

A VARIANCE TO PERMIT A WALL SIGN ON THE
SOUTH FAÇADE OF THE LT PROPERTY

The Petitioner submitted a signage plan concurrent with its application for the relief requested herein. As part of that plan, Petitioner seeks to place a wall sign on the south façade of the LT Property to ensure the LT Property is properly identified to northbound travelers along Route 59. To facilitate the placement of this sign in accordance with the plans submitted herewith, Petitioner requests a variance from Section 6-16-5:2.1, which meets the requirements for a zoning variance under the Naperville Municipal Code, Section 6-3-6:2, and is appropriate

based on the following factors:

- 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”. However, pursuant to section 6-16-5.2 of the Sign Code, wall signs are only permitted on facades with street frontage or facades adjacent to parking areas. Although the building is visible from Route 59 and 103rd Street, it is difficult to identify the LT Property to the northbound traffic along IL Route 59. In addition, it is expected that the remaining lots will be developed south of the LT Property upon approval of the resubdivision. The inevitable future conditions will further limit visibility of Life Time, and elevated signage on the south elevation will help to identify Life Time to northbound traffic regardless of future conditions. Granting this relief ensures adequate site identification and will therefore encourage effective communication to the public as to the LT Property and will ensure that adequate site identification reaches all Route 59 travelers.

- 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 this Title would result in practical difficulties or impose exceptional hardships to special and unusual conditions which are not generally found on other properties in the same zoning district. The overall City-owned Property is approximately 22-acres to which Petitioner is requesting to subdivide. Appropriate stormwater detention facilities will be constructed south of the LT Property in accordance with the resubdivision. This stormwater

detention facility will be sized and constructed to accommodate all lots and uses developed as a result of the resubdivision. Lot 3 of the resubdivision is expected to be developed for future affordable housing for seniors and IDD individuals. We also anticipate Lot 2 will develop in the future, which will further limit the visibility of the Life Time facility to northbound traffic. Petitioner could re-orient the building to include parking along the south entrance to facilitate signage on the south façade. However, this is not the most efficient layout for construction or operation. The entrance to Life Time being located off of 103rd street is the most logical design and orientation from a functional standpoint. For these reasons, Petitioner cannot accommodate additional parking on the south side of the LT Property. Given the circumstances at play following the resubdivision of the Property, Petitioner is not permitted signage on the south façade, thereby ensuring proper site identification to northbound travelers along Route 59. Without the proposed variance, Petitioner will attempt to operate a business without proper signage, which is contrary to the intent of the Sign Code. Approval of the variance will encourage better communication between Petitioner and the general public, fulfilling the stated purpose of the Code and providing for a successful business.

- 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 variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. Upon resubdivision, a 3.229-acre stormwater detention basin will be installed immediately south of the LT Property and will be sized to serve all lots within the resubdivision. Southeast of the LT Property is expected to be developed for affordable housing. The proposed signage on the south façade will be located in the upper left corner of the building, thereby ensuring it reaches the northbound traffic along Route 59. This signage will not be in line with the future residential development on Lot 3 of the

subdivision. Accordingly, the proposed variance will have a positive effect on the neighborhood by encouraging an effective and orderly display of the sign by locating the sign appropriately, with dimensions sufficient to encourage effective communication between the Property's use and the public, which fulfills the stated purpose of the Sign Code.