

Naperville 5th Ave Development
Next Steps & Future State of the Steering Committee
Presented by Pilgrim's Addition

Definition: a Steering Committee is group of advisors, stakeholders or subject matter experts who offer guidance, give advice on important issues, and provide direction for a project

Goal: the Steering Committee should “steer” the 5th Ave project towards success

Outstanding Question: Dissolve or retain the Steering Committee?

Pros & Cons of Current Steering Committee Format

- Pros
 - An elected, sanctioned, legitimate group that offers recommendation to City Council on future voting decisions related to the 5th Ave development
 - Represents stakeholders and gathers important input from each represented neighborhood or community
 - Is supported by a dedicated, professional Project Mgmt Team from the City
 - To plan for & schedule, communicate, organize, and document meetings
 - Has broad technical, communication, and organizational skills
 - Has time and resources to do the work
 - Adheres to OMA
 - Ensures that the public has access to information about the project and the decision-making process
 - Requires meetings be open to the public, be held at specified times and places which are convenient, publicized with advance notice of the time, place and subject matter of meeting
 - Ensures that the actions of the Steering Committee are conducted in the open, through public meetings, and that the public is able to observe the deliberations behind those actions
- Cons
 - Didn't Steer
 - The Steering Committee in fact did not steer. Meetings were led by the City and/or Ryan Co
 - Must adhere to OMA constraints
 - The Steering Committee can't meet without advance notice to the public
 - No more than 3 Steering Committee members can meet privately at one time
 - Didn't contribute to the Design
 - Ryan Co took comments/recommendations away and designed a concept in isolation without sufficient back-and-forth, iterative input from the Steering Committee

Pilgrim's Addition Recommendation: Keep Steering Committee, but change its structure and responsibilities

How to make the Steering Committee work?

- Appoint a Steering Committee Lead
 - Add another non-voting member to lead the meetings
 - A Naperville resident
 - A neutral party and not from a group that would benefit from the development's end result (e.g. developer, senior looking for affordable housing, etc.)
 - Ideally not a commuter or someone living in one of the surrounding 5th Ave neighborhoods
 - Must be a professional with availability (i.e. ideally a retiree or Part-Time employee)

- Has Project Management and Leadership skills and experience
 - Ideally an unpaid position
- Define how the Steering Committee Meetings will be run
 - Adopt an “Agile” style of Project Management for the Requirements Gathering and Design
 - Give the Steering Committee Facilitator the authority to run ‘working’ sessions (not presentations) to change & improve upon the Baseline Concept
 - Participants will include the Steering Committee facilitator & members, the City Project Team, and Ryan
 - Format must include a tool for cost/pricing-to-revenue analysis (i.e. stormwater vaults at the Burlington lot will cost \$X which will require \$Y in Revenue which equates to \$Z in residential units)
- Create a “Parking Task Force”
 - Much has changed since the Parking Working Group provided its input
 - We need to identify ways to minimize car congestion & parking (before any further work on the Design) as this (too many cars) is the cause of nearly every complaint of the Baseline Concept:
 - Pedestrian travel is unsafe
 - Buildings are too high (i.e. expensive garages needed to house all the cars; office/retail/residential needed to pay for the garages)
 - Too much congestion; traffic is problematic; cars add pollution and are anti-LEED/WELL
 - Placement & height of parking garages will add too much time to commuter travel
 - Not forward looking or future proof
 - Define its members:
 - An expert: brings their expertise & experience reducing commuter traffic and parking using proven strategies
 - 5-7 ‘driving’ commuters (e.g. south of 75th, between Naperville and Aurora; between Naperville and Lisle, south of Chicago, north of Ogden, etc.)
 - 2-5 potential new residents (e.g. DINKs, retirees, young professionals, etc.)
 - Transportation Advisory Board member(s)
 - City Commuter Parking Team
 - Define the Parking Task Force responsibilities:
 - Meet regularly (not subject to OMA) to review, discuss, and evaluate options for reducing commuter and residential traffic and parking (see Addendum #2)
 - Utilize existing data from City (i.e. how many spaces freed up as a result of recent Permit audit), obtain additional data as needed, investigate what other towns & universities are doing to reduce commuter and residential parking, etc.
 - Formalize a recommendation on needed Commuter parking spaces for the Design, as well as if future residential parking allotment can violate current code and include fewer spaces
 - If we want the 5th Ave project to be a success, LEED/WELL certified, and an example for the nation... then let’s do something bold... let’s minimize cars, not add more cars
 - Set deadline for “Parking Task Force” recommendation (i.e. Feb 1st, 2020)
- Publish a recurring Steering Committee Meeting Schedule (i.e. 2 x monthly... every other Thursday 7pm)
- Agree to existing partnership with Ryan Co

- We need an experienced developer to partner with on this project as they have the expertise, tools, cost estimates necessary to design a 5th Ave Concept that will be acceptable to residents and approved by City Council

