

February 19, 2019

Mayor Steve Chirico, and
City Council Members
City of Naperville
400 S. Eagle Street
Naperville, Illinois 60540

RE: SSA 30 (Agenda Items 19-156 and 158)

Honorable Mayor and Council Members,

As a Naperville homeowner, downtown property owner and a downtown business owner, I urge you to support SSA 30, and subsequently, to fund the city's share of the streetscape improvements, which the SSA will partially fund.

Downtown is a special community asset that demands our continued attention and investment because:

Downtown Naperville must maintain its **competitive advantage** during this time of shifting consumer habits during which neighboring/competing communities are making *significant* investments in their downtown to attract new investors, businesses and visitors;

Visitor hospitality is critical to the maintenance of Naperville's outstanding brand. In addition to a mix of great destinations and convenient parking, downtown visitor hospitality is also defined by the functionality, comfort, safety, and appearance of the streetscape, which typically includes walks, lighting, furnishings, landscaping, wayfinding signage and public art;

Much of our existing streetscape, including the subject area, is way **past its useful life** and badly compromises visitor hospitality and Naperville's brand;

The proposed (SSA 30) streetscape improvements, initiated by a private property owner, are **modest, and have been thoroughly vetted** by city representatives, DAC and other interested stakeholders; and

The proposed funding mechanism, a uniquely downtown Naperville tradition, is an **equitable and time-proven** method to share capital costs between the community and the most directly-impacted property owners.

Thank you for your thoughtful consideration.

Respectfully,



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