

# Naperville Downtown2030

*Planning the Downtown Experience*

## Downtown Design Standards



Approved by the Naperville City Council on April 6, 2011 (Ord. 11-055)  
Prepared by the Transportation, Engineering, and Development Business Group

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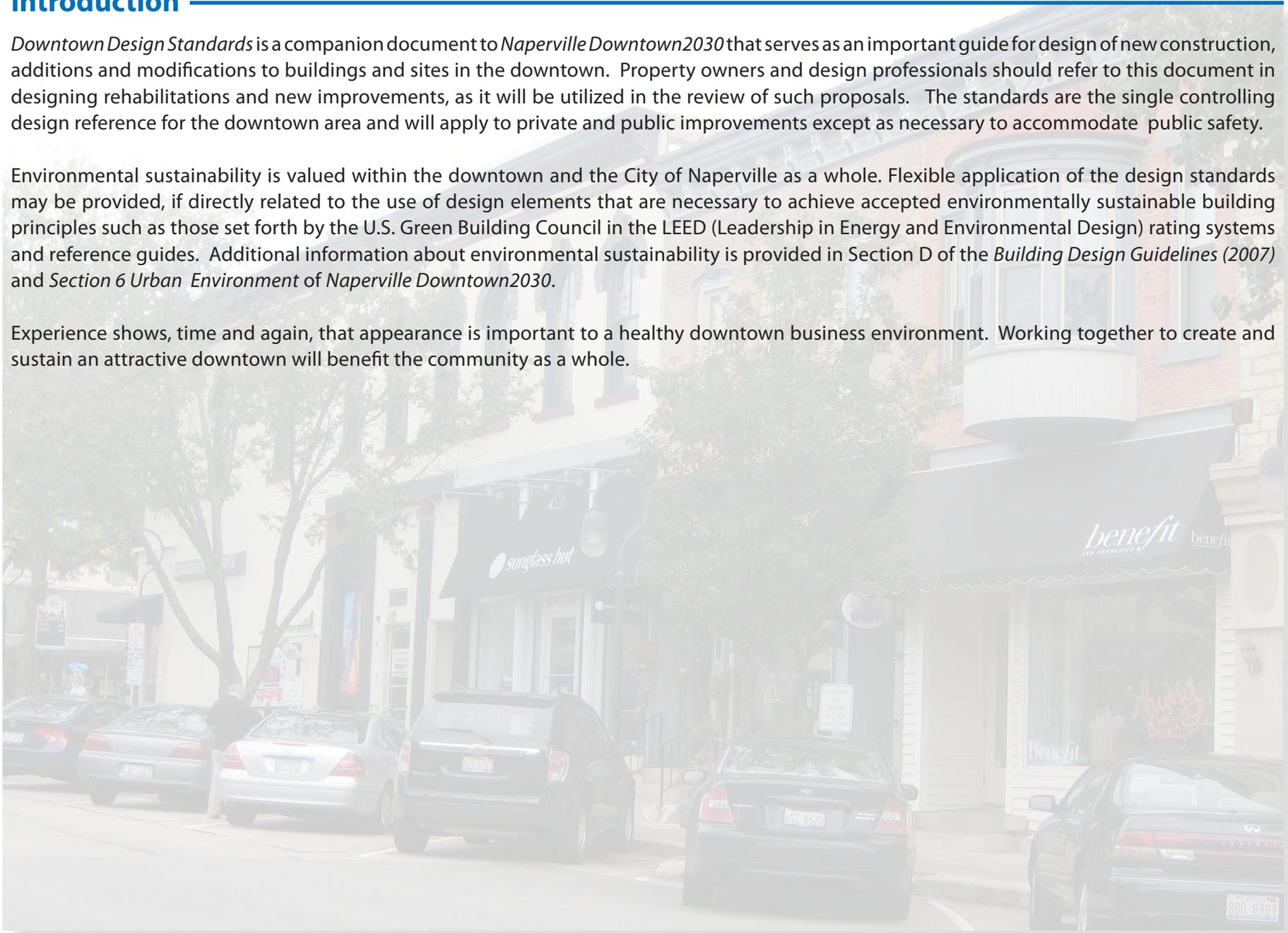
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## Introduction

*Downtown Design Standards* is a companion document to *Naperville Downtown 2030* that serves as an important guide for design of new construction, additions and modifications to buildings and sites in the downtown. Property owners and design professionals should refer to this document in designing rehabilitations and new improvements, as it will be utilized in the review of such proposals. The standards are the single controlling design reference for the downtown area and will apply to private and public improvements except as necessary to accommodate public safety.

Environmental sustainability is valued within the downtown and the City of Naperville as a whole. Flexible application of the design standards may be provided, if directly related to the use of design elements that are necessary to achieve accepted environmentally sustainable building principles such as those set forth by the U.S. Green Building Council in the LEED (Leadership in Energy and Environmental Design) rating systems and reference guides. Additional information about environmental sustainability is provided in Section D of the *Building Design Guidelines (2007)* and Section 6 *Urban Environment of Naperville Downtown 2030*.

Experience shows, time and again, that appearance is important to a healthy downtown business environment. Working together to create and sustain an attractive downtown will benefit the community as a whole.



