

STATE OF ILLINOIS        )  
  )  
COUNTY OF DUPAGE        )  
  )  
CITY OF NAPERVILLE        )

**PETITION TO THE NAPERVILLE CITY COUNCIL AND PLAN COMMISSION FOR  
A SIGN VARIANCE**

**THE UNDERSIGNED** Petitioner, Gerald Realty Holdings, LLC, a Delaware limited liability company (hereinafter the “Petitioner”) respectfully petitions the City of Naperville (the “City”) to: (i) grant a sign variance from Section 6-16-5:2.2 of the City’s Municipal Code (the “Sign Code”) to permit the installation of a replacement KIA dealership identification sign located near the northwest corner of Aurora Avenue and Ogden Avenue, commonly known as Gerald KIA of Naperville, which is legally described on **Exhibit A** (the “Property”); and (ii) grant such other variances, departures or deviations as may be necessary to permit the installation of the sign as depicted on the sign plan and elevations attached herewith as **Exhibit B**.

In support of this Petition, the Petitioner represents to the City as follows:

1. The Petitioner and Owner of the Property is Gerald Realty Holdings, LLC, a Delaware limited liability company;
2. The Property consists of approximately three and thirty-five hundredths (3.35) acres located at 1661 Aurora Avenue on the northwest corner of Aurora Avenue and Ogden Avenue;
3. The Property is currently used as a new and pre-owned KIA automobile dealership;
4. The westernmost entrance to the Property currently features a red and silver double-sided, nineteen-foot, one and half inch (19’ 1.5”) in height “KIA” LED illuminated pylon sign along Aurora Avenue (“Existing Pylon Sign”);

5. In accordance with the KIA Dealer Identity Program, KIA Corporation has updated its logo and image branding, requiring all franchise operators to update their dealership branding, which requires modifications to the existing signage plan at the Property, including the Existing Pylon Sign;

6. In accordance with the KIA Dealer Identity Program, the Existing Pylon Sign will be replaced with a new, black and metallic silver double-sided, twenty foot (20') in height "KIA" LED illuminated pylon sign with a maximum sign area of one hundred thirty (130) square feet, to be placed in the same location as the Existing Pylon Sign ("New Pylon Sign");

7. The Property is zoned B3 within the City of Naperville's General Commercial District classification;

8. The surrounding uses are:

- a. North: City of Naperville – Zoning "B3": Woody Buick GMC automobile dealership;
- b. East: City of Naperville – Zoning "B3": Woody Buick GMC automobile dealership;
- c. South: City of Naperville – Zoning "B3": Mixed use shopping center for commercial purposes anchored by Jewel-Osco and including an Enterprise Rent-A-Car dealership;
- d. West: Zoning "Industrial": Vacant Land

9. Code Section 6-16-5:2.2 regulates signs on properties being used for commercial purposes, regardless of zoning; and,

10. Petitioner requests variances from Code Section 6-16-5:2.2 for approval to allow the installation of the above-mentioned New Pylon Sign. Petitioner's request meets the

requirements for a zoning variance under the Naperville Municipal Code and is appropriate based on the following:

**A VARIANCE FROM SIGN CODE SECTION 6-16-5:2.2 TO PERMIT A PYLON  
GROUND SIGN WITH A SIGN AREA OF 130 SQUARE FEET  
AND A HEIGHT OF 20 FEET**

- 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.” Petitioner seeks to properly identify its automobile dealership with a slightly larger, better-quality pylon sign in accordance with the KIA Dealer Identity Program with an updated logo familiar to the public in accordance with the purpose of the Sign Code. The installation of the New Pylon Sign concurrently improves the image of the Property to make it more aesthetically pleasing, will be consistent with the updated logo/building signage and updated look of the dealership building, as well as the properties in the surrounding area, which are predominately occupied by automobile dealerships with signs reflecting their current logos.

- 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 the Sign Code would result in practical difficulties and impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district. Other properties adjacent to the Property have uniform signage that match their current existing logo. In the event that City strictly enforces the Sign Code, Petitioner will be left with the Existing Pylon Sign with the outdated KIA logo, which will not

match the signage and branding update to be undertaken by Petitioner at the Property, which would create an unusual condition, lacking continuity, aesthetics and create a significant advertising disadvantage compared to surrounding dealerships along Aurora Avenue and Ogden Avenue. Furthermore, stand-alone automobile dealership signage of the same size are located on properties adjacent to the Property along Aurora Avenue (2495 Aurora Avenue, 2379 Aurora Avenue, 2363 Aurora Avenue), which are depicted on **Exhibit C** attached hereto.

*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 essential character of the neighborhood will be enhanced and preserved by further investment into the Property. The proposed New Pylon Sign is approximately one hundred thirty (130) square feet, has a height of twenty feet (20'), and will not create a detriment to adjacent properties, as the New Pylon Sign is similar in height and square footage as other dealership signs along Aurora Avenue, as mentioned above. Petitioner's intent is to improve the appearance of the Property with the replacement of the Existing Pylon Sign with the New Pylon Sign, which also allows for additional investment in the City and further improve the City's real estate and sales tax revenues.

