



## Legislation Text

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File #: 19-1169B, Version: 1

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### **CITY COUNCIL AGENDA ITEM**

#### **ACTION REQUESTED:**

Pass the ordinance granting a variance to reduce the required width of a monument sign at the subject property located at 1837 Centre Point Circle (Holiday Inn Express) - PZC 19-1-117

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** Erin Venard

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

The Planning and Zoning Commission considered this matter on December 4, 2019 and voted to recommend approval of the request (approved, 5-0). Staff concurs.

#### **BACKGROUND:**

The subject property is located northeast of Centre Pointe Circle and south of Interstate 88 with a common address of 1837 Centre Pointe Circle. It is 3.4 acres, is zoned B3 (General Commercial District), and is improved with a 4-story hotel building. The existing hotel is currently being rebranded from Country Inn & Suites to Holiday Inn Express. The petitioner, Rob Freedman with QT Signs, is requesting a variance to reduce the required width of a proposed monument sign.

#### **DISCUSSION:**

[Section 6-16-5:2.2.1 \(Signs on Commercial and Institutional Property: Ground Signs\)](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)> of the Municipal Code states that each property with a minimum of one hundred (100) feet of lot frontage is allowed one monument sign, oriented perpendicular to the eligible frontage. Per [Section 6-16-2 \(Signs: Definitions\)](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)>, a monument sign is defined as a type of ground sign which is permanently attached to the ground and anchored by a support structure a minimum of 80% of the width of the sign. The petitioner requests a variance to permit a monument sign that is anchored by a support structure that is 64% of the width of the sign.

The purpose of the monument sign width requirement is to prohibit the use of pole signs. The proposed sign, while not meeting the 80% width requirement, does not have the appearance of a pole sign. Per the petitioner, the sign prototype is part of the Holiday Inn Express corporate brand. The petitioner's responses to the standards for granting a variance are attached. Upon review, staff agrees with the petitioner's findings and recommends their adoption by the Planning and Zoning Commission and staff is in support of the variance request.

### ***Planning and Zoning Commission Action***

The Planning and Zoning Commission opened the public hearing to consider PZC 19-1-117 on December 4, 2019. Rob Freedman with QT Signs spoke on behalf of the petitioner. After limited discussion, the Planning and Zoning Commission closed the public hearing and voted to recommend approval of PZC 19-1-17 (approved, 5-0). Staff concurs with the Planning and Zoning Commission's recommendation.

***Key Takeaways***

- The petitioner requests a variance to reduce the required width of a monument sign. Staff supports the request.

**FISCAL IMPACT:**

N/A