Petition for Zoning Variance, Exhibit B
Northwest Corner Monument Sign

September 11, 2019

City of Naperville
Transportation, Engineering & Development
Business Group
400 S. Eagle Street
Naperville, Illinois 60540

RE: Petition for Zoning Variance, Exhibit B – Northwest Corner Monument Sign
1504-16 N. Naper Blvd., Naperville, Illinois 60563 (the "Property")

To Whom it May Concern:

Pursuant to the attached Petition for Zoning Variance, petitioner, Napleton Investment Partnership, L.P., an Illinois limited liability partnership, is requesting a variance to the City of Naperville Zoning Ordinance (the "Title") in order to upgrade and modernize the existing monument sign on the northwest corner of the Property. In response to Exhibit B of the Petition for Zoning Variance Standards, petitioner states the following:

1) The variance is in harmony with the general purpose and intent of the Title and adopted comprehensive master plan. The monument sign that currently sits on the northwest corner of the Property is larger than allowed by the current code, however, it has grandfather rights. Petitioner does not propose any changes to the dimensions or physical structure, but is requesting a variance to modernize and upgrade the sign in accordance with the attached renderings. Allowing this upgrade fulfills the purpose of the Title by conserving the value of the Tower Crossing Shopping Center where the monument sits. Recently, the center has undergone a massive remodel in order to improve the sustainability and appearance of the buildings. The monument sign should match the aesthetics of the buildings to enhance the character of the Property. Keeping the sign at its current dimensions and location has no adverse effect on the community and the upgrade furthers the city's master plan to increase the economic viability and improve the sustainability of businesses. The Naperville community deserves to be welcomed to their city with beauty and elegance, which is what this upgraded sign will bring.
2) Strict enforcement of the 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. The monument sign has been sitting on the northwest corner for many years and its current dimensions and location have grandfather rights under the Title. Other properties in the area do not possess the same type of sign, which makes this a special and unusual case as this specific sign is a staple to the community and all entering. Removing or reducing it in anyway, is not an effective approach and neither is leaving the current look, as it is outdated. The best outcome for the community is to update the monument sign to match the vision of the city.
3) The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. The new design of the monument sign only has positives; there will be no detriment to the neighborhood or adjacent property. Naperville has always prided itself on being a success story for economic development and a destination for all ages and interests. Petitioner joins in that pride and wishes to grow with the community as a whole. The remodel of the northwestern monument sign exuberates the modern day vision of the city by adding a tasteful new look to an already existing cornerstone of the community.

Best regards,

Richard Brandstatter

Rick Brandstatter

Petition for Zoning Variance, Exhibit B
Southeast Corner Monument Sign

September 11, 2019

City of Naperville
Transportation, Engineering & Development
Business Group
400 S. Eagle Street
Naperville, Illinois 60540

RE: Petition for Zoning Variance, Exhibit B – Southeast Corner Monument Sign
1504-16 N. Naper Blvd., Naperville, Illinois 60563 (the "Property")

To Whom it May Concern:

Pursuant to the attached Petition for Zoning Variance, petitioner, Napleton Investment Partnership, L.P., an Illinois limited liability partnership, is requesting a variance to the City of Naperville Zoning Ordinance (the "Title") in order to install a new monument sign at the southeast corner of the Property. In response to Exhibit B of the Petition for Zoning Variance Standards, petitioner states the following:

1) The variance is in harmony with the general purpose and intent of the Title and adopted comprehensive master plan. Installing a monument sign at the southeast corner of the Property fulfills the purpose of the Title as the sign will lessen the congestion on public streets. Currently, there is a monument sign located on Ogden Avenue, however, it is tucked away between two buildings at the Property. Installing a new sign at the southeast corner of the Property will allow for higher visibility to all drivers thereby avoiding any congestion or confusion with drivers locating the Tower Crossing Shopping Center. The new sign will provide better and smarter advertising, which furthers the city's master plan to increase the economic viability of the city and improve the sustainability of businesses.
2) Strict enforcement of the 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. Practically, the current position of the sign makes little to no sense as it is hidden from traffic traveling west on Ogden Avenue. The Property is unique in that it is situated on two major arterial roads and locating the sign at the southeast corner of the Property is the best location for businesses and consumers.
3) The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. The new monument sign will not alter the character of the neighborhood in anyway as the new sign is being constructed close (albeit in a better location) to where the current sign will be removed. Essentially, Ogden Avenue will not change at all as far as the number of signs. Also, while the sign will be placed within the interior setback dimensions and on its own lot, it has no detrimental effect to the adjacent property as there is only an access driveway in that location. This sign will better assist in directing and facilitating traffic.

Best regards,

Richard Brandstatter

Rick Brandstatter

Petition for Zoning Variance, Exhibit B
Tower Identity Sign

September 11, 2019

City of Naperville
Transportation, Engineering & Development
Business Group
400 S. Eagle Street
Naperville, Illinois 60540

RE: Petition for Zoning Variance, Exhibit B – Tower Identity Sign
1504-16 N. Naper Blvd., Naperville, Illinois 60563 (the "Property")

To Whom it May Concern:

Pursuant to the attached Petition for Zoning Variance, petitioner, Napleton Investment Partnership, L.P., an Illinois limited liability partnership, is requesting a variance to the City of Naperville Zoning Ordinance (the "Title") in order to install a new identity sign on the existing steel tower at the Property. In response to Exhibit B of the Petition for Zoning Variance Standards, petitioner states the following:

1) The variance is in harmony with the general purpose and intent of the Title and adopted comprehensive master plan. Petitioner proposes to install a new identity sign to highlight the businesses in Naperville. The existing steel tower sits in the middle and is a focal point of the Tower Crossing Shopping Center so it is crucial that all residents and visitors are welcomed with sleek and modern signage. The addition of this signage fulfills the purpose of the Title by conserving the value of buildings and encouraging the most appropriate use of land throughout the City. First, the proposed signage conserves, and even enhances, the value and look of the Property. Second, the city's name on the signage projects and promotes Naperville as a destination. Third, it is most appropriate to not only make use of the land to promote the businesses at Tower Crossing Shopping Center, but also Naperville as a whole. The master plan of the city is a collective effort of vision, cooperation, and economic development. Petitioner joins in those efforts and believes the identity sign will be beneficial for the businesses and Naperville.
2) Strict enforcement of the 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. As is well-known, the number one rule in real estate is location, location, location. The Property is special and unusual in that it is at a location that no other property in the same zoning district is located. By not allowing the new identity sign, the city will have a missed a valuable opportunity to welcome residents and visitors with grace and distinction.
3) The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property. With the case at hand, the character of the neighborhood would not change at all and the identity sign would only enhance the experience of the businesses and consumers at the shopping center. The success of the neighborhood hinges on public and private interests merging for the benefit of the community, which the sign accomplishes. Adjacent properties will also benefit from the new identity sign as the area, and all it has to offer, will be seen as a point of destination.

Best Regards,

Richard Brandstatter

Rick Brandstatter