**WHEREFORE**, by reason of the foregoing, the undersigned Petitioner requests the City Council and Plan Commission take the necessary steps to: (i) grant the sign variances from Section 6-16-5:2.2 of the Sign Code to permit the installation of above-mentioned sign located on the property at the northwest corner of Aurora Avenue and Ogden Avenue, and commonly known as Gerald KIA of Naperville, which is legally described on **Exhibit A**; and (ii) grant such other variances, departures or deviations as may be necessary to permit the installation of the New Pylon Sign as depicted on the signage plans and elevations attached as **Exhibit B**.

**RESPECTFULLY SUBMITTED** this 19th day of August, 2022.

PETITIONER:

Gerald Realty Holdings, LLC, a  
Delaware limited liability company

By: *Zachary W. Blair*  
Zachary W. Blair  
Attorney for Petitioner

**EXHIBIT A**  
**LEGAL DESCRIPTION**

LOT 1 IN VAN ITEN RESUBDIVISION OF PART OF THE NORTHEAST  $\frac{1}{4}$  OF SECTION 22, TOWNSHIP 38 NORTH, RANGE 9, EAST OF THE THIRD PRINCIPAL MERIDIAN, ACCORDING TO THE PLAT THEREOF RECORDED FEBRUARY 28, 1991 AS DOCUMENT R91-021178 IN DUPAGE COUNTY, ILLINOIS.

Property address: 1661 W. Aurora Avenue, Naperville, IL 60540

PIN: 07-22-200-026-0000

**EXHIBIT B**  
**SIGN PLANS AND ELEVATIONS FOR NEW PYLON SIGN**  
(Attached)



# DESIGN PACKAGE

## Project ID

JH2-44361

Date: 03-28-2022

Scale: NTS

Sales: E. Mackle

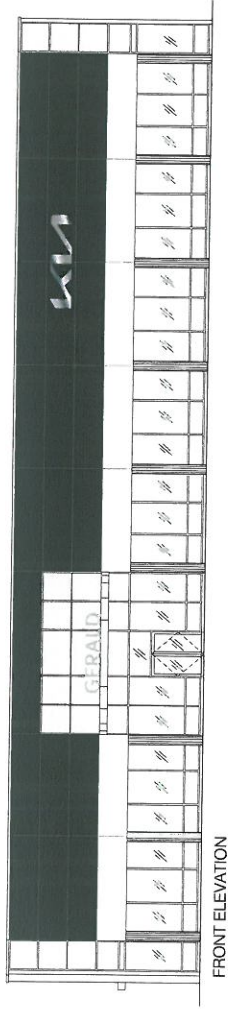
Designer: D. Reyes

Rev. #:

Date:

Revision Note:

## KIA Dealer Identity Program



## Missing Information

Required:

## Electrical

120V

347V

Other

## Customer Approval

Signature

MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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IL054

Gerald Kia of Naperville  
1661 Aurora Ave  
Naperville, IL 60540

## Sign Item

Cover Page

## IL054 - Gerald Kia of Naperville

1661 Aurora Avenue, Naperville, IL 60540

Any non-compliant Kia logo (i.e., window vinyl, doors/entry vinyl, parking signs, directional signs, multi-tenant signs, reader board graphics, etc.) not represented in this proposal must be updated by the Dealer to the current compliant Kia logo or must be removed.

520 W Summit Hill, Suite 702, Knoxville TN, 37902  
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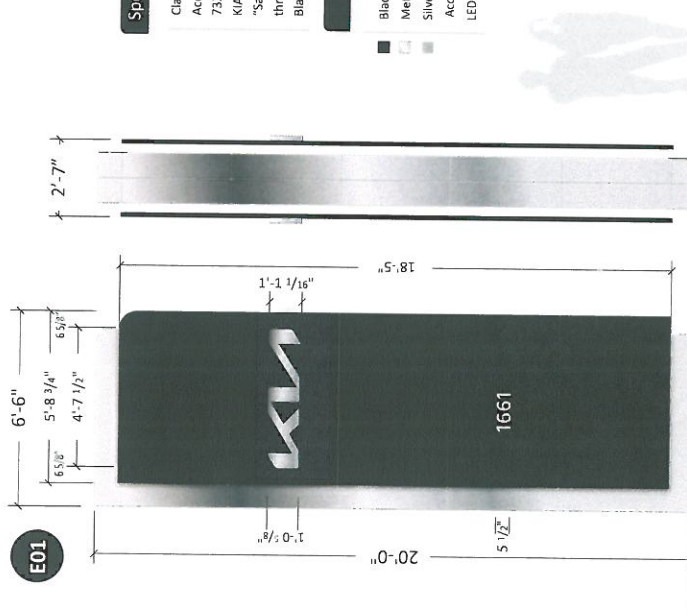
This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable codes.  
This includes proper grounding and bonding of the sign.

