

EXHIBIT 1: Section 6-3-6:2: Standards for Granting a Zoning Variance and/or Sign Variance

1. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan; -While in consideration of existing conditions, demographics and market analysis, community outreach and engagement and trends and best practices our proposal and petition for a variance to allow the standard green paint color to remain on the wall and not be considered as signage, helps the vision of promoting the City of Naperville as a vibrant community in the Chicago Metropolitan Region that offers the benefits of a modern city and regional destination complemented by a distinct and welcoming identity as outlined in the master plan.

While this request seeks a deviation from the zoning requirements, the overall intent of the zoning code and the comprehensive master plan will still be upheld for the following reasons:

1-Savers have come into an unused or closed building and created a vibrant, welcoming, brick and mortar building where community members can come to shop and donate and give back to help reinvent the commercial area of Naperville.

2-The color green is widely associated with **sustainability, recycling, and environmental consciousness**. It symbolizes growth, renewal, and harmony with nature. In sustainability efforts, green is often used to represent eco-friendly initiatives, energy efficiency, and responsible resource management.

For example:

Recycling logos and bins are often green to encourage environmentally responsible disposal, and Sustainable brands use green in their branding to signal eco-consciousness.

2. 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.

- 1- The proposed color scheme and signs are essential for the visibility of the store along Ogden Avenue, a high-traffic commercial corridor. Without the variance, the visibility of the donation aspect of the business would be significantly reduced, impacting customer accessibility and economic viability. Using a standard paint color aligns with the company's branding and creates a cohesive, professional look across all locations. This consistency reinforces brand identity and makes the space easily recognizable to customers and employees.
- 2- Granting this variance would allow for a practical and functional use of the property while still aligning with the overall intent of the zoning code and the comprehensive master plan. The proposed adjustment ensures that the property can be utilized in a manner consistent with surrounding development, without negatively impacting neighboring properties or community objectives.
 - 1-The proposed color scheme and signs will not create any traffic obstructions, safety concerns, or negative visual impacts on the surrounding properties. It will comply with all illumination and structural safety guidelines. In fact, it will serve as more of a directory to the donation drop-off areas and ensure that there is clarity when approaching the property as to where to go.
3. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

This variance request meets the intent of the zoning code and the comprehensive master plan while addressing practical site challenges. The proposed adjustment is a reasonable and justified deviation that balances city planning objectives with responsible property use. We appreciate your consideration and are happy to provide any additional information as needed.