The design standards are organized to address four primary land use areas of the downtown -- Downtown Core, Secondary Downtown, Transitional Use and the North Downtown Special Planning Area -- and to provide guidance for historic building renovations throughout the downtown.

The primary land use areas of the downtown are defined in *Section 3 Land Use and Development of Naperville Downtown2030* and are summarized here as follows:

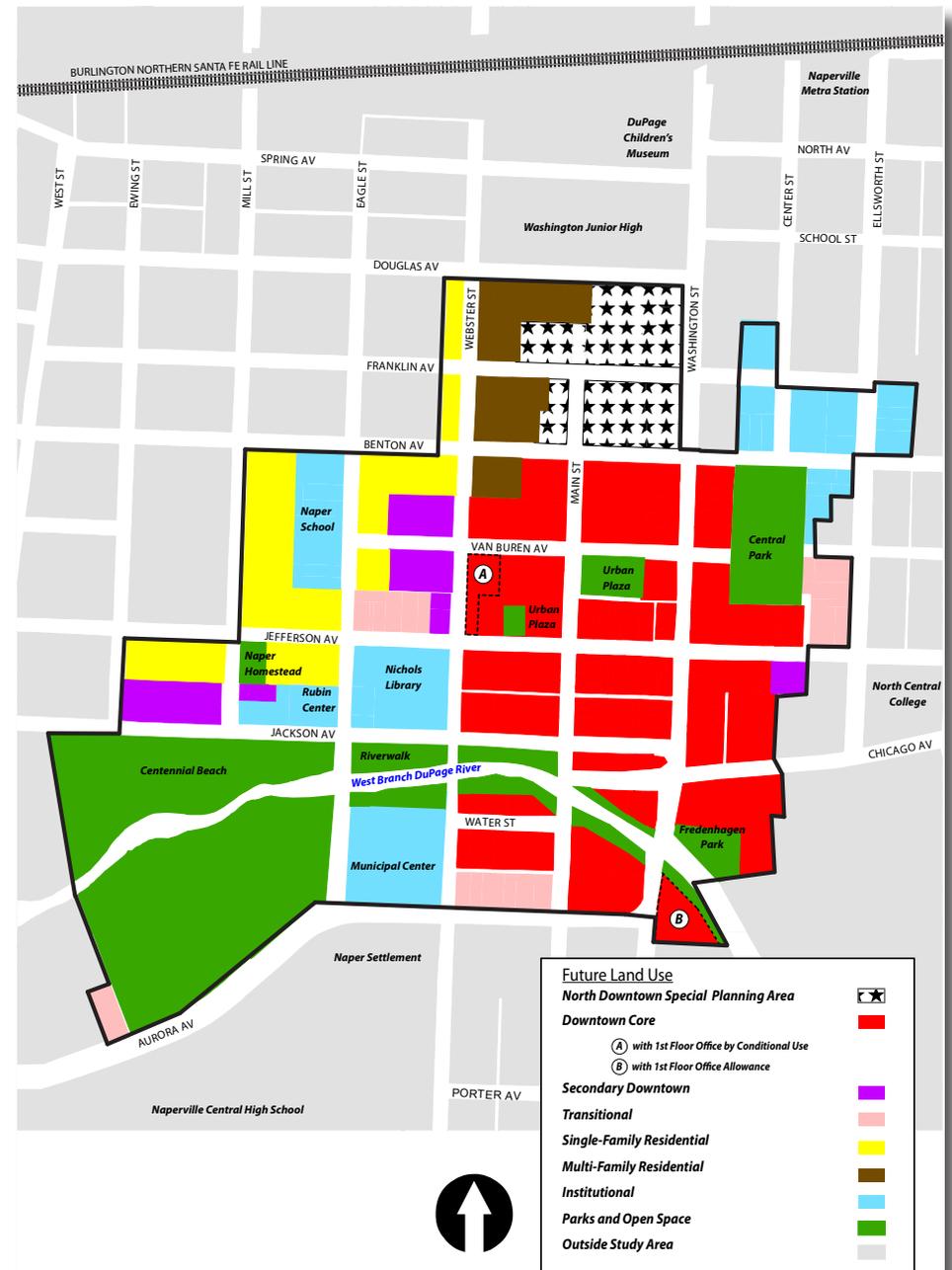
**Downtown Core:** Serves as the activity center of the downtown, allowing for the most intense development form and uses. This area of the downtown includes retail, commercial service and restaurant uses on the ground floor, with office, commercial service, general service, financial institutions and residential uses on upper stories.

**Secondary Downtown:** Comprised of office, service and/or residential uses, in a manner less intense than the Downtown Core. This area allows for office, commercial service, general service, financial institutions and residential uses while prohibiting retail and restaurant uses. This area is physically distinguished from the Downtown Core by moderate setback requirements and on-site parking.

**Transitional Use:** Provides low-intensity office, service, and residential uses that are designed in a manner compatible with adjacent neighborhoods. This area is intended for conversion of existing homes or construction of new residentially-styled buildings for office or general service uses, as well as construction of new townhomes. Full on-site parking and more substantial setback requirements are physical characteristics of this area.

**North Downtown Special Planning Area:** Is the anticipated long-term northern expansion area of the downtown. The area may include cultural/destination, retail, residential or office uses. The uses proposed will determine which aspects of the design standards should be applied; however, any development of this area shall respect the specific recommendations of *Naperville Downtown2030*.

