



## Legislation Details (With Text)

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**Title:** Provide feedback regarding DNA's proposed refresh of the existing Downtown directional signage.

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Date	Ver.	Action By	Action	Result
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### DOWNTOWN ADVISORY COMMISSION AGENDA ITEM

#### **ACTION REQUESTED:**

Provide feedback regarding DNA's proposed refresh of the existing Downtown directional signage.

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** Allison Laff, AICP, Deputy Director

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

This information is being presented to DAC for discussion at their November 8, 2018 meeting.

#### **BACKGROUND:**

There are various existing signs leading to and located within Downtown Naperville that are nearly 20 years old, faded, outdated, and do not match the design of the directory signage located within the multiple existing downtown kiosks. Since an overall wayfinding program within the Downtown will not occur in the near term, DNA is proposing interim improvements to these existing signs and is seeking DAC feedback.

#### **DISCUSSION:**

There are 3 primary directional sign types that are proposed for updating (see attached pictures of both existing and proposed signage):

- 1) Signage leading people into downtown with arrows. These signs (less than 10 total) are located just north, south, east, and west of the downtown as people are driving in.
- 2) Signage leading people to various landmarks within and nearby downtown. These signs (approximately 10-15 total) are posted in various locations downtown.
- 3) Signage posted at the surface parking lots (approximately 10 signs total) indicating that parking is free and providing time restrictions.

For the above signs, DNA is proposing to pay for the fabrication of new sign wraps to cover the

existing signs (with the intent of re-using the existing structure, if possible). The new sign wraps would be installed by the Department of Public Works, as time permits. DNA is proposing these changes in an effort to update the current signs to reflect DNA's current brand design and in order to enable consumers to better see the signs and the information they are intended to convey.