Fluorescent, Neon and HID lamps contain Mercury (Hg).  
Dispose of the lamps according to local, Provincial, State or Federal Laws.





# KUSPS20



Logo: 5 Sq. Ft.  
Total: 130 Sq. Ft.

**NOTE:**  
Will attempt to reuse existing foundation.  
Dealer to provide electrical prior to installation.

### Specifications

- Claadding – 4MM KIA Black and Metallic Silver ACM
- Accent Lighting – 7100K LED illumination with 7328 White Polycarbonate Lens
- KIA Wordmark – Milled Aluminum and Plastic
- “Sandwich” Design with 7100K LED illumination thru edge of filler
- Black edge always toward street >

### COLORS

- Black KIA ACM – TBD
- Metallic Silver KIA ACM – Alflex Exotic Mica
- Silver Reflective Vinyl
- Accent Lighting Lens – 7328 White LED – 7100K White illumination

**TO BE REMOVED**



**Existing KPSN20 Pylon**

**NOTE: PSG to remove & scrap existing pylon.**

**Project ID**  
JH2-44361-R2

Date: 03-28-2022  
Scale: As noted  
Sales: E. Mackle  
Designer: D. Reynolds

Rev. #: R2  
Date: 05-24-2022

Revision Note:  
R2: Add the number portion of the address to the pylon “1661” (silver reflective vinyl).

### Missing Information

Required:

### Electrical

✓ 120V 347V  
Other

### Customer Approval

Signature  
MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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IL054  
Gerald Kia of Naperville  
1661 Aurora Ave  
Naperville, IL 60540

Sign Item  
E01

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This sign is installed in accordance with the requirements of Article 600 of the National Electrical Code as well as applicable local, state, and federal codes. This includes proper grounding and bonding of the sign.



Fluorescent Neon and HID lamps contain Mercury (HG). Dispose of the lamps according to local, provincial, state or Federal laws.

Note: Size of signage in relation to the surrounding area is approximate. This photo mock-up is intended for location purposes only. A site survey is required. Existing KPSN20 Pylon. NOTE: PSG to remove & scrap existing pylon.

**Project ID**  
JH2-44361-R1

Date: 03-28-2022  
 Scale: As noted  
 Sales: E. Mackle  
 Designer: D. Reyes  
 Rev. #: R1  
 Date: 04-08-2022  
 Revision Note:  
 R1: Update front elevation

**Missing Information**  
 Required:

**Electrical**

✓ 120V \_\_\_\_\_  
 347V \_\_\_\_\_  
 Other \_\_\_\_\_

**Customer Approval**

Signature \_\_\_\_\_  
 MWJ/DD/VYV

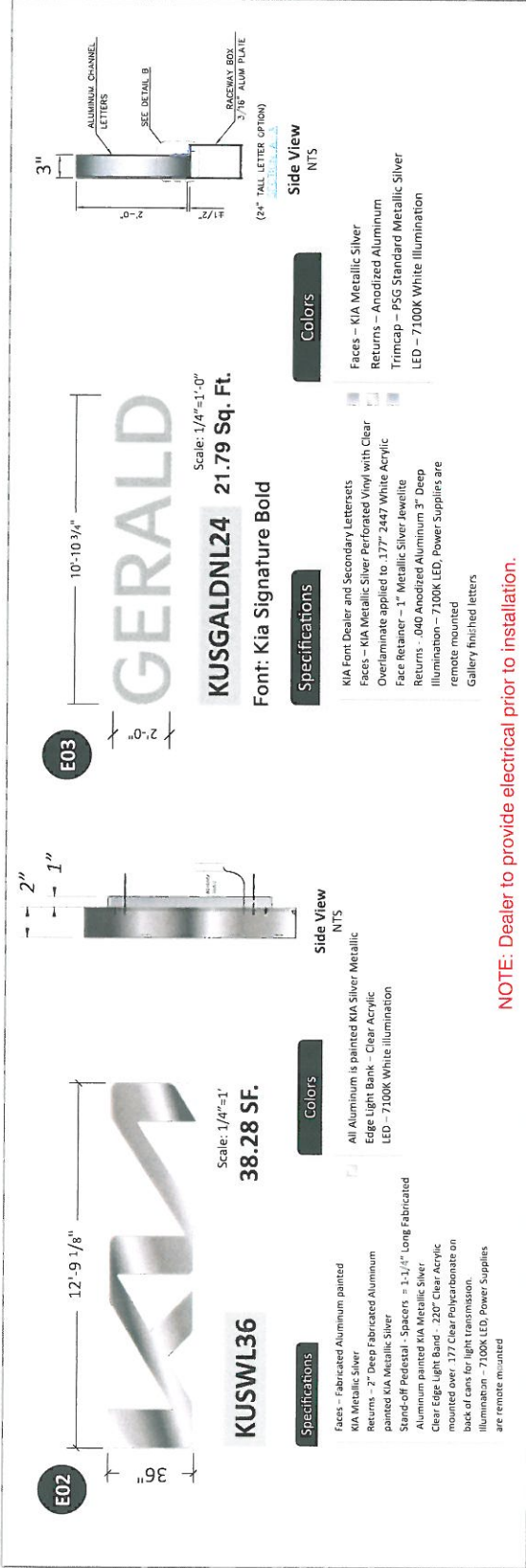
It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to support the weight of the sign being ordered. Please ask PSG to provide further details if required.

