

As required by the Naperville Municipal Code, Ogden Avenue Naperville IL, LLC is submitting this petition for a Sign Variance for Variance allowing the three monument signs approved with the original site development City Project No. 20-10000051 approved on 8/19/20, to be used as an Off Premise Sign identifying individual tenants within each approved building shown on the site plan. The sign design, type and locations provided on the approved site plans are included with this petition to assist in demonstrating the need and appropriateness of this request.

In keeping with three standards outlined in Section 6-3-6:2: Standards for Granting a Sign Variance, the following responses are being presented:

1. The sign variance is in harmony with the general purpose and intent of Title 6 of the Municipal Code and the adopted Comprehensive Master Plan. Protection of the public health, safety, comfort, convenience, and general welfare of the public will remain unaffected by granting of the variance allowing the three multi-tenant monument signs to serve as off premise signs for the development. The sign locations and design, being compliant with both the current sign code and comprehensive master plan, have been accepted as part of the TED review for the master redevelopment of this property and no deviation to these signs, either in design or location at each frontage are being requested beyond the right to include off premise signs for improved public identification and wayfinding guidance to each building and their various occupants.
2. Strict enforcement of Title 6 would result in practical difficulties or impose exceptional hardship due to special and unusual conditions which are not generally found on other properties in the same zoning district. The frontage is unique for this property in that every right of way requires reconfiguration of each of the four existing access drives to satisfy three separate jurisdictional authorities' requirements. The west frontage along Naperville Wheaton Road is under City of Naperville jurisdiction and needs to be moved north to align with the access to the property on the west side of Naperville Wheaton Road. The east frontage along North Naper Boulevard is under DuPage County jurisdiction and needs to be moved north to provide greater separation from the signal at East Ogden Avenue, and requires lengthening of the existing southbound right turn lane. The south frontage along East Ogden Avenue is under The State of Illinois jurisdiction and requires closure of two existing full access drives in exchange for a single, more restrictive right-in right-out access and a dedicated right turn lane on west bound East Ogden Avenue.

The previous automotive sales and service use was a single service business with three full access drives: one on Naperville Wheaton Road, two on East Ogden Avenue, and one right-in right-out access drive on North Naper Boulevard. Through the TED redevelopment site plan review and approval proceedings, each governing jurisdiction's access requirements along these rights of ways resulted in alteration to each existing point of access. These alterations resulted in relocation of every access drive and closure of others which adversely impacted the ease by which the public can access the property and identify business locations within the property.

The redevelopment of this site will introduce more business variety to the property vs the former single user and provide greater options for retail uses in the Ogden Avenue Corridor. The success of any project is in part proportional to not only its occupants and their public visibility, but also the ease of access for its customers. The excessive right of way access restrictions imposed on this project have caused a significant hardship in compromising the

ability for the public to easily identify and clearly navigate to the new businesses. Relief from this hardship is offered by providing additional business identification at each point of access will improve vehicular circulation and way finding promoting and strengthening the sustained success of each business within the project.

3. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent properties. As outlined in Title 6, Chapter 16, the proposed monument signs are allowed along each right of way frontage and are permissible as part of any redevelopment of this property. The sign design, size, and number of panels are also compliant with Title 6, Chapter 16. Granting the variance to use each of these signs as an off premise sign there would not alter the permissible sign beyond the specific business/tenant panel being included on the sign structure. The inclusion of a business's brand specific panel on a sign that is not on the same parcel that the business is located is not a significant impact to surrounding properties or neighborhood. Use, maintenance, and placement of these signs are regulated and managed through the Declaration of Easement and Protective Covenants, Section 5.02 Shared Sign(s) (Inst. #R2020-094855) which has already been provided and reviewed by Staff as part of the Plat of Subdivision approval.