

A. CALL TO ORDER:

Chirico called the meeting to order at 6:02 p.m.

B. INTRODUCTION:

Mayor Steve Chirico
Councilwoman Judith Brodhead
Councilman Kevin Coyne
Councilwoman Patty Gustin
Councilman Paul Hinterlong
Councilman John Krummen
Councilwoman Rebecca Obarski
Councilman Dr. Benjamin White

Present: 9 **Absent:** 0

Additional Attendees:

City Staff:

City Manager, Doug Krieger
Deputy City Manager, Marcie Schatz
City Attorney, Mike DiSanto
Deputy City Clerk, Nancy Bright
Director TED, Bill Novack
Deputy Director TED, Allison Laff

TED Strategic Projects Supervisor,
Amy Emery
Communications Manager,
Linda LaCloche

Ryan Companies:

Jim McDonald, Becky Diehl, Claire Scott, Curt Pascoe and Kyle Schott

aQuity:

Jeff Andreasen

5th Avenue Working Groups: Greg Scalia and Steve Purduski

5th Avenue Steering Committee: Patrick Kelly, Laura Zeman and Thom Higgins

C. PUBLIC FORUM

Thom Higgins shared some thoughts about the process to date noting:

- Concerns about survey instrument question clarity and potential for a direct mailing to adjacent residents to encourage participation
- His suggestion for an interactive town hall meeting at some point in the process
- His desire to discuss details surrounding the value of the property and financial details of any development

- Concerns about land use recommendations relying on market conditions versus desirability of land uses

Councilman Krummen and Councilwoman Boyd-Obarski confirmed that financial discussions will be a part of the process, but it is too early for those conversations at this point.

Mayor Chirico expressed his belief that Ryan Companies is being responsive to the request of residents to take time through this process and his belief too that financial consideration will come, but later in the process.

Jim McDonald responded to Mr. Higgins comment about a town hall to indicate that his team is only beginning to look at options for presenting concepts (once they are developed) to the community and will consider this tool.

D. PRESENTATION:

Jim McDonald initiated the presentation noting that on October 3, 2017, City Council approved a motion to engage and authorize Ryan Companies to conduct community engagement and market research to determine feasible and beneficial options for the redevelopment along the 5th Avenue corridor for the purpose presenting a concept plan for redevelopment of the 5th Avenue area (the "Design Concept") to City Council for its consideration. The motion included the caveat that Ryan Companies present a status report at a City Council Workshop every two months. This workshop is the third of such updates.

At this point Ryan Companies presented a series of slides. Specifically highlighting:

- Engagement statistics which show web site use continues to grow as do email inquiries. To date, three Steering Committee and eight Working Group Meetings have been held.
- Key Stakeholder Meetings have continued including conversations with Pilgrim Addition and Park Addition residents and a walking tour with Naperville Resident Cindi Swanson to appreciate accessibility issues in and around the study area. Ryan Companies is also planning to meet again with the Children's Museum in the near future.
- Steering Committee efforts to review the draft land use and height survey and establish Working Groups.

Patrick Kelly, a member of the Steering Committee, spoke positively about his experiences on the Steering Committee. He noted his belief that overall the survey instrument turned out well. He is a little disappointed with the response rate thus far, but knows there is

additional time and Ryan Companies is working to increase it. He also thought a town hall might be a good idea for process.

Laura Zeman, a member of the Steering Committee, expressed her comfort working with Ryan Companies so far. She sees the value of the Steering Committee – asking pointed questions and providing varied perspectives to move the process forward. She made a plea on behalf of the Steering Committee for the City Council to provide direction about what it wants for the properties so the Steering Committee can be more responsive.

- Six Working Groups (WG) were established and members were selected by the 5th Avenue Steering Committee in February 2018 among a pool of 59 applicants. The WG are land use, storm water, design, parking, traffic/transportation and pedestrian safety/connectivity. Each WG has an action plan that was reviewed and approved by each WG at their first meeting. Ryan Companies anticipates each WG will meet approximately four times with the WG process concluding by the end of May.

Steve Purduski, a member of the pedestrian safety/connectivity WG, shared his appreciation for the process. He agreed with the functional decomposition approach being used – carving a problem into its various components for study and recommendation. He has great familiarity with this approach and believes it will prove quite successful in terms of resulting recommendations.

Greg Scalia, a member of the storm water WG, shared his excitement about being part of the solution and the fact that he is 100% in favor of the project. Further, he noted his belief that the process has been very transparent and he quickly shared three points:

- 1) His appreciation for the involvement and knowledge of Director of TED Bill Novack
 - 2) His observation of the professionalism demonstrated by Ryan Companies as being very organized, prepared, thorough and willing to listen.
 - 3) The fact that the process has been exceptionally transparent, possibly even over transparent as surveys, meeting minutes, newsletters, weekly e-blasts and such are getting the message out and getting the message heard.
- A Land Use and Height Survey was distributed earlier in April. It was specifically noted that the survey is just one step in communication and input gathering efforts. The goal of the survey is to get more quantitative data and obtain feedback from different groups. Current response rates and methodologies were reviewed. Ryan Companies expressed their

commitment to promote additional participation through posted signage, email postcard reminders, a presence at the Naperville Train Station, and reminders through the project newsletter and city e-news. The survey is expected to remain open through at least May 1, 2018.

E. DISCUSSION:

Commissioner White asked about efforts to increase survey participation rates. Jeff Andreasen from aQuity noted that the response rates are not unusual for a survey of this type. Efforts to promote participation will help, but as time goes by his experience has been a flatlining and diminishing in returns.

Commissioner White expressed his appreciation to Steve Purduski for explaining this comfort and expertise with the functional decomposition approach.

F. ADJOURNMENT:

The 5th Avenue Update Workshop adjourned at 7:02 p.m.