

NAPERVILLE RETAIL, LLC
14497 John Humphrey Drive, Suite 200
Orland Park, Illinois 60462

September 12, 2017

Via email MattinglyG@naperville.il.us

Ms. Gabrielle Mattingly
Assistant Planner
City of Naperville
TED Business Group
400 S Eagle Center
Naperville, IL 60540

Re: Application for Sign Variance for Request for Setback of Monument Sign less than 10 feet
Address of property: 3027 English Rows, Naperville, IL
Pursuant to Exhibit 8: Section 6-3-6:2-Standards for Granting a Zoning Variance

Dear Ms. Mattingly:

Petitioner, Naperville Retail, LLC, an Illinois limited liability company (hereinafter "Naperville Retail"), seeks a variance in order to erect professional monument sign on the commercial office and retail property located at 3027 English Rows, Naperville, IL, located just south of 103rd Street on Rt. 59. The current regulations prohibit such signage.

Standards for a Sign Variance to allow for Setback of Monument Sign less than 10 feet (6-16-5: 2.2.5.1)

1. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan

The building is comprised of five (5) professional offices and seven (7) retail spaces. Currently the only signage for the building is at the entry of the premises. Said signage merely depicts the name of the development, **English Rows**. The development is comprised of commercial and office buildings as well as townhomes. Additional signage is needed in order to advertise the tenants' businesses, increase visibility to prospective customers, better showcase the professional office and retail center, improve foot traffic, and reduce vacancy rates.

Currently two (2) of the retail tenant spaces are vacant; two (2) current retail tenants recently provided notice of non-renewal; and one retail tenant extended its term for two years in lieu of the regular five (5) year renewal.

Additionally, one office space has been vacant for two (2) years and another office tenant is struggling.

2. Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district.

Due to the existing landscaping on the property, meeting the required major arterial setback would not help with the visibility of the plaza.

3. The retail center currently has only one monument sign by the shared entrance of the town homes and retail center. Said signage does **NOT identify the address of the building, the addresses of the tenants, or the tenants' names or types of businesses** located in the development containing subject building and other commercial and residential buildings. **The current signage merely provides the NAME of the subdivision.** Additionally, the office and retail building is located at Route IL 59 a busy street, with a speed limit of 45mph. Signage at the street level is crucial for the survival of the tenants' businesses. It is imperative that we provide signage on the property, near the main street, Route IL 59, in order to assist the tenants in identifying the existence of their businesses within the subdivision, the location of said businesses, and promotion of their businesses and services.
4. Options for Proposed Signage:

- a. **Option 1: See Exhibit 1**
5 feet setback, with 12 feet sign width, 20 feet from street curb, with placement of sign at North end of building, next to the parking lot island. This location requires 5 feet or less setback since the cars parked at or near the island may damage the sign. The problem is that the sign will extend 4 feet beyond the parked cars in the north parking spots which will block the sign. It would also require removal of one tree and all shrubs located in the island.

Lastly, the dimension from the edge of the sidewalk to the parking curb is 13 feet. Thus, the sign can only be placed in the island.

- b. **Option 2: See Exhibit 2**
4 feet setback, with 12 feet sign width, 16 feet distance to the curb, 5 feet sidewalk. The sign would be placed at the South end of the building, in the island. The sign would also need to be placed at the edge of the curb on the island and would require removal of two trees and removal of all shrubs.

- c. **Option 3: See Exhibit 3**
5 feet setback, 11 feet sign width, 18 feet distance to the curb, 5 feet width of sidewalk and 2 feet away from edge of parking curb.
The sign would be placed in the middle of the building frontage. This is less disruptive to current landscaping, avoids removal of bushes, but requires removal of one tree.

Of the three options, Option #3 is most conducive to Petitioner's needs as well as Naperville's requirements. It avoids the problems associated with the parking issues and the island limitations:

- A. The parkway between Route 59 and sidewalk is 22 feet, and that is followed by 5 feet of sidewalk. A 10 feet setback of the sign would mean a setback of 37 foot setback from the road, and that will significantly reduce the visibility. The traffic at 103rd street is in a rush to move and by the time they realize, they have already crossed the plaza. It is crucial to have high visibility before the intersection of Route 59 and 103rd Street, so that cars can merge into the far right lane to enter the plaza.

- B. Setting back the sign by 10 feet creates logistic problems. In the parking lot we have an underground vault for drainage water, and that is about 3 feet into the parking lot. With a 10 feet setback, and the sign being 11 feet wide, the sign would have to be pushed back into the parking lot, where it would be close to the vault line. The foundation of the sign has to be 42" below the grade, and we would not be able to dig much if the sign is setback 10 feet.

