

Legislation Text

File #: 18-597, Version: 1

CITY COUNCIL AGENDA ITEM**ACTION REQUESTED:**

Pass the ordinance approving an extension to Ordinance 17-084 approving a temporary use to allow a temporary banner to be displayed on the east wall of the Loggia Building (123 Water Street) through December 31, 2019, subject to the terms included in the ordinance.

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Allison Laff, AICP, Deputy Director

BOARD/COMMISSION REVIEW:

Not required.

BACKGROUND:

In 2017, City Council approved Ordinance 17-084 permitting Marquette Companies to display a 20' x 33' temporary banner on the east wall of the Loggia Building (123 Water Street) through June 20, 2018. City Council approval was required as the proposed banner exceeded the maximum size permitted by the Naperville Municipal Code (32 sq.ft. permitted; 660 sq.ft. proposed), as well as the maximum length of display time (4 weeks per year permitted).

The banner was approved for display on the east wall of the building, as this wall was constructed as a solid brick wall, with no openings, given the future construction of a building on the property located 315 S. Main Street which will directly abut this wall. To date, the required entitlements have been approved for the proposed building at 315 S. Main Street; however, permit drawings have not yet been submitted and a construction date has not yet been set.

DISCUSSION:

Marquette Companies has submitted a request to allow the temporary banner to remain in place through December 31, 2019 given the lack of construction activity at 315 S. Main Street. Given that no complaints have been received regarding the banner and it appears to be in good condition, staff supports the requested extension, subject to the following conditions:

- The banner shall be removed from the Loggia Building upon erection of the west wall of the structure located at 315 S. Main Street or December 31, 2019, whichever comes first.
- If, during the term of the temporary use, the banner becomes deteriorated, faded, or torn, it shall be removed; in such instances, said banner may be replaced and reinstalled, if so desired, provided that the term of the temporary use has not yet expired.
- No additional signage, other than the banner noted above, shall be installed on this wall during the period of the approved temporary use.

FISCAL IMPACT:

None