**Map 1: Downtown Future Land Use**



# Standards for Downtown Core and Secondary Downtown

## A. Building Placement & Orientation

### A.1. Streetwalls

1. Construct new buildings at the front setback or to align with the downtown **streetwall**.
2. Build corner buildings to the primary streetwall or front setback line for the entire frontage at all corners. These buildings are critical to the downtown as they establish a presence at intersections and invite pedestrian activity along the street.
3. Avoid physical gaps in the streetwall in the Downtown Core. Where physical gaps are necessary, minimize interruptions by providing outdoor dining or gathering spaces; low decorative or seating walls; low decorative fencing; or landscape screening.
4. Avoid driveways mid-block in the Downtown Core, as driveways interrupt the pedestrian character established by a streetwall.

A **streetwall** is established by continuous building fronts at or near the front property line with no or minimal gaps between them. Streetwalls reinforce the pedestrian character of the downtown by establishing aesthetic and functional continuity. This development pattern should be retained where existing, and encouraged for infill and new construction in the downtown.



Image 1: Jackson Avenue streetwall



Image 2: Corner streetwall presence at Main Street and Van Buren Avenue

## B. Building Scale

### B.1. Height & Bulk

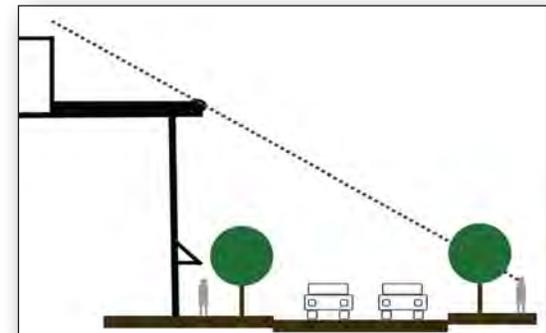
Building height and bulk in the downtown is regulated by the Zoning Ordinance (Section 6) of the Naperville Municipal Code and guided by *Section 3 Land Use of Naperville Downtown2030*, as well as the standards that follow.

1. Respect the existing scale of the downtown and avoid extreme differences in building height and bulk for rehabilitation and new construction.
2. New one-story buildings are too small to maintain the urban character and streetwall effect of the Downtown Core and are discouraged.
3. Buildings in the traditional Downtown Core have a prevailing height of two stories. New buildings that are constructed in these areas should present a consistent or complementary height as viewed from the pedestrian level, with additional stories stepped back using a **line-of-sight** methodology.

**Line-of-sight** describes the method by which improvements can be designed to eliminate or minimize visibility from the pedestrian level through placement of building features. For example, a third story addition may be situated such that it is not visible from the street level at the front of the building.



**Image 3:** Jefferson Avenue reflects the prevailing two-story height in the Downtown Core



**Illustration 1:** Line-of-Sight Diagram illustrating how a stepped back third story screens view from street.

## B.2. Articulation

1. Use variations in the exterior wall plane to subdivide the facades of a larger buildings, especially those that extend across multiple city lots, into smaller vertical segments that are consistent with the scale and proportion of traditional downtown buildings.
2. Apply techniques to reduce the perceived mass of larger buildings such as variations in materials and colors, roofline articulation, and other vertical architectural features.
3. Apply compatible but distinct facade designs to multiple storefronts or partitions that are part of the same building. Themes may be established through use of complementary colors, cornice treatments and decorative materials.
4. Ensure that proportions of openings or other architectural elements are consistent with existing buildings in the downtown, particularly those along the same block, to maintain aesthetic cohesiveness.
5. Use architectural details to help maintain the traditional character, scale and proportion of downtown. These details include the size of windows; the location of doorways; and the design and placement of columns, pilasters, moldings and other decorative features.
6. Avoid blank walls on all sides of a structure that are open to public view. Windows are not required for building faces abutting interior side property lines, but building articulation should be provided.



**Image 4:** Variations in the exterior wall plane subdivide the facade on this single building into multiple vertical storefront segments



**Image 5:** Facade treatments on side wall provide articulation

## C. Style & Character

### C.1. Building Character

1. Design new buildings to offer high-quality and compatible interpretations of the traditional building styles existing within the downtown area, particularly those along the same block.
2. Incorporate characteristics of commercial storefronts (e.g., display windows, recessed entrances and awnings) in the architectural design of new buildings in the Downtown Core.



**Image 6:** This building uses traditional proportions and features to complement the downtown character



**Image 7:** Main Street Promenade presents a contemporary interpretation of traditional downtown commercial buildings



**Illustration 2:** Traditional Downtown Storefront

## C.2. Color

1. Select exterior colors that complement the hues of nearby buildings. Typical building colors in the downtown area include the natural brick and stone shades of red, buff, white, cream and gray.
2. Choose building and accent colors that are appropriate to the period or architectural style of a building.
3. Use darker or brighter hues only for accent or to draw attention to details such as architectural ornamentation or doorways.
4. Do not apply paint to masonry surfaces where none previously existed.

