



Legislation Text

---

File #: 23-0898B, Version: 1

---

**CITY COUNCIL AGENDA ITEM**

**ACTION REQUESTED:**

Pass the ordinance approving variances related to the proposed ground signs at 720-944 S Route 59 (Fox River Commons) - PZC 23-1-060

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** Adam Beaver, AICP Candidate, Community Planner

**BOARD/COMMISSION REVIEW:**

Planning and Zoning Commission (PZC) considered PZC 23-1-060 on August 2, 2023 and recommended approval of the request (approved 6-0). Staff concurs.

**BACKGROUND:**

The subject property is located at 720-944 S Illinois Route 59 and consists of an approximately 27.26 -acre shopping center with frontage along Route 59, La Fox Avenue, and W Ogden Avenue. The property is zoned B2 (Community Shopping Center District) Planned Unit Development (PUD).

**DISCUSSION:**

The Petitioner proposes new signage as part of their efforts to update the shopping center. The proposed signs will feature a wider base that complies with the code's requirements for a monument style sign as outlined in Section 6-16-2 (Definitions) and will have the address number included at the bottom of each sign as indicated in the petition. In addition, the Petitioner has indicated that the landscaping required by Code will be provided. Staff does note that any additional ground signs proposed on the property (including all outlot businesses) along either Route 59 or Ogden Avenue will require additional variance approval.

The Petitioner requests approval of variances for three ground signs advertising the Fox River Commons shopping center with Signs A and C along Route 59 and Sign B along Ogden Avenue. Additional details regarding the signs proposed are outlined below.

Signs A, B, & C are proposed to be 24 feet 8 inches tall, each with an overall area of 194.19 square feet. Signs A and B include a 36.44 square foot changeable electronic message board.

**Sign Height:**

Section 6-16-5:2.2 of the Naperville Municipal Code allows for a maximum sign height of 10 feet. The Petitioner is requesting approval to increase the maximum allowable sign height by 14 feet 8 inches, resulting in signage measuring 24 feet 8 inches in height for all three signs.

**Sign Area:**

Code Section 6-16-5:2.2 allows for a maximum sign area of 45 square feet for signs A & C since they are located along a roadway with a posted speed limit of 40 mph or less. The Petitioner is requesting approval to increase the maximum allowable sign area from 45 square feet to 194.19 square feet for each sign.

Code Section 6-16-5:2.2 allows for a maximum sign area of 90 square feet for sign B since it is located along a roadway with a posted speed limit of 45 to 50 mph. The Petitioner is requesting approval to increase the maximum allowable sign area from 90 square feet to 194.19 square feet for Sign B.

**Changeable Signage:**

Code Section 6-16-5:2.2.3 states that changeable signage cannot exceed fifty percent of the permitted maximum sign area of a ground sign. With a permissible sign area of 45 square feet, the maximum area for a changeable sign for Sign A is 22.5 square feet. The Petitioner is requesting approval to increase the maximum area of a changeable sign from 22.5 square feet to 36.44 square feet in order to advertise the shopping center.

As the permitted maximum sign area for Sign B is 90 square feet, a variance is not required for the changeable sign featured as part of Sign B.

**Sign Placement:**

Code Section 6-16-5:2.2.1 states that the minimum distance between ground signs on a single frontage is 200 feet. The Petitioner is proposing to locate Sign A 177 feet from an existing ground sign along Route 59.

Code Section 6-16-5:2.2.1 also states that the maximum number of ground signs permitted on one frontage is two. The Petitioner is requesting approval to increase the maximum number of ground signs from two to three (Signs A and C, in addition to one existing sign).

**Summary of Variances requested per Sign:**

Sign A:

- Increase the permitted height of a ground sign from 10 feet to 24 feet 8 inches.
- Increase the permitted area of a ground sign from 45 square feet to 194.19 square feet.
- Increase the permitted area for a changeable sign from 22.5 square feet to 36.44 square feet.
- Decrease the minimum distance between ground signs from 200 feet to 177 feet.

Sign B:

- Increase the permitted height of a ground sign from 10 feet to 24 feet 8 inches.
- Increase the permitted area of a ground sign from 90 square feet to 194.19 square feet.

Sign C:

- Increase the permitted height of a ground sign from 10 feet to 24 feet 8 inches.
- Increase the permitted area of a ground sign from 45 square feet to 194.19 square feet.

*Findings of Fact*

The Petitioner's responses to the Standards for Granting a Zoning Variance can be found in the attachments. Upon review, the PZC and staff are in general agreement with the variance findings and

recommends adoption by City Council.

***Planning and Zoning Commission Action***

The Planning and Zoning Commission conducted the public hearing to consider PZC 23-1-060 on August 2, 2023. There was no public testimony for the case. Commissioner Robbins spoke in support of the request. After limited discussion, the Planning and Zoning Commission voted to recommend approval of the Petitioner's request (approved 6-0). Staff concurs with the Planning and Zoning Commission's recommendation.

**FISCAL IMPACT:**

N/A