



Naperville

CITY COUNCIL AGENDA ITEM

SUBJECT: Main Street Promenade Signage – PZC 12-1-119

TYPE OF VOTE: Simple majority

ACTION REQUESTED:

Pass the ordinance granting variances from Section 5-4-9 (Special Areas of Control: Downtown Central Business District) and Section 5-4-3:5 (Prohibited Signs: Off Premises Signs) to permit a variety of signage requested for Main Street Promenade, Main Street Promenade East, and Main Street Promenade West, PZC 12-1-119.

BOARD/COMMISSION REVIEW:

The Planning and Zoning Commission considered this matter on September 5, 2012 and voted to recommend approval of the requests with conditions, as described below. Staff concurs.

COUNCIL ACTION PREVIOUSLY TAKEN:

Date of Action	Item No.	Action
N/A		

DEPARTMENT: TED – Planning Services Team

SUBMITTED BY: Tim Felstrup, Assistant Planner

FISCAL IMPACT:

N/A

BACKGROUND:

The subject property consists of approximately 3.25 acres and is located at the northeast and northwest corners of Van Buren Avenue and Main Street. The properties are zoned B4 PUD and B4 (Central Business District). The surrounding properties are also zoned B4 (Central Business District) and are improved with a variety of commercial uses. The owners of the property are LFP Holdings, LLC; Yackley Holding Company, LLC; and Block 418, LLP, whose address is 55 S. Main Street, Naperville, Illinois 60540.

DISCUSSION:

The petitioner has submitted several sign variance requests which will be applicable to Main Street Promenade (existing), Main Street Promenade East (under construction), and Main Street Promenade West (future addition). The sign package proposed will be consistently applied to each of the buildings noted above in order to unify these buildings and add to the character and architectural appeal of the overall development.

Office Tenant Wall Signage Location

Section 5-4-9:1 (Special Areas of Control; Downtown Central Business District) requires that wall signage for businesses located above the first floor must be displayed on the portion of the building that the business occupies in such a fashion as to complement the architectural integrity of the building. This requirement is intended to clearly direct patrons to the appropriate exterior entrance which should be used to access a particular upper floor tenant.

In new construction, such as the buildings located on the subject properties, upper floor tenants are often accessed through a shared entrance, which makes this code requirement less critical. Accordingly, the petitioner requests that this requirement be waived to allow increased flexibility to place the wall signage for upper floor tenants (office users) in a manner which does not interfere with the building's aesthetic appeal or architectural design features. Given the shared access to upper floor tenants, staff has no concerns regarding the proposed variance.

Projecting Signs

Section 5-4-9:1.2 (Special Areas of Control; Downtown Central Business District) allows one projecting sign per each first floor establishment but limits the square footage of such signs to five (5) square feet as well as requires them to be at least six (6) inches from the façade of the business and not extend out more than thirty six (36) inches from the vertical plane of the building façade.

Due to visibility complications with their current compliant first floor projecting signs installed at Main Street Promenade (see Attachment 6), the petitioner is requesting to increase the allowable projecting sign area from five (5) square feet to eight (8) square feet, flexibility to place the sign at a distance which exceeds the six (6) inch maximum requirement from the vertical plane of the building façade, and the ability for the sign to project up to six (6) feet from the building.

The applicant believes that the proposed projecting signs will have better pedestrian-level visibility and will not result in sight obstructions from building features and design elements, such as awnings, as exist today. The petitioner also feels that the application of consistent projecting sign designs for all three developments will add to the character and architectural appeal of the overall development. Staff supports the proposed projecting signs based upon the information provided by the petitioner.

Multi-tenant Sign at Main Street Promenade East

Section 5-4-9:1 (Special Areas of Control; Downtown Central Business District) requires the sum of the area of all ground, wall, and permanent window signs facing the public right of way to not exceed an area equal to one and one-half (1 ½) square feet per linear foot of frontage per

side. Section 5-4-3:5 (Prohibited Signs; Off Premises Signs) prohibits signs that direct attention to a business or service conducted or offered at a location other than the premises on which the sign is located.

The petitioner proposes to install a 266 square foot internally illuminated multi-tenant wall sign on the east façade of the Main Street Promenade East building for use by select retail tenants from each of the Main Street Promenade developments. This sign will help address visibility concerns of potential tenants to the Main Street Promenade developments due to the unique configuration of the development and a narrow visibility window from Washington Street down Benton. As tenants from each of the subject buildings may be advertised on this sign, a variance to the off-premise signage regulations is required.

