



## Legislation Text

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File #: 24-0515B, Version: 1

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### **CITY COUNCIL AGENDA ITEM**

#### **ACTION REQUESTED:**

Pass the ordinance approving 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

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

The Planning and Zoning Commission considered PZC 24-1-025 on May 15, 2024, and recommended approval of the request (approved 6-0). Staff concurs.

#### **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 (Ground Signs) 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) 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.

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

The Planning and Zoning Commission conducted the public hearing to consider PZC 24-1-025 on May 15, 2024. No public comments were voiced during the public hearing. The Planning and Zoning Commission closed the public hearing and voted to recommend approval of the petitioner's request as presented (approved 6-0). Staff concurs with the Planning and Zoning Commission's recommendation.

### ***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 and the Planning and Zoning Commission support the variance request due to the consistency of the sign size with other dealership ground signage along the Ogden Avenue corridor.