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IL054

Gerald Kia of Naperville  
 1661 Aurora Ave  
 Naperville, IL 60540

**Sign Item**  
 E02, E03

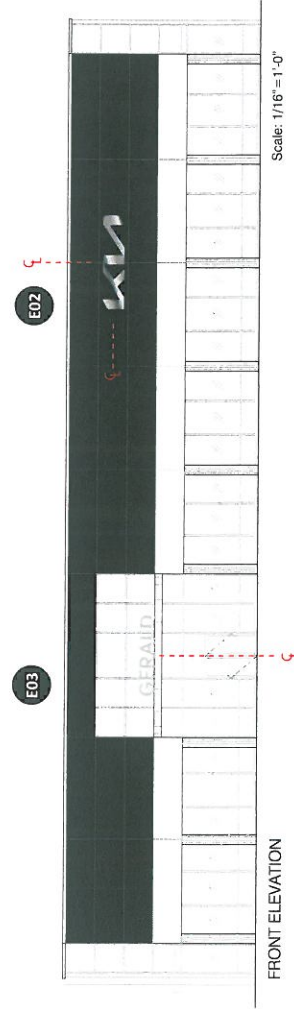


**NOTE: Dealer to provide electrical prior to installation.**

**TO BE REMOVED**



**NOTE: PSG to remove & scrap existing signs.**



Note: Size of signage in relation to the surrounding area is approximate. This photo mock-up is intended for location purposes only. A site survey is required. Any non-compliant Kia logo (i.e., window vinyl, parking signs, directional signs, multi-tenant signs, reader board graphics, etc.) not represented in this proposal must be updated by the Dealer to the current compliant Kia logo or must be removed.

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This sign to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Fluorescent, Neon and HID lamps contain Mercury (Hg) and other hazardous materials. Dispose of the lamps according to local, Provincial, State or Federal Laws.



**Project ID**  
JH2-44361-R1

Date: 03-28-2022  
 Scale: As noted  
 Sales: E. Mackie  
 Designer: D. Reyes  
 Rev. #: R1  
 Date: 04-08-2022  
 Revision Note:  
 R1: E04-Move up, center horizontally

**Missing Information**  
 Required:

**Electrical**  
 ✓ 120V 347V  
 Other \_\_\_\_\_

**Customer Approval**  
 Signature \_\_\_\_\_  
 MW/DD/YYYY \_\_\_\_\_

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IL054  
 Gerald Kia of Naperville  
 1661 Aurora Ave  
 Naperville, IL 60540

**Sign Item**  
 E04, E05, E06

**E04**

Scale: 1/4"=1'  
**38.28 SF.**

**KUSWL36**

**Specifications**

- Faces - Fabricated Aluminum painted KIA Metallic Silver
- Returns - 2" Deep Fabricated Aluminum painted KIA Metallic Silver
- Stand-off Pedestal - Spacers - 1-1/4" Long Fabricated Aluminum painted KIA Metallic Silver
- Clear Edge Light Band - 220' Clear Acrylic mounted over 1.77 Clear Polycarbonate on back of cans for light transmission.
- Illumination - 7100K LED, Power Supplies are remote mounted

**Colors**

- All Aluminum is painted KIA Silver Metallic
- Edge Light Band - Clear Acrylic
- LED - 7100K White Illumination

**Side View**  
 NTS

**E05**

Scale: 1/4"=1'-0"  
**21.79 Sq. Ft.**

**KUSDNL24**

**Specifications**

- KIA Font Dealer and Secondary lettersets
- Faces - KIA Metallic Silver Perforated Vinyl with Clear Overlamine applied to .177 2447 White Acrylic
- Face Retainer - 1" Metallic Silver Jewellee
- Returns - .040 Anodized Aluminum 3" Deep Illumination - 7100K LED, Power Supplies are remote mounted

**Colors**

- Faces - KIA Metallic Silver
- Returns - Anodized Aluminum
- Trimcap - PSG Standard Metallic Silver
- LED - 7100K White Illumination

