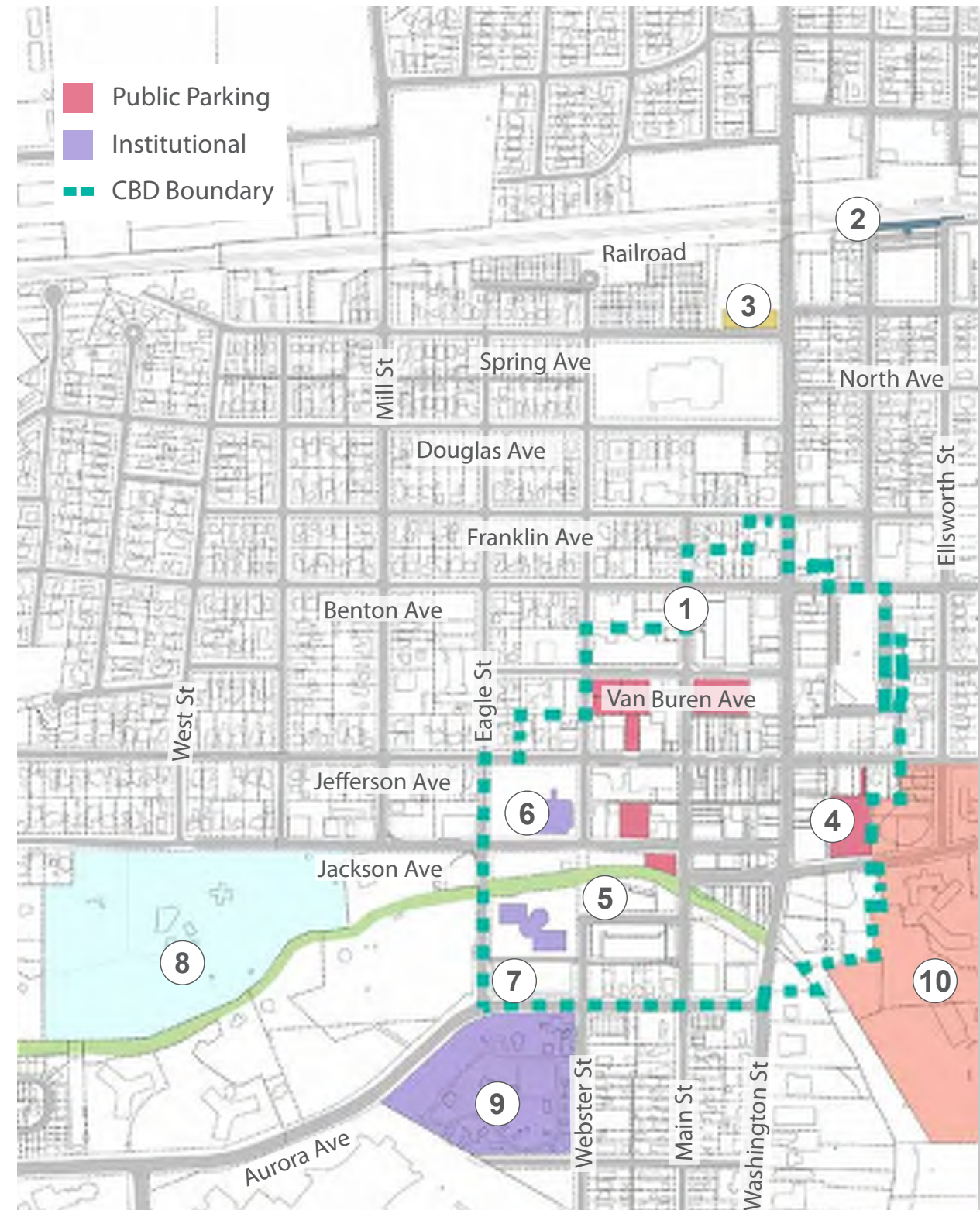
Consistent with streetscape materials but does not communicate DNA brand predominantly. Consider other ways to communicate information in a more manageable and contemporary way.

## Downtown Wayfinding Destinations

The current wayfinding signs include the most prominent and obvious destinations in the community. The location and direction arrows on the existing signs will be evaluated to determine effectiveness and to determine if there are additional destinations that should be included. Locations such as the hospital, additional parks, and other institutions can be considered. Also, for prominent destinations, reciprocal signage and consistent messaging should be considered.

### List of Current Destinations

- 1 Downtown
- 2 Train
- 3 Dupage Children's Museum
- 4 Parking
- 5 Riverwalk
- 6 Library
- 7 City Hall
- 8 Beach
- 9 Naper Settlement
- 10 North Central College





## City of Naperville Signs

The City of Naperville has a number of signs that are not directly related to the DNA signs, although from a user's perspective they are related. The average citizen or visitor does not make a distinction between City signs and DNA signs, so they should be coordinated to the extent possible.

Existing gateway signs are inconsistent, including the Washington Street/BNSF underpass gateway which is inconsistent with the current and recommended signage.

### City of Naperville Perimeter Gateway Signs



The city perimeter signs are being replaced with new blue signs. Regulatory information needs to be communicated, although too much information can be difficult to read from a motorist's perspective.

### New City of Naperville Perimeter Gateway Signs



This new sign is located at arguably the most prominent downtown gateway location near the railroad underpass. The DNA welcome signs can be coordinated with this gateway sign.

### City of Naperville Downtown Signs (Streetscape)



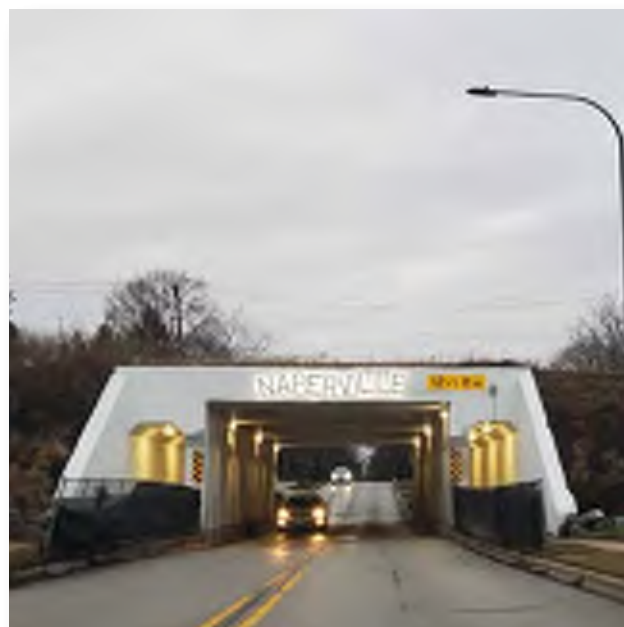
The city installed signs within the new streetscape improvements to represent the city and DNA. The location and effectiveness is undetermined since they were just recently installed.

### City of Naperville Main Street Bridge Columns



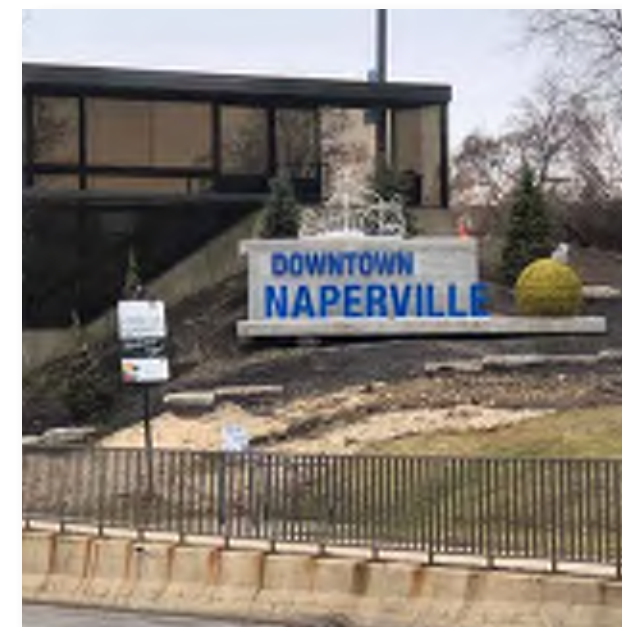
The Main Street bridge columns include the city brand which will also be included on the new Washington Street bridge.

### City of Naperville Tunnel Sign



These illuminated signs create a gateway effect that can be coordinated with the DNA welcome signs.

### City of Naperville Downtown Entry Sign



This new sign is located at arguably the most prominent downtown gateway location near the railroad underpass. The DNA welcome signs can be coordinated with this gateway sign.

### City of Naperville Bridge Sign



These illuminated signs create a gateway effect that can be coordinated with the DNA welcome signs.

# Best Practices

## General Design Criteria

All signs should be designed to meet basic criteria established based on the evaluation of the existing signs and considering the best practices from comparable communities. The following criteria will be considered with the design of new signs:

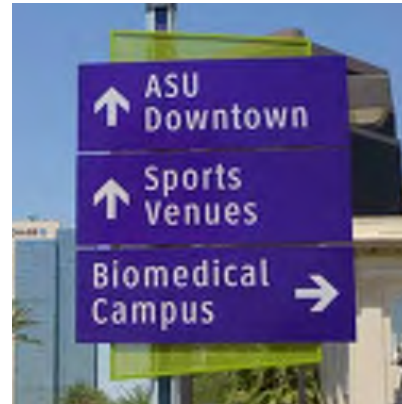
- Size
- Message
- Legibility
- Representation of brand
- Location
- Condition
- Quality of Materials
- Management of information
- Regulatory information

## Directional Signs

Directional signs should be kept simple to quickly provide a clear message to users on how to navigate to their destination, while reinforcing the brand.

### To Downtown

- Keep the message simple with minimum text
- Focus on high visibility
- The signs should quickly establish brand awareness



## Wayfinding

- Most important component of wayfinding signs is clarity of destinations; expand the current destinations to include additional institutions and landmarks
- Brand reinforcement is important although secondary to the wayfinding destinations
- Location of wayfinding signs is critical to their success to help guide users to their destinations



## Identification Signs

The main purpose of identification signs is to mark arrival to the designated location. They should be simple and reinforce the brand.

### Downtown Welcome Sign

Similar to the downtown directional signs, downtown welcome signs should:

- Have a simple message
- Reinforce the brand
- Be sized for clear visibility and prominence



## Parking Lot Identification

Clearly identifying parking locations is one of the most important wayfinding goals. Parking identification signs should:

- Clearly identify parking with the universal parking symbol
- Identify the parking lot name
- Reinforce the brand



## Parking Regulations

Parking regulations should be secondary to the main parking identification signs, including:

- Separate regulation sign
- Consistent brand formatting
- Coordinate with City parking management



## Informational Signs

Informational signs are oriented towards pedestrians and should be recognizable from a distance as such, and clearly incorporate the brand. Once pedestrians approach the informational signs, they should be able to get current information about downtown with minimal effort.

### Information Kiosks

- Recognizable from a distance by incorporating the brand
- Provide current information about downtown
- Static information, QR code, or electronic message board
- Simplify ability to update information and maintain



## Identification Markers

Identification markers are components that can be used to reinforce the brand and provide a more pronounced impact in the core downtown area. In particular, they can be used along the Washington Street corridor to demarcate the downtown area.

### Fixed Banners

- Permanent banners in select locations to reinforce the brand
- Opposite replaceable fabric banners



## Illuminated Panels

- Incorporate in streetscape to provide day and nighttime interest
- Artistic expression of the brand

### Sculpture

- Signature component as an artistic expression of the brand

### Architectural Features

- Coordinate signage components with streetscape materials with specialty architectural features in key locations



# Signage Concepts



# Signage Design Concepts

## Preferred Sign Family

### Overall Summary

The preferred family of signage is a result of exploring multiple options and evaluating the most effective design to meet the criteria and best practices. The design is consistent among sign types and incorporates the brand colors, fonts, and artwork. The message throughout is simple and clear and highly visible. All signs will be constructed with quality materials for ease of maintenance and longevity.

### Downtown Identification

The downtown identification signs signify arrival to the downtown and reinforce the brand through the prominent use of the tree component. These signs will be constructed from quality materials with a dimensional decorative frame, sized appropriately and located for prominence.

### Parking Identification

The universal parking symbol is incorporated for ease of identification and the pinwheel brand component ties the design together with the overall sign family. Free parking is prominently noted to promote downtown hospitality. The parking lot name is included but with GIS navigation, is less important than in the past.

