

EXHIBIT 7B

PROPOSED COSTCO WHOLESALE

1255 E OGDEN AVENUE (CURRENTLY PART OF OGDEN MALL)

RESPONSE TO STANDARDS FOR ZONING VARIANCE – SIGNAGE

Costco is seeking relief from Section 6-16-5:2.1.1 to allow for wall signage on the east and south elevations to exceed the maximum permissible sign square footage of 300 sf for each elevation. The existing municipal code allows signage on building elevations (in any combination) up to a maximum sign area of one and one-half (1.5) square feet for each linear foot of façade, up to a maximum of 300 square feet.

Costco is seeking a variance to this maximum in order to allow for two signs on the proposed east elevation, for a total of 438 square feet, to maximize exposure from adjacent roadways to identify our location as well as identify the entrance to the warehouse. Currently proposed on this east elevation are two Costco Wholesale signs (one at 158 sf and another at 280 sf). Costco believes that two signs are required on the east elevation considering the building setback distance from Ogden Avenue, as well as the balance of the existing Ogden Mall buildings remaining in our sight line. It should be noted that the proposed warehouse will be located at the far northwest corner of the property, which puts it approximately 850 feet from Naperville-Wheaton Road, approximately 800 feet from Ogden Avenue and approximately 480 feet from Iroquois Avenue.

In addition, we are seeking a sign variance for the signage located on the south elevation that total 311 sf. The need is due to the utilization of two signs. The primary wall sign on this elevation is a 280 sf Costco Wholesale sign to identify our location from the Iroquois Avenue right of way. There is also proposed on this same elevation a 30 sf Tire Center sign to provide location designation of this accessory use for our customers. The two signs combined are in excess of the maximum 300 sf per elevation per code by 10 sf.

Furthermore it should be noted that without the maximum sign area restriction of 300 sf, using the 1.5 sf for each linear footage would actually allow for sign areas of approximately 740 sf and 530 sf for the east and south elevations respectively.

In support of the request, Costco provides the following responses to the standards for granting a zoning variance:

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

Though the Code sets a maximum of 300 sq. ft. for wall signage, it otherwise allows 1.5 sq. ft. of wall signage per linear foot of facade. Without the maximum sign area of 300 sf set, Code would permit both facades to have wall signs in excess of 500 sq. ft. The signage proposed is appropriate due to the size and scale of the building, as well as the setbacks from the adjacent public roadways.

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*

When designing the elevations/buildings for proposed locations Costco always takes into consideration the roadway access points and where the signs are best suited on the warehouse for maximum exposure for the benefit of our customers. In addition, the size of the signs are also considered when looking at the overall aesthetics of the elevation. Strict enforcement of this Title would result in signs that are too small when considering the overall elevation lengths of approximately 494 feet on the east elevation and approximately 355 feet on the south elevation, especially with the building setback from the adjacent public roadways.

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 variance if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent properties. The current zoning for this location is B2. With the exception of the properties to the west that are zoned R3 multi-family residential, the remainder of the adjacent properties are compatible uses zoned B2, B3 and ORI. With respect to the adjacent R3 zoning, we are not proposing any wall signage of any type on the west elevation of the warehouse.