Define Future Steering Committee Roles, Responsibilities and Requirements

- Be an advocate and proponent for the development of the area. No naysayers or NIMBYs!
- Understand the project budget and realize that Revenues must offset the Costs of the development (i.e. homeowner Property Taxes should not increase to pay for this project)
- Provide concrete, constructive input & suggestions for the design, not just criticism without alternatives
- Keep the project priorities and desired outcomes at the forefront of the Design

Next Steps:

- #1 Confirm that City Council members want to:
 - Move forward with 5th Ave project design & development
 - Utilize City Staff time and resources on the 5th Ave project
- #2 Request City Council to define and prioritize the 5th Ave Project Objectives
 - What are we trying to solve for? What is our 'Why'? A suggestion:
 - Primary Focus
 - Improve Pedestrian Safety to/from neighborhood schools, downtown Naperville, and trains
 - Improve Traffic & Congestion to ensure vehicular traffic flows efficiently
 - Improve the Commuter Experience to ensure quick in/out access to Train Station
 - Modernize Commuter, Retail & Residential Parking using forward-thinking parking techniques to reduce private vehicles
 - Bring in City revenue via property and sales tax
 - Secondary Focus
 - Add Housing that is affordable for seniors, working families, and city employees
 - Maximize and improve the aesthetics of an under-utilized & neglected parcel of valuable public land and revitalize the area and amplify its untapped potential
 - Add necessary Stormwater Mgmt Solutions to alleviate excessive homeowner flooding
 - Plan for future trends, pollution reduction, sustainability, and accessibility
 - Make the area the true "Gateway to Naperville" and ensure it has a signature, memorable feature
- #3 Request City Council to approve the creation of a Task Force to study Parking optimization at 5th Ave
- #4 Request City Council to keep the Steering Committee intact (but with modified structure and responsibilities) and to get back to work
 - Once results & recommendation of the Parking Task Force are defined, the Steering Committee should begin regular "working sessions" to improve upon the Baseline concept to create a Design that will be approved

Addendum 1

Proposed 5th Avenue Steering Committee Members:

- NEW – Steering Committee Facilitator (non-voting) - TBD
- 2 Naperville City Council Members (non-voting)– Judy Brodhead; Patrick Kelly
- Senior Task Force Representative – Jim Hill
- Naperville Area Homeowners Confederation – Dr. Bob Buckman
- 2 Park Addition Residents – Thom Higgins; Laura Zeman
- Pilgrim’s Addition Resident – Jessica Lyzun
- Eastside Homeowners Association (ECHO) Resident – Marybeth Box
- Westside Homeowners Association (WHOA) Resident – Jim Ruhl
- Commuter Representative – Katie Sowa
- DuPage Children’s Museum Representative (Sarah Orleans or Board President)

City Council Members

- Mayor Steve Chirico
- Judith Brodhead
- Kevin Coyne
- Patricia A. Gustin
- Paul Hinterlong
- Patrick Kelly
- John Krummen
- Theresa Sullivan
- Dr. Benjamin M. White

Addendum 2

Parking Improvement Considerations

- Encourage the use of Route 59 and Lisle train stops
 - Equalize the Metra pass cost so it is the same as Downtown Naperville
 - Reduce the monthly parking fee at Route 59 (it's currently \$120 while the DT Lots are \$110/\$120)
- Implement Value Pricing
 - Make parking less expensive if arrival is before 6:40am and for carpool parking
- Encourage carpool & ride sharing
 - Reserve the best parking spots for carpool vehicles
 - Create a ridesharing community and make it a convenient, easily accessible alternative
- Encourage use of off-peak trains (before 6:40am and after 5:45pm).
 - Reduces congestion by spreading out arrival and departure of commuters, as well as enhances the Metra experience (as non-peak trains have a lot of extra capacity)
- Implement Daily Parking and minimize / eliminate Monthly Parking
- Add a remote lot south of 75th Street
 - Include a no-stops Express Train to Downtown Naperville Station
- Adopt a Smart App
 - Ability to see parking availability / location (similar to the downtown Naperville Parking Viewer)
- Implement very inexpensive/free "Last Mile" commute solutions
 - Offer free / inexpensive nearby off-site parking with free shuttle to train
 - Utilize existing offsite parking garages, and lease/purchase additional land (i.e. Ogden Ave).
 - During non-commute times, shuttle can move people between 5th Ave and downtown (similar to Vail, South Beach, etc.)
- Make Bikes and Scooters available
 - Add additional bike parking. Install a bikeshare station
- Create a "Commuter Rewards Program"
 - Reward commuters for reducing their vehicle presence in the form of points to be used at the 5th Ave development or DT Naperville
- **These steps will allow us to promote 5th Ave as model for the Nation for sustainability, wellness, and accessibility**
 - **Build as LEED, WELL and Universal Design certified!**