### Parking Informational

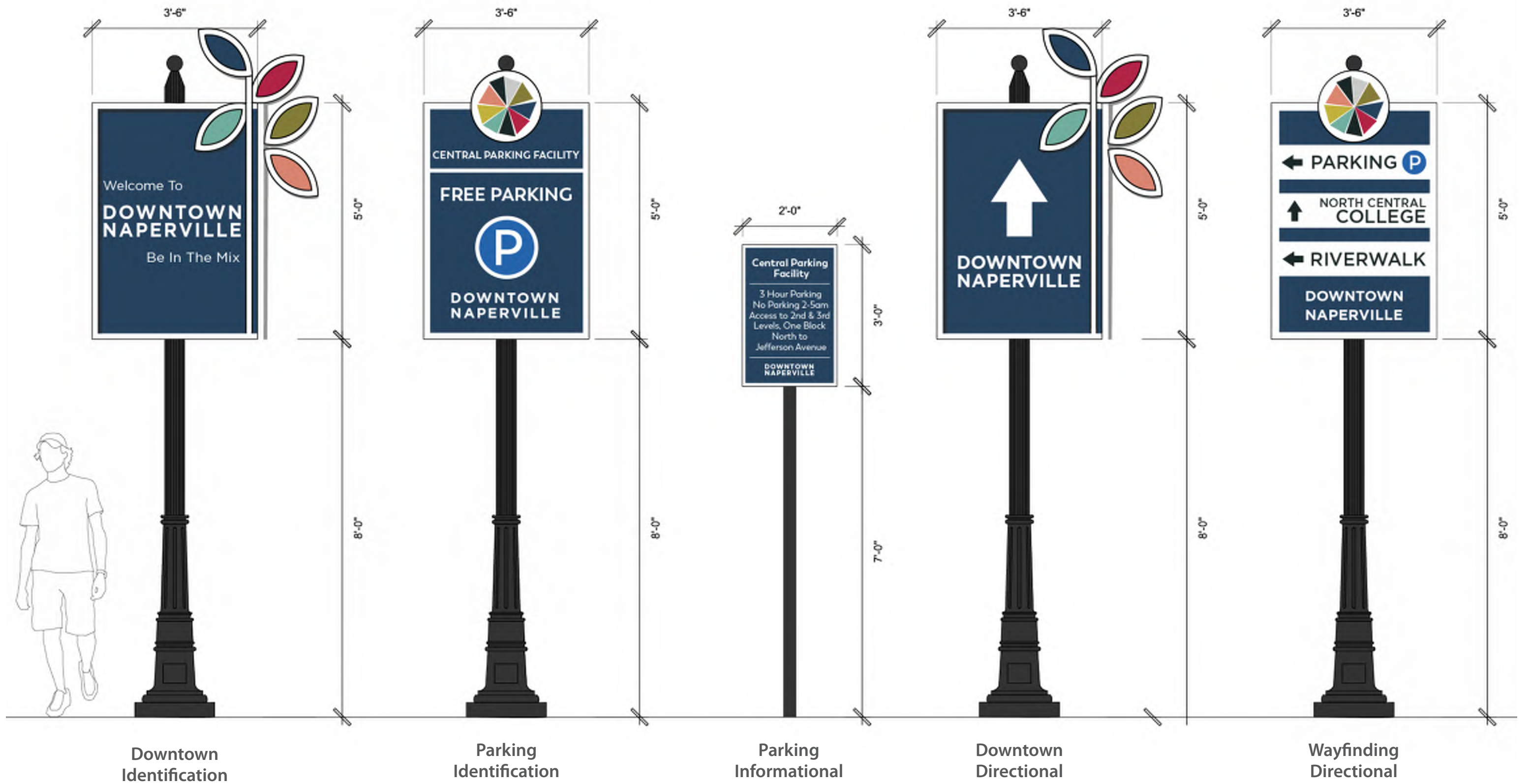
Once visitors reach their parking destination, parking information is then important to communicate. Parking regulations are included on a separate sign panel that can be placed in a visible location and can be easily changed as regulations are updated. The look of the signs matches the brand standards as a visual cue that they are related to the parking identification signage.

### Downtown Directional

The downtown directional signs are similar in design to the downtown identification signs but feature a prominent arrow directing visitors towards downtown. This is the first brand identifier that visitors will experience and is then reinforced as additional signage comes into view.

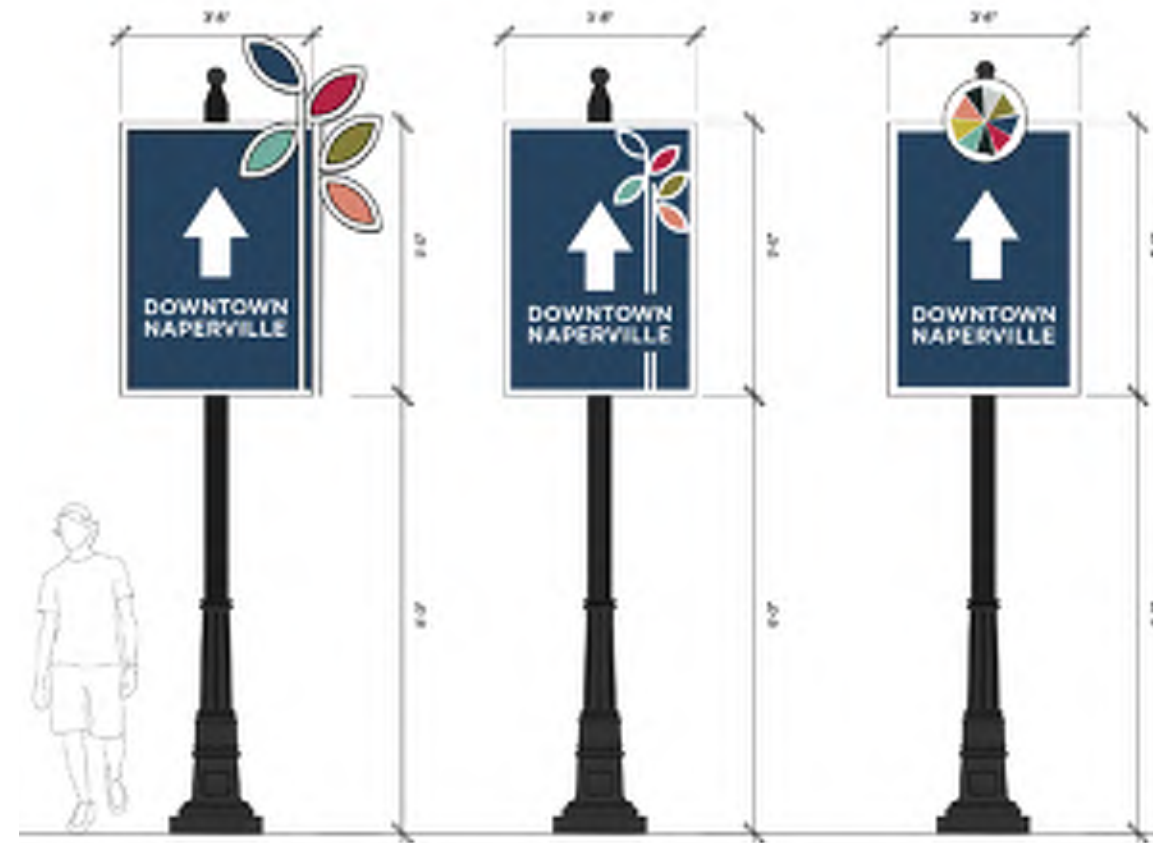
### Wayfinding Directional

Clear identification of destinations is the most important component of the wayfinding signage. The text should be appropriately sized for readability, with no more than three destinations per sign. The pinwheel brand component is introduced on the wayfinding signs and corresponds with the other brand components used throughout the family of signage.



## Downtown Directional Sign Options

Due to the number and repetition of the downtown directional signs, it makes sense to provide options to make the signs simpler and more affordable and incorporate both the tree and pinwheel brand components. Signs with dimensional frames and decorative poles can be placed in more prominent locations, while aluminum panel signs on basic poles can be placed to reinforce the direction to downtown in less prominent locations.



Downtown Directional

## Parking Identification Sign Options

Parking regulations can be a separate sign, mounted on a separate pole that can be placed in a more visible location once visitors arrive at a parking destination. Another option is to create a separate regulatory sign and mount it on the same pole as the identification sign. This way, if parking regulations change, the regulatory panel can be changed without replacing the entire parking identification sign.



Parking Identification/Informational



## Sign Fabrication

The signs are proposed to be constructed following common signage construction practices with materials appropriate to the application.

### Signage Materials

Decorative signposts should be cast aluminum in a style and color to be compatible with the downtown light pole standards. Secondary signposts can be 2-inch steel posts powder coated black.

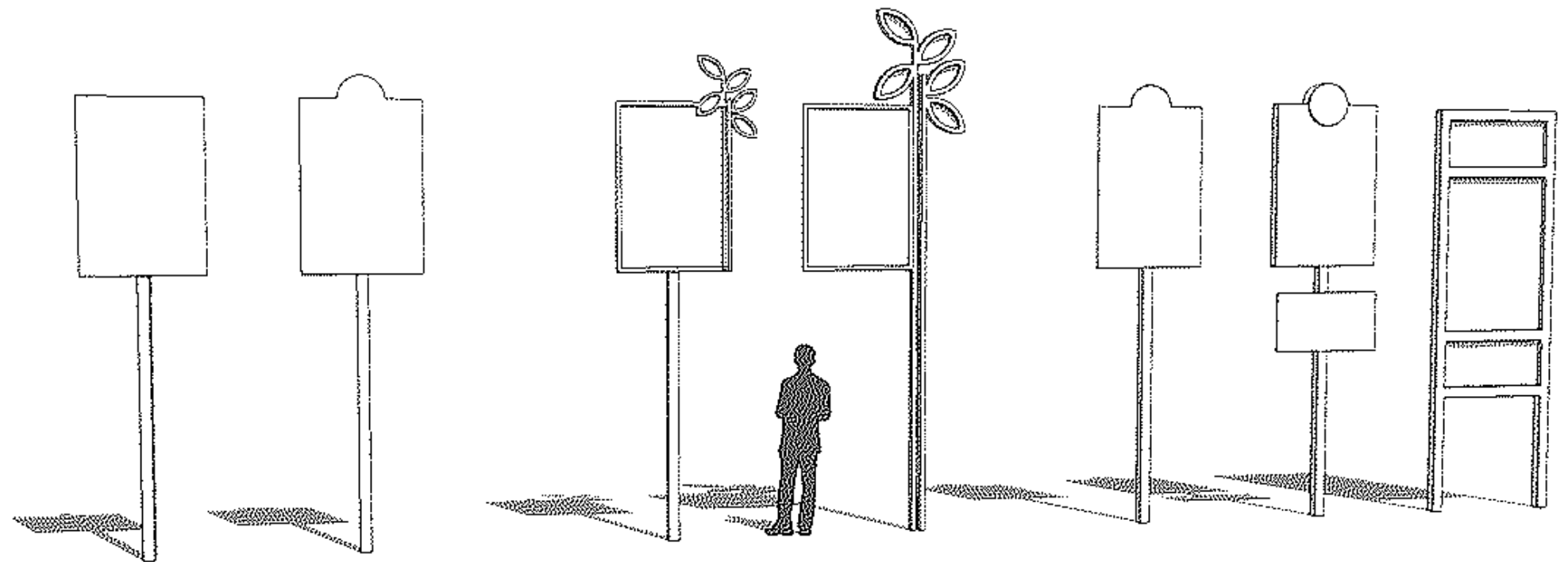
Basic signs will be standard aluminum sign panels with printed reflective film graphics. As an upgrade, aluminum sign panels can have a dimensional aluminum frame and dimensional lettering and graphics. In some more prominent situations, signs can be constructed as box construction, with a steel frame and aluminum panels. These signs can be internally lit with translucent push-through or halo lettering.

### Brand Components

Colors, fonts, logos, and messages to follow the DNA brand standards. These components can be printed if used on reflective film, or original artwork can be provided to a sign fabricator for the development of shop drawings and construction of the signs.

### MUTCD Standards

The signs will follow the best practices outlined in the Manual of Uniform Traffic Control Devices (MUTCD) standards and follow the City of Naperville signage ordinance requirements. All signs will be reviewed and approved by the regulatory agency with authority prior to installation.



Directional and Wayfinding Signage

Downtown Identifier

Parking Signage

## Information Kiosk Options

There are several options to update the existing information kiosks ranging from simply refurbishing the existing structure and cabinets to incorporate the current DNA brand, to constructing new information kiosks with electronic message boards.

### Existing Kiosk Update

The existing information kiosks are in relatively good condition although they need to be updated with current information and the current DNA brand. The existing masonry base and metal structure can remain, and the information panel and map cabinet can be replaced with LED lighting and a new map incorporating the current brand information. A QR code can also be included on the map to direct users to online DNA information. The updated information kiosks would be consistent with the downtown streetscape materials, although the maps and information will still need to be manually managed and updated from time to time.

### Electronic Kiosk on Existing Foundation

Another option is to replace the map cabinet with an electronic message panel, also incorporating the current DNA brand. This option would still incorporate materials consistent with the streetscape, although it would update the technology to simplify the information management, without having to manually change the map and graphics. The electronic message board would be managed remotely through Wi-Fi by the DNA and updated as new information becomes available.

### Standalone Electronic Kiosk

The previous options assume replacement of the current information kiosks in the same locations. Looking ahead to best practices in the future, standalone electronic kiosks could be installed at multiple locations throughout the downtown. These standalone kiosks would be a standard product purchased from an electronic message board fabricator and would not include masonry to simplify construction and save on cost.

An integrated electronic kiosk system will ultimately streamline management and provide accurate real-time information, although up-front costs and coordination of the data management will need to be considered.

It is important to note that providing reference to city cultural destinations, public art through the Century Walk organization, and specific historical destinations, is highly desirable as part of the information kiosks. This can be done in several ways. First, by listing destinations on maps and reference material. Second, by including QR codes for user access. And third by incorporating into the electronic data system. The specifics of these solutions will be coordinated between all stakeholder involved at the time of implementation.



## Wayfinding Destinations

The consensus among the stakeholders is that the current wayfinding destinations are appropriate, although additional destinations and information could be added to the wayfinding signs.

Input was received that Edward Hospital, schools, parks, and historical destinations should be included on wayfinding signs. It is a judgement call as to how many specific destinations should be included, and the challenge is to keep the number of signs and destinations manageable. Destinations should be limited to specific destinations within the downtown area, with limited reference to notable destinations beyond the downtown.

It was also noted to develop reciprocal wayfinding programs with local institutions. For example, North Central College has wayfinding signage that includes city destinations. The same can be done for other institutions that attract out of town visitors, such as the park district, schools, and Edward Hospital.

