

Exhibit B; V: Required Variance Standards

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

We are requesting a variance to replace a damaged and deteriorated sign with a new ground/post sign on our property, located along Washington Street near Ogden Avenue—a highly trafficked intersection served by two major arterial roads in Naperville. Our practice operates within a converted residential structure, situated in the R1B (Medium Density Single-Family Residence District) zoning district.

While the proposed sign may exceed certain dimensional limits for signage in residential zones, the request is fully consistent with the intent and purpose of the Naperville Zoning Code, the R1B zoning district objectives, and the Naperville Comprehensive Master Plan, for the following reasons:

- **Maintains the Intent of the R1B Zoning District:**

The R1B zoning classification is intended to preserve medium-density, single-family residential character, while allowing limited non-residential uses such as professional offices in specific contexts—including home-to-office conversions like ours.

The proposed ground/post sign:

- Respects the residential scale and aesthetic of the neighborhood;
- Maintains a low profile and thoughtfully blends with the building and landscape;
- Serves as a site-appropriate enhancement improving visibility and function without altering use, density, or neighborhood integrity.

This variance supports the adaptive reuse of residential properties while reinforcing the preservation goals of the R1B district.

- **Improves Wayfinding and Public Safety on a Major Corridor:**

Given our location on a high-traffic arterial (Washington Street), effective signage is critical for patients—many of whom are older adults or first-time visitors—to safely and confidently locate our practice. The sign:

- Enhances visibility and legibility from the road;
- Reduces potential for distracted driving or sudden maneuvers;
- Supports the Zoning Code’s goal of protecting public safety and welfare in site design and access.

- **Encourages Reinvestment and Property Maintenance:**

The existing sign is deteriorated, detracting from both the property’s appearance and the streetscape. The new sign:

- Reflects a commitment to property maintenance and reinvestment;
- Aligns with the Comprehensive Plan’s encouragement of reinvestment in existing developed areas;

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- Upgrades visual quality with the use of faux stone columns which improves visual appeal, permanence and durability without introducing incompatible materials or excessive scale.
- **Maintains and Enhances Neighborhood Character:**
Despite being a professional office, our building retains the appearance of a home, consistent with the surrounding area. The ground sign:
 - Was intentionally selected to complement the residential nature of the structure and streetscape;
 - Offers a modest, understated presence
 - Aligns with the Zoning Code's and Comprehensive Plan's shared emphasis on context-sensitive development.
- **Aligns with the Comprehensive Master Plan Goals:**
The Naperville Comprehensive Master Plan calls for:
 - Attractive, well-designed streetscapes;
 - Improved accessibility and legibility of community-serving uses;
 - Support for neighborhood stability through reinvestment and thoughtful enhancements.
 Our sign proposal is a direct fulfillment of these principles, serving the community's needs while contributing positively to the built environment.
- **Minimal Impact on Adjacent Properties:**
Our existing sign has been in place for over a decade without any negative impacts on our community. The proposed new sign only improves upon our existing sign which will not detract from the adjacent properties. The sign is not internally illuminated or oversized and will be installed at a setback and scale that preserves:
 - Neighbor privacy;
 - View corridors;
 - Low ambient impact, consistent with neighborhood expectations.
 It will not alter use intensity, traffic generation, or infrastructure demands.

Conclusion:

While our request technically exceeds certain sign code limits under the R-1B zoning designation, it does not conflict with the purpose or spirit of the Naperville Zoning Code. Instead, it:

- Supports public safety and access,
- Preserves and enhances neighborhood character,
- Represents responsible reinvestment, and
- Advances the long-term goals of the Naperville Comprehensive Master Plan.

The proposed sign is a measured, appropriate enhancement that enables the continued, compatible use of the property while maintaining the integrity and intent of the zoning framework.

2. Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special

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and unusual conditions which are not generally found on other properties in the same zoning district.

