



## Legislation Text

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File #: 21-1653B, Version: 1

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### CITY COUNCIL AGENDA ITEM

#### **ACTION REQUESTED:**

Pass the ordinance granting a variance to the sign requirements to permit Napleton Mazda to install a new ground sign at the property located at 2363 Aurora Avenue - PZC 21-1-122

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** Ashley Green, Community Planner

#### **BOARD/COMMISSION REVIEW:**

The Planning and Zoning Commission (PZC) considered PZC 21-1-122 on January 5, 2022 and provided a positive recommendation on the request (approved 9,0). Staff concurs.

#### **BACKGROUND:**

The subject property is located at 2363 Aurora Avenue and consists of an approximately 3.8-acre dealership with frontage along Aurora Avenue. The property is zoned B3 (General Commercial District).

#### **DISCUSSION:**

The petitioner requests approval of a variance to [Section 6-16-5:2.2 \(Ground Signs\)](https://library.municode.com/il/naperville/codes/code_of_ordinances?nodeId=TIT6ZORE_CH16SI_6-16-5SICOINPR) to increase the permitted height of a ground sign advertising the Napleton Mazda dealership from the maximum 10' height to 20'. Along Aurora Avenue, there is an existing ground sign located near the entrance to the dealership. The existing sign is currently a non-conforming sign in terms of height and style. The petitioner proposes to replace the existing 21' tall sign with a new 20' tall sign in the same general area as the current monument sign. The new location of the proposed sign meets the setback requirements. The proposed sign is one foot shorter than the existing sign and is an improvement to the style by having a wider base.

Staff is supportive of the variance requested due to the aesthetic enhancements proposed for the sign including improvements to the sign width and reduction in the height by one foot. In addition, prior to 2017, car dealerships were permitted to have signage that could be twice as tall as any other commercial establishment. With the sign code amendments completed in 2017 which were aimed at creating a "content neutral sign code" per Supreme Court direction, these allowances were eliminated and car dealership sign allowances are now consistent with all other commercial establishments.

The petitioner has indicated that the average height of the surrounding dealership ground signs is 19.5 feet. Staff finds that the signage proposed for the subject property is generally consistent with the character of pre-existing car dealership signage in the Corridor and therefore supports the sign as

proposed.

***Findings of Fact***

The petitioner's responses to the Standards for Granting a Zoning Variance can be found in the attachments. Upon review, staff is in general agreement with the variance findings and recommends adoption by the City Council.

***Planning and Zoning Commission Action***

The PZC opened the public hearing to consider PZC 21-1-122 on January 5, 2022. Lauren Napleton spoke as the petitioner. After discussion concerning the location of the proposed sign relative to the roadway, the Commission closed the public hearing and voted to recommend approval of PZC 21-1-122 (approved, 9-0). Staff concurs with the recommendation.

***Key Takeaways***

- The petitioner requests approval of a variance from Section 6-16-5:2.2 of the Naperville Municipal Code to permit a ground sign on the subject property to exceed the maximum allowable height.
- Staff and the Planning and Zoning Commission are supportive of the request.

**FISCAL IMPACT:**

N/A