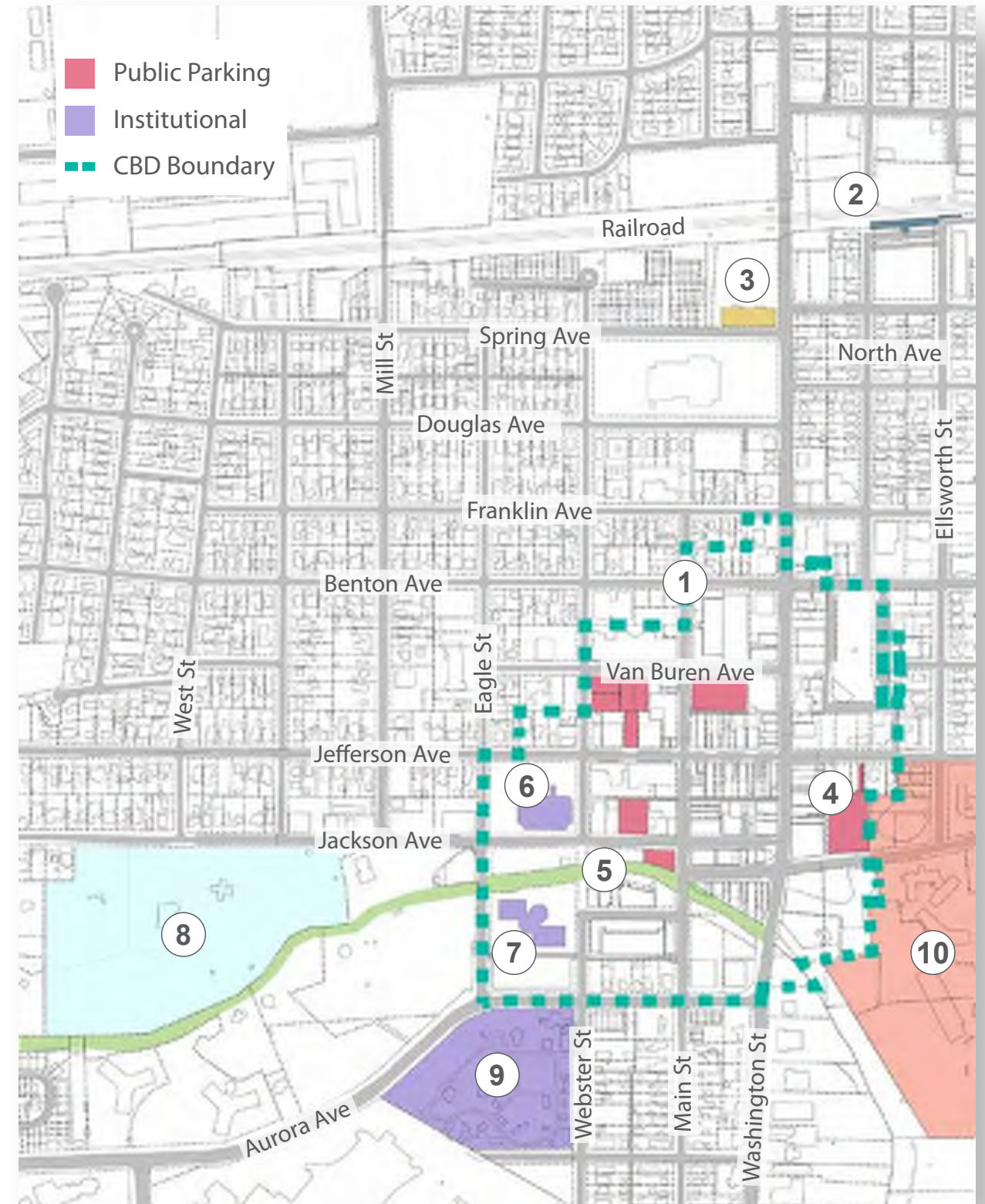
DNA in coordination with the City of Naperville should identify notable local landmarks and historical destinations to include on the wayfinding signage. These types of destinations could also be included on the information kiosks or identified with interpretive type signage incorporating QR codes for further reference.

### List of Current Destinations

- 1 Downtown
- 2 Train
- 3 Dupage Children's Museum
- 4 Parking
- 5 Riverwalk
- 6 Library
- 7 City Hall
- 8 Beach
- 9 Naper Settlement
- 10 North Central College

### Other Destinations

- 1 Hospital
- 2 Schools
- 3 Parks
- 4 Historical Destinations
- 5 Local Landmarks



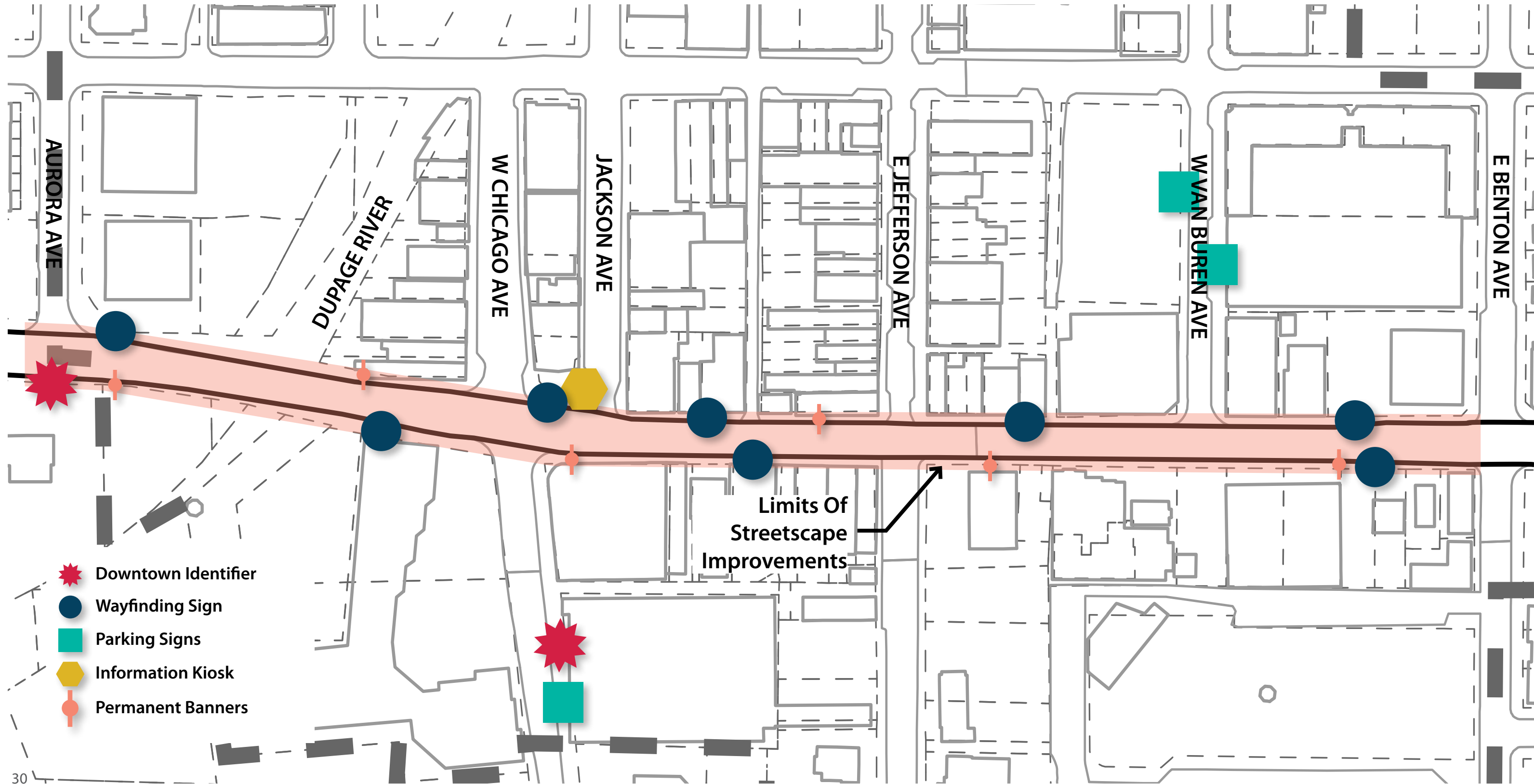
# Washington Street Corridor

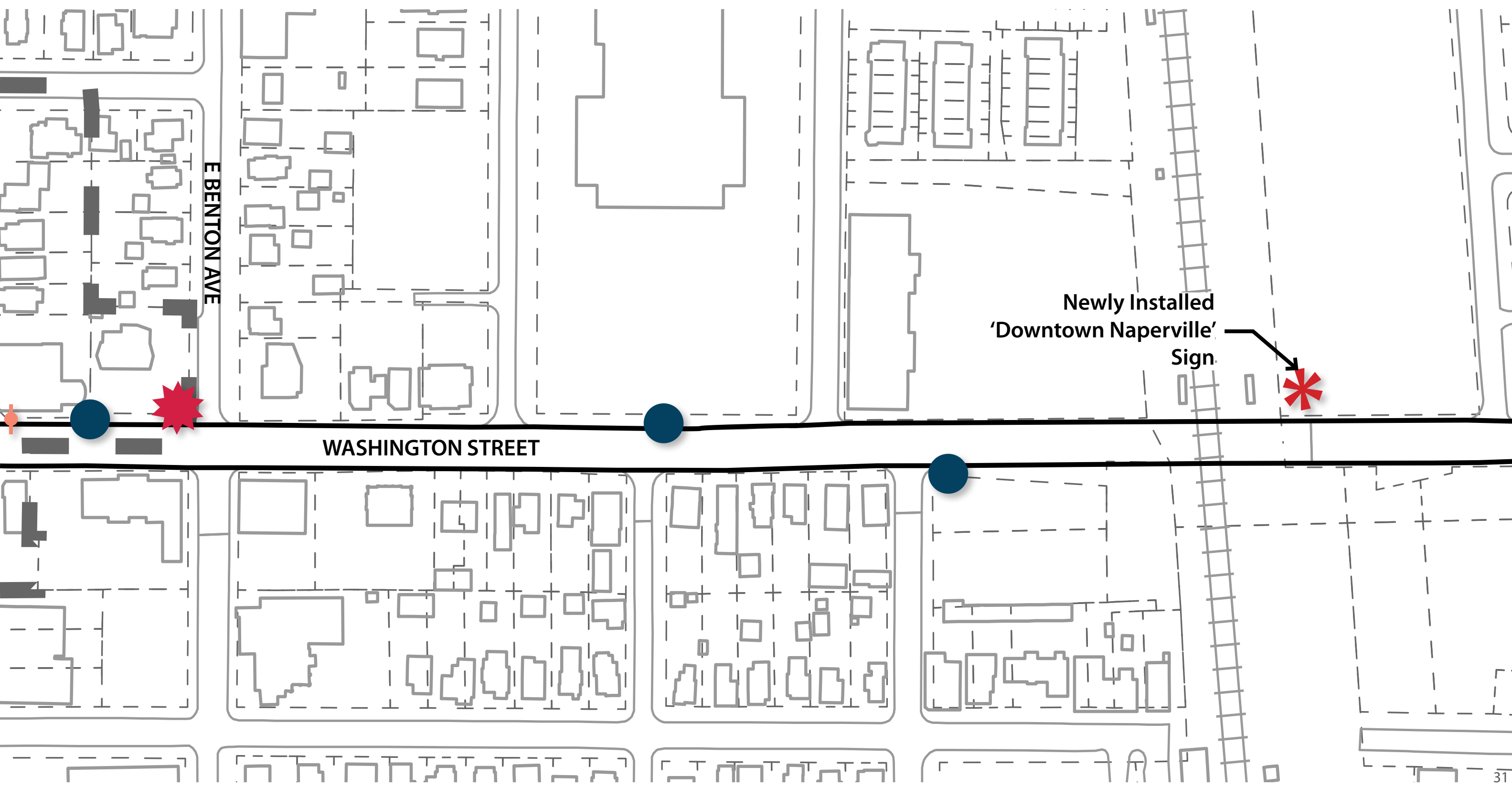


# Washington Street Corridor

## Overall Branding Concept

The Washington Street corridor from Aurora Avenue to the railroad underpass is highly visible and the way most visitors approach downtown. The City of Naperville is scheduled to reconstruct the streetscape along Washington Street in 2024 which provides an opportunity to incorporate the overall branding concept throughout the corridor. In addition to the family of signs, there is an opportunity to incorporate Identification Markers to reinforce the downtown brand.





E BENTON AVE

WASHINGTON STREET

Newly Installed  
'Downtown Naperville'  
Sign

## Identification Markers

### Fixed banners

Fabric banners mounted on light poles are changed frequently along the Washington Street corridor to represent special events, promotional items, and seasonal interests. Fixed banners incorporating the DNA brand can be installed on taller roadway light poles along the corridor. The fixed banners will not take the place of the fabric banners but will be a permanent compliment to reinforce the brand.

### Gateway Art

Public art is a feature throughout downtown Naperville and there is an opportunity to include a signature piece along the Washington Street corridor. The DNA tree can be constructed at a large scale as an artistic expression of the brand. Another option is to incorporate a custom tree signpost on the downtown identification signs to add prominence.

### Illuminated Panels

There is limited opportunity for street trees along the Washington Street corridor due to narrow sidewalk widths and underground utilities. Tastefully designed illuminated leaf panels can be installed to provide additional interest. The colors can change seasonally as a unique artistic feature along the corridor.