## C.3. Materials

1. Brick and stone are preferred primary and accent building materials for all building types, including multiple-family.
2. Apply wood clapboard siding or similarly styled fiber cement siding as appropriate to the building architecture. Avoid the use of rough sawed wood, aluminum siding, rustic shingles or plastic panels.
3. Do not use Stucco, EIFS or Dry-vit as a **primary material**. These materials may be acceptable as an **accent** application above the storefront level, based on the design intent of the building.
4. Do not use glass, metal panels, and concrete as primary building materials on the street facade in the downtown area.
5. Use consistent building materials and detailing on all sides of a structure that are open to public view.



Image 8: **DISCOURAGED** use of color (bright, conflicting hues) in a downtown setting



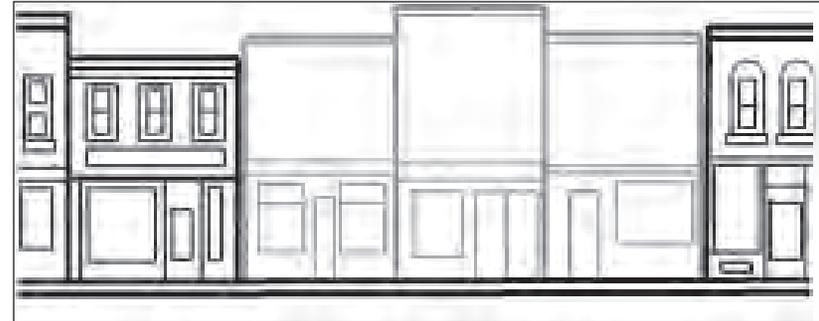
Image 9: A complementary mix of masonry and wood materials

**Primary Material:** the dominant exterior building material, typically comprising 75% to 90% of each exterior building face excluding windows and doors.

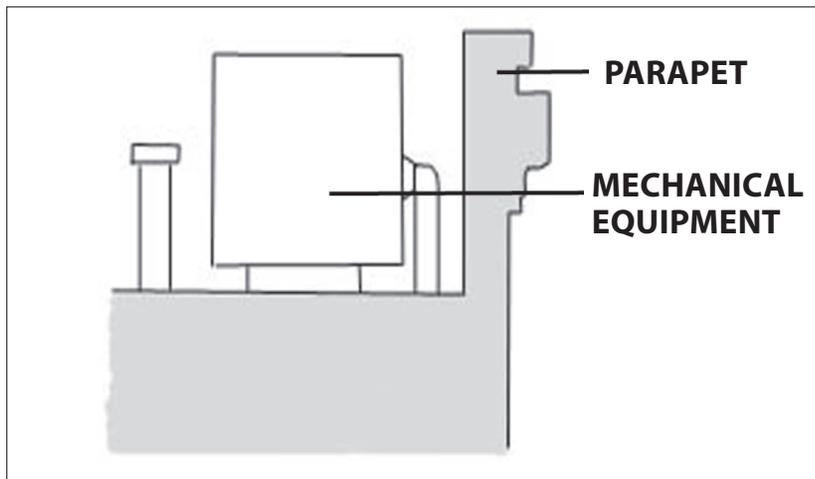
**Accent Material:** utilized to provide architectural interest and variety on a building. Accent materials will typically comprise 10% to 25% of each building face excluding windows and doors, depending on architectural style and context.

## C.4. Rooflines & Parapets

1. Design new buildings to complement the established rooflines and cornice treatments of nearby buildings along the block.
2. Avoid gable, shake or shingle roofs, except as appropriate to the architecture or period of a building.
3. Screen all rooftop mechanical equipment (including supporting pipes, exhaust and vent stacks) to its full height by a parapet wall on all sides of the building. Individual screening systems shall not be considered for new construction.
4. Consider alternate screening methods for existing buildings where installation of a parapet is infeasible. Screening must minimize or conceal the appearance of rooftop mechanical equipment.



**Illustration 3:** New buildings should be complementary to the established rooflines of neighboring buildings on the block



**Illustration 4:** Parapets must screen rooftop units to their full height



**Image 10:** Parapets are used to screen rooftop units so that they are not visible from the ground level

## D. Entrances & Windows

### D.1. Commercial Storefronts in the Downtown Core

1. Incorporate storefront features, such as large display windows and doors, low bulkheads, transoms, relatively thin framing elements, and a cornice element in new buildings to separate the storefront from upper stories. These features provide compatibility with the character of the downtown and enliven the pedestrian shopping street.
2. Consider recessed entrances for commercial storefronts.
3. Keep windows relatively clear of obstructions.

### D.2. Entrances

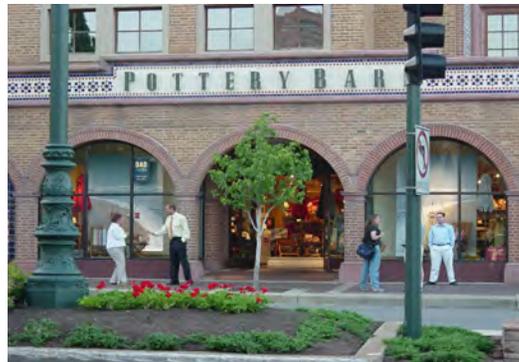
1. Orient primary building entrances to a public street.
2. Provide doors and entrances that are highly visible, as these are inviting to customers.
3. Ensure that the front doors of new buildings reflect the doorway placement and proportions of existing buildings along the same block. Provide angled corner entrances for buildings located at the intersection of roadways.
4. Apply detailed treatment of windows and doors on primary entrances through such features as lintels, sills, molding, and decorative door styles.
5. Incorporate entrance modifications for building renovation projects that provide improved accessibility, where feasible. Please refer to *Section 6 Urban Environment of Naperville Downtown2030* for additional recommendations.