The proposed sign size also requires a variance. The petitioner feels that the 34.5 square feet that the development would be allotted for signage in the proposed location, based on the 23 foot frontage of the eastern facade, is not an adequate amount of signage to advertise the retail spaces included in the subject buildings; the petitioner has submitted data and a sight line drawing indicating the minimum size signage required for visibility from the intersection of Washington Street and Benton Avenue. Furthermore, given that the wall signage included on the existing Main Street Promenade building is roughly 1/3 of the total signage allowed for this façade, the petitioner proposes to re-allocate a portion of the unused sign square footage to the wall sign proposed for the eastern façade where it will be most effective to identify select tenants.

The petitioner feels that incorporating a sign presence for select retail tenants from both Main Street Promenade and the future Main Street Promenade West into the proposed sign will not only allow for increased visibility for those tenants but also promote harmonization and consistency between all three developments.

Staff supports the proposed wall signage on the eastern façade given the reduced wall signage present along the Main Street Promenade façade today, as well as the visibility findings presented by the petitioner. Staff finds that the proposed wall signage will help to advertise tenants within each of the subject buildings, thus unifying the overall development. In addition, staff finds that the proposed wall sign design adds an architectural feature to an otherwise blank façade.

Planning and Zoning Commission Action

The Planning and Zoning Commission considered this matter at their meeting on September 5, 2012. No member of the public provided testimony. The Planning and Zoning Commission discussed each of the variance requests based on the existing conditions of the Main Street Promenade building, as well as the future tenant's needs of the proposed building additions to the east and west.

After extensive discussion, the Commission closed the public hearing and voted on each variance separately. The PZC voted unanimously to recommend approval of the variance for the office tenant wall signage subject to the condition that the signage be evenly distributed over the building façade and within the general proximity of the tenant space (approved 8-0). Staff concurs with this condition.

The Commission then moved to recommend approval of a variance to Section 5-4-9:1.2 (Projecting Signs) to allow blade signs up to eight square feet in size, projecting 6' from the building and exceeding the 6" maximum distance requirement from the building façade, per staff's recommendation (approved 7 to 1). Commissioner Meyer had the dissenting vote based on her opinion that there were no sight obstruction issues for pedestrians with the existing projecting signage at the Main Street Promenade development.

The Commission finally considered the variances to Sections 5-4-9:1 (Special Areas of Control; Downtown Central Business District) and 5-4-3:5 (Prohibited Signs; Off Premises Signs) regarding the multi-tenant wall sign on the east façade of the Main Street Promenade East building. After a failed amended motion to restrict the signage to only advertise the development name only, (i.e., Main Street Promenade) with no specific tenant panels, the Commission moved to recommend approval of the main motion (approved 5 to 3). The dissenting votes by Commissioners Messer, Meyer and Herzog were based upon the opinion that including the tenant panels with signage on the specific wall makes the sign too large and would set a negative precedent.

During the PZC discussion, several commissioners noted their support for the proposed wall sign variance based upon the fact that the petitioner has not utilized the full amount of wall signage available for tenants within the existing Main Street Promenade building and plans to utilize similarly sized wall signage for new tenants in Main Street Promenade East. To ensure that this tenant sign allocation remains consistent moving forward, staff has included a condition in the attached ordinance to stipulate that the combined wall sign square footage for Main Street Promenade West and Main Street Promenade East, including the multi-tenant sign as proposed, cannot exceed the maximum wall sign square footage allowed by Code between the two buildings. This condition would essentially allow the developer to reallocate allowable tenant wall sign square footage to the multi-tenant sign, thus maintaining a total sign square footage consistent with the Code.

RECOMMENDATION:

Pass the ordinance granting variances from Section 5-4-9 (Special Areas of Control: Downtown Central Business District) and Section 5-4-3:5 (Prohibited Signs: Off Premises Signs) to permit a variety of signage requested for Main Street Promenade, Main Street Promenade East, and Main Street Promenade West, PZC 12-1-119.

ATTACHMENTS:

1. Main Street Promenade Signage – Ordinance – PZC 12-1-119
2. Main Street Promenade Signage – PZC Minutes 9/5/12 – PZC 12-1-119
3. Main Street Promenade Signage – Petition – PZC 12-1-119
4. Main Street Promenade Signage – Existing Signage Exhibit – PZC 12-1-119
5. Main Street Promenade Signage – Signage Visibility Exhibit – PZC 12-1-119
6. Main Street Promenade Signage – Obstructed Projecting Sign – PZC 12-1-119