Permanent Banners

Gateway Art



Illuminated Panels (Day)

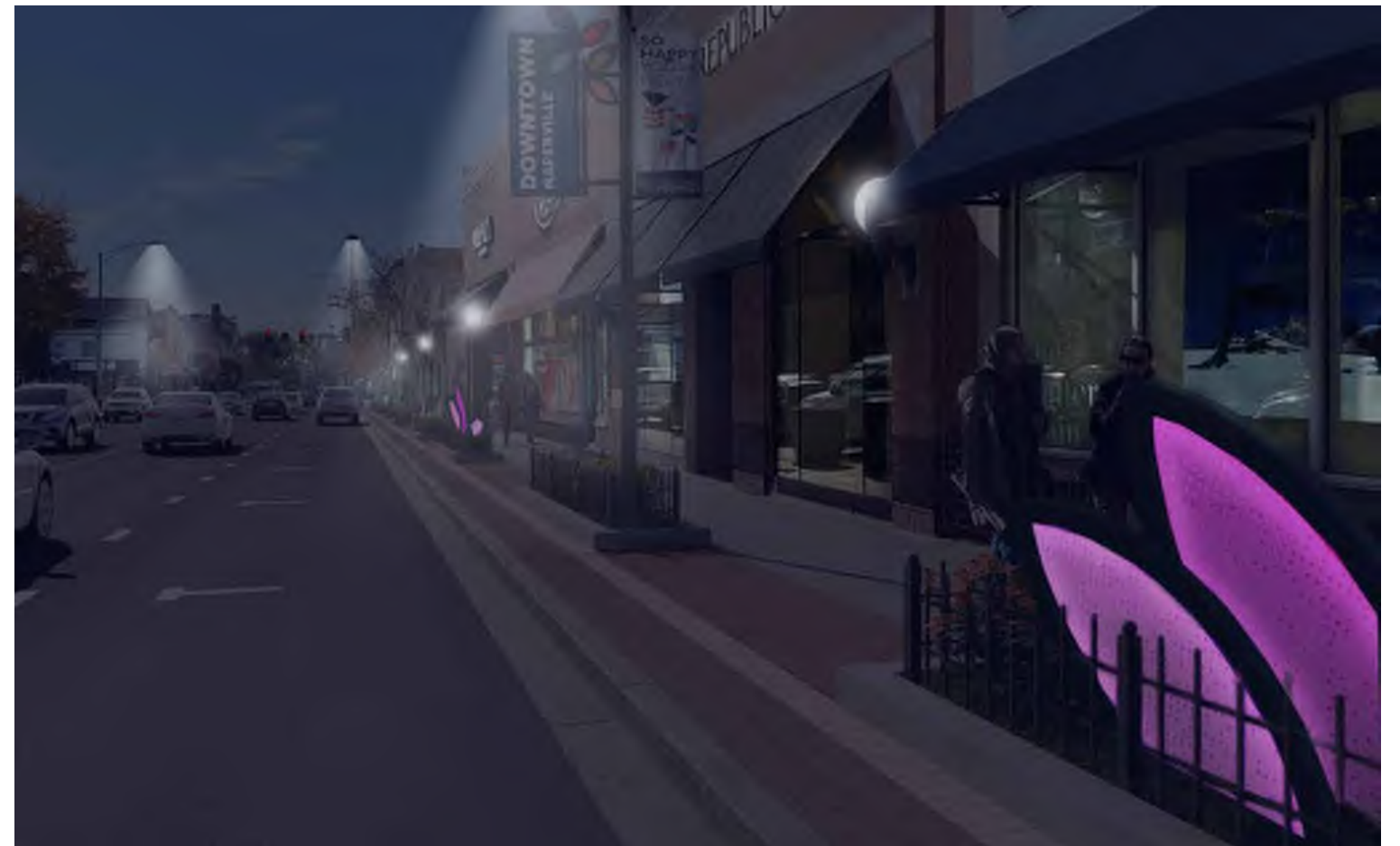
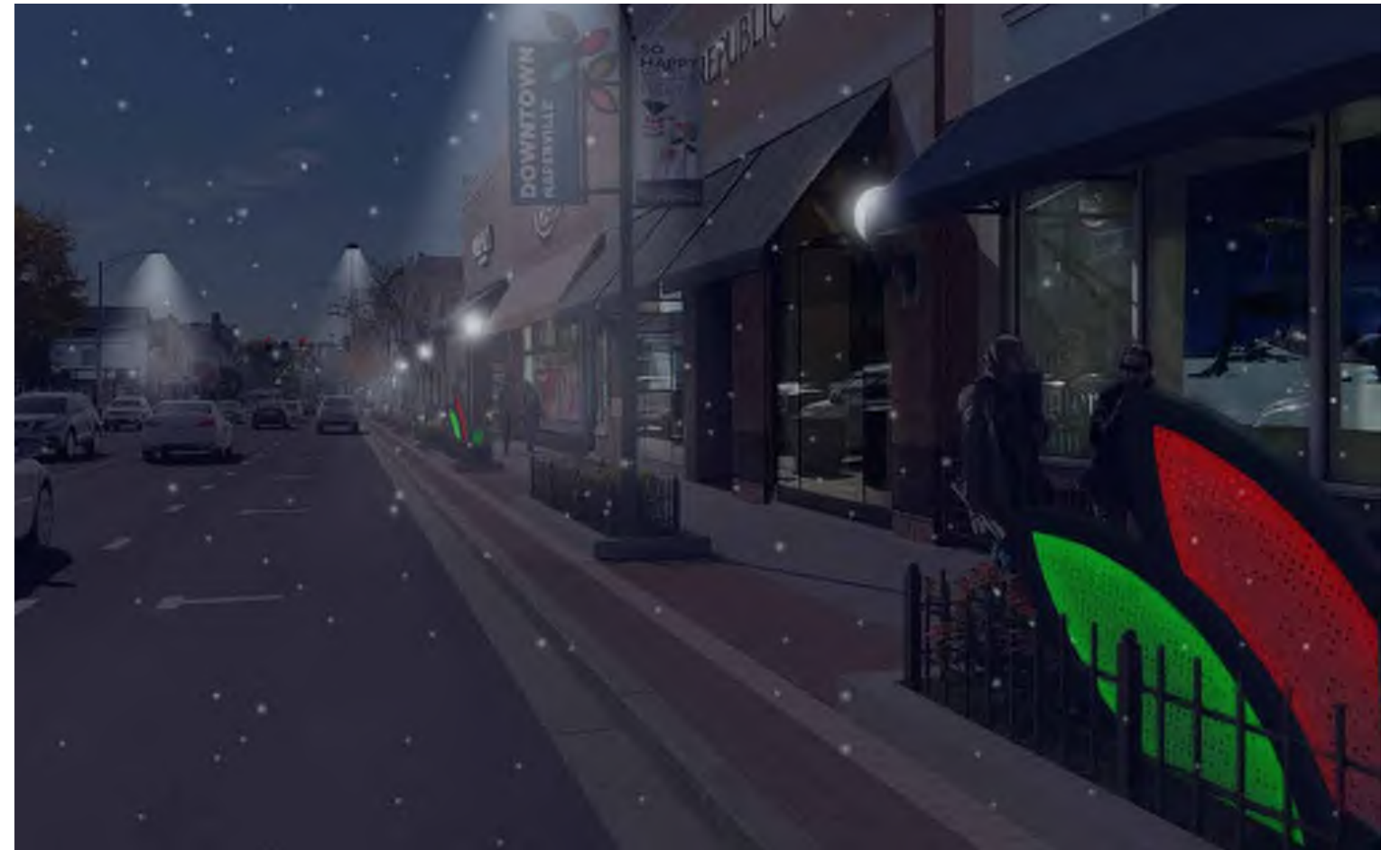


Illuminated Panels (Night)





Original perspective image by CIVILTECH



Original perspective image by CIVILTECH

**This page is intentionally left blank.**

**Implementation**



# Implementation

As an important part of downtown infrastructure, the consensus signage recommendations summarized in the Naperville Downtown Wayfinding Master Plan should be implemented as quickly as funding allows. Recently, and soon to be completed streetscape improvements on Main and Washington Streets, along with other high-impact locations are logical priorities. Implementation funding should be included in the City's Capital Improvement Program, and when appropriate, could be supplemented through Special Service Area funding.

## Roles, Responsibilities, and Procurement

Throughout implementation, DNA, DAC, the City and the Consultant should actively collaborate to implement the wayfinding recommendations between 2024 and 2030, in advance of the City's bicentennial in 2031 including:

- DNA should continue to lead the initiative, engage the Consultant, and share in the cost of funding the final design/documentation fees (approx. 1/3 of \$40,000)
- DAC should continue to provide design, location and messaging review
- Consultant should provide final design, documentation and construction phase services for each sign type, specific sign messages/locations
- Following the City's procurement procedures, a Professional Sign vendor should fabricate all complex (includes projecting or dimensional art) Downtown Identification, Downtown Directional, Information Kiosks, and Washington Street Permanent Banners, Gateway Art and Illuminated Panels
- DPW should fabricate the basic (no projecting or dimensional art) Parking Identification, Parking Informational, Downtown Directional, and Wayfinding Directional signs following the Consultant's DNA approved specifications; and
- DPW should install all signs, regardless of the fabricator

## Preliminary Budget Costs

There are many factors that will influence the costs of the sign implementation including decisions made during the Final Design and documentation process, timing of implementation, and the results of competitive bidding. Fabrication and installation of certain signs by Public Works will also result in significant cost savings.

The following are Preliminary Budget Costs for each sign type for use in determining logical Project Phases. These costs are based on review by the Public Works Department, along with input from trusted sign fabricators who have experience with fabrication of similar sign types. These costs should be considered preliminary for budgeting purposes only and will be confirmed during the Final Design and documentation process for each project phase.

### Sign Costs Per Unit

Sign Type	Unit	Fabrication by Public Works	Fabrication by Sign Company
Downtown Identification Sign	EA	\$ 850	\$ 3,000
Parking Identification Sign	EA	\$ 525	\$ 2,600
Parking Information Sign	EA	\$ 60	\$ 1,200
Downtown Directional Sign (basic)	EA	\$ 525	\$ 2,500
Downtown Directional Sign (dimensional)	EA	\$ 850	\$ 3,000
Wayfinding Directional Sign	EA	\$ 525	\$ 2,700
Existing Kiosk Update	EA	N/A	\$ 15,000
Electronic Kiosk Sign	EA	N/A	\$ 25,000
Decorative Sign Post	EA	\$ 2,400	\$ 1,500
Standard Sign Post (2" powder coated steel)	EA	\$ 1,000	\$ 500
Fixed Banners	EA	\$ 900	\$ 5,000
Gateway Art	EA	N/A	\$ 20,000
Illuminated Panels	EA	N/A	\$ 22,000

## Preliminary Project Phasing

### Streetscape Phases

Implementation of the signage in coordination with City streetscape projects is a logical way to systematically advance the improvements. The various sign types within each streetscape area can be coordinated with the streetscape improvements as they are designed and constructed. The following is the tentative construction schedule for streetscape phases, with a preliminary outline of the signs within each streetscape phase along with preliminary budget costs.

#### 2022 - Main Street - Jackson Avenue to Jefferson Avenue Jefferson Avenue - Main Street to Webster Street

Description	Quantity	Unit	Fabrication by Public Works	Fabrication by Sign Company	Extended Cost
Downtown Identification Sign	1	EA	\$ 850		\$ 850
Parking Information Sign	1	EA	\$ 60		\$ 60
Wayfinding Directional Sign	4	EA	\$ 680		\$ 2,720
Existing Kiosk Update	1	EA		\$ 15,000	\$ 15,000
				<b>Subtotal:</b>	<b>\$ 18,630</b>
General Conditions and Contingencies (25%)	1	LS		\$ 4,658	\$ 4,658
Final Design and Documentation (10%)	1	LS		\$ 1,863	\$ 1,863
Construction Phase Services (5%)	1	LS		\$ 932	\$ 932
				<b>Total:</b>	<b>\$ 26,082</b>

#### 2024 - Washington Street - Chicago Avenue to Benton Avenue

Description	Quantity	Unit	Fabrication by Public Works	Fabrication by Sign Company	Extended Cost
Downtown Identification Sign	2	EA	\$ 850		\$ 1,700
Wayfinding Directional Sign	10	EA	\$ 680		\$ 6,800
Existing Kiosk Update	1	EA		\$ 15,000	\$ 15,000
Decorative Sign Post	2	EA	\$ 2,400		\$ 4,800
Fixed Banners	10	EA	\$ 900		\$ 9,000
Gateway Art	2	EA		\$ 20,000	\$ 40,000
Illuminated Panels	10	EA		\$ 22,000	\$ 220,000
				<b>Subtotal:</b>	<b>\$ 297,300</b>
General Conditions and Contingencies (25%)	1	LS		\$ 74,325	\$ 74,325
Final Design and Documentation (10%)	1	LS		\$ 29,730	\$ 29,730
Construction Phase Services (5%)	1	LS		\$ 14,865	\$ 14,865
				<b>Total:</b>	<b>\$ 416,220</b>

**2026 - Jefferson Avenue – Main Street to Washington Street**

Description	Quantity	Unit	Fabrication by Public Works	Fabrication by Sign Company	Extended Cost
Wayfinding Directional Sign	4	EA	\$ 525		\$ 2,100
Existing Kiosk Update	1	EA		\$ 15,000	\$ 15,000

**Subtotal: \$ 17,100**

General Conditions and Contingencies (25%)	1	LS	\$ 4,275		\$ 4,275
--	---	----	----------	--	----------

Final Design and Documentation (10%)	1	LS	\$ 1,710		\$ 1,710
Construction Phase Services (5%)	1	LS	\$ 855		\$ 855