**Image 11:** Contemporary downtown structure with traditional storefront elements



**Image 12:** Corner entrance on historic storefront at northwest corner of Main Street and Jefferson Avenue



**Image 13:** This customer storefront is inviting and accessible to customers



**Image 14:** Detailed corner entry treatments at Main Street Promenade

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### D.3. Rear Customer Entrances in the Downtown Core

1. Provide rear customer entrances to restaurants, stores and shops on blocks where public parking or pedestrian walkways are located behind the buildings.
2. Design rear customer entrances to be attractive and inviting, incorporating design treatments that are comparable to front entrances. Please refer to *Section 6 Urban Environment, of Naperville Downtown2030* for additional recommendations.

### D.4. Windows

1. Design the size and placement of windows on new buildings to reflect the window types, sizes, proportions and patterns of nearby buildings along the block face.
2. Provide ground floor display windows on commercial building faces that abut pedestrian areas in the Downtown Core.
3. Avoid floor-to-ceiling windows in the Downtown Core. Provide a wood or masonry bulkhead beneath all first floor windows.
4. Provide clear glass windows at the pedestrian level in the Downtown Core. Window glazing may be located on upper stories only and should be clear or slightly tinted. Avoid reflective or dark coatings.



**Image 15:** Rear customer entrance at northeast corner of Main Street and Jefferson Avenue



**Image 16:** Consistent display window placement along Washington Street in the downtown

## E. Awnings & Canopies

1. Provide awnings and canopies in the Downtown Core to add visual interest to the street, provide protection from the elements and define the character of the downtown area.
2. Position awnings and canopies at least eight feet above the sidewalk.
3. Design awnings to fit within the frame of the storefront. Awnings should not hide a building's façade, distort its proportions, or cover architectural features.
4. Select matte canvas awning materials that are made of durable fabric material that can be easily cleaned and resists fading. Do not use vinyl or metal awnings.
5. Install awning frames so as to minimize damage to the underlying storefront.
6. Select awnings that are complementary to the style and color of adjacent storefronts, particularly on a single building with multiple storefronts. Solid colors or subtle striped patterns are preferred for all awnings.
7. Avoid shingle, mansard or arch-shaped canopies.
8. Avoid awnings that are mounted into a sidewalk.
9. Do not use glass or metal canopies in the Downtown Core. In Secondary Downtown areas, canopies should be complementary to the building architecture and appropriate to the context of buildings in the nearby vicinity.



**Image 17: DISCOURAGED** application of arch-shaped canopies. Canopies and awnings should not extend across multiple storefronts or buildings.



**Image 18:** Encouraged application of awnings for a single tenant that extends across multiple buildings.



**Image 19:** Matte canvas awnings should be applied within storefront frames and be complementary along the block face

## F. Lighting

1. Provide illumination on front and rear entries to ensure customer and employee safety.
2. Select decorative light fixtures that are compatible with the building design.
3. Choose light bulbs that emit a warm tone for exterior building identification and accent lighting.
4. Provide shields on rear security or entrance lighting to minimize impact to neighboring uses.
5. Consider use of exterior spotlighting to illuminate prominent buildings and/or building details,
6. Alleyways or paseos that are used for pedestrian movement in the downtown should be adequately lit for safety and comfort. Refer to *Section 6 Urban Environment of Naperville Downtown2030* for additional recommendations.



**Image 20:** Exterior spotlighting for pedestrian and service entrances on a rear facade

## G. Outdoor Seating in the Downtown Core

1. Provide opportunities for outdoor seating with new development in the Downtown Core. Outdoor seating may be provided through benches, low walls, and dining areas where appropriate.
2. Incorporate landscaping, decorative fencing or other physical elements to separate outdoor dining areas in the Downtown Core from pedestrian ways.



**Image 21:** Outdoor dining adjoining a pedestrian way in downtown



**Image 22:** Outdoor dining in downtown

## H. Utility Considerations

### H.1 Maintenance and Service Areas

1. Maintain the rear portions of all properties in good condition, clear of trash and debris. Rear service areas should not be disruptive for buildings with dual customer entrances.
2. Screen and locate trash receptacles, dumpsters, service areas and outdoor storage facilities in such a manner that they are not visible from nearby streets, sidewalks and customer parking areas.
3. Provide appropriate storage or promptly remove odorous or liquid waste, particularly food waste.
4. Repair, repaint, and upgrade the rear of existing commercial buildings as required.
5. Design attractive rear facades for new buildings within the downtown core, including integration of maintenance, utility and service areas in the building design.



