

CHARLES SCHWAB 19 WEST CHICAGO AVENUE

DESCRIPTION OF PROPOSAL / STANDARDS FOR GRANTING A SIGN VARIANCE

DESCRIPTION OF PROPOSAL

Charles Schwab provides investment advice and services to individual investors. Its Naperville office is located in Downtown Naperville at 19 West Chicago Avenue. Charles Schwab has leased the entire building for approximately twenty years. Its lease is now up for renewal. Consideration of the lease renewal provided an opportunity for Charles Schwab to reassess the Naperville branch location. Seeing the world “Through Clients’ Eyes” is a core principle at Schwab and they are approaching a new long-term commitment to Naperville holistically to best position Schwab to support face to face relationships built on a local level. Schwab’s desire is for the Naperville branch to reflect the current branding and transparency inside and out as achieved with Schwab’s new prototype branches. Charles Schwab has determined:

1. It wants to remain in its present location. As Downtown Naperville has been upgraded and beautified, Charles Schwab wants to do the same for its building and its clients.
2. It needs to be more welcoming to the City of Naperville and provide a better client experience, as clients have indicated frustration in trying to find the Charles Schwab office as detailed below.
3. It needs to provide more community engagement and financial education to support what is projected to be the highest wealth transfer between generations (baby boomers to their children or younger heirs) in history. To support this transition, Charles Schwab’s branch experience nationally, despite any belief that the next generation of investors will prefer online only, is that this next generation values the opportunity for investment seminars and the like. Charles Schwab is expanding its educational programming and plans to add a large Seminar Room on the first floor to host events for clients and the general community to attend.
4. It needs to address the identification and traffic circulation issues with its present location given today’s traffic patterns.

Based on these factors, Charles Schwab now wants to remodel and renovate its branch. As part of this renewed commitment to Downtown Naperville, the work will include the addition of a space to host events, and incorporate updated branch elements to include a beverage bar, community wall, client seating areas, etc.

In conjunction with this remodeling/renovation project, Charles Schwab is also proposing to replace its existing signage with signage in conformity with the new branding introduced by corporate Charles Schwab.

The Charles Schwab building has frontage and entrances on both Chicago Avenue and Jackson Avenue. Currently, the building has signage on both the Chicago Avenue façade and the Jackson Avenue facade. Each facade has (i) a letter-type sign with individual letters that are affixed to the building and (ii) a blade sign. These existing signs will be replaced with new signage that conforms to the City’s Sign Regulations.

Charles Schwab is also proposing to install a sign on the upper portion of the east façade of the building. This wall of the building is adjacent to the west wall of the building located at 245 S Washington Street (formerly Bev's Restaurant; n/k/a The George). The owners of The George have granted an easement to allow signage above its property. This façade does not have street/ sidewalk frontage or customer access nor is it adjacent to parking. The sign will be the same type and size as the signs proposed for the Jackson Avenue and Chicago Avenue facades. A variance to the City's Sign Regulations is required to allow the installation of this sign at this location, because that wall does not abut a street or a parking lot. The sign will comply with the design guidelines for Downtown Naperville signage. Obtaining a variance for this sign is an important consideration for Charles Schwab for its lease extension and refresh/remodel.