EXHIBIT B – EXHIBIT ONE

1. "The Variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan:"
    a. Keeping in mind that the purpose and intent of the code is with an eye toward public safety and convenience as well as a uniform set of rules applicable to each zoning district, we believe our height variance request of a monolith sign at 20 ft – 0 in would pose no danger to the public due to the height of the surrounding signs on Aurora Avenue (picture and measured below) being similar in height and currently posing no danger. We would also be decreasing the height of our existing sign by one foot. The code asks for a maximum height of 10 ft, but we believe that in keeping with the intent of the code to impose a uniform set of rules, because all surrounding signs are within 2 ft of the height of the sign we are requesting, our sign would pose no more danger or inconvenience than any of the six signs that surround it.
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."
    a. If we were to strictly adhere to the 10 ft height requirement of the zoning district, our sign would be less visible than surrounding signs on the same roadway, thereby imposing an advertising disadvantage that would not be shared by our neighbors. Because it is not the intent of the code to impose variable heights in the same district but, rather, to protect the safety and welfare of the people of Naperville, we believe allowing our sign to be visible versus the other signs of similar height (the smallest of which is 8 ft taller than the code) would be in keeping with the intent of the code and remove the hardship of making a 10 ft sign not as visible from the motorway.
3. "The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property."
    a. Because the sign we are proposing does not require an illumination variance, is of similar to height to every other sign of similar type on the motorway, will be a monolith style sign instead of a double pole sign like our existing pylon, and merely matches the average height of other nearby signs, we believe that not only would our sign not be a detriment to the essential character of the neighborhood, but also that the sign would better fit in with the essential character of the neighborhood due to creating a uniform look across dealerships.