**Side View**  
 NTS

**E06**

Scale: 1/4"=1'-0"  
**21.98 Sq. Ft.**

**KUSSVC24**

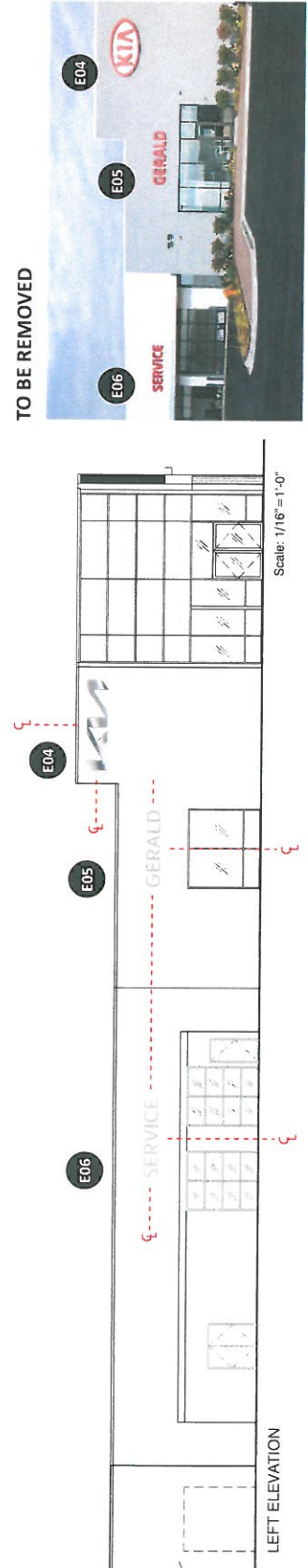
**Font: Kia Signature Bold**

**Colors**

- Faces - KIA Metallic Silver
- Returns - Anodized Aluminum
- Trimcap - PSG Standard Metallic Silver
- LED - 7100K White Illumination

**Side View**  
 NTS

**NOTE: Dealer to provide electrical prior to installation.**



**NOTE: PSG to remove & scrap existing signs.**

Note: Size of signage in relation to the surrounding area is approximate. This photo mock-up is intended for location purposes only. A site survey is required. Any non-compliant Kia logo (i.e., window vinyl, doors/entry vinyl, parking signs, directional signs, multi-tenant signs, reader board graphics, etc.) not represented in this proposal must be updated by the Dealer to the current compliant Kia logo or must be removed.

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**UL**  
 This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code, and/or other applicable local codes.  
 This includes proper grounding and bonding of the sign.

**Fluorescent, Neon and HID lamps contain Mercury (Hg).  
 Dispose of the lamps according to local, Provincial, State or Federal Laws.**

**Project ID**  
JH2-44361

Date: 03-28-2022  
 Scale: As noted  
 Sales: E. Mackle  
 Designer: D. Reyes  
 REV #: \_\_\_\_\_  
 DATE: \_\_\_\_\_  
 Revision Note:

**Missing Information**  
Required:

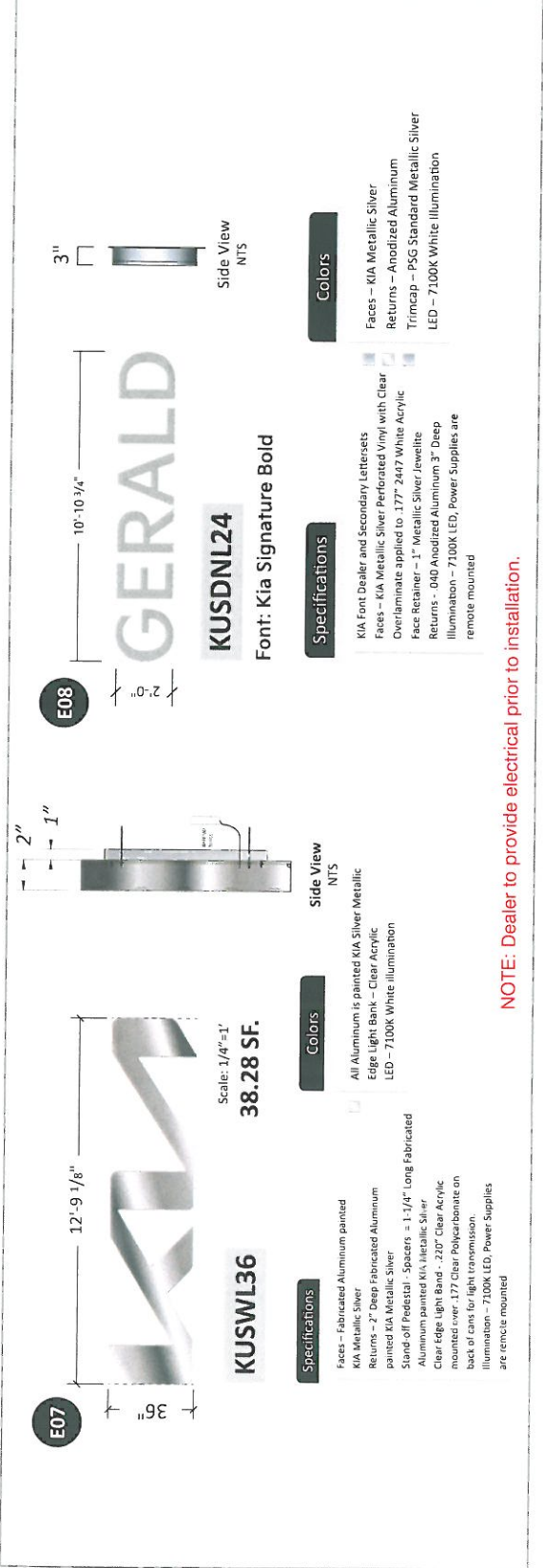
**Electrical**  
 ✓ 120V 347V  
 Other \_\_\_\_\_

