

DOWNTOWN ADVISORY COMMISSION AGENDA ITEM

ACTION REQUESTED:

Receive information regarding the Downtown Advisory Commission (DAC) and Downtown Naperville Alliance (DNA).

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Allison Laff, AICP, Deputy Director

BOARD/COMMISSION REVIEW:

This information is being presented for DAC discussion at their November 8, 2018 meeting.

BACKGROUND:

To provide information regarding the purpose, goals, and membership of both DAC and DNA.

DISCUSSION:

DOWNTOWN ADVISORY COMMISSION (DAC)

DAC Mission:

DAC was established as an official advisory commission to the Naperville City Council in 2008 for the promotion of the continued development and vitality of the central business district, also called the "downtown core". This Commission is established to facilitate visioning, planning and coordination of the diverse elements of the central business district.

DAC Primary Objectives:

- Serve in an advisory capacity to staff and City Council in the development and revision of planning documents governing the central business district and plans adjacent to the central business district that have the potential to impact the use, function, and character of the central business district.
- Assist the City in implementation of planning documents governing the central business district.
- Make recommendations for fiscal policies, funding, and budgets for special projects conducted by the City in the central business district, including the capital improvement program, infrastructure, or when requested to do so by the City Council.
- Review, interpret, clarify and recommend modification to the revision of downtown streetscape standards.
- Ensure an adequate supply of appropriately located and attractively designed parking through stewardship of the continuous improvement model for downtown parking and other parking studies or when requested to do so by the City Council (note: parking management is undertaken by City staff with input from the DNA).
- Receive and solicit input from the community at an annual forum with regard to downtown issues and provide a report to the City Council.

DAC Membership:

DAC consists of twelve (12) members, appointed by the Mayor with the approval of City Council, including:

Positions Exempt from Term Limits:

- One member shall be the president of Naperville Area Chamber of Commerce, or his or her designee.
- One member shall be the president of the Naperville Development Partnership, or his or her designee.
- Two (2) City Council members as appointed by the Mayor.
- One member shall be the City Manager or designee.

Positions Eligible for Four Three-Year Terms:

- Two (2) members shall be property owners in the downtown area.
- One member who conducts or manages a business within the central business district.
- One member shall have professional expertise in architecture or design.

Positions Subject to Standard Term Limits:

- Three (3) members shall be citizens appointed at large, whenever possible, at least two (2) of the at-large members shall be reside or own property within the downtown area or within one-half (½) mile of the downtown area.

DOWNTOWN NAPERVILLE ALLIANCE (DNA)

DNA Mission:

The Downtown Naperville Alliance (DNA) is dedicated to the economic vitality and quality of life of Naperville's Central Business District. The DNA is committed to promoting the common good of the community, communicating our service, quality and value to customers and drawing strength, knowledge and support from each other as we continue to enhance our vibrant downtown.

DNA Primary Objectives:

- Promote and market Downtown Naperville locally and regionally
- Serve as liaison between downtown merchants and property owners with city departments
- Advocate on behalf of merchants and property owners for issues in their collective best interests.
- Assist in steering long-term direction (e.g. participating in discussions on streetscape, infrastructure and parking needs, retail and tenancy mix and impact - short and long term of neighboring events on the CBD).

DNA Organization:

The DNA is not a separate legal entity but functions under the bylaws of the Naperville Area Chamber of Commerce. On behalf of the DNA, the Naperville Area Chamber of Commerce signed a Grant Agreement with the City of Naperville in December 2005. As

a result of the agreement, the Chamber has ultimate responsibility for the fiscal oversight and financial well-being of the DNA.

DNA Management Structure:

- The DNA is overseen by one Executive Director and a voluntary Management Council comprised of 12-16 CBD members voted in for a 3-year period.
- The Management Council includes merchants, property owners and appointed representatives. The appointed representatives include a City Council member, president of the Naperville Area Chamber of Commerce, president of the Naperville Development Partnership, chairman of the Downtown Advisory Commission, and representatives from the Naperville Police Department, the City of Naperville Transportation & Engineering Department and the Department of Public Works.
- The Management Council meets bi-monthly to review policy, discuss issues pertinent to the downtown, and provide input to City Council.