

**A Sign Variance To Permit A Wall Sign On The West Façade of The Trash Enclosure.**

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

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 the primary structure. In accordance with the stated purpose of the Sign Code, the Petitioner requests the wall sign be located on the west façade of the trash enclosure where it will be visible from Ogden Avenue and Naperville-Wheaton Road. The existing signage on the rear façade of the building is not visible from said intersection. Granting this variance ensures adequate site identification and

will therefore encourage effective communication to the public consistent with the City's Sign Code.

*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*

The location of the Property creates a unique set of circumstances creating a significant hardship in identifying the Property. The identification challenge arose as a result of the new development of the adjacent property. Without the proposed variance, Petitioner will be required to operate a business without proper signage, which is contrary to the intent of the Sign Code fostering effective communication between signs and the public. Approval of the variance will encourage better communication between Petitioner and the general public by 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 surrounding area is an intensive commercial area, and the proposed sign will not alter the essential character of the area. In fact, the Petitioner's restaurant was a considerable improvement to the area and helped spark additional investment in the surrounding area. Additionally, overall the Petitioner is well under its allotted sign allowance for the west façade of the building. Per code, the Petitioner is allotted a sign on the west façade of the building up to 80 square feet. The existing sign on the south façade is only 30 square feet and the proposed sign for the trash enclosure is only 29 square feet. Together the two signs are approximately 59 square feet, which is less than 75% of the sign allowance for the west façade.