**Total: \$ 23,940**

**2028 - Chicago Avenue – Main Street to Ellsworth Street**

Description	Quantity	Unit	Fabrication by Public Works	Fabrication by Sign Company	Extended Cost
Downtown Identification Sign	1	EA	\$ 850		\$ 850
Parking Identification Sign	1	EA	\$ 525		\$ 525
Parking Information Sign	1	EA	\$ 60		\$ 60
Downtown Directional Sign	2	EA	\$ 680		\$ 1,360
Wayfinding Directional Sign	5	EA	\$ 525		\$ 2,625
Decorative Sign Post	2	EA	\$ 2,400		\$ 4,800

**Subtotal: \$ 10,220**

General Conditions and Contingencies (25%)	1	LS	\$ 2,555		\$ 2,555
--	---	----	----------	--	----------

Final Design and Documentation (10%)	1	LS	\$ 1,022		\$ 1,022
Construction Phase Services (5%)	1	LS	\$ 511		\$ 511

**Total: \$ 14,308**

**2030 - Jackson Avenue – Main Street to Washington Street**

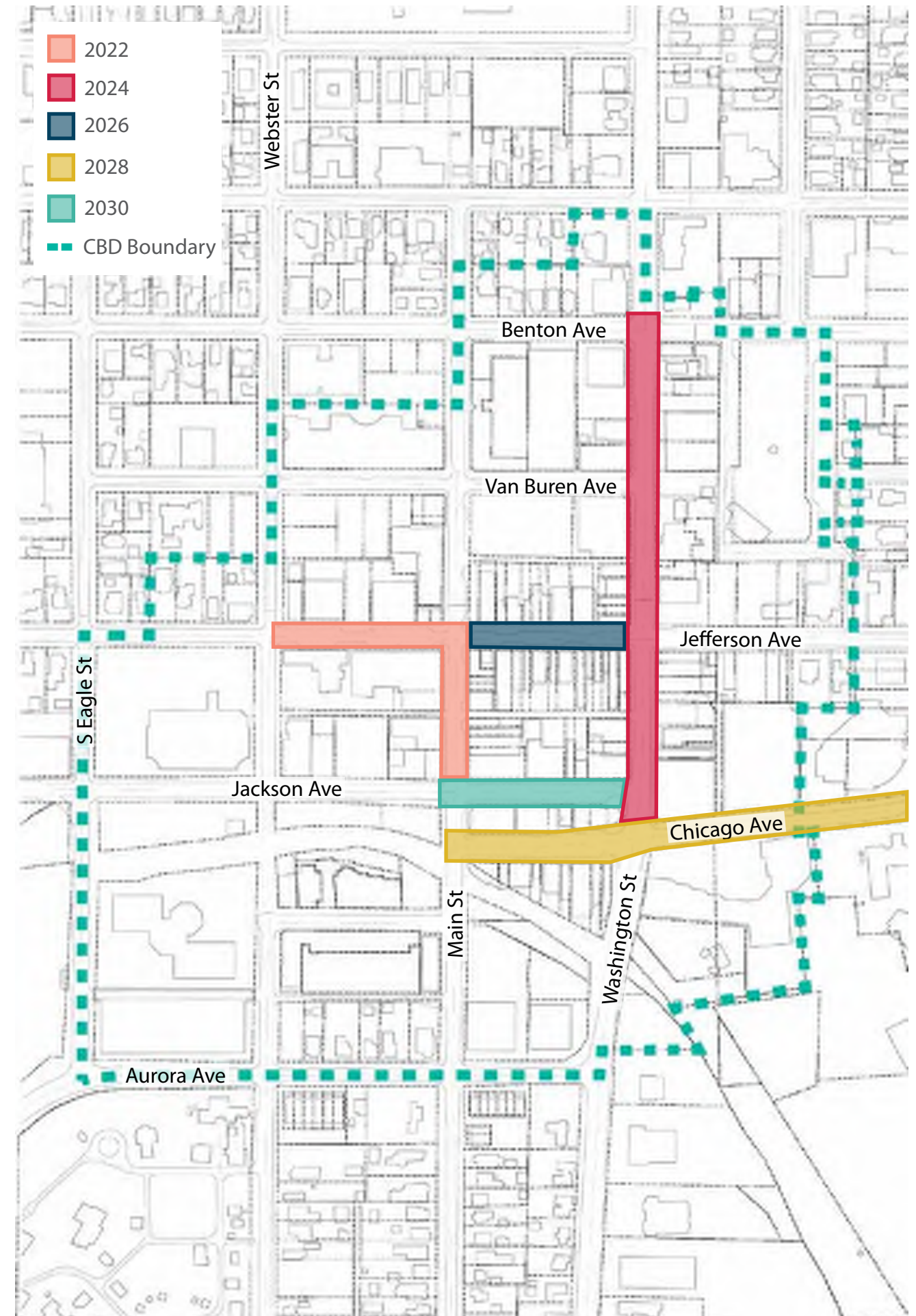
Description	Quantity	Unit	Fabrication by Public Works	Fabrication by Sign Company	Extended Cost
Parking Identification Sign	2	EA	\$ 525		\$ 1,050
Parking Information Sign	2	EA	\$ 60		\$ 120
Wayfinding Directional Sign	4	EA	\$ 525		\$ 2,100

**Subtotal: \$ 3,270**

General Conditions and Contingencies (25%)	1	LS	\$ 818		\$ 818
--	---	----	--------	--	--------

Final Design and Documentation (10%)	1	LS	\$ 327		\$ 327
Construction Phase Services (5%)	1	LS	\$ 164		\$ 164

**Total: \$ 4,578**



### Additional Central Business District Signage

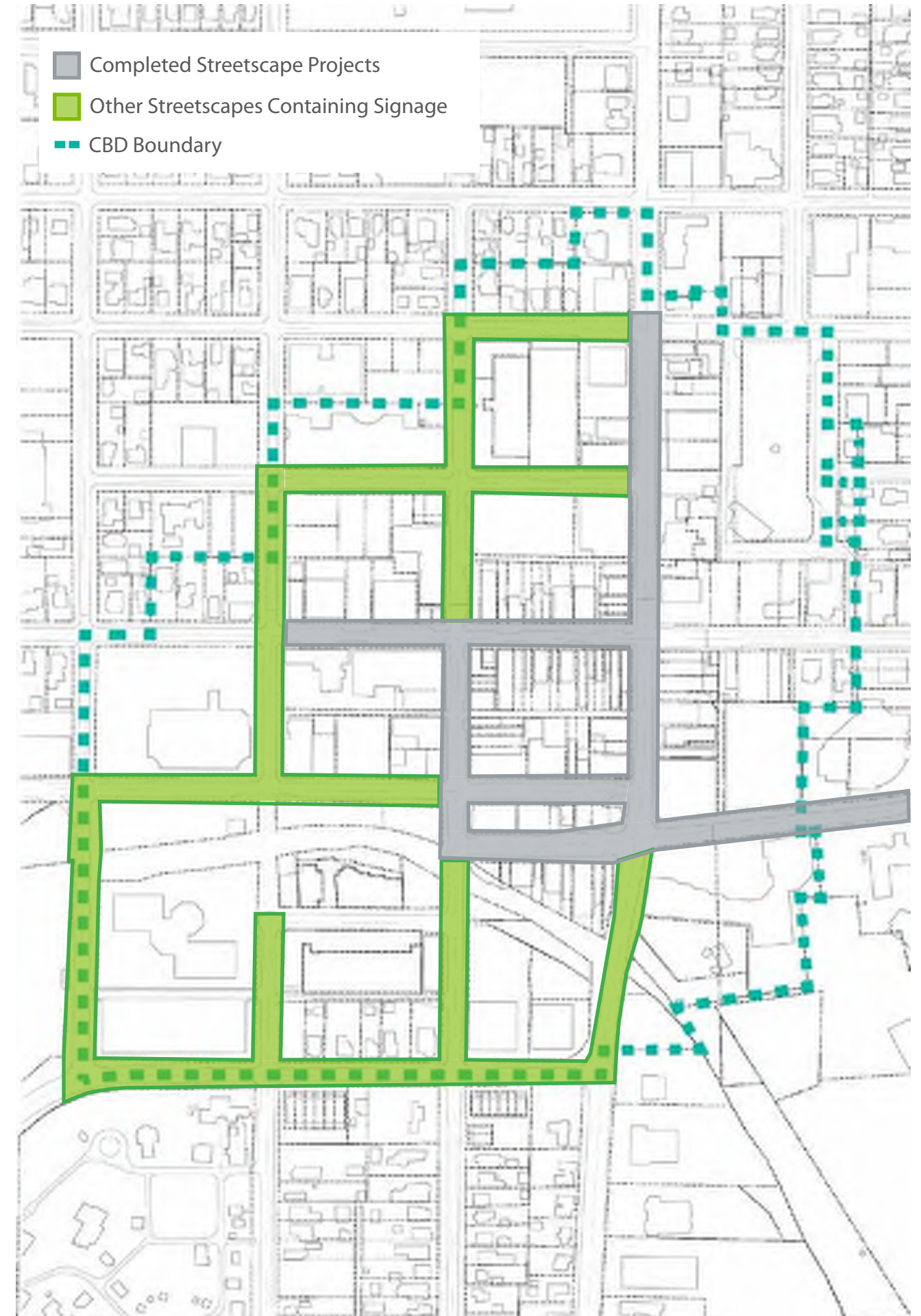
Areas within the Central Business District that are not planned for streetscape improvements in the near future can occur as a separate project phase. The following is a preliminary outline of the signs within the Central Business District outside of the planned streetscape phases.

Description	Quantity	Unit	Fabrication by Public Works	Fabrication by Sign Company	Extended Cost
Downtown Identification Sign	2	EA	\$ 850		\$ 1,700
Parking Identification Sign	5	EA	\$ 525		\$ 2,625
Parking Information Sign	5	EA	\$ 60		\$ 300
Downtown Directional Sign	4	EA	\$ 680		\$ 2,720
Wayfinding Directional Sign	10	EA	\$ 525		\$ 5,250
Existing Kiosk Update	2	EA		\$ 15,000	\$ 30,000
Decorative Sign Post	4	EA	\$ 2,400		\$ 9,600

**Subtotal: \$ 52,195**

General Conditions and Contingencies (25%)	1	LS	\$ 13,049	\$ 13,049
Final Design and Documentation (10%)	1	LS	\$ 5,220	\$ 5,220
Construction Phase Services (5%)	1	LS	\$ 2,610	\$ 2,610

**Total: \$ 73,073**





### Signs Beyond Central Business District to the City Limits

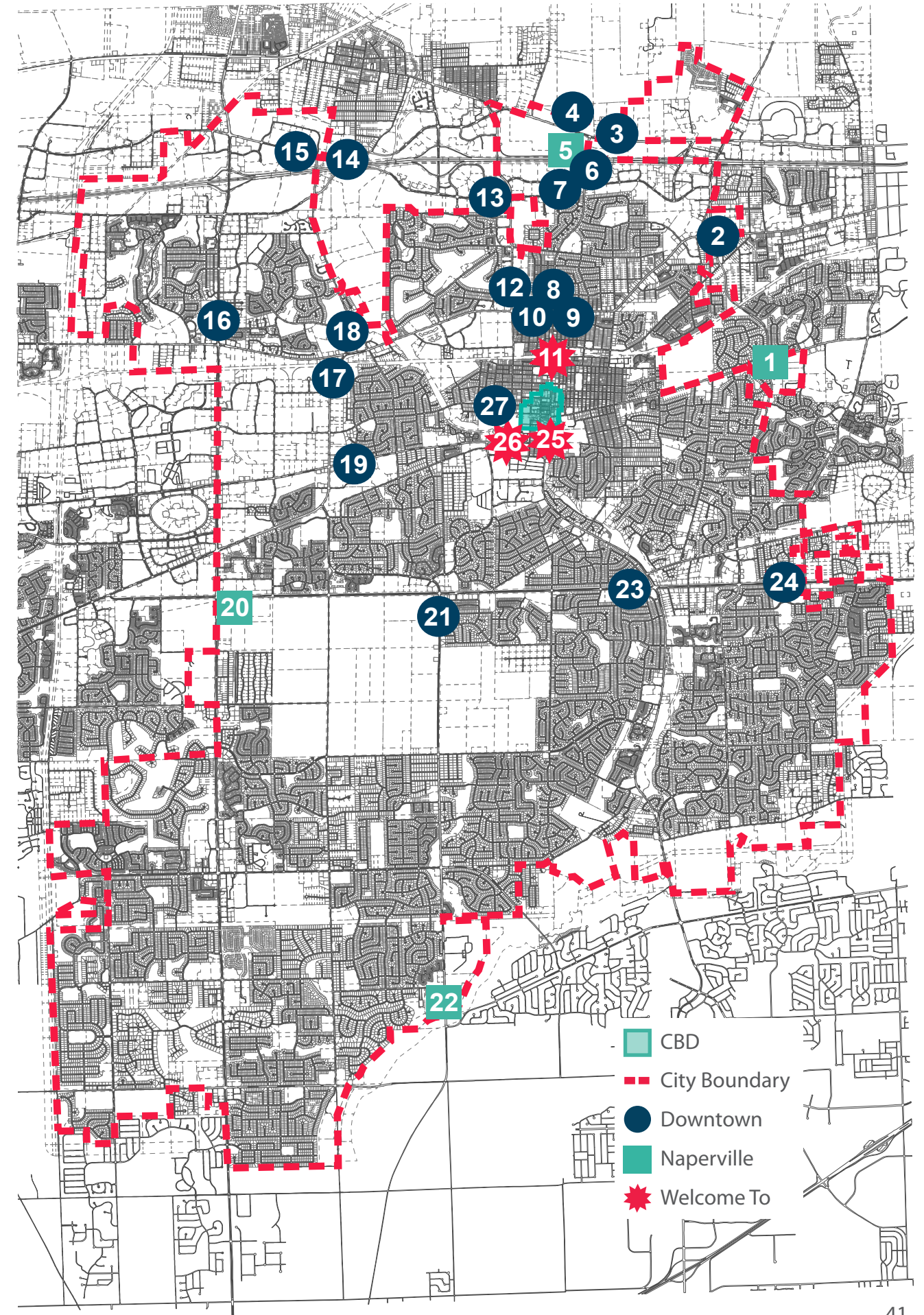
Signs beyond the Central Business District include downtown directional signs and wayfinding signs. These are sign types that Public Works can implement as time and budget allows. The following assumes replacement of the existing signs in kind beyond the Central Business District to the City Limits.

