



DOWNTOWN NAPERVILLE

Parking, Growth & Future Planning

Downtown Has Evolved Over The Years...

- Horse Tie Ups
- Paid Parking Meters
- 3-4 Block Area



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Downtown Naperville Didn't Just "Happen"

- It has been intentionally shaped
- Every decision impacts
 - Business success
 - Visitor experience
 - Parking demand and flow
- Parking is not separate from downtown - it's part of the overall system



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Advent Of Shopping Malls

- Nearby Malls Opened
 - Oakbrook Center 1962
 - Fox Valley Mall 1975
- City & Community Leaders:
 - Removed Parking Meters
 - Made Parking Free
 - Enacted New Ordinances



Intentional Decisions Kept Downtown Thriving

City and community leaders made deliberate choices to keep downtown thriving

- Kept City Hall Downtown
- Kept Nichols Library Downtown
- Removed Parking Meters/Made Parking Free

These Weren't Accidents – They Were Strategies To:

- Maintain Foot Traffic
- Anchor Daily Activity
- Compete With Malls



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Downtown Today: Then & Now

2025 visit information For Downtown Naperville & Nichols Library

9.5M*

VISITS/YEAR

to Downtown
Naperville

10-30K*


VISITS/DAY

to Downtown
Naperville

1,500

PEOPLE/DAY

Visit Nichols
Library
Using 130 Parking Spaces

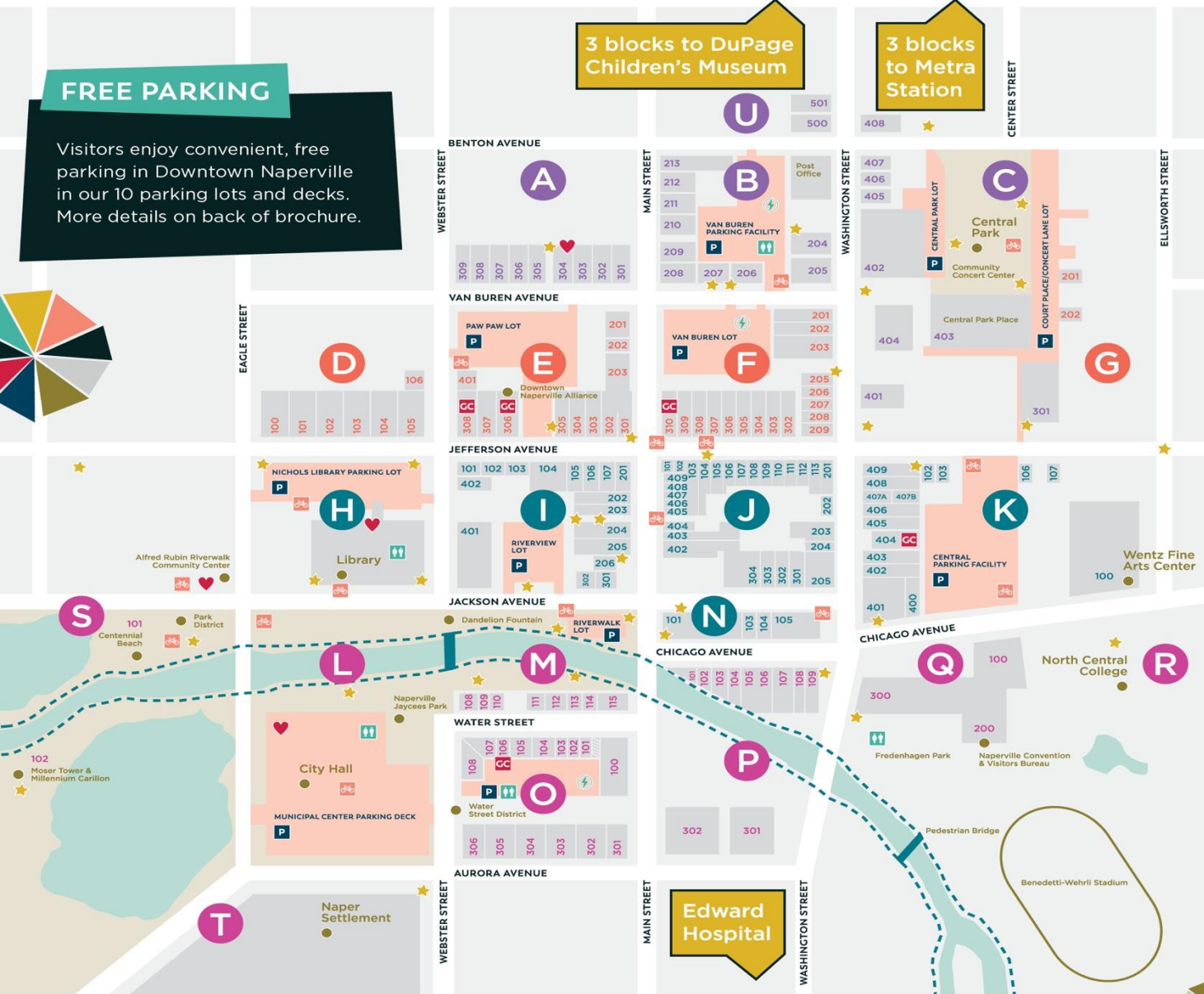
 **Placer.ai** Visitor data from Placer AI for the calendar year 2025, courtesy of The Naperville Development Partnership

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FREE PARKING

Visitors enjoy convenient, free parking in Downtown Naperville in our 10 parking lots and decks. More details on back of brochure.



