



## Legislation Text

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### **CITY COUNCIL AGENDA ITEM**

#### **ACTION REQUESTED:**

Endorse the Downtown Wayfinding Master Plan and the associated multi-year implementation

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** William J Novack, Director/City Engineer

#### **BOARD/COMMISSION REVIEW:**

N/A

#### **BACKGROUND:**

City staff worked with many stakeholders, including the Downtown Advisory Committee Task Force and the Downtown Naperville Alliance (DNA), when the Downtown Naperville Streetscape standards were updated in 2018. The standards are used when designing and constructing new infrastructure and were the basis for the improvements on Jefferson and Main Streets in 2022 and the planned improvements on Washington Street this year.

For many years the DNA sought to develop wayfinding standards so consistent signage and branding could be provided for downtown Naperville. In 2022 the DNA hired a consultant to perform a study and consider various wayfinding options and designs. From late 2022 to mid-2023, the DNA led the initiative by establishing a working group and soliciting input from downtown property owners, business owners, special interest groups, jurisdictional agencies, and the general public. From this process, the consultant developed wayfinding standards based on the most popular stakeholder items.

Attached is the final report with the wayfinding standards approved by DNA. The DNA is requesting that the City Council formally endorse these standards so implementation may begin.

#### **DISCUSSION:**

Due to construction timing, the wayfinding elements were not included in the Washington Street streetscape contract; however, the streetscape was designed in a manner that the wayfinding elements can be added later. Both DNA and City staff plan to include the wayfinding elements in future streetscape construction contracts.

The plan for 2024 is to install wayfinding along the Washington Street corridor (after the streetscape construction is completed) and along the sections of Jefferson and Main Streets completed in the last two years.

The 2024 installation will be the most expensive since it is along Washington Street and includes

many blocks of the downtown. The estimated cost for 2024 is \$417,000. A total of \$500,000 was budgeted in the Capital Improvement Program for 2024. Funding is proposed through a combination of property owner and City funds. The DNA is requesting that funds from Special Service Area 33 be used to fund one-third of the cost while the City funds the remaining two-thirds. Crews from the Department of Public Works (DPW) will be used to minimize the overall costs when appropriate. DPW has been an active participant in the development of the wayfinding standards and constructed several prototypes that were evaluated by the stakeholders.

**FISCAL IMPACT:**

The 2024 City CIP includes \$500,000 for wayfinding improvements.