

requirements for a zoning variance under the Naperville Municipal Code and is appropriate based on the following:

**A VARIANCE FROM SIGN CODE SECTION 6-16-5:2.2 TO PERMIT A PYLON  
GROUND SIGN WITH A SIGN AREA OF 130 SQUARE FEET  
AND A HEIGHT OF 20 FEET**

- a. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; and*

The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan. A stated purpose of the Sign Code is to “advance the economy of the City by recognizing the need for adequate site identification through promoting the reasonable and objective display of signage, and to encourage effective communication between signs and the public.” Petitioner seeks to properly identify its automobile dealership with a slightly larger, better-quality pylon sign in accordance with the KIA Dealer Identity Program with an updated logo familiar to the public in accordance with the purpose of the Sign Code. The installation of the New Pylon Sign concurrently improves the image of the Property to make it more aesthetically pleasing, will be consistent with the updated logo/building signage and updated look of the dealership building, as well as the properties in the surrounding area, which are predominately occupied by automobile dealerships with signs reflecting their current logos.

- b. 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; and*

Strict enforcement of the Sign Code would result in practical difficulties and impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district. Other properties adjacent to the Property have uniform signage that match their current existing logo. In the event that City strictly enforces the Sign Code, Petitioner will be left with the Existing Pylon Sign with the outdated KIA logo, which will not

match the signage and branding update to be undertaken by Petitioner at the Property, which would create an unusual condition, lacking continuity, aesthetics and create a significant advertising disadvantage compared to surrounding dealerships along Aurora Avenue and Ogden Avenue. Furthermore, stand-alone automobile dealership signage of the same size are located on properties adjacent to the Property along Aurora Avenue (2495 Aurora Avenue, 2379 Aurora Avenue, 2363 Aurora Avenue), which are depicted on **Exhibit C** attached hereto.

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

The essential character of the neighborhood will be enhanced and preserved by further investment into the Property. The proposed New Pylon Sign is approximately one hundred thirty (130) square feet, has a height of twenty feet (20'), and will not create a detriment to adjacent properties, as the New Pylon Sign is similar in height and square footage as other dealership signs along Aurora Avenue, as mentioned above. Petitioner's intent is to improve the appearance of the Property with the replacement of the Existing Pylon Sign with the New Pylon Sign, which also allows for additional investment in the City and further improve the City's real estate and sales tax revenues.

**WHEREFORE**, by reason of the foregoing, the undersigned Petitioner requests the City Council and Plan Commission take the necessary steps to: (i) grant the sign variances from Section 6-16-5:2.2 of the Sign Code to permit the installation of above-mentioned sign located on the property at the northwest corner of Aurora Avenue and Ogden Avenue, and commonly known as Gerald KIA of Naperville, which is legally described on **Exhibit A**; and (ii) grant such other variances, departures or deviations as may be necessary to permit the installation of the New Pylon Sign as depicted on the signage plans and elevations attached as **Exhibit B**.