What Is The Central Business District

- 10+ block area
- 300+ businesses
- Many perimeter destinations (Naper Settlement, Naperville Riverwalk, Centennial Beach, etc.)

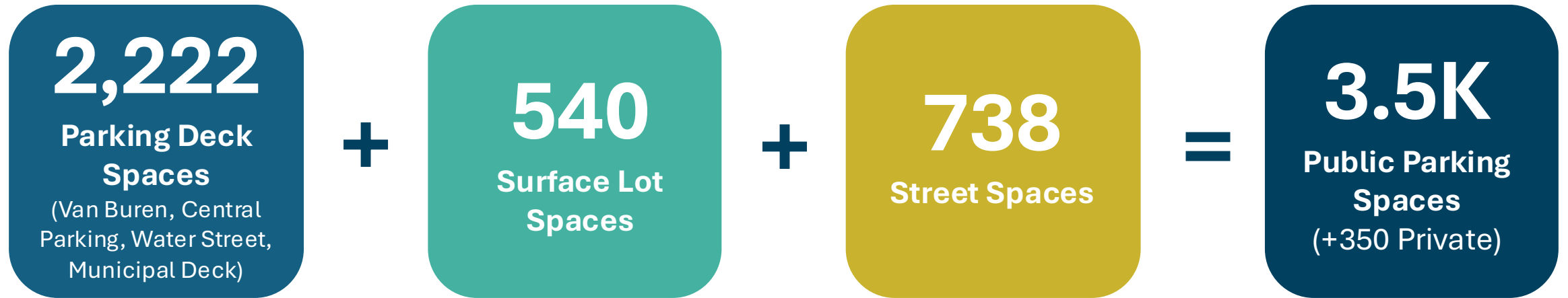
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Parking Demand – *By The Numbers*

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Parking Supply Now



Placer.ai Visitor data from Placer AI for the calendar year 2025, courtesy of The Naperville Development Partnership

Parking Supply Now

Downtown Employees

2,000-2,500

Employed Annually

Or

800-1,000

PER DAY

Consuming 20%-25% Of Parking

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Parking Ratio

How many parking spaces are provided relative to the amount of retail/office floor area.

Downtown Naperville Parking Ratio


2:1

9.5M

Visits Per Year
(2025)

3,500

Parking Spaces


 **Placer.ai** Visitor data from Placer AI for the calendar year 2025, courtesy of The Naperville Development Partnership

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Downtown Naperville vs. Others

LOCATION	VISITS	PARKING SPACES	PARKING RATIO
Downtown Naperville	9,500,000	3,500	2:1
Oakbrook Center	12,000,000	12,500	6:1
Chicago Premium Outlet	10,000,000	4,000	5:1
Fox Valley Mall	8,000,000	8,000	5:1
Promenade Bolingbrook	6,000,000	4,000	4.5:1
Downtown Downers Grove	4,000,000	3,065	2:1
Downtown Wheaton	4,000,000	3,000	2:1

 **Placer.ai** Visitor data from Placer AI for the calendar year 2025, courtesy of The Naperville Development Partnership

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New Developments On The Horizon

Adding Visitors/Potential Residents Will Add To The Parking Demand

- Walgreens Property
- Beidelman's Building
- Former YMCA
- Main & Water Street
- Expanded Main Street Promenade



Attracting New Brands

Nationally Recognized Brands That Recently Opened

aerie

Abercrombie & Fitch



KENDRA
SCOTT

alo



lululemon

free people



ATHLETA



Apple

RAMSAY'S
KITCHEN

BY GORDON RAMSAY

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Can We Better Utilize What We Have? Constantly!

- Various Time Limit Spaces (15-30 min, 2-hour, etc.)
- Downtown Employee Parking Program
- Parking Tickets/Future Parking Management System
- Better Signage
- Valet
- Uber/Tuk Tuk/DoorDash
- Counters at Parking Decks
- People want to park close to where they intend to go

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Long-Range Plans: *Planned 4 Decks*

- 2030 Downtown Plan calls for 4 parking decks – N, S, E, W
- Keep pedestrians happy – *park near destination & improves safety*
- Central Parking Facility (CPF) was intended to be updated after 20 years – *has surpassed life expectancy*
- Additional supply needed before we renovate the CPF parking deck

2008 Nichols Library Parking Deck Plan

- Engineering Plans Created to build Nichols Library Parking Deck
- Priority shifted due to economy and to understand the impact of the Water Street Deck
- Strong findings showed we needed to add parking inventory. Needs to be addressed.

