



Legislation Details (With Text)

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Title: Conduct the public hearing to consider a variance to permit a wall sign to be located on an accessory structure on the property located at 1515 N. Naper Blvd. - PZC 21-1-035

Sponsors:

Indexes:

Code sections:

Attachments: 1. Application, 2. Variance Petition, 3. Location Map, 4. Proposed Sign Elevation, 5. Sign Distance Exhibit, 6. Trash Enclosure Elevations, 7. Existing Culvers Signage

Date	Ver.	Action By	Action	Result
4/21/2021	1	Planning and Zoning Commission	approved	Pass

PLANNING AND ZONING COMMISSION AGENDA ITEM

ACTION REQUESTED:

Conduct the public hearing to consider a variance to permit a wall sign to be located on an accessory structure on the property located at 1515 N. Naper Blvd. - PZC 21-1-035

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Sara Kopinski, AICP

ENTITLEMENTS REQUESTED:

A variance to Section 6-16-5.2 of the Municipal Code to permit a wall sign to be located on an accessory structure on the property located at 1515 N. Naper Blvd.

BOARD/COMMISSION REVIEW:

Official notice for the public hearing for PZC 21-1-035 was published in the Daily Herald on April 5, 2021.

BACKGROUND:

The subject property consists of 1.29 acres with frontage along Naperville-Wheaton Road. The property was developed with a Culvers restaurant in 2019, in accordance with the Ogden Avenue Corridor Enhancement Initiative and the City's vision for the east Ogden area. Original plans for the site were processed as part of the Tartan Point Subdivision.

[Section 6-16-5.2 <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) of the Naperville Municipal Code requires a wall sign to be installed on a building facade. The petitioner requests approval of a sign variance to permit Culvers to install a permanent wall sign on an accessory structure for improved visibility from

Naperville/Wheaton Road and Ogden Avenue.

DISCUSSION:

Since Tartan Point's initial approvals and development of the Culvers site was completed, the property to the south has begun construction of a grocery store and multi-tenant building, blocking views of Culvers from Ogden Avenue and portions of Naperville/Wheaton Road. The petitioner has worked with this adjacent property owner and provided them the drive aisle reconfigurations and easements necessary to maintain cross access between the two properties as the grocery store is developed. This new drive aisle configuration/access easement requires Culvers to demolish their existing trash enclosure, and construct a new one with a different orientation.

To address the decrease in visibility that results from the adjacent property's improvements, the petitioner proposes installing a wall sign on Culvers' new trash enclosure during its reconstruction to provide adequate site identification for passersby. The trash enclosure will be made from quality masonry materials that complement the restaurant building and ensure visual continuity on the site.

Staff is supportive of the requested variance due to the property's commercial surroundings and impaired visibility, as well as the aesthetics of the sign and trash enclosure. The proposed sign falls within permissible wall sign square footage allowances as identified in [Section 6-16-5.2.1 <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 Code. Per the City's sign regulations, Culvers can install approximately 75 square feet of wall signage on the Naperville/Wheaton Road frontage. The existing wall sign on the restaurant's west façade is approximately 45 square feet in size, and the wall sign proposed on the trash enclosure is approximately 30 sq. ft. in size. Combined, the total wall sign square footage is 75 sq. ft. and complies with code requirements. Additionally, the new trash enclosure will have more than 170 ft. of separation from the existing monument sign, ensuring adequate site lines are maintained and visual clutter is minimized on the site.

One of the goals of the City's Sign Ordinance is to advance the economy of the City by recognizing the need for adequate site identification through promoting the reasonable and objective display of signage, and to encourage effective communication between signs and the public. Staff has reviewed the property's site plan and proposed sign design, and believes it achieves this goal.

Findings of Fact

The petitioner's responses to the Standards for Granting a Variance can be found in the attachments. Upon review, staff agrees with the petitioner's Findings and recommends their adoption by the Planning and Zoning Commission.

Key Takeaways

- The petitioner requests approval of a variance to Section 6-16-5.2 of the Municipal Code to permit a wall sign to be located on an accessory structure. Staff is in support of the request due to the property's commercial surroundings and impaired visibility, as well as the aesthetics of the sign and trash enclosure.

Related Files

N/A