**Image 23:** Refuse storage areas may be inset into a building facade and screened with opaque fencing.

### H.2. Utility Equipment Screening

1. Mount utility equipment to an exterior wall, unless an alternate location is authorized by the utility provider.
2. Inset exterior gas, telephone, and utility metering equipment into the building exterior and/or place it on a secondary façade that does not abut pedestrian walkways. Screen equipment through the use of building design features such as wing walls or approved landscaping, minimizing the need for opaque fencing. If fencing is approved, it must be complementary to the building design.
3. Electrical metering equipment may be placed in an exterior closet located at ground level subject to approval by the Department of Public Utilities-Electric (DPU-E), provided that the closet is sufficiently deep to house metering equipment and prevent storage of any materials (typically not greater than 18”), and that it is accessible to the public utility at all times. Consideration should be given to additional meters required for future tenant divisions.
4. Do not allow utility metering equipment to overhang into the public right-of-way.
5. Avoid physical obstructions to utility equipment areas (e.g., parking).



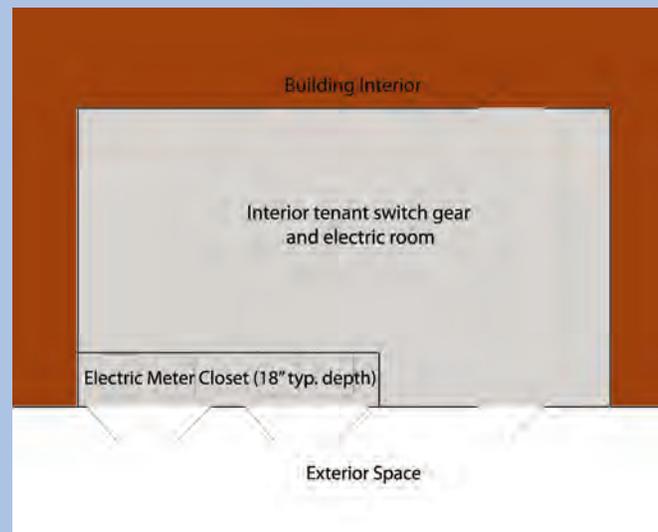
**Image 24:** Electric meters may be placed within an exterior closet (typically not greater than 18”).

## DOWNTOWN2030 DESIGN STANDARDS SPOTLIGHT: Spotlight On Electric Meter Screening

Electric meters are necessary to ensure proper distribution and billing of electrical service to a building. A building may have a single electric meter or multiple meters to serve each building tenant. Unrestricted access to electric meters is necessary for the Department of Public Utilities - Electric (DPU-E) for the purposes of meter reading and maintenance. Obstructions that impede access to electric meters can result in extended power outages for building tenants. Electric meters must also accommodate adequate work spaces for the safety of utility personnel, who may be working in restricted spaces.

DPU-E requires that electric meters be mounted to an exterior building face. However, it is also important to consider the location and screening of metering equipment as this equipment can be unsightly on a public building face and inviting to vandals when too readily accessible. Developers and architects should work with the Transportation, Engineering and Development Business Group (TED) and DPU-E in the building design phase to consider the location and screening of electric metering equipment to meet safety, service and aesthetic objectives.

The diagram above depicts an acceptable meter screening system. Electric meters are placed in an exterior closet located at the ground level. Access to the utility personnel is provided through a locking mechanism approved by the Department of Public Utilities- Electric. The diagram also depicts a conceptual interior arrangement that provides efficient connectivity between the electric meters and interior electrical equipment. DPU-E access in this example is required only for the electric meter closet. Location and screening of electric meters in the downtown is addressed on a site specific basis, requiring approval by TED and DPU-E.



### H.3. Electric Utility Transformer Locations

1. Locate the transformer in an area that is an accessible and safe work location. Proper transformer placement is important to ensure the safety of city employees, the general public, and private and public property.
2. When possible, avoid locating new transformers on primary pedestrian streets.
3. Do not place transformers so as to pose an obstruction to pedestrian or vehicle routes.
4. Select discreet locations for transformers or screen as appropriate.
5. Where transformers are placed in high visibility areas, consider aesthetic treatments to enhance visual compatibility with the building and site.
6. Incorporate building design features such as wing walls or landscaping into transformer screening, minimizing the need for opaque fencing. If fencing is approved by the city, it must consist of easily removable panels and be complementary to the building design.



**Image 25:** The preferred location for a transformer is on a rear facade where adequate service access is provided.

#### **DOWNTOWN2030 DESIGN STANDARDS SPOTLIGHT: Electric Utility Transformer Locations**

Transformers provide electric service to existing and future downtown businesses. Siting utility transformers in the downtown is challenging, as lots are compact and buildings typically extend from property line to property line. It is important to balance service, safety, cost effectiveness, and the aesthetic of the downtown pedestrian environment. Transformers located inside enclosures, while the most attractive approach, will result in longer power outages and more challenging safety issues. These transformers take more time to access and service, and may get blocked by customer storage and snow.

Transformers should be discretely located or screened while providing safe accessibility for operation, maintenance, removal, and installation. Transformer areas should not be used for exterior storage purposes. Location and screening of transformers in the downtown is addressed on a site specific basis, requiring approval by TED and DPU-E.

# I. Signs

## I.1. Graphic Considerations

1. Avoid excessive and uncoordinated use of sign colors. Colors should be limited to not more than three on a single wall or projecting sign.
2. Signs on adjacent storefronts in the Downtown Core should be distinct yet complementary in size, style and color, particularly for signs on a single building with multiple storefronts.
3. Avoid crowded lettering, poor contrast or typefaces that are difficult to read.
4. Simple and highly legible lettering or logos are preferred on awnings.