**Customer Approval**  
 Signature \_\_\_\_\_  
 M/M/D/Y/Y/Y \_\_\_\_\_

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11054  
 Gerard Kia of Naperville  
 1661 Aurora Ave  
 Naperville, IL 60540

**Sign Item**  
E07, E08

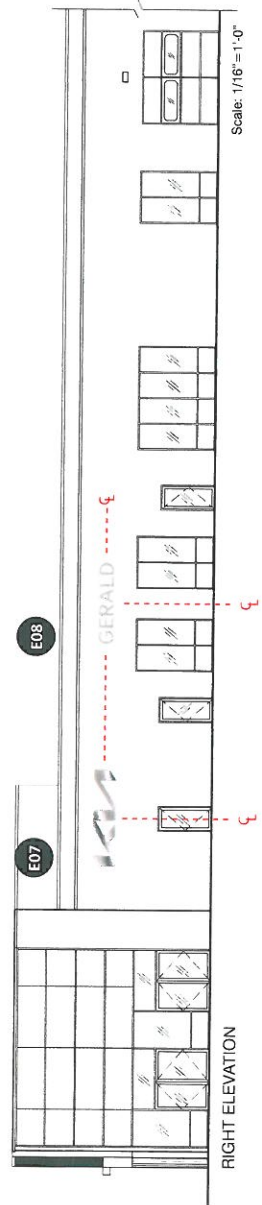


**NOTE: Dealer to provide electrical prior to installation.**

**TO BE REMOVED**

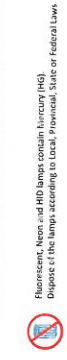


**NOTE: PSG to remove & scrap existing signs.**



**Any non-compliant Kia logo (i.e., window vinyl, doors/entry vinyl, parking signs, directional signs, multi-tenant signs, reader board graphics, etc.) not represented in this proposal must be updated by the Dealer to the current compliant Kia logo or must be removed.**

Note: Size of signage in relation to the surrounding area is approximate. This photo mock-up is intended for location purposes only. A site survey is required.



This sign to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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Fluorescent, Neon and HID lamps contain Mercury (Hg). Dispose of the lamps according to local, Provincial, State or Federal Laws.



**Project ID**

JH2-44361-R1

Date: 03-28-2022  
 Scale: NTS  
 Sales: E. Mackle  
 Designer: D. Reyes  
 Rev #: R1  
 Date: 04-08-2022  
 Revision Note:  
 R1. Update E02 & E03  
 marker on site plan

