

08-12-19



934 N. Church
Elmhurst, IL 60126
PH. 630-607-6734

Edward Elmhurst Health
801 S. Washington Street
Naperville, IL 60540

STANDARDS FOR VARIANCE

SIGN 1. This variance is to approve replacement of an existing sign, off premise on city of Naperville R.O.W.

This variance would be in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan. Edward Elmhurst Health wishes to change out the existing ground sign with a more modern and efficient LED illuminated environmentally friendly version that fits the updated branding for the hospital's overall identity. The sign height for the new sign has been reduced to 10'-0" overall and the copy area fits within 45 square feet. This sign is instrumental in directing ambulances, emergency vehicles, people, personnel, and visitors to the emergency room and hospital from West Martin Avenue.

Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships which are not generally found on other properties in the same zoning district. A unique service and responsibility for health and well being are evident through the services provided on the Edward Elmhurst Hospital campus. It is imperative that identification is concise and succinctly stated so that successful access is achieved to the property in both emergency and non-emergency situations.

The variance if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. This sign serves a specific purpose and is being upgraded to provide many more years of service and enhancement to the area it is displayed. The new sign will completely conform to the design guidelines of the zoning code, with the exception that the sign will need the variance approved to be placed/replaced in the same location as the existing sign.

SIGNS 2A, 6, 9, 10, 11, 35, 49, and 50. Locations are on Lot 7. This variance is to approve the number of ground signs on a parcel and the setbacks. Also, for sign 10 Our Savior's Lutheran Church approval to replace existing monument with new updated sign. A letter of approval has been provided by the church and they have approved the replacement of the existing and the design of the sign.

This variance would be in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan. Edward Elmhurst Health wishes to change out the existing ground signs with more modern and efficient LED illuminated environmentally friendly versions that fit the updated branding for their overall identity. The location of sign 2A is recommended to be moved from the west side of the street to the east. There was confusion and inconsistency viewing the sign while driving north on Brom Drive approaching Pam Davis. The new location of the sign will be more consistent with other signage on the property and provide optimum viewing and comprehension. This sign is a directional /informational sign that specifically directs people to areas of the hospital campus. Signs 6, 9, 11, 35, 49, and 50 are all directional /informational signs and are replacing existing signs of similar nature. The new signs will be upgraded to the new branding with revised and updated copy that is easier to read and comprehend. Each of the signs serve a specific purpose directing and informing

people to get to where they need to on campus. There are no overwhelming or redundant usages for these signs and each one uniquely serves a specific purpose.

Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships which are not generally found on other properties in the same zoning district. A unique service and responsibility for health and well-being are evident through the services provided on the Edward Elmhurst Hospital campus. In a healthcare environment time is of the essence. The more efficiently we can move people about the property and get them to exact destinations is a critical objective of the signage program.

The variances if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. The signs serve a specific purpose and are being upgraded to provide many more years of service and enhancement to the areas they are displayed. The new signs will completely conform to the design guidelines of the zoning code, with the exception that the signs will need the variance approved to be placed/replaced in the same location and setback as the existing signs they are replacing.

SIGN 7. Location is on Lot 8. This variance is to approve the number of ground signs on a parcel and the setbacks.

This variance would be in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan. Edward Elmhurst Health wishes to change out the existing ground sign with more a modern version that fits the updated branding for their overall identity. The sign will be upgraded to the new branding with revised and updated copy that is easier to read and comprehend. The sign serves a specific purpose directing and informing people to get to where they need to on campus. There are no overwhelming or redundant usages for these signs and each one uniquely serves a specific purpose. The intent is to place a new sign in the exact same spot as the existing sign was that is similar in size and overall height, the setback would be the same as the existing sign.

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The variance if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. The sign serves a specific purpose and is being upgraded to provide many more years of service and enhancement to the area it is being displayed. The new sign will completely conform to the design guidelines of the zoning code, with the exception that the sign will need the variance approved to be placed/replaced in the same location and setback as the existing sign it is replacing.

SIGNS 2, 3. Locations are on Lot 9. This variance is to approve the shape of sign 2 and to approve the number of ground signs on a parcel and the setbacks for both sign 2 and 3.

This variance would be in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan. Edward Elmhurst Health wishes to change out the existing ground sign #2 with more a modern version that fits the updated branding for their overall identity. The sign will be upgraded to the new branding with revised and updated copy that is easier to read and comprehend. The current sign is configured in a "U" shape, the hospital would like the sign refined into an "L" shape design and installed in the same place as the existing sign. The shape of the sign will enhance visibility coming from the north as you are driving on Brom Dr. and driving from the east on Pam Davis Dr. The informational copy on both sides of the sign is essential to traffic flow and wayfinding within the

campus. Sign 3 is an upgrade of the existing 4-sided sign currently on site. The overall size and copy area are adjusted to 10'-0" overall height and no more than 45 square feet of copy area per side. The prominent location of this sign on site is at an intersection where there are many choices for patrons to read, see, and comprehend in order to navigate properly on campus.

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The variance if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. The sign serves a specific purpose and is being upgraded to provide many more years of service and enhancement to the area it is being displayed. The new sign will completely conform to the design guidelines of the zoning code, with the exception that the sign will need the variance approved to be placed/replaced in the same location and setback as the existing sign it is replacing.

SIGNS 4, 5. Locations are on Lot 10. This variance is to approve the number of ground signs on a parcel and the setbacks for both sign 4 and 5.

This variance would be in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan. Edward Elmhurst Health wishes to change out the existing ground signs with a modern version that fits the updated branding for their overall identity. The signs will be upgraded to the new branding with revised and updated copy that is easier to read and comprehend. The sign serves a specific purpose directing and informing people where they need to go on campus. There are no overwhelming or redundant usages for these signs and each one uniquely serves a specific purpose. The intent is to place new signs in the exact same spot as the existing signs that is similar in size and overall height, the setback would be the same as the existing signs.

Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships which are not generally found on other properties in the same zoning district. A unique service and responsibility for health and well-being are evident through the services provided on the Edward Elmhurst Hospital campus. In a healthcare environment time is of the essence. The more efficiently we can move people about the property and get them to exact destinations is a critical objective of the signage program.

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