

Exhibit A

Detailed Description of Variance:

Target is requesting a variance to increase total signage from 300-sf to 3,782.10-sf. Existing signs will be removed and replaced, walls will be painted, and red EIFs will be added to the west, south, and north elevations. Please see below for detailed improvements to each wall façade:

West (Front) Façade

- Remove and replace the existing grocery sign with a new 39.60-sf Grocery sign
- Remove and replace the existing Super Target and Bullseye sign with a 540.25-sf target and bullseye sign, with a 1,767-sf red EIFs background
- Existing 36.62-sf CVS pharmacy sign will remain
- Add a new 36-sf white bullseye
- Add a new 24.59-sf red “order pickup” sign

Total Proposed Signage:

=1,903.81-sf

- Add 205.38-sf of red EIFs to south portion of west façade
- Add 186.62-sf of red EIFs to north portion of west façade
- Add 1,767-sf of red EIFs background behind target with bullseye sign (counted as total signage)

Total Percentage of EIFs on front façade:

- Wall Area: 14,690-sf
- Red EIFs: 2,159-sf
- **15%**

South Façade

- Add new 144-sf white bullseye with 1,131.67-sf red background EIFs.

Total Proposed Signage:

=1,131.67-sf

- Add 1,131.67-sf of red EIFs

Total Percentage of EIFs on front façade:

- Wall Area: 9,830-sf
- Red EIFs: 1,131.67-sf
- **8.7%**

North Façade

- Add new 144-sf white bullseye with 746.62-sf red background EIFs.

Total Proposed Signage:
=746.62-sf

- Add 746.62-sf of red EIFs

Total Percentage of EIFs on front façade:

- Wall Area: 9,830-sf
- Red EIFs: 746.62-sf
- **7.6%**



June 11, 2020

City of Naperville
Transportation, Engineering, and Development (TED) Business Group
400 S. Eagle St.
Naperville, IL 60540

Re: Target – Sign Variance
1951 W. Jefferson Ave.
Naperville, IL 60540

To whom it may concern,

Kimley-Horn serves as a civil engineering consultant to Target Corporation, who's proposing to implement their national rebranding program at the existing Target store located at 1951 W. Jefferson Avenue. We are applying for a sign variance to increase total wall signage from 300-sf to 3,782.10-sf. Please note that the new sign area includes red background EIFs in the calculation. Excluding background EIFs, total signage is 965.06-sf.

Exhibit 1: Section 6-3-6:2: Standards for Granting a Zoning Variance and/or Sign Variance:

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

Target is requesting a sign variance to add additional signage to the front south and north façades of the store. Per code, Target is allowed 300-sf per eligible frontage, and Target is proposing a total of 3,782.10-sf of signage. The design intent on adding additional signage to the store is to maintain the Target branding nationwide. All stores shall maintain a consistent appearance, and high-volume stores, such as the Naperville store, has especially been targeted to meet standards. The site is in harmony with the surrounding properties and does not take away from neighboring stores. The intent is solely to increase sign visibility and refresh the store to current Target standards.

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 Strict enforcement would impose brand and locational sign disadvantages that other stores may not incur.

Target is a large big box store that offers many services. Including identification signs is important for visibility from I-59 and Jefferson avenue. The grocery, CVS and order pickup signs are all important to direct customers to where they need to go. Customers are looking for convenient shopping, so including signage that can direct them where to go, is vital. Furthermore, Target has approximately 530 linear feet of frontage. This is much larger than most stores that must adhere to this zoning requirement. Target should be allowed more signage because of the sheer size of the store.

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 exterior remodel will not alter the character of the neighborhood, and if anything, will improve the character. The Route-59 corridor in this area has many new and modern developments. Updating Target's façade will be in line with the recent developments and serve to improve the overall character in the area.

If you have any questions or require any additional information, please contact me at 630-487-3447.

Sincerely,



Michaela Walker, P.E.
Kimley-Horn and Associates, Inc.
Phone: 630-487-3447
Email: michaela.walker@kimley-horn.com