**Missing Information**

Required

**Electrical**

✓ 120V 347V

Other \_\_\_\_\_

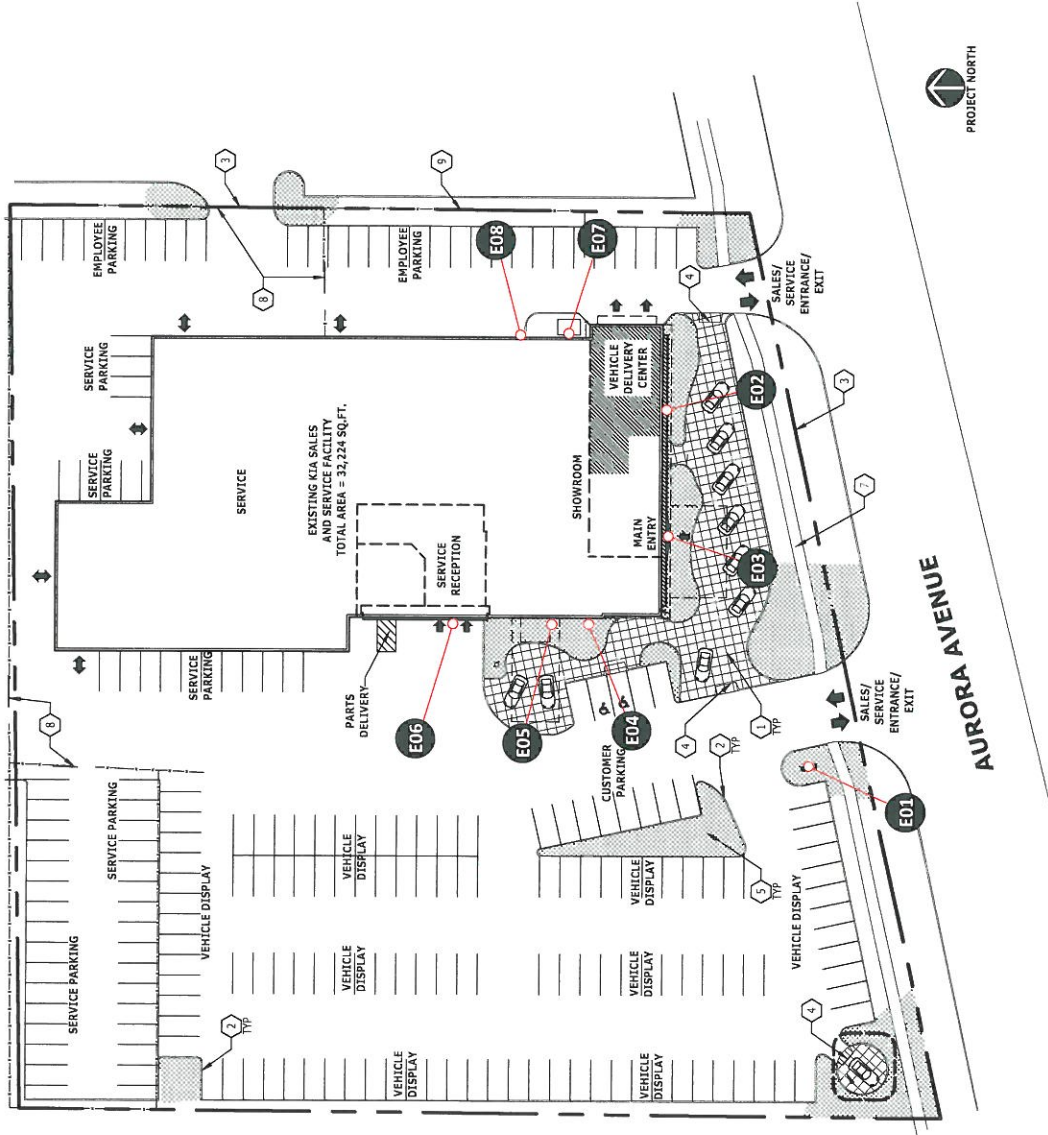
**Customer Approval**

Signature \_\_\_\_\_

DATE: / /

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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- E01** KUSPS20 Pylon Sign
- E02** KUSWL36 Wall Sign
- E03** KUSGALDNL24 Dealer Name Letters
- E04** KUSWL36 Wall Sign
- E05** KUSDNL24 Dealer Name Letters
- E06** KUSSVC24 Service Letters
- E07** KUSWL36 Wall Sign
- E08** KUSDNL24 Dealer Name Letters

Note: Size of signage in relation to the surrounding area is approximate. This photo mock-up is intended for location purposes only. A site survey is required.  
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This sign to be installed in accordance with the requirements of Article 606 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Fluorescent, Neon and HID lamps contain Mercury (HG) Dispose of the lamps according to local, Provincial, State or Federal Laws.

