

EXHIBIT 7
SIGN VARIANCE STANDARDS

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

The sign variance is being requested by Petitioner as a consequence of the City Improvements, which will result in the City acquiring the portion Parcel B of the Subject Property on which the development sign is currently located. This action by the City has instigated Petitioner's request for development approvals, and necessitated this sign variance request.

Pursuant to 6-16-6:3, a monument sign is not allowed in the Downtown Central Business District. Because Petitioner is seeking to rezone the Subject Property to B4, the existing twelve foot (12') monument sign cannot be relocated. Because of the City's acquisition of the portion of the Subject Property where the sign is currently located, Petitioner is seeking a sign variance to relocate the existing sign at its current height at the location shown on the survey.

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." The Subject Property is located on the northwest corner of Washington St. and Aurora Avenue, which is a heavily traveled intersection located in Downtown Naperville in need of adequate signage.

As a consequence of the City Improvements, the existing monument sign will have to be relocated. Allowing the sign to be relocated on the Subject Property is in harmony with the general purpose and intent of the Code.

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; and*

As stated above, the sign variance is necessitated by the City Improvements, which will result in the City acquiring the portion of the Subject Property on which the monument development sign is located.

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. The City's acquisition of the property on which the sign is located has necessitated this variance request, not any action of the Petitioner. Further, most of the properties located in the Downtown sector are not situated in the same manner as the Subject Property. Monument signs are generally not compatible with the layout of the more traditional properties developed in the B4 Downtown Core District, but the Subject Property is unique since its layout is similar to a retail center where monument signs are more commonly needed. Petitioner believes the existing sign serves a significant purpose and eliminating the monument sign would result in hardships involving proper identification of the Subject Property and the tenants on the Subject Property. Since there is an existing sign that likely dates back decades, Petitioner's request is to relocate the existing twelve foot (12') sign at the location shown on the survey as a result of the City's acquisition of the portion of the Subject Property on which the sign is located. The inability to relocate the sign could result in the loss of commercial tenants who rely on the customers' identification of the commercial center and tenants.

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

The Subject Property has been improved with the existing uses for decades, and the sign has

been existing on the Subject Property for many years. A variance allowing the relocation of the existing sign at its current height on the Subject Property at the location depicted will not alter the essential character of the neighborhood and will have no impact on the adjacent property.