



Legislation Text

File #: 24-0515, Version: 1

PLANNING AND ZONING COMMISSION AGENDA ITEM

ACTION REQUESTED:

Conduct the public hearing to consider a variance for the proposed ground sign at 1575 W Ogden Avenue (Gerald Nissan) - PZC 24-1-025

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Anna Franco, Community Planner

ENTITLEMENTS REQUESTED:

A variance to Section 6-16-5:2.2 (Ground Signs) to allow for the installation of a 25-foot-tall ground sign with a sign area of approximately 68.93 square feet.

BOARD/COMMISSION REVIEW:

Official notice for the public hearing for PZC 24-1-025 was published in the Naperville Sun on Friday, April 26, 2024.

BACKGROUND:

The subject property is located at 1575 W Ogden Avenue and consists of an approximately 8.61-acre dealership and associated parking lot with frontage along Ogden Avenue. The property is zoned B3 General Commercial District.

DISCUSSION:

The subject property currently has one ground sign along the Ogden Avenue frontage measuring approximately 25 feet in height and 9'-9" in width. The existing sign is currently a non-conforming sign in terms of height and area as [Section 6-16-5:2.2](https://library.municode.com/il/naperville/codes/code_of_ordinances?nodeId=TIT6ZORE_CH16SI_6-16-5SICOINPR) [\(<https://library.municode.com/il/naperville/codes/code_of_ordinances?nodeId=TIT6ZORE_CH16SI_6-16-5SICOINPR> \(Ground Signs\)](https://library.municode.com/il/naperville/codes/code_of_ordinances?nodeId=TIT6ZORE_CH16SI_6-16-5SICOINPR) of the Naperville Municipal Code limits the maximum ground sign height to 10 feet and the maximum sign area to 45 square feet for this property.

The petitioner proposes a new ground sign to better reflect Nissan's updated branding. The proposed sign utilizes the current monument sign's base and maintains a height of 25' but is thinner than the existing sign with a sign width of seven feet, nine and three-eighth inches (7'-9 3/8") and sign area of approximately 68.93 square feet. The proposed sign will have the address number included at the bottom of the sign as indicated in the petitioner's rendering of the sign.

To complete these improvements, the petitioner is seeking 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) [\(<https://library.municode.com/il/naperville/codes/code_of_ordinances?nodeId=TIT6ZORE_CH16SI_6-16-5SICOINPR>](https://library.municode.com/il/naperville/codes/code_of_ordinances?nodeId=TIT6ZORE_CH16SI_6-16-5SICOINPR) to allow an increase in the maximum sign area from 45 square feet to approximately 68.93 square feet and an increase in the maximum sign height from

10 feet to 25 feet.

Staff is supportive of the variance request due to the aesthetic enhancements proposed for the sign as well as the consistency of the sign size with other dealership ground signage along the Ogden Avenue corridor. 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. 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 Planning and Zoning Commission.

Key Takeaways

- The petitioner requests approval of a variance from Section 6-16-5:2.2 (Ground Signs) of the Naperville Municipal Code to permit a ground sign on the subject property to exceed permissible height and sign area allowances. Staff supports the requested variance.