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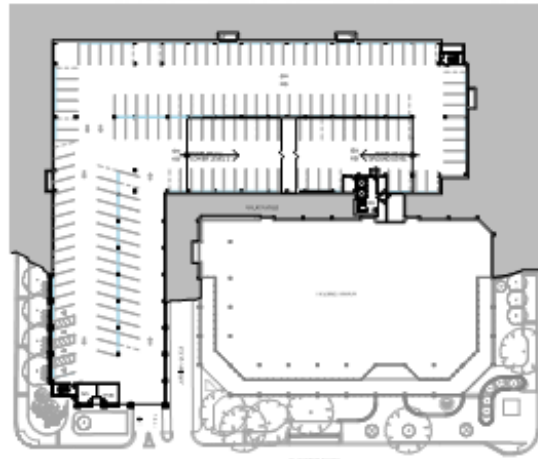




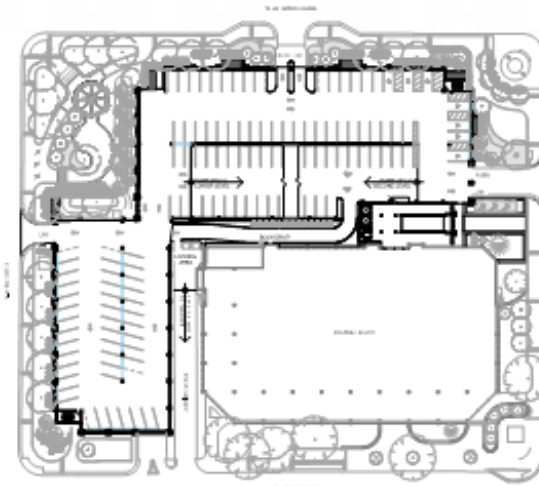
SOUTHWEST VIEW



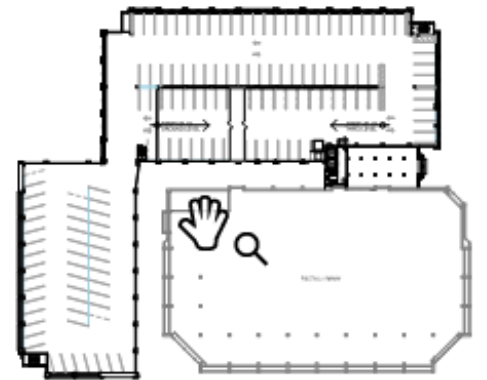
NORTHEAST VIEW



LOWER LEVEL



GROUND LEVEL



SECOND LEVEL

2008 Design

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2008 Design – *Northeast View*

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2008 Design – *Northwest View*

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Parking Dissatisfaction

– A Key Complaint By Downtown & Library Patrons

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Parking Dissatisfaction Is:

- **Top Issue Among Nichols Library Patrons**
- Cited in your survey results, and notably increased to it's highest level this past year
- **Top Issue Among Downtown Visitors**
- Repeated frustration with inability to find parking
- **Top Issue Among Downtown Merchants**
- Repeatedly hear - 'If there was more parking, we could earn more!'

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Impact Of Adding A New Deck

Previously Planned Nichols Parking Deck Would Add:

**INCREASES DOWNTOWN
PARKING SUPPLY BY**

10%

(Adds +370 Additional Parking Spaces)

Taking the existing 130 and growing
it to at least 500

- *Would help both Nichols Library patrons, downtown & Riverwalk patrons & businesses.*

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Cost & Funding

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Nichols Parking Deck Funding

- In 2027 City Budget now – to Update 2008 Engineering Plans
- Education meetings now to gain support
- Budget Workshops will occur in mid-2026 for 2027 Budget

ESTIMATED COST
\$32-\$36MM

FUNDING

- **2/3 FOOD & BEVERAGE PARKING FUND**
- **1/3 CITY**

Downtown Food & Beverage Parking Fund has grown to \$12MM Just for this purpose



Who Benefits?

- Library Patrons
- Downtown Patrons
- Downtown Businesses
- Riverwalk Visitors
- Special Events
- Adjacent Users

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Next Steps

- The Riverwalk Commission's support is a key stakeholder and a critical piece to the approval process
- City of Naperville will be seeking the Riverwalk Commission's endorsement of the Nichols Library Deck
- Budget Workshops will take place later this year
 - Updating Nichols Engineering Plans – currently in 2027 Budget
 - Development of Parking Deck – currently in 2028 Budget

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Thank You

We appreciate the support of
the Riverwalk Commission