

We appreciate your consideration for a variance for a larger set of channel letters to be installed on the north elevation of the 135 Water Street building. We believe that the letter sizes requested are very much in line with the design of the building and because of longer site distance to the building from Jackson St due to the river, that it is needed to reasonably make the sign readable. The intent is to further connect downtown Naperville as a shopping district so that it functions more cohesively.

- 1) The particular difficulty or peculiar hardship it to identify Water Street as a shopping street and it is not easily visible from the north side of the river.
- 2) The granting of the variation shall not create a traffic hazard, a depreciation of nearby property values or otherwise be determinantal to the public health, safety moral and welfare. It will actually create better economic growth for not only the community but for the businesses.
- 3) The variation will serve to relieve the applicant and the shops located on Water Street from difficulty attributable to the location, topography, circumstances on nearby properties or other peculiar hardship: and not merely serve to provide the applicant with identification of the street but for all businesses involved.
- 4) The variance will not alter the essential character of the architectural feel of the area or the building, or even the locality.
- 5) The applicant's business cannot reasonably function under the standards of the code as the signage would not be architecturally proportionate with the building unless a variance is granted.

We look forward to receiving your approval and to the installation of an architecturally pleasing sign.

Kindest Regards,



Carmela Menna
President