Description	Quantity	Unit	Fabrication by Public Works	Fabrication by Sign Company	Extended Cost
Downtown Identification Sign	3	EA	\$ 850		\$ 2,550
Downtown Directional Sign	20	EA	\$ 680		\$ 13,600
Decorative Sign Post	3	EA	\$ 2,400		\$ 7,200
Standard Sign Post (2" powder coated steel)	10	EA	\$ 1,000		\$ 10,000

**Subtotal: \$ 33,350**

General Conditions and Contingencies (25%)	1	LS	\$ 8,338	\$ 8,338
Final Design and Documentation (10%)	1	LS	\$ 3,335	\$ 3,335
Construction Phase Services (5%)	1	LS	\$ 1,668	\$ 1,668

**Total: \$ 46,690**



## Downtown Information Kiosks

Once the wayfinding signage implementation is under way, attention can be given to determining the best approach to replacing the downtown information kiosks. The following is a preliminary outline of the costs related to updating or replacing the information signs with digital kiosks.

Description	Quantity	Unit	Cost	Extended Cost
<b>Upfront Costs</b>				
Directory System Setup	1	LS	\$ 7,500	\$ 7,500
Base Mapping	1	LS	\$ 5,500	\$ 5,500
Destination Mapping	150	EA	\$ 50	\$ 7,500
License per kiosk	15	EA	\$ 1,500	\$ 22,500
			<b>Subtotal:</b>	<b>\$ 43,000</b>
<b>Hardware Costs</b>				
65" Dual-Sided Touch Screen Kiosk	15	EA	\$ 35,000	\$ 525,000
Windows Based Media Player	15	EA	\$ 1,200	\$ 18,000
			<b>Subtotal:</b>	<b>\$ 543,000</b>
<b>Installation Costs</b>				
Electrical Service, Restoration Allowance	15	EA	\$ 5,000	\$ 75,000
Installation Allowance	15	EA	\$ 5,000	\$ 75,000
			<b>Subtotal:</b>	<b>\$ 150,000</b>
<b>Ongoing Annual Costs</b>				
Annual Wayfinder Subscription	1	LS	\$ 1,700	\$ 1,700
Wayfinder Subscription (per kiosk)	15	EA	\$ 500	\$ 7,500
Advertising Payout	1	LS	\$ 5,000	\$ 5,000
			<b>Subtotal:</b>	<b>\$ 14,200</b>
			<b>Subtotal:</b>	<b>\$ 750,200</b>
General Conditions and Contingencies (25%)	1	LS	\$ 187,550	\$ 187,550
Final Design and Documentation (10%)	1	LS	\$ 75,020	\$ 75,020
Construction Phase Services (5%)	1	LS	\$ 37,510	\$ 37,510
			<b>Total:</b>	<b>\$ 1,050,280</b>



**This page is intentionally left blank.**

**Appendix**



# Comparable Sign Examples

## Identification Signs - Gateway Markers



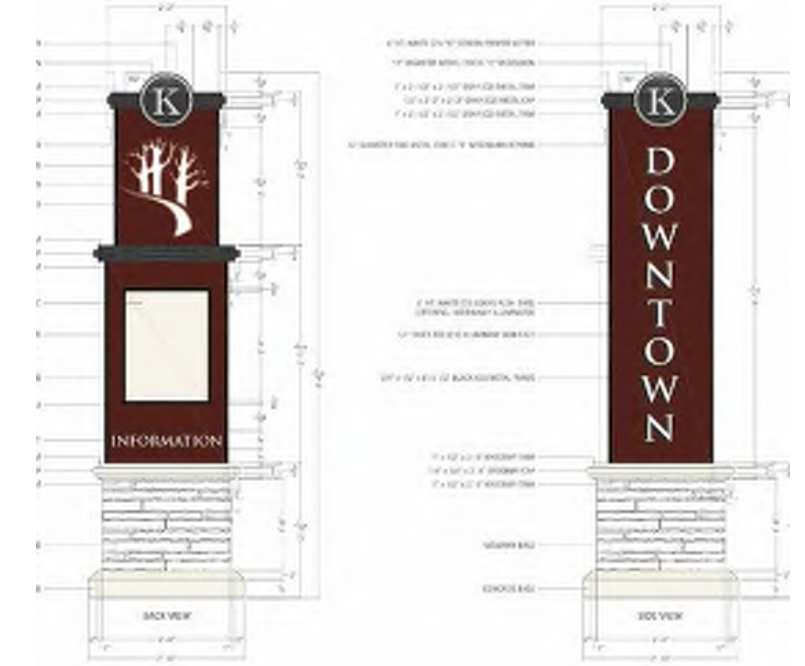
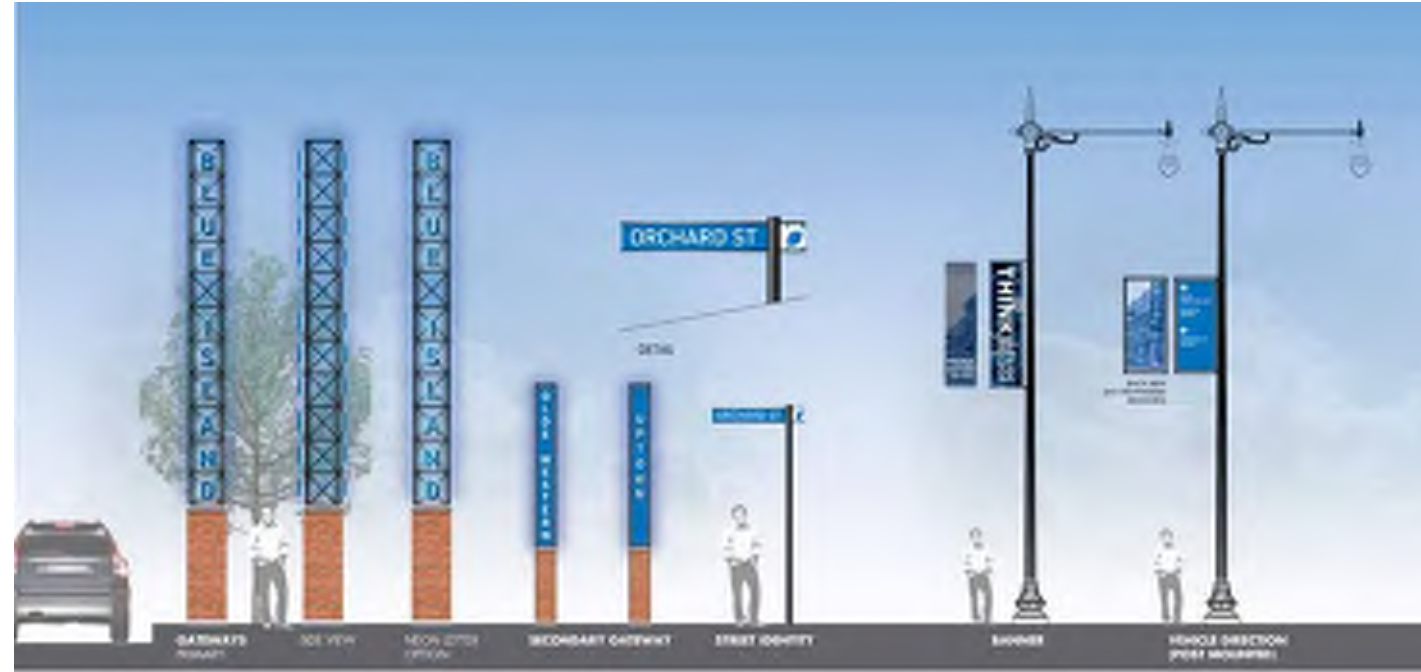
### Items to Consider:

- Size
- Message
- Location
- Readability
- Quality of materials
- Coordination with city gateway signs

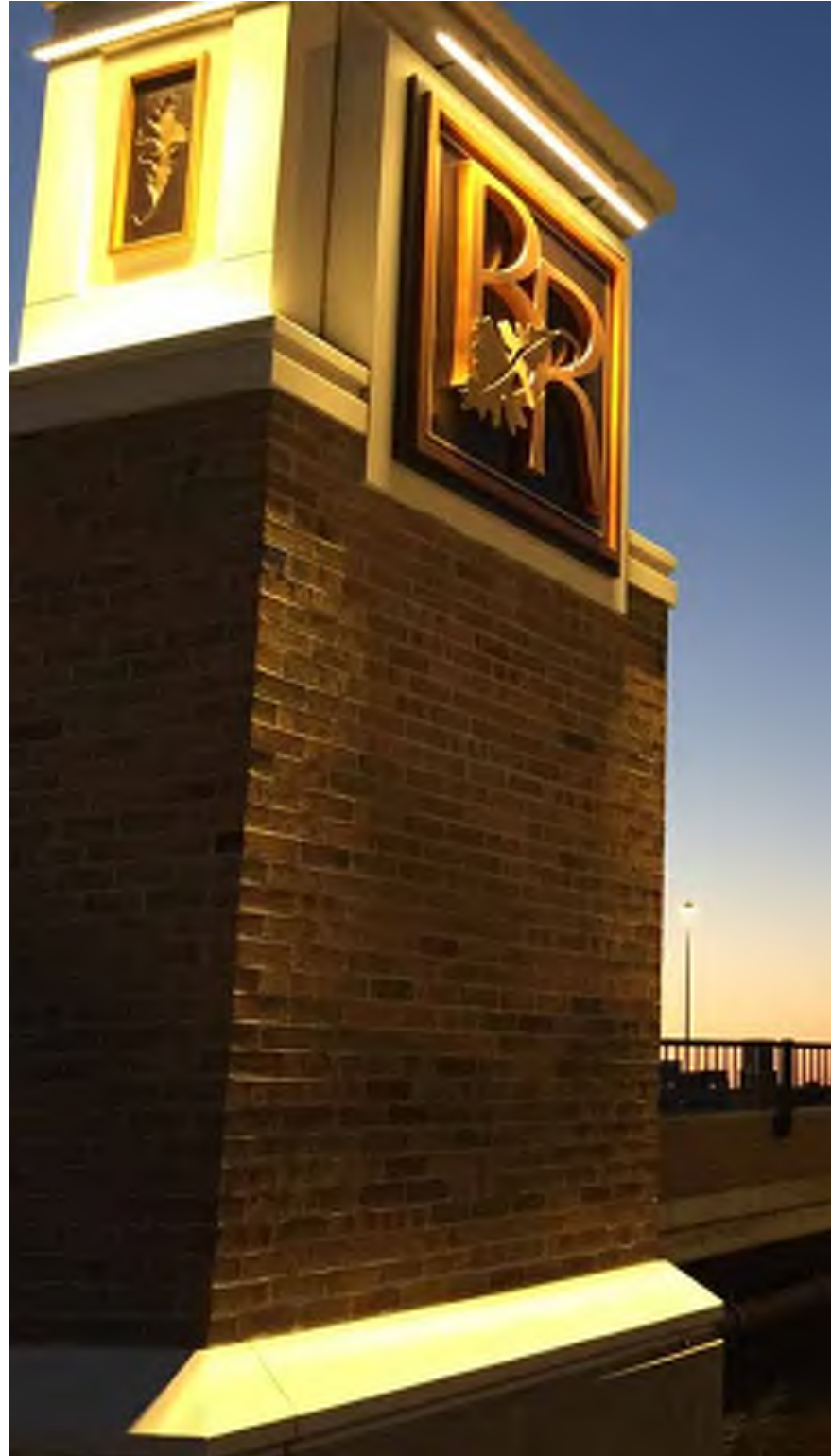




## Identification Signs - Gateway Markers (Continued)







## Identification Signs - Parking/Regulatory Signs



### Items to Consider:

- Size
- Readability
- Parking lot information
- Regulatory information to include
- Quality of materials
- Coordination with city parking management



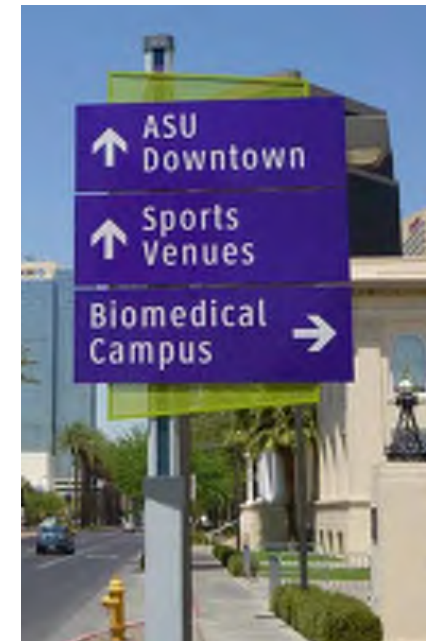
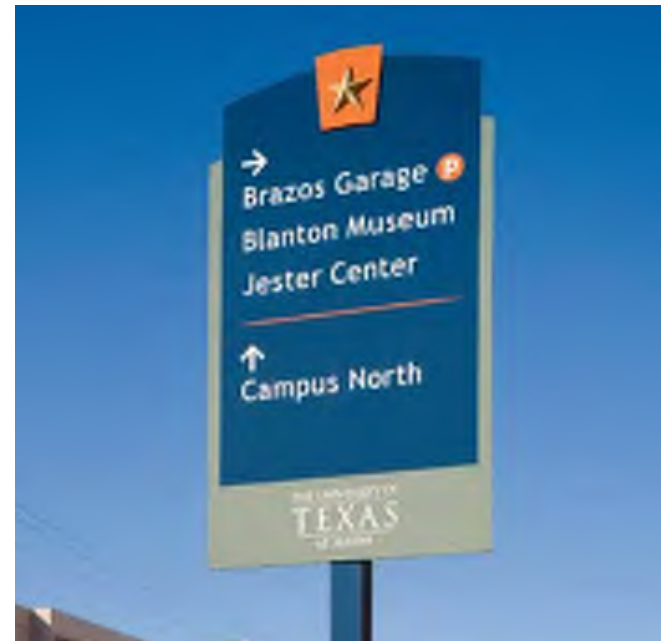


