

Midwest Orthopaedics at Rush (MOR) Signage Update

Following the June 5, 2019 Planning and Zoning Commission where the variance request was denied, representatives from MOR met with Sarah Kopinski to review the concerns that were raised: the height of the sign as well as the sign face size. At that time, it was determined that all other signage possibilities should be reviewed. Subsequently there were two other meetings with Naperville Planners Allison Laff and Sarah Kopinski to continue to develop an acceptable plan. Christine Jeffries, President of the Naperville Development Partnership was also present. The other options that were explored were:

- Building signage – 3 of the 4 facades have tenant’s signage. The only remaining façade faces Shuman Blvd. This would not provide the necessary way finding for the patients of MOR who are traveling along I-88.
- Due to the topography of the property where the sign would need to be located is at least 10 feet below the existing berm which consists of a Naperville easement and then another NICOR parcel. During sign testing, a 25-foot sign placed at the bottom of the current berm provided no visibility from I-88. (See attached testing photos) which is why a 40-foot sign was requested. Working with Naperville staff, a revised variance request is being made.
- A berm of 10 feet would be built to match the height of the existing berm. This berm would be placed on the 55 Shuman property and would not encroach either the Naperville easement or NICOR parcel. (See attached engineering design)
- A 25-foot sign would be placed on the berm that would give some visibility of the signage from I-88.
- The sign face would remain the same due to the MOR logo. Visual testing photos from I-88 were used for the requested text size. Based on the Midwest Orthopaedics at Rush branded image smaller fonts sizes are not as visible for drivers traveling at highway speeds. Additionally, the word Orthopaedics dictates the length of the sign that is needed. Based on these factors the current size of the sign face was determined. While the total sign face is larger than what Naperville allows, the actual lettering falls within the allowed signage, calculated at 99.75 square feet. (See attached sign design)
- Additionally, the owners of the 55 Shuman property have agreed that no further tenants would be offered monument signage on the site.
- The Naperville Office Park Owners Association has reviewed the revised plans and have approved them.
- On July 18, 2019 a meeting with the Naperville Planning staff occurred to review the revised request. Staff expressed support of the above alterations from the original submission.