



**Downtown Advisory Committee  
Meeting Minutes  
February 5, 2024**

**Present:** Steve Rubin, Christine Jeffries, Peggy Frank, Bill Novack, Mike Hudson, Katie Wood, Tom Castagnoli.

**Via Zoom:** Joe Costello, Kaylin Risvold, Tom Miers, Brien Nagle, Derek McDaniel, Doug Krieger, Councilman Benny White.

**Staff & Guest:** Mikel Mayes, Mike Panas, Shannon Kunicki.

**Introduction of new committee member:** Tom Castagnoli was recommended to join DAC, he was a former property manager for many large malls including Fox Valley, and Bolingbrook Promenade, member of the PZC and a longtime Naperville resident. A motion was made by Christine Jeffries to approve Tom to join the committee, seconded by Katie Wood, unanimously approved.

The minutes for the January 8, 2024, meeting was submitted. A motion was made by Bill Novack, seconded by Peggy Frank, unanimously approved.

**Washington St Bridge:** Bill Novack gave an update on the bridge, delayed a few days due to high water, but still moving forward toward the November 2024 finish date.

**Washington Streetscape:** Construction kicked off today on the Washington St streetscape. The projected finish date is October 2024.

**Wayfinding Signs:** Bill Novack updated the committee on the wayfinding sign project for downtown. The city council endorsed the way finding master plan and multi-year implementation. It was too late to include it in the streetscape contract that was just awarded, however, everything this year is being coordinated to include adding the wayfinding afterwards along Washington St.

**Parking Deck:** Christine Jeffries reported that the top levels are open on all the parking decks downtown. Katie stated that there was some racing in the Water Street deck this past weekend she alerted the police. The new downtown beat officers will hopefully start in April/May and will have more reinforcements on the ground to help curtail the activity. The NCC parking deck is officially open, this includes 542 parking spaces for the students on campus.

**Century Walk:** Discussions continue with Century Walk and the City looking at the future. They understand the importance of the maintenance on the current artwork. A new booklet was published of all the art pieces included in the Century Walk.

**Safety & Comfort:** Katie Wood spoke on the safety of downtown and what she has observed. The sun goes down and the cars come up. The concern is the safety of patrons crossing the streets, shopping, and dining downtown when cars are racing through the streets and the parking decks. Suggestion of speed bumps in the deck or a camera to catch the culprits.

Planning the **Way Forward:** Steve continued the discussion on the cultural future of downtown. The goal is to have three steps to take us forward: protect, maintain, and grow what we have already.

Key points:

- Downtown needs a better mix between retail and restaurants.
- Naperville has all the amenities to attract businesses.
- Identify pressure points, such as price per square foot.
- Is there a way to collect the sales tax data for downtown?
- Destination retail stores
- Lack of children/preteen clothing stores (ages 5-12)
- Talk to brokers to find out what is working and what is not.
- Breakdown of shoppers/visitors by zip code. Will merchants share data collected in their stores.
- Update downtown demographics.

A suggestion was made to have a panel with brokers representing the downtown, city staff and merchants to see what businesses are looking for. Brokers might include Christina Caton Kitchel, Larry Kling, Mid America representative.

Meeting adjourned at 5:07pm