IL054  
 Gerald Kia of Naperville  
 1661 Aurora Ave  
 Naperville, IL 60540

Sign Item  
 Site Plan

**EXHIBIT C**  
**DEPICTIONS OF SIMILARLY SIZED DEALERSHIP SIGNS**  
(Attached)

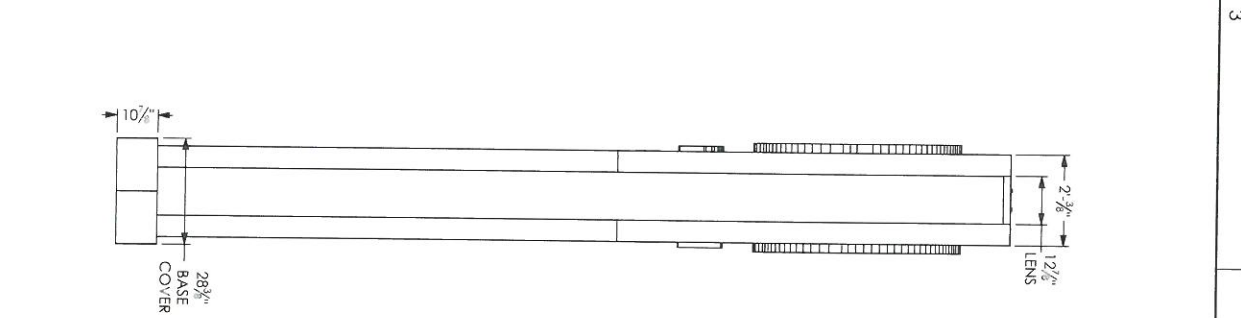
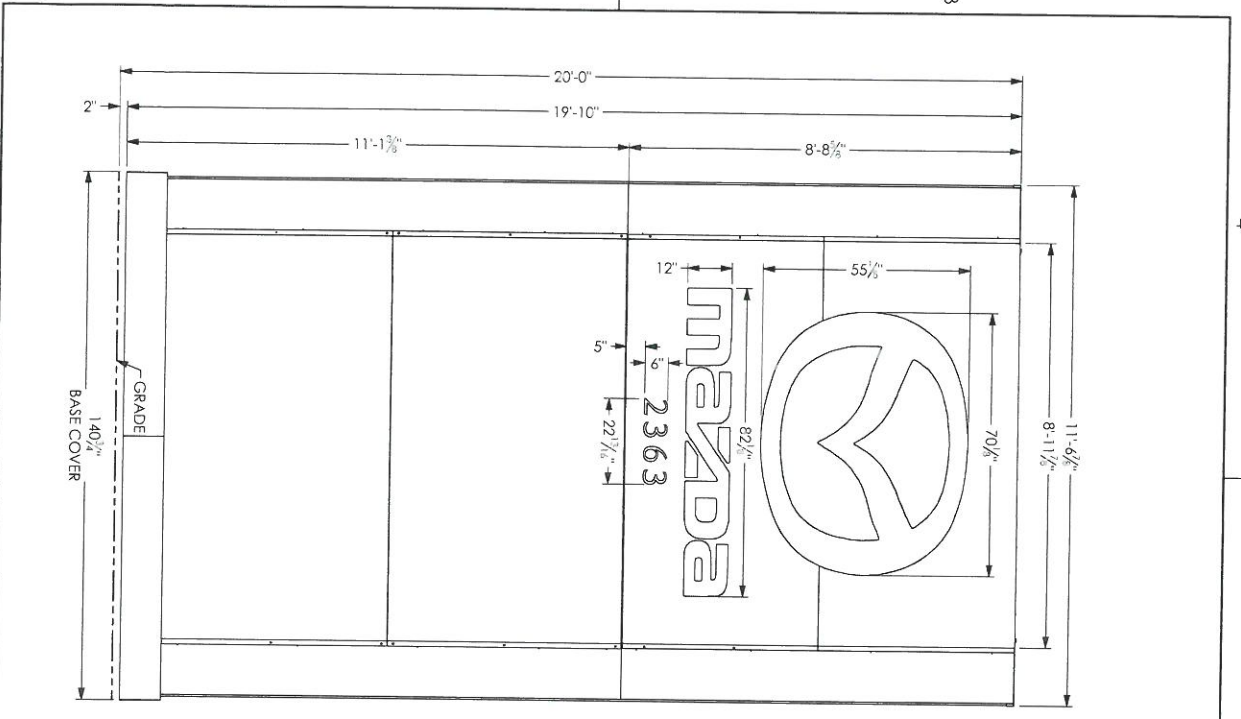


The BMW monolith at 2495 Aurora Avenue is 20 feet in height – an identical height to our proposed monolith.

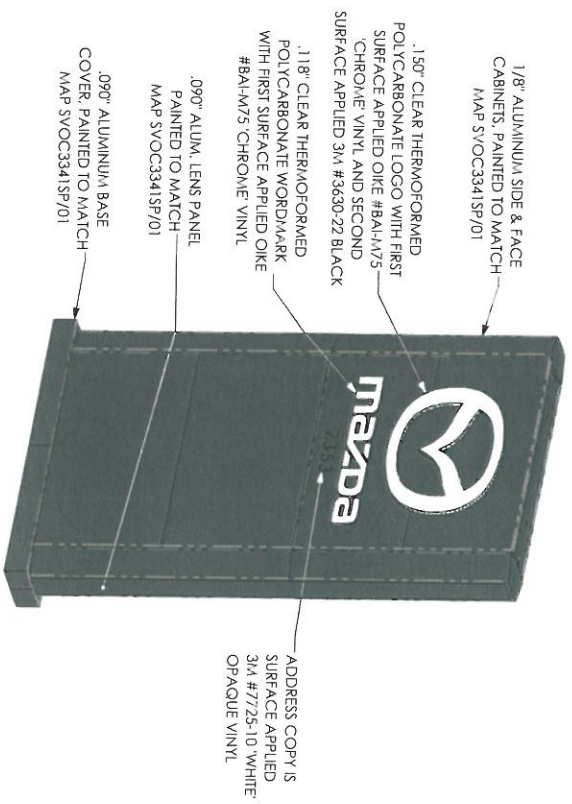


The monolith sign at Subaru on 2379 Aurora Avenue is 20 ft in height and 12 ft in width. An identical height to our proposed monolith and a foot wider.





REVISIONS				
ZONE	REV. ECR NUMBER	REV CHANGE	REV DATE	REV DRAFTER
A	51531	INITIAL RELEASE	12/20/2021	AP



Program/Client:		MAZDA
Interior/Exterior:	EXTERIOR	
Sign Type:	PYLON	
Engineer:	NICK CARRELL	
Windspeed:	115 MPH IBC 2015	
Illumination:	ILLUMINATED	
Volume:	SCALE: 1:32	
20' SKIRTED PYLON		

WEIGHT = 3286 lbs

AGI

MAZ-PY-20-115-SKT-FE-001

SHEET 1 OF 2

C:\A\FIELD\Corporate\Vehicle\_Sign\FAMILY\PROJ\20 SKIRTED SIGN EXISTING FOUNDATION  
 MAZ-PY-20-115-SKT-FE-001