



Legislation Details (With Text)

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Title: Approve the use of the City's logo on select monument signs to be installed along Ogden Avenue from Washington Street to the City's eastern boundary

Sponsors:

Indexes:

Code sections:

Attachments: 1. Gerald Sign

Date	Ver.	Action By	Action	Result
5/1/2018	1	City Council	approved	Pass

CITY COUNCIL AGENDA ITEM

ACTION REQUESTED:

Approve the use of the City's logo on select monument signs to be installed along Ogden Avenue from Washington Street to the City's eastern boundary

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Allison Laff, AICP, Deputy Director

BOARD/COMMISSION REVIEW:

Not required.

BACKGROUND:

At their April 16, 2018 meeting, City Council discussed potential streetscape improvements along Ogden Avenue from Washington Street to the City's eastern boundary. Within the report provided, staff recommended an alternative signage design, as developed by K. Peterson Associates Architects, to be incorporated into new development projects as they are requested. Staff also recommended that at certain key locations, the sign would include a "Naperville" identifier to let users know that they are in the Naperville portion of the Ogden Avenue Corridor. Following discussion, City Council accepted the report.

DISCUSSION:

Doug Gerald, Gerald Auto Group, is proposing to install a new monument sign on the property located at 2379 Ogden Avenue. For reference, in 2017, City Council approved the vacation of 34' of right-of-way adjacent to Doug Gerald's property and vested title of the vacated right-of-way to Naper Olds Associates, LP. In consideration for this vacation, Naper Olds Associates, LP (Doug Gerald) agreed to undertake certain improvements to their property in furtherance of the recommendations included in the Ogden Avenue Corridor Enhancement Initiative. These improvements include the

installation of significant landscaping, construction of a corner entryway feature, and other building and signage upgrades. The proposed monument sign, to be located at the intersection of Ogden Avenue and Naperville-Wheaton Road, is being installed at Doug Gerald's cost in accordance with this agreement.

Given the visibility of this corner, staff recommended the inclusion of the "Naperville" identifier on the monument sign; as proposed (see attached rendering), the sign will incorporate the City's logo, thus requiring City Council approval.

Staff recommends that the City Council authorize the use of the City's logo for the proposed monument sign at 2379 Ogden Avenue and additionally authorize the City Manager to permit use of the City logo on other monument signs proposed at key locations along the Ogden Avenue Corridor.

FISCAL IMPACT:

None.