Strict enforcement of the sign regulations under the current R-1B zoning designation would impose practical difficulties and exceptional hardships in our case due to a combination of special and unusual conditions that are not generally present on other properties within the same zoning district. These conditions are as follows:

1. Location on a High-Traffic Arterial Intersection:

Our property is situated on Washington Street near Ogden Avenue, two of Naperville's most heavily trafficked arterial roads. This unique placement introduces challenges not typically encountered by properties deeper within residential zones. Effective signage is essential not only for visibility but also for public safety and wayfinding—especially for patients and elderly visitors trying to locate our practice in a fast-moving traffic environment. Properties deeper in R-1B zones do not face these visibility constraints.

2. Professional Use Within a Converted Residential Structure:

While our building is located in an R-1B zone, its longstanding approved use as a professional office represents a permitted exception to the typical residential use in this district. Unlike standard single-family homes, the function of our property requires appropriate exterior identification for patients and visitors. However, the residential-scale design of the building and its setback from the street makes visibility particularly difficult under strict sign code limits, especially compared to typical commercial properties.

3. Change in Dental Practice Ownership and Provider:

The proposed sign replacement is also necessitated by a recent change in ownership and practitioner of the dental office. The current signage no longer reflects the identity of the business or its provider, which presents confusion for patients and detracts from the credibility and functionality of the office. Updating the sign is essential to ensure clear and accurate identification of the practice.

4. Existing Sign is Functionally Inadequate and Visually Degraded:

The existing sign is in poor physical condition, having deteriorated significantly over time. In addition to its weathered appearance, we are concerned that the current sign may not withstand another winter due to its declining structural integrity. Its continued deterioration raises safety concerns and detracts from the professional appearance of the property. The proposed replacement sign will maintain visibility while enhancing durability, design quality, and long-term functionality.

5. Lack of Alternative Solutions:

The site layout, landscaping, and architectural design severely limit options for wall-mounted or elevated signage. A low monument-style sign is the most visually appropriate and spatially feasible solution. Adhering strictly to the zoning code would effectively eliminate all meaningful visibility of our location from the street, which would not be the case for traditional commercial or larger-scale institutional uses.

Conclusion:

These special and site-specific circumstances—including our location on a major thoroughfare, the building's use as a professional office, the deteriorated condition of the existing sign, and the

change in dental office ownership—create a unique hardship not common to other R-1B-zoned properties. Therefore, strict enforcement of the zoning ordinance would result in practical difficulty and prevent reasonable use of the property in a manner consistent with its approved function and community-serving purpose. The requested variance is necessary to overcome these constraints in a thoughtful and minimally impactful way.

3. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property.

The proposed ground/post sign has been carefully designed to ensure it complements the neighborhood's residential character and does not create any adverse impacts on adjacent properties. We are asking for a variance to section 6-16-5:2.2 to allow a ground sign that is not a monument sign as defined by the Naperville Municipal Code as we feel the sign supported by columns as opposed to a solid base blends into our community and is more similar to our current sign design which has been present for many years.

- The sign respects the scale and aesthetic of both the building and surrounding properties by employing two columns rather than a bulky solid base, reducing visual weight and preserving open space.
- It maintains clear sightlines and does not obstruct landscaping or architectural features, allowing it to blend unobtrusively into the environment.
- The design retains visual continuity with the existing two-post sign, familiar to patients and neighbors, thereby reinforcing the practice's identity.

Due to the property's location on a busy section of Washington Street, where many patients—particularly older adults—have difficulty locating the office, the proposed sign provides a balanced size and visibility. This exceeds the restrictive 4-square-foot limit allowed by residential signage rules but remains appropriate in scale for the neighborhood.

The variance will not negatively impact adjacent properties. The sign's size, scale, and placement have been thoughtfully chosen to avoid disruption of sightlines, privacy, or the residential feel of the area. Instead, it enhances neighborhood character by replacing a deteriorated and ineffective feature with a durable, aesthetically compatible solution.

In summary, granting this variance will support the dental practice's functional needs while preserving the residential character of the neighborhood. It will do so without causing substantial detriment to adjacent properties or altering the essential character of the community.