

PROPOSED COSTCO WHOLESALE  
1255 E OGDEN AVENUE (CURRENTLY PART OF OGDEN MALL)  
RESPONSE TO STANDARDS FOR ZONING VARIANCE - PARKING  
LOT LIGHT POLES

Costco is seeking to redevelop a portion of what is currently known as “Ogden Mall” located at the NWC of Ogden Avenue and Iroquois Avenue. Section 6-14-4:3.2.5: “Exterior Parking Lot Lighting” of the municipal code allows a maximum pole height of 25 ft for a commercial district. Costco is seeking a variance from this standard in order to incorporate their standard fixture mounting height of 36.5 ft. This height is preferred for dual purposes in that it allows for the adequate lighting for the safety and welfare of our customers, as well as reduces the overall number of light poles in order to obtain the lighting coverage preferred. This also reduces the both costs in purchasing and installing, but also reduces costs as it relates to maintenance and cost in energy. It should be noted that the existing light poles and fixtures currently on the property are 40 ft high, which would result in the new 36.5 ft high Costco light poles being more compatible with the existing light pole heights and spacing that will remain on the rest of the Ogden Mall property. Furthermore the Costco light fixtures would be modern LED lighting whereby the light source/lens would not project below the fixtures as the current light fixtures do.

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.*

The variance requested would be in harmony with the general purpose and intent of the Title, and the adopted comprehensive master plan. The parking lot lighting would still provide for required photometric standards, but would be doing so with fewer poles, and a more energy efficient light source. This would create fewer bright spots that are typical beneath the poles, and would be aesthetically more pleasing due to the number of parking stalls being provided. The parking lot lighting shall be designed so that it is deflected

away from adjoining properties and so that it does not impede vision of drivers along adjacent streets.

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*

The applicant believes that the proposed variance allowing an increase in pole height provides for less hardships due to the overall parking lot area and configuration that would require 72 poles with 102 fixtures in order to meet the required photometrics using a pole height of 25 ft. In addition, the 25 ft high poles would create a distinct contrast in perceived light levels between the new poles and the existing poles that would be on the remainder of the Ogden Mall property due to the differences in pole heights. Granting the variance to allow the fixture heights to be at 36.5 ft would reduce the number of poles to 40, and the fixtures to 64, and the light poles would be more compatible with the existing light poles that will remain on the adjacent Ogden Mall property.

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

Due to the overall size of the parcel area of 18.95 acres, and the height of the existing light poles that this project would be replacing, the variance to allow pole heights of 36.5 ft will not alter the essential character of the neighborhood, and nor will they be a substantial detriment to adjacent properties.

## 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.