## I.2. Sign Type & Material

1. The size, material, color and shape of signs should complement the architectural style and scale of the building.
2. Wood signs, if used, should be of high quality with hand-carved or engraved lettering and a smooth, painted or sealed finish.
3. Letter-type signs with individual letters that are affixed to the building exterior are preferred.
4. Consider the use of decorative projecting or blade signs in the Downtown Core. Projecting or blade signs should be coordinated with a building's façade design.



Image 26: Coordinated application of sign types and colors



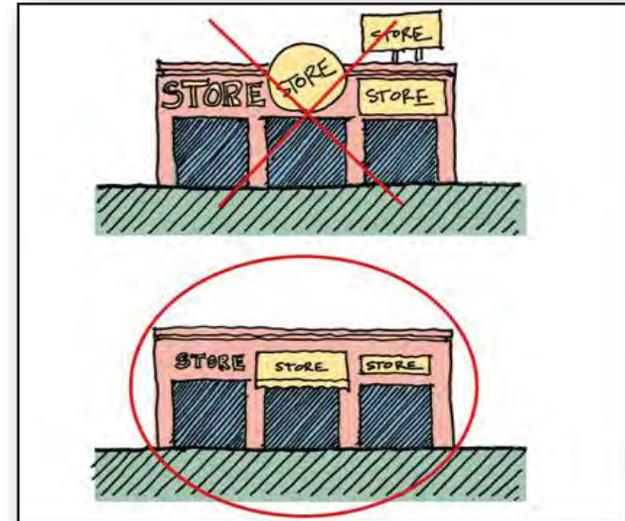
Image 27: Signage is of high quality and complementary to the building design.

### I.3. Placement

1. Design wall-mounted signs as an integrated component of the building façade.
2. Do not allow wall signs to cover important architectural details.
3. Install signs so as to avoid or minimize damage to a building façade.

### I.4. Illumination

1. Direct illumination of wall-mounted signage by exterior mounted light fixtures is preferred in the downtown, as such lighting allows signs to appear as an integral part of the building's façade.
2. If wall-mounted signage uses individually illuminated letters, "halo" or backlit illumination is preferred. Channel, or internally-lit, letters are also acceptable.
3. Do not install illuminated signage (e.g., box signage, bare bulbs) along the Riverwalk.



**Illustration 5:** Signs should be complementary in size, style and placement.



**Image 28:** Individual letters are applied to a panel to minimize damage to underlying masonry. Colors are complementary to the building.



**Image 29:** High quality engraved wood sign



**Image 30:** Blade signs are encouraged in the downtown

## J. Parking Facilities

1. Locate surface parking lots behind buildings where possible and avoid placing new parking lots at corners.
2. Locate entrances to private parking facilities on secondary streets (i.e., streets with less pedestrian activity) or along the rear of the property in order to avoid pedestrian conflicts and breaks in the streetwall.
3. Install landscaping, low seating walls or decorative fencing along the edges of surface parking lots that border public walkways.
4. Provide clear and safe pathways for pedestrian circulation at parking deck entrances.
5. Design parking decks to complement the existing downtown in terms of scale, materials, bulk, etc.
6. Incorporate stores, service establishments and other pedestrian-oriented uses on the ground floor of all parking decks in the downtown.
7. Define vehicular and pedestrian entrances to parking facilities through signage and landscaping.
8. Design parking decks such that rooflines and floor level articulations are parallel to the street. Ramping and inclines should occur within the structure or on the interior of the block.



**Image 31:** Use of low walls and landscape screening to separate surface parking from public walkways (Riverwalk Lot, Main Street and Jackson Avenue)



**Image 32:** Pedestrian ways and vehicle circulation are clearly delineated in the vicinity of the Van Buren Deck.

## K. Special Consideration for Sites Under Construction

1. Maintain safe and comfortable pedestrian ways on all sides of the project site abutting a public right-of-way.
2. Consider project phasing to minimize visual disruptions and avoid “pedestrian dead zones” in the downtown area.
3. Paint or finished facades that will one day adjoin another building (i.e., an interior side façade in the Downtown Core) to provide compatibility with the remainder of the downtown and the downtown area. Unfinished bare concrete walls that are exposed shall be avoided.
4. Where a site is expected to remain unfinished for an extended period of time, consider temporary uses that will enliven and beautify the area.
5. Establish turf grass on sites pending development within 30 days of the structure being razed, unless a building permit has been obtained or construction has commenced, in order to soften the appearance of vacant land, minimize dust, and reduce distractions to the downtown ambience.
6. Remove standing water, debris, litter, broken concrete, broken asphalt and other debris from sites pending development or under construction.
7. Ensure that construction sites are properly secured and supervised for safety purposes.

**Pedestrian Dead Zones:** typically lack the appropriate land uses as well as safe and interesting pedestrian walking routes that connect them to the rest of the downtown and make them attractive destinations for pedestrians.

## Standards for Transitional Use Areas

### A. Architectural Style, Building Aesthetics & Materials

Building height and bulk in the transitional use area is regulated by the Zoning Ordinance (Section 6) of the Naperville Municipal Code and guided by *Section 3 Land Use of Naperville Downtown2030*, as well as the standards that follow.

