

City of Naperville
400 S. Eagle Street
Naperville, IL. 60540

RE: Garden Fresh Market – 955 W. 75th Street

Petition for Zoning Variance – Exhibit 1

Greetings:

Please review the below response to Variance Standards.

Previously, variances were submitted for the existing sign and was heard and approved on January 11, 2005, in order to construct the sign at the proposed height and square footage. The new proposed sign would be same in size only modifying the Garden Fresh portion of the sign, adding an Electronic Message Center to the existing structure, existing conditions as well as proposed plans are enclosed for review. The new proposed sign would be maintained to comply with the Municipal Code for all Electronic Message Center standards.

Due to the previous Variance approvals, the existing sign was constructed as such that with any changes, made, would need to stay within similar square footage.

Providing the Variance be granted, the sign would be operated in a manner that complies with the Municipal Code, for example the messages would stay depicted on the units for a minimum of ten seconds, will not flash or scroll, and with Automatic Dimming Features would not impact the surrounding properties. The EMC would be utilized in similar fashion to how other businesses in the community use theirs.

Please see attached Response to Standards for Granting a Variance.

KEN FOGEL
North Shore Sign
KenF@NorthShoreSigns.com

Standards for Granting a Variance

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

Response: The proposed sign modification is necessary due to the aging sign cabinet, and must be maintained in a manner required in the sign ordinance, utilizing the most current technology available in the sign industry. The sign operation can be customized to meet any instructions set forth by the City.

- 2. Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to the special and unusual conditions which are not generally found on other properties in the same zoning district; and**

Response: Due to the existing structure, foundation, and existing supports, which was reviewed, heard and approved on 1/11/2005, we are limited to what can be done in terms of overall height and width of the sign, and must stay with the same size restrictions.

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

Response: The proposed sign would not have any negative impact on surrounding properties, or alter character of the neighborhood, in fact, would add value in terms of being more aesthetically pleasing with added benefits. The sign would also act as a safety device, displaying severe weather alerts, Amber Alerts, and other emergencies that can provide important information to keep the community more safe with timely information.