



Legislation Text

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File #: 21-0164, Version: 1

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**CITY COUNCIL AGENDA ITEM**

**ACTION REQUESTED:**

Pass the ordinance approving a variance to Section 6-16-3:7 allowing three ground signs to display off-premises signage at 1351 E. Ogden Avenue - PZC 20-1-051

**DEPARTMENT:** Transportation, Engineering and Development

**SUBMITTED BY:** Sara Kopinski, AICP

**ENTITLEMENTS REQUESTED:**

A variance to Section 6-16-3:7 is requested to allow three ground signs to display off-premises signage at 1351 E. Ogden Avenue.

**BOARD/COMMISSION REVIEW:**

The Planning and Zoning Commission (PZC) considered this matter on January 6, 2021 and voted to recommend approval of the request (Approved 6-0). Staff concurs.

**BACKGROUND:**

The subject property is located at 1351 E. Ogden Avenue on the northwest corner of Ogden Avenue and Naper Boulevard. It is zoned B3 General Commercial District and is approximately 4.36 acres in size. The petitioner has submitted plans to redevelop the site with two buildings - one multi-tenant commercial building facing Naper Boulevard, and a freestanding grocery store facing Ogden Avenue. Collectively, the development will be known as the Shops on Naper, and will serve as a gateway for those entering the City of Naperville from the east on Ogden Avenue. The petitioner requests approval of a variance to Section 6-16-3:7 to allow three ground signs to display off-premises signage and include tenant panels for businesses on both lots of the Shops on Naper development.

The subject property is located within the [Ogden Avenue Corridor Enhancement Initiative \(2008\)](https://www.naperville.il.us/contentassets/7fed1bf2ba19496fa9a037f019616748/cmp-espa-ogden-avenue-corridor-enhancement-initiative.pdf) (<<https://www.naperville.il.us/contentassets/7fed1bf2ba19496fa9a037f019616748/cmp-espa-ogden-avenue-corridor-enhancement-initiative.pdf>> (Ogden Plan) study area, and is governed by the plan's specific goals and recommendations to enhance the Ogden Avenue corridor. Staff finds the petitioner's proposal to be consistent with the recommendations of the Ogden Plan and is supportive of the petitioner's request.

**DISCUSSION:**

***Development Overview***

The subject property consists of two lots, one of which is oriented towards Naper Boulevard, and one with frontage along both Ogden Avenue and Naperville-Wheaton Road. The development as a whole has been identified as the Shops on Naper. Consistent with the recommendations of the Ogden Plan, a gateway sign identifying the Shops on Naper and the City of Naperville will be constructed at

the corner of Ogden Avenue and Naper Boulevard.

The property owner has identified that maintaining the development as two separate lots is preferable despite the fact that the Shops on Naper is intended to function as one shopping center. The two buildings (one grocery store and one multi-tenant commercial building) will feature consistent architectural styles and shared parking.

### ***Proposed Signage***

Shops on Naper will include three ground signs to identify the development's tenants. One ground sign will be located along each frontage - Naper Boulevard, Ogden Avenue, and Naperville-Wheaton Road. Due to the proposed lot configurations, two of the signs (Ogden Avenue and Naperville-Wheaton Road) will be located on the grocery store property; and, one sign (Naper Boulevard) will be located on the multi-tenant commercial building's property. Each of the three signs complies with required setbacks, square footage, height, and design.

The petitioner requests approval of a variance to Section 6-16-3:7 to allow the ground signs to display off-premises signage so each sign could advertise any of the tenants within the Shops on Naper development. Staff is supportive of the request noting that the off-premises nature of the signs are reflective of the way the shopping center is subdivided. Furthermore, the petitioner has worked with the City to ensure that the ground signs are consistent with the East Ogden Monument Sign Standards approved by the City Council, and all other zoning requirements.

### ***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 agree with the petitioner's findings and recommends their adoption by the City Council.

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

The PZC considered this matter on January 6, 2021. No members of the public provided testimony. The Commission closed the public hearing and moved to adopt the findings of fact as presented by the petitioner and approve PZC 20-1-051 (approved 6-0). Staff concurs with the recommendation.

### ***Key Takeaways***

- The petitioner requests approval of a variance to Section 6-16-3:7 to allow three ground signs to display off-premises signage. The PZC and staff are supportive of the request due to how the subject property was subdivided and its consistency with the East Ogden Monument Sign Standards and all other zoning requirements.

### ***Related Files***

- N/A

### **FISCAL IMPACT:**

N/A