1. All new buildings shall be residentially styled to blend with the character of the surrounding neighborhoods.
2. Residential roof forms (e.g., gable, hip) are preferred. Faux variations may be appropriate to accommodate rooftop mechanical units hidden in recessed portions of the roof.
3. Brick, stone and horizontal siding (wood or fiber cement) are the preferred materials for new buildings or building rehabilitation in the transitional use areas.
4. Architectural asphalt or wood shingles are the preferred roofing materials.
5. Building colors should follow a traditional or earth tone palette.
6. Design accessory structures (e.g., detached garages, sheds) to match the principal structure in material and style.
7. Consider side vents, ground mounted mechanical units or interior installation as alternatives to rooftop mechanical installation as appropriate. All mechanical units shall be screened from view including rooftop mechanical units, which shall not be visible from any façade.



**Image 33:** Residentially-styled contemporary building in the transitional use area



**Image 34:** Historic residential structures may be adapted for offices in the transitional use area

### B. Landscaping & Screening

1. Select fences that are compatible with a residential neighborhood. Low decorative metal or wood picket fencing is acceptable along the front and corner side; board-on-board wood is preferred for screening purposes.
2. Design landscaping to complement a residential neighborhood, providing four-season interest through inclusion of evergreen, deciduous and perennial species.



**Image 35:** Seasonal landscaping and low picket fences are appropriate in transitional areas.

## C. Off-Street Parking Facilities & Exterior Lighting

1. Provide cross-access between off-street parking facilities through reservation of cross-access easements, agreements or shared driveways.
2. Buffer off-street parking facilities with fencing and landscaping. Where transitional use properties abut residential lots, use fences and heavy landscaping to prevent light and sound trespass from day-to-day operations and automobiles.
3. Do not use pole lights for any off-street parking facility in the transitional use areas. If exterior lighting is required for off-street parking areas, building lighting and/or pedestrian bollards may be provided.
4. Install shields on exterior lighting sources to minimize glare. Accent lighting may be excluded, provided that light will not direct glare onto adjacent properties.



**Image 36:** Landscape hedge screening for surface parking lot.

## D. Signs

1. Select signage that is complementary to the building architecture in design and materials.
2. High quality wood sign materials are preferred. Illumination should be avoided, unless provided by direct external sources.
3. Projecting signs are acceptable in the transitional use area.



**Image 37.** Acceptable sign style and materials in the transitional use area.

## Buildings of Historic Interest\*

The objective of these standards is not to prevent or control change, but rather to encourage sensitive and appropriate alterations that enhance the downtown appearance and experience.

1. Retain, restore or reconstruct the distinguishing features of downtown's older buildings, particularly decorative cornices, columns, reliefs and other significant façade detailing.
2. Design building improvements and additions to reinforce and enhance the original architectural characteristics of a building rather than apply new or different stylistic treatments.
3. Whenever possible, maintain and restore original building materials.
4. Where original features have been covered up, buildings should be closely examined and old photographs reviewed (if they are available) prior to undertaking significant improvements.
5. In most cases, retain, restore or reconstruct the original roofline and cornice treatment of existing buildings.
6. Do not paint ceramic tile, terra-cotta, brick, stone and glass surfaces, unless paint already exists on these surfaces.
7. Maintain window size and configuration on buildings where existing windows are important architectural features in a building's façade and particularly on upper stories.
8. Retain or replace historic wooden bulkheads on commercial storefronts in kind.
9. Ensure that new materials, including the color, size and finish of brick and stone, are compatible with older existing materials; new mortars should also be compatible in composition, color, texture and profile.
10. Select new doors that are compatible with the architectural style and character of the facade. Wood or painted metal with large glass panels are traditional door styles.
11. Avoid the use of Dry-vit and similar exterior surface materials; in particular, do not use these materials to conceal or cover up important existing features of a building's façade.
12. Use color to unite the elements of a facade and to highlight important features like historic detailing, interesting design motifs and special cornice treatment.

*\*Property owners seeking a tax freeze or other state/private incentive funding should consult the Secretary of Interior Standards for Rehabilitation.*



Image 38: Historic decorative cornice



Image 39: Roofline details enhance building character and give clues to the community's past



Image 40: Historic wooden bulkhead



Image 41: Decorative window hoods and cornice brackets.

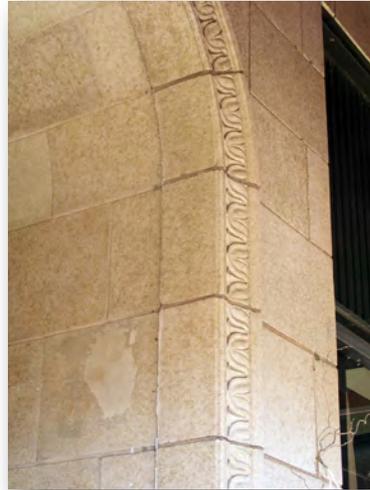


Image 42: Ornamental masonry facade detailing.



Image 43: **DISCOURAGED** modification of a historic building (materials, windows, alteration of architectural style).



Before: A modern metal facade was applied over the historic building storefront.



After: A restaurant renovation resulted in restoration of the original facade. Original exterior building divisions and decorative features were retained.

Illustration 6: Historic building renovation in the downtown

# Naperville

## Downtown2030

*Planning the Downtown Experience*

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