

## Responses to Standards of Review for Proposed Signage Variations

The Petitioner, Torburn North Campus, LLC (“Torburn”), provides the following responses to the standards of review for proposed signage variations for the real property commonly known as 1421 Shure Drive (the “1421 Property”) and 1501 Shure Drive (the “1501 Property”) and together with the 1421 Property, the “Subject Property) to allow the following for the 1421 Property:

- (i) a wall sign on a building façade (i.e., the west façade) that does maintain street frontage; and
- (ii) an off-premises monument sign to be located on the 1501 Property as further described below, upon subdivision of the Subject Property;

and the following for the 1501 Property:

- (iii) an increase in the maximum permitted area of a monument sign from 60 square feet per sign face (or 120 square feet for a double-sided sign) to a single-sided monument sign face of 360 square feet for the 1421 Property, the 1521 Property and as development identification signage for the Subject Property;
- (iv) development identification signage for the Subject Property, as described above; and
- (v) an increase in the maximum permitted height of a monument sign from 6’ - 0” to 7’ - 6” (collectively, the “Signage Variations”).

***1. The particular difficulty or peculiar hardship is not self-created by the petitioner.***

The particular difficulty or peculiar hardship that the Petitioner seeks to overcome with the proposed variations is not self-created by the Petitioner. The Subject Property was developed and historically used as a Motorola campus and later as a Nokia Siemens campus. Such use did not contemplate or necessitate individual signage for the 1421 Property or the 1501 Property. Nokia Siemens vacated the Subject Property on December 31, 2014. The proposed signage variations are now required to allow the Subject Property to be repositioned and repurposed from its former use as a single-user facility to a multiple-tenant complex as now proposed.

Torburn exhaustively evaluated the options necessary to accomplish the foregoing. In doing so, it determined subdivision of the Subject Property, as recently proposed and approved by the Village pursuant to a Preliminary Plat of Subdivision, in conjunction with demolition of the now razed 1441 Shure Drive building and the to-be razed atrium currently connecting the 1421 Shure Drive and 1501 Shure Drive buildings to be the most appropriate course of action

necessary to satisfy the market demand for Class A office and industrial space users through improved building visibility and increased parking availability. Absent the proposed signage variations, Torburn is unable to position the Subject Property to compete with other Class A office and industrial space available to prospective tenants of the Chicago metropolitan area's northwest market or meet the signage needs of such tenants.

The proposed Signage Variations result from Torburn's effort to retrofit the improvements on the Subject Property to meet the needs of today's market. The Subject Property's existing site improvements did not contemplate subdivision or multiple users, thus yielding an inability to retrofit the Subject Property to accommodate same in full conformance with the Village Code's applicable signage requirements. Accordingly, Torburn seeks the Signage Variations to allow use and further improvement of the Subject Property to compete in the Class A office and industrial marketplace and generate a reasonable return therefrom.

- 2. The granting of the variation shall not create a traffic hazard, a depreciation of nearby property values or otherwise be detrimental to the public health, safety, morals and welfare.***

The Village's grant of the proposed Signage Variations will not in any way create a traffic hazard, depreciate nearby property values or be detrimental to the public health, safety, morals and welfare. Torburn's plight is due to the unique circumstance of retrofitting the existing improvements on the Subject Property and providing associated signage to meet the needs of today's office and industrial space market.

Importantly, item (i) of the Signage Variations (i.e., a wall sign on the 1421 Property) will be of limited visibility, with the only meaningful visibility thereof limited to passersby on Route 53 and the adjacent frontage road (a/k/a N. Wilke Road). Moreover, items (ii) through (v) of the Signage Variations all relate to a monument sign that is proposed to replace an existing monument sign on the 1501 Property at the same location as the existing monument sign on the 1501 Property. Upon information and belief, that existing monument sign has existed for the past approximately 17 years. Although a variation is now required to allow the installation of that proposed monument sign, it will result in a 30 square-foot reduction of monument sign area at that location (i.e., from 390 square feet of existing monument sign area to 360 square feet of proposed monument sign area). The fact that this proposed sign is of a smaller sign area than the existing monument sign at this location demonstrates that the proposed sign will not have any greater impact on the traffic, nearby property values or the public health, safety, morals and welfare than the existing monument sign at that location.

3. ***The variation will serve to relieve the applicant from a difficulty attributable to the location, topography, circumstances on nearby properties or other peculiar hardship; and not merely serve to provide the applicant with a competitive advantage over similar businesses.***

The proposed Signage Variations will serve to relieve Torburn from a difficulty or peculiar hardship to the Subject Property. More specifically, the proposed signage variations are now required to allow the Subject Property to be repositioned and repurposed from its former use as a single-user facility to a multiple-tenant complex as now proposed. The proposed Signage Variations will not serve to provide Torburn with a competitive advantage over similar businesses, but rather will simply allow Torburn to position the Subject Property to compete with other Class A office and industrial space available to prospective tenants of the Chicago metropolitan area's northwest market and meet the signage needs of such tenants.

4. ***The variation will not alter the essential character of the locality.***

The proposed Signage Variations will not in any way alter the essential character of the locality. As previously stated, item (i) of the Signage Variations (i.e., a wall sign on the 1421 Property) will be of limited visibility, with the only meaningful visibility thereof limited to passersby on Route 53 and the adjacent frontage road (a/k/a N. Wilke Road). There is no opportunity for that variation to alter the essential character of the locality.

Moreover, items (ii) through (v) of the Signage Variations all relate to a monument sign that is proposed to replace an existing monument sign on the 1501 Property at the same location as the existing monument sign on the 1501 Property. That existing monument sign is believed to have existed for the past approximately 17 years. Although a variation is now required to allow the installation of that proposed monument sign, it will result in a 30 square-foot reduction of monument sign area at that location (i.e., from 390 square feet of existing monument sign area to 360 square feet of proposed monument sign area). The fact that this proposed sign is of a smaller sign area than the existing monument sign at this location demonstrates that the proposed sign will not alter the essential character of the locality.

5. ***The applicant's business cannot reasonably function under the standards of this Chapter.***

The proposed signage variations are required to allow the Subject Property to be repositioned and repurposed from its former use as a single-user facility to instead function as a multiple-tenant complex as now proposed. Absent the proposed signage variations, Torburn is unable to position the Subject Property to compete with other Class A office and industrial space available to prospective tenants of

the Chicago metropolitan area's northwest market or meet the signage needs of such tenants and enable Torburn to generate a reasonable return therefrom.