## Directional (Wayfinding) Signs



### Items to Consider:

- Size
- Readability
- Additional destinations
- Quality of materials
- Coordination with institutions and destinations





## Informational Signs



### Items to Consider:

- Management of information
- Access to information by users
- Visibility
- Branding



**This page is intentionally left blank.**

# Alternate Signage Concepts

## Directional Signs - Downtown

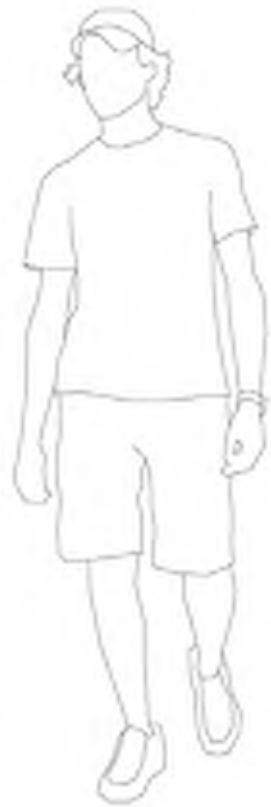
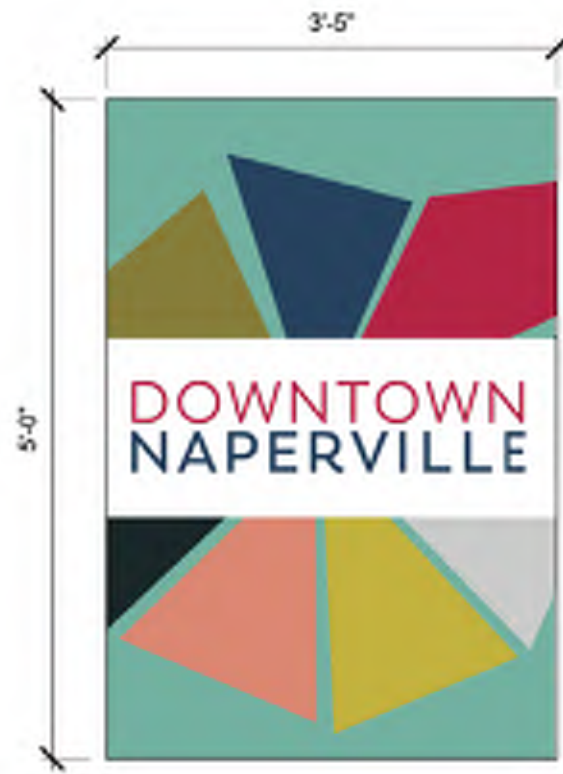




## Directional Signs - Wayfinding



## Identification Signs - Gateway Markers



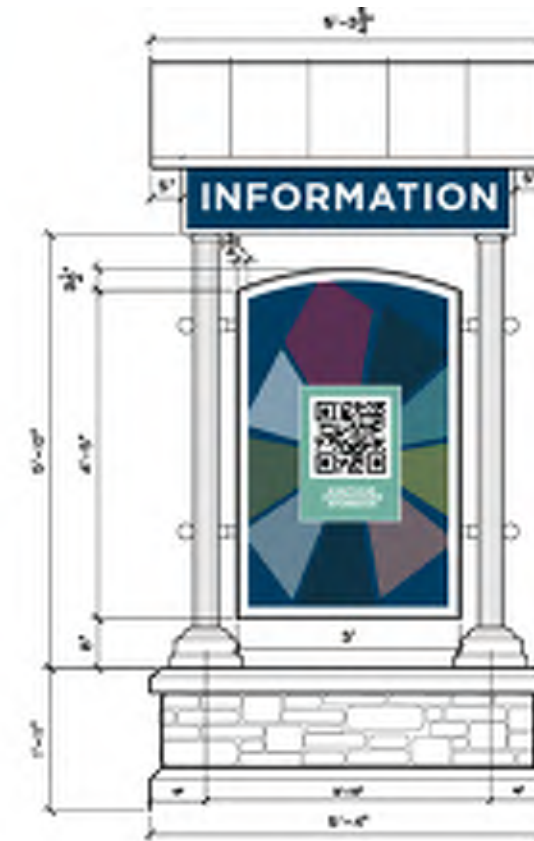
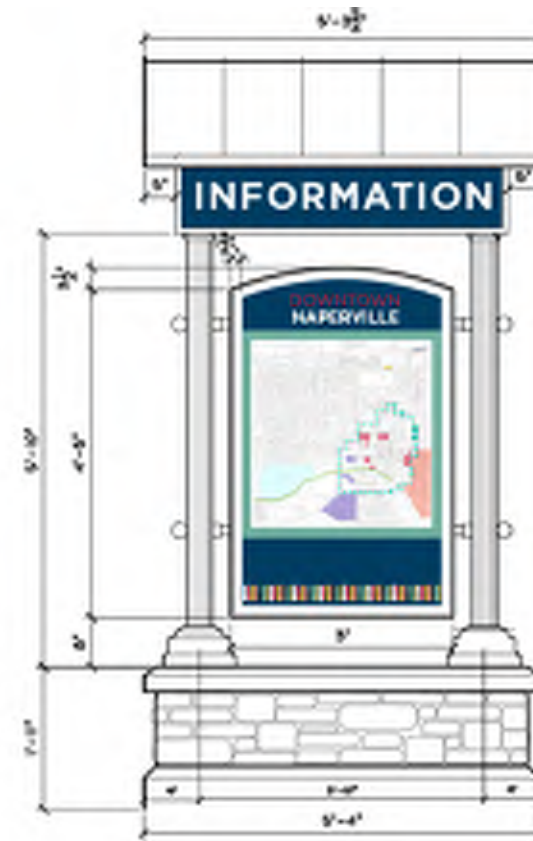
8'-0"



