



Legislation Text

File #: 19-1068, Version: 1

CITY COUNCIL AGENDA ITEM

ACTION REQUESTED:

Consider a request by The Rotary Club of Naperville Sunrise for a temporary use for a Naper Light's sponsor display at 315 S. Main Street from November 22, 2019 to December 29, 2019.

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Allison Laff, AICP, Deputy Director

BOARD/COMMISSION REVIEW:

Not required.

BACKGROUND:

The Rotary Club of Naperville Sunrise's Naper Lights will be located on private property within the Water Street Development in 2019. In conjunction with this display, The Rotary Club will be recognizing certain sponsors with 2' x 3' signs, which are permitted by code. In addition, The Rotary Club would like to recognize Gerald Subaru's generous sponsorship through display of a dealer vehicle and a 10.5 square foot sponsor sign on the vacant property located at 315 S. Main Street from November 22, 2019 to December 29, 2019 (see attached letter and map). This property is owned by River Main Naperville, LLC; Steve Rubin has given his consent for The Rotary Club to display this vehicle and signage as requested on this property.

DISCUSSION:

The requested dealer vehicle display and associated sponsorship signage is prohibited by the Code as follows:

Per Section 6-16-3 (Prohibited Signs), commercial signs on a vehicle where said vehicle is parked adjacent to or near the right-of-way for the purposes of identifying or calling attention to the business are prohibited. In addition, off-premise signs displaying commercial speech are prohibited.

Per Section 6-9-2 (Off-Street Parking Facilities: Approved Surfaces), parking is only permitted on a hard surface approved by the City Engineer. The existing surface at 315 S. Main Street is grass.

Per Section 6-2-11 (Temporary Buildings, Structures and Uses of Land), the City Council has the authority to grant the temporary use of a building, structure, or use of land that does not conform to the regulations prescribed in Title 6 for the zoning district in which it is located. Per this Section, the City Council shall only grant such temporary uses for specified periods of time and subject to such conditions as the City Council determines to be appropriate to protect against any potential adverse

impact on surrounding properties and for safeguarding the public health, safety and general welfare.

Staff has prepared an ordinance approving the requested temporary use should City Council support the request being made by The Rotary Club of Naperville Sunrise.

FISCAL IMPACT:

None