- C. We would need the sign to be at least 24 inches offset from the parking lot curb so that in the event a large vehicle is parked there and it extends beyond the curb, it does not damage the sign.

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- D. A sign near or in the the islands (North and South), would require significant alteration/removal of shrubbery to accommodate the sign. A sign in the middle would provide the best visibility and would require the least amount of alteration to landscaping.
- E. Large vehicles are normally parked by tenants near the islands for the shade from the trees, and that would block the view of the sign, so the islands are not a preferred location for the sign. Additionally, above stated restrictions (B and C) would still apply when installing the sign in the island.

Further, there is a distinction between this property and other properties located on Route 59. This property contains irregular sidewalk dimensions. Also, there are no juts at the other properties. Most significant is that the parkway in front of our building is wider than the parkways of other premises on Route 59, thus a reduced setback is necessary and most beneficial. Lastly, the sign is far enough from the street curb as well as the sidewalk, such that it will not pose any problems for drivers or pedestrians. In fact, the sign will clearly identify the address of the building and the names of the tenants such that drivers will not need to struggle to find the building or the businesses.

- 5. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

The proposed variance will not be materially detrimental to the public welfare or injurious to other property or improvements in the neighborhood because it will highlight the professional businesses and attract members of the neighborhood as well as visitors.

Your consideration is greatly appreciated.

Very Truly Yours,

NAPERVILLE RETAIL, LLC

By: Khaled Akkawi, Its Manager

NAPERVILLE RETAIL, LLC
14497 John Humphrey Drive, Suite 200
Orland Park, Illinois 60462

September 11, 2017

Via email MattinglyG@naperville.il.us

Ms. Gabrielle Mattingly
Assistant Planner
City of Naperville
TED Business Group
400 S Eagle Center
Naperville, IL 60540

Re: Application for Sign Variance to allow two signs located within 200' of each other on a property with frontage less than 500 feet
Address of property: 3027 English Rows, Naperville, IL
Pursuant to Exhibit 8: Section 6-3-6:2-Standards for Granting a Zoning Variance

Dear Ms. Mattingly:

Petitioner, Naperville Retail, LLC, an Illinois limited liability company (hereinafter "Naperville Retail"), seeks a variance in order to erect professional monument sign on the commercial office and retail property located at 3027 English Rows, Naperville, IL, located just south of 103rd Street on Rt. 59. The current regulations prohibit such signage.

Standards for a Sign Variance to allow two signs located within 200' of each other on a property with frontage less than 500' (Section 6-16-5:2.2.1)

1. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan:

The building is comprised of five (5) professional offices and seven (7) retail spaces. Currently the only signage for the building is at the entry of the premises. Said signage merely depicts the name of the development, **English Rows**. The development is comprised of commercial and office buildings as well as townhomes. Additional signage is needed in order to advertise the tenants' businesses, increase visibility to prospective customers, better showcase the professional office and retail center, improve foot traffic, and reduce vacancy rates.

Currently two (2) of the retail tenant spaces are vacant; two (2) current retail tenants recently provided notice of non-renewal; and one retail tenant extended its term for two years in lieu of the regular five (5) year renewal. Additionally, one

office space has been vacant for two (2) years and another office tenant is struggling.

2. Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district.
3. The alleged hardship has not been created by any person presently having a proprietary interest in the subject sign or property.

Naperville Retail purchased the property and its existing sign containing the NAME of the SUBDIVISION. Naperville Retail did not develop the property. The local ordinance prohibits owner and tenants from erecting additional signage. The ordinance creates the hardship, since there is no way for the five (5) professional service offices and seven (7) retail spaces to identify their location, designate their names, types of services, identification markers, etc.

Further, with three (3) out of the twelve (12) spaces currently vacant, a fourth (4th) tenant providing non-renewal notice, a fifth (5th) tenant renewing less than half the term of its normal tenancy, and a sixth (6th) tenant struggling, Naperville Retail will be operating at nearly a 50% vacancy rate.

This hardship will not only affect the Petitioner, but the Village of Naperville as well. Twelve (12) tenancies would contribute significant revenue to Naperville and a half vacant property can significantly decrease that tax revenue.

4. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

The proposed monument sign will be professional and commensurate with the aesthetics of the community and will not alter the essential character of the neighborhood. The signage will maintain the current elegant character of the building.

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Your consideration is greatly appreciated.

Very Truly Yours,

NAPERVILLE RETAIL, LLC

A handwritten signature in black ink, appearing to read "Khaled", with a large, sweeping flourish extending to the right.

By: Khaled Akkawi, Its Manager