## Identification Signs - Parking/Regulatory



## Informational Signs - Kiosks



Downtown Naperville Text Options

DOWNTOWN  
NAPERVILLE

Gotham - Light  
Gotham - Book

DOWNTOWN  
NAPERVILLE

Gotham - Book  
Gotham - Medium

**DOWNTOWN  
NAPERVILLE**

Gotham - Medium  
Gotham - Bold

DOWNTOWN  
NAPERVILLE

Trenda - Light  
Trenda - Regular

DOWNTOWN  
NAPERVILLE

Trenda - Regular  
Trenda - Bold

**DOWNTOWN  
NAPERVILLE**

Trenda - Bold  
Trenda - Black

DOWNTOWN  
NAPERVILLE

Futura - Light  
Futura - Medium

DOWNTOWN  
NAPERVILLE

Futura - Medium  
Futura - Heavy

**DOWNTOWN  
NAPERVILLE**

Futura - Heavy  
Futura - Bold

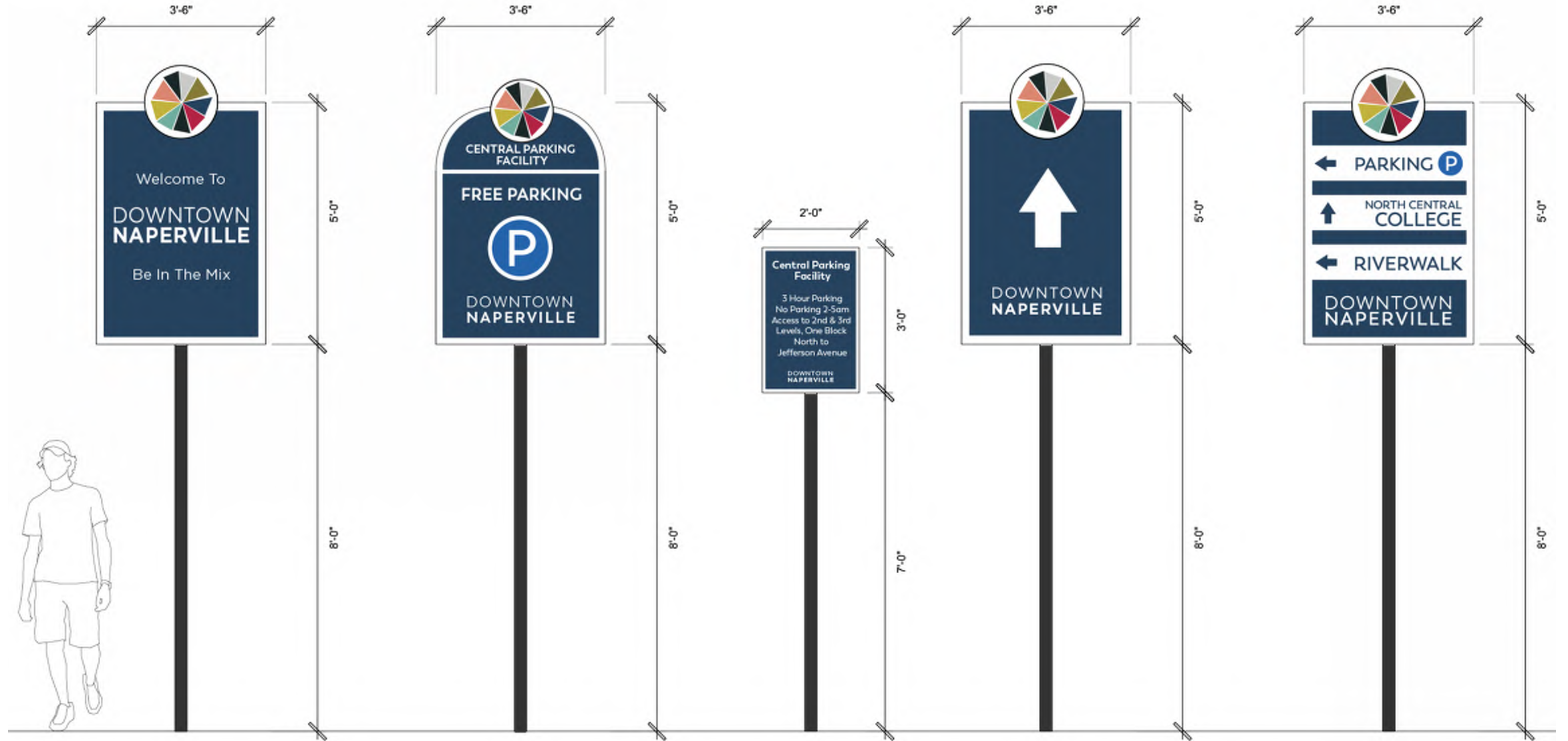
# Refined Preferred Concept

## Signage Family 1

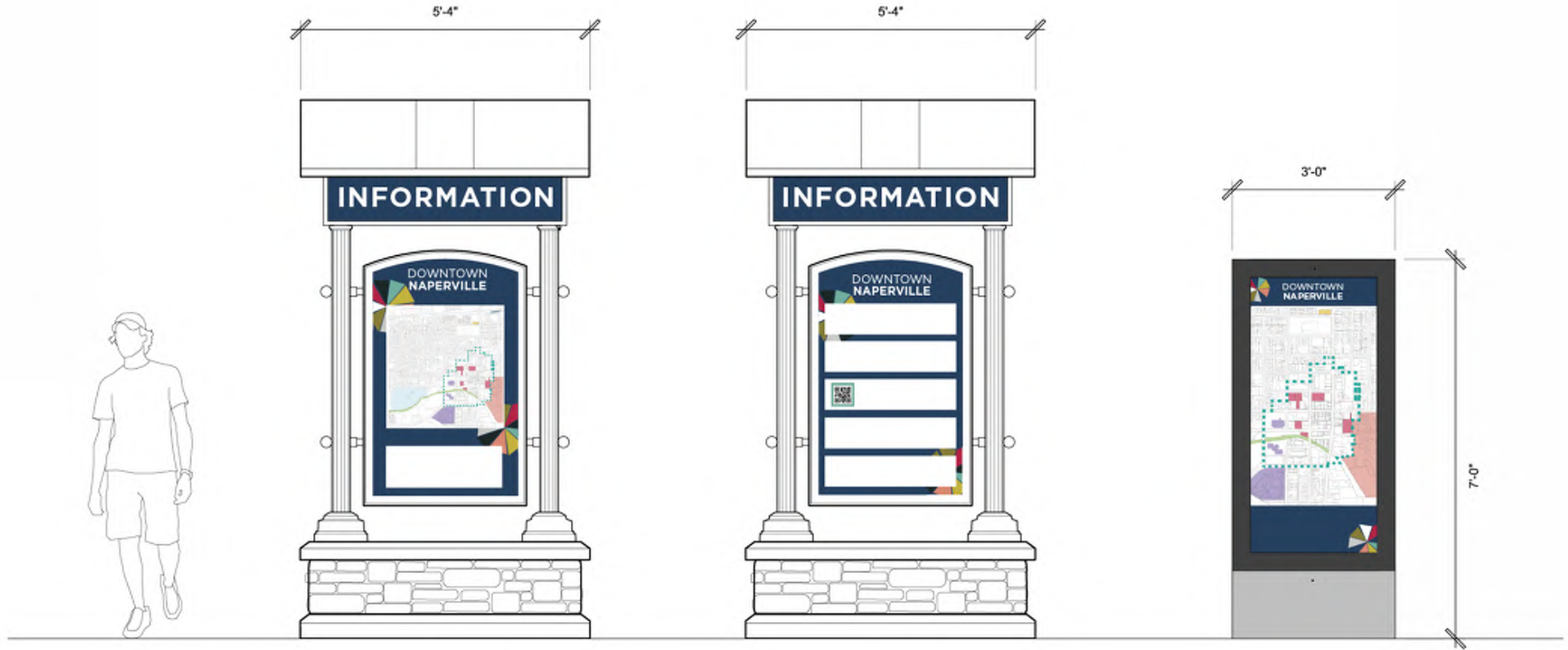




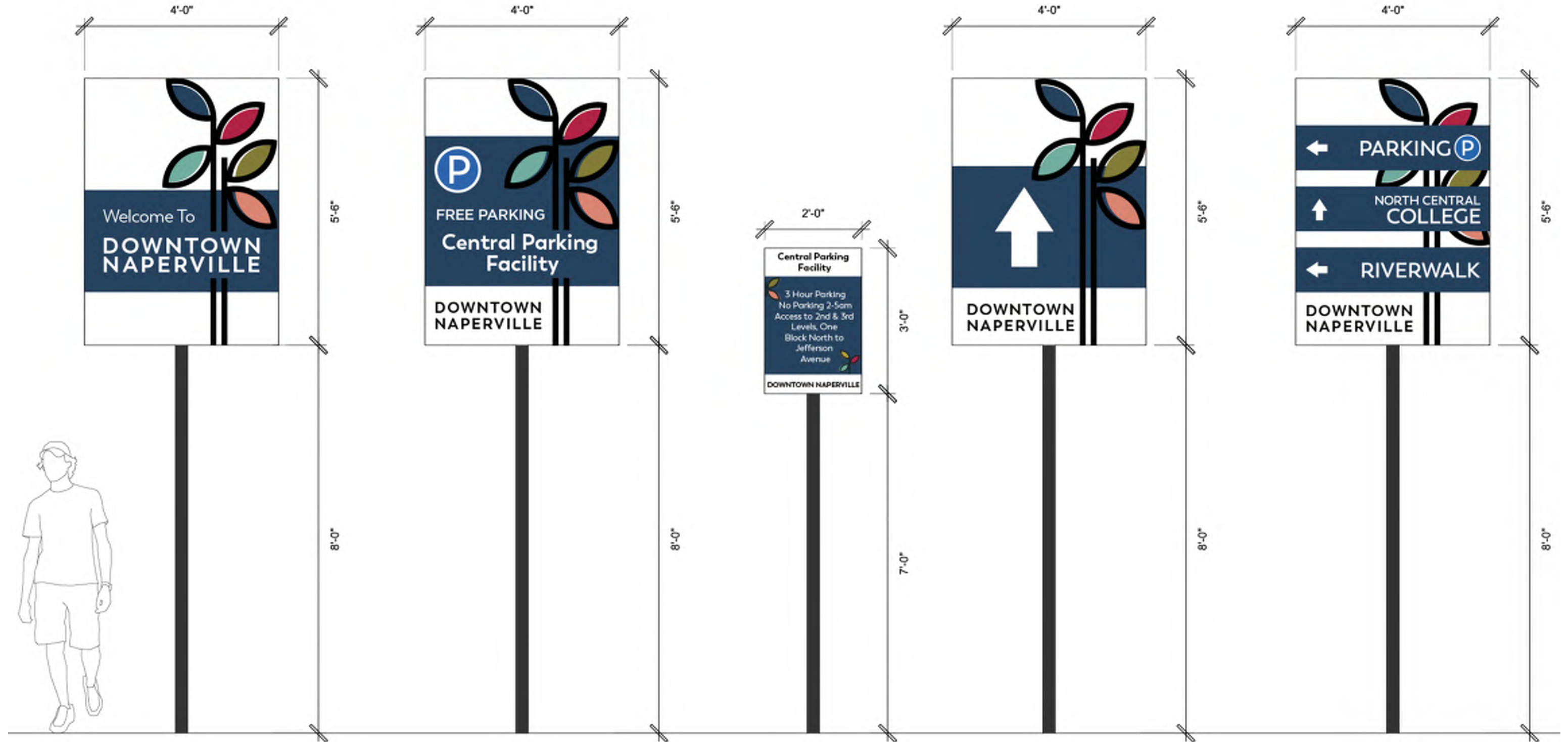
## Signage Family 2







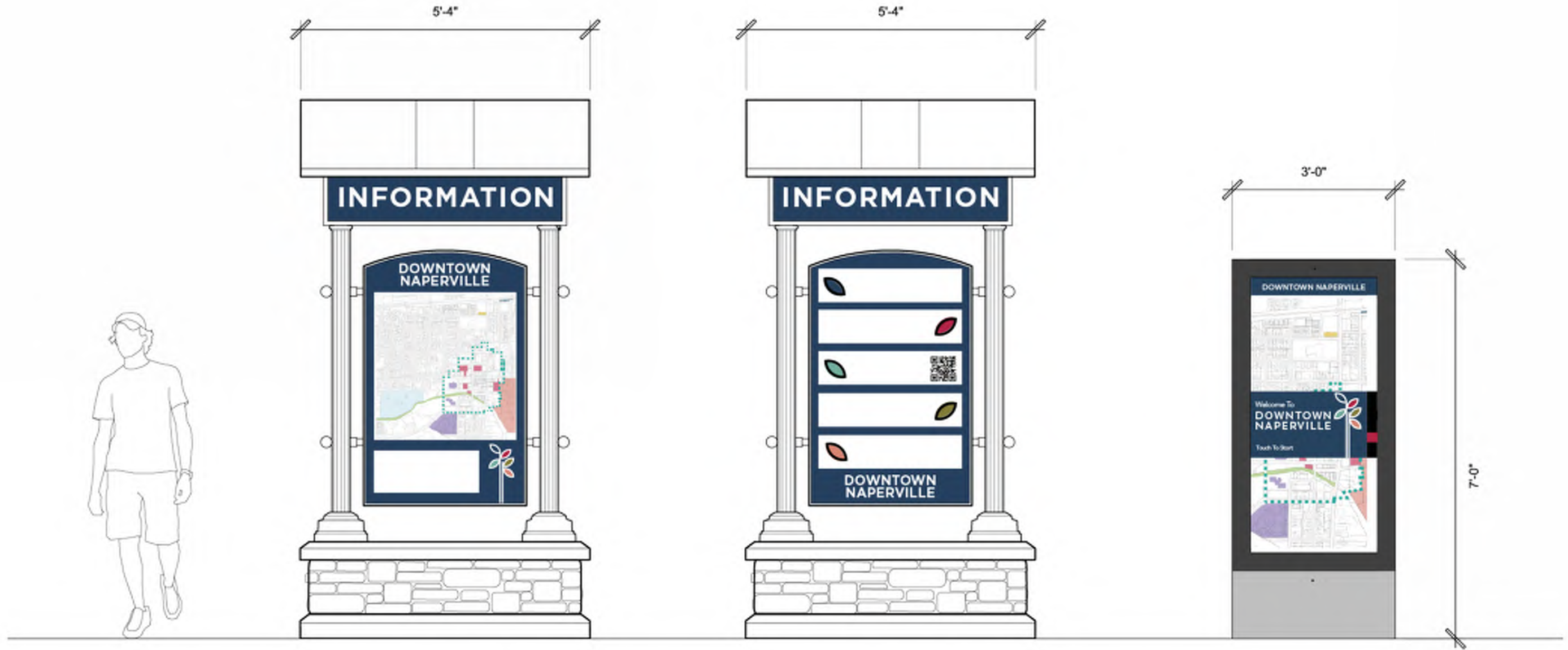
### Signage Family 3





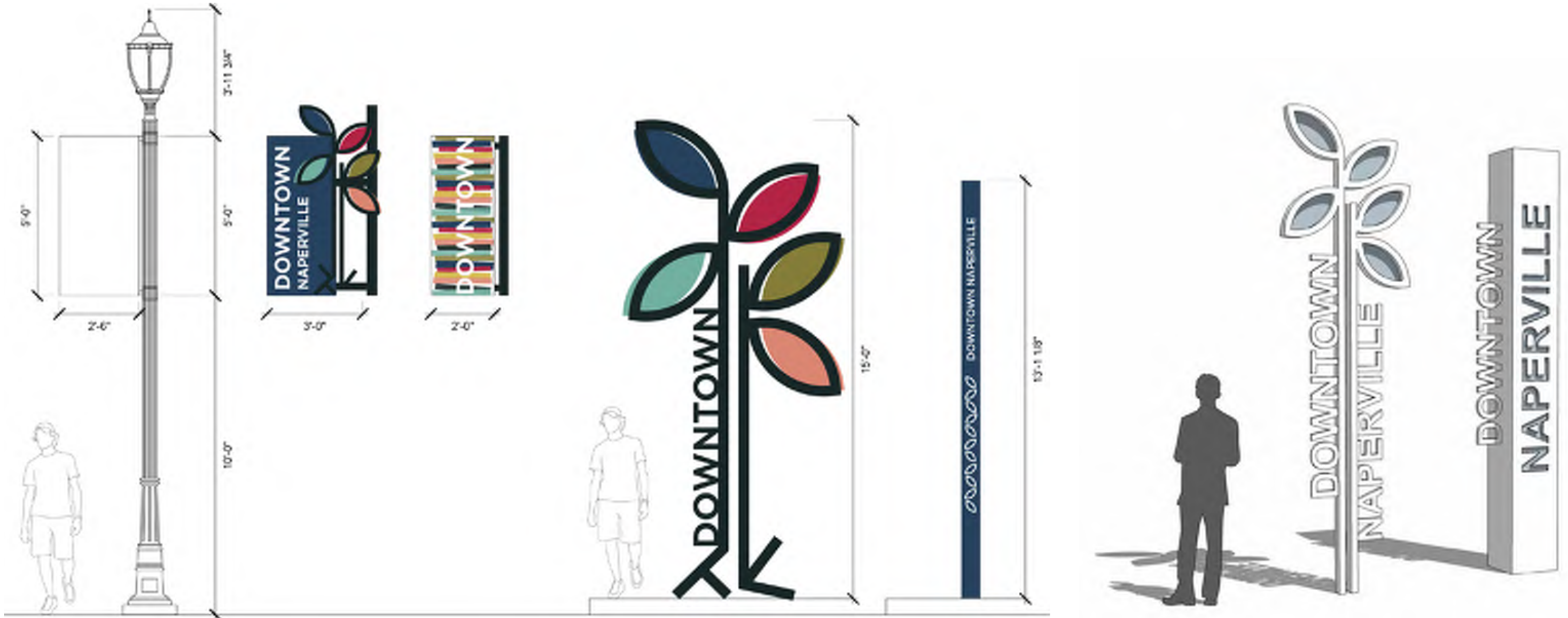
## Signage Family 4





# Washington Street

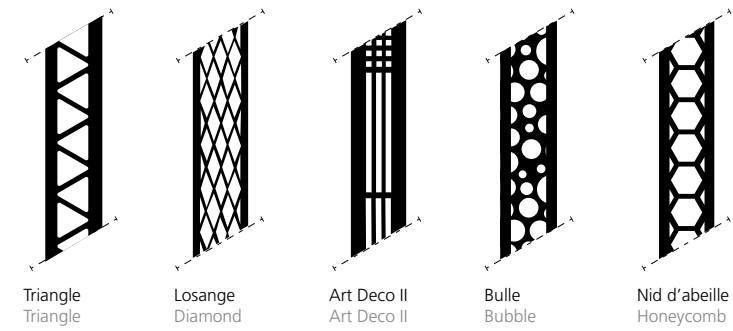
## Identification Markers



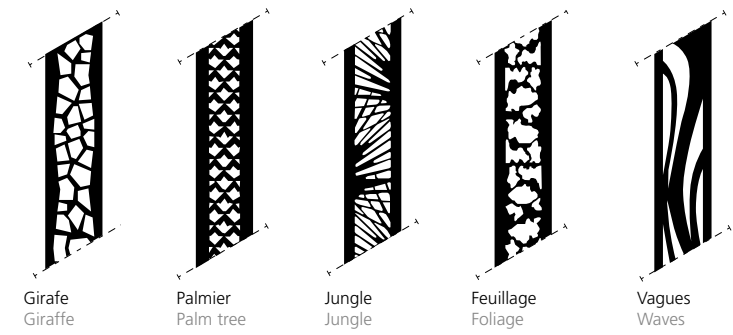
# TREILLE / CREILLE

Collection de motifs Technilum®  
Technilum®'s patterns collection

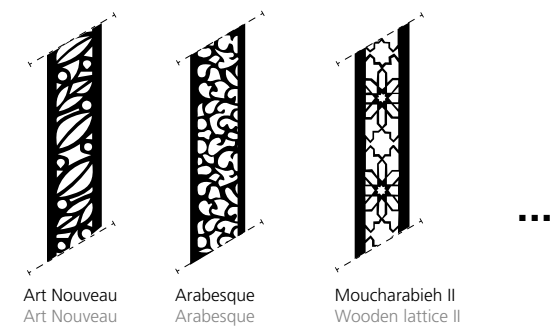
## Géométrique / Geometric



## Organique / Organic



## Décoratif / Decorative



Technilum®  
mobilier urbain d'éclairage



Identification Markers

