



November 16, 2023

Mayor Scott Wehrli and City Council Members
City of Naperville
400 S. Eagle Street
Naperville, IL 60540

RE: Downtown Wayfinding Master Plan

Dear Mayor and Council Members,

The Downtown Naperville Alliance (DNA) respectfully requests that you formally accept and endorse our recently completed Downtown Wayfinding Master Plan.

A little more than a year in the making, the Draft Downtown Wayfinding Master Plan details the importance of the wayfinding initiative, our recommendations for a coordinated family of wayfinding signs, and our recommendations for implementing the improvements over several years. You may recall that we submitted a draft version of this plan in August for your consideration and questions. Since then, we completed the document, which has been approved by both DNA and Downtown Advisory Committee (DAC), and we recently collaborated with Transportation, Engineering and Development (TED) on integration of our wayfinding recommendations into the upcoming Washington Street Improvements. In addition, we have authorized our consultant, Hitchcock Design Group, to finalize the design and construction of the improvements, in close collaboration with both TED and Department of Public Works (DPW), for phased bidding, fabrication and installation beginning in 2024.

As you may know, DNA is funding 1/3 of the consultant's fee for final design and construction documents. Because of the broad-based benefits to the downtown and the community, and consistent with other downtown infrastructure improvements, DNA recommends that 1/3 of the construction funding come from the downtown maintenance and marketing Special Service Area (SSA 33).

Thank you for accepting and endorsing the Downtown Wayfinding Master Plan.

Respectfully,

Downtown Naperville Alliance

Katie Wood

Katie Wood,
Interim Executive Director

Christopher Mason

Chris Mason,
Chairperson

