



Legislation Text

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File #: 20-1149, Version: 1

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**CITY COUNCIL AGENDA ITEM**

**ACTION REQUESTED:**

Pass the ordinance approving a request for a temporary use for the Naper Lights Winter Wonderland on Water Street sponsor display at 141 Aurora Avenue from November 14, 2020 to January 9, 2021

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** Allison Laff, AICP, Deputy Director

**BOARD/COMMISSION REVIEW:**

Not required.

**BACKGROUND:**

The Naper Lights Winter Wonderland on Water Street, sponsored by the Rotary Club of Naperville Sunrise, will again be located on private property within the Water Street Development in 2020. In conjunction with this display, the Rotary Club would like to recognize Gerald Subaru's sponsorship by displaying a dealer vehicle and a 10.5 square foot sponsor sign on the vacant property located at 141 Aurora Avenue from November 14, 2020 to January 9, 2021 (see attached letter). This property is owned by Marquette Companies who has given consent for It should be noted that a similar temporary use was granted to the Rotary Club for their 2019 display on 315 S. Main Street.

**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 6-2-11 (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 it deems appropriate to protect against any potential adverse impact on surrounding properties and for safeguarding the public health, safety and general welfare.

**FISCAL IMPACT:**

N/A