



MANAGER'S MEMORANDUM

Prepared for: **Naperville City Council**

By: City Manager's office

9/03/2020

A. MANAGER'S MEMORANDUM

	Source:	Subject:	Action:
1.	Finance	Financial Dashboard Launching Sept. 4	FYI
2.	TED Business Group	Automobile Dealer Signage	FYI
3.	Engineering Team (TED)	248th Avenue Road Improvement Project — Second Public Information Meeting	FYI

**CITY OF NAPERVILLE
MEMORANDUM**

DATE: September 3, 2020

TO: Doug Krieger, City Manager

THROUGH: Rachel Mayer, Director of Finance

FROM: Raymond Munch, Budget Manager

SUBJECT: Financial Dashboard Launching Sept. 4

PURPOSE:

The purpose of this memorandum is to provide City Council with an update on the launch of the financial dashboard that has been discussed in recent monthly financial updates with the Council.

BACKGROUND/DISCUSSION:

On Sept. 4, the City's Finance team will publicly launch the new financial dashboard through the City's website. This dashboard, which was developed through an interdepartmental effort between the Finance, Communications, and Information Technology (IT) GIS teams, provides information about the City's financial movement through the COVID-19 pandemic and will be available as a link on the City's Finance landing page at www.naperville.il.us/government/city-finances/. The dashboard can also be accessed directly at the following link: <https://covid-19-finance-naperville.hub.arcgis.com/>

Meant as a supplement to the existing monthly financial reports to Council, the dashboard features interactive charts and text to highlight the City's financial impacts from – and response to – COVID-19 through the categories of actions to date, revenues, expenses, and potential future grant opportunities. The dashboard is another way to provide transparency around the City's finances as well as an easy way for the public to understand this worldwide event's impact on the City's budget.

The dashboard will be updated in conjunction with issuance of future monthly financial reports to Council.

RECOMMENDATION:

Please distribute this memorandum to the City Council through the Manager's Memorandum.

**CITY OF NAPERVILLE
MEMORANDUM**

DATE: September 3, 2020

TO: Doug Krieger, City Manager
Bill Novack, Director – TED

THROUGH: Allison Laff, Deputy Director – TED Business Group

FROM: Amy Emery, Operations Manager

SUBJECT: Automobile Dealership Signage

PURPOSE:

The purpose of this memorandum is to provide the Mayor and City Council with information pertaining to the request made under new business at the September 1, 2020 City Council Meeting regarding permitted sign height allowances for automobile dealerships along a select portion of Ogden Avenue.

BACKGROUND:

In the summer of 2015, the Supreme Court of the United States issued a ruling (Reed v. Gilbert) changing the way municipalities may regulate signage. Essentially, the Court determined that regulations needed to be content neutral. At the time, it was common practice for sign ordinances requirements to be based on the sign message (e.g. real estate sales, service station prices, religious facility messages, auto dealership branding, etc.). Different uses (messages) were regulated differently with respect to permitted height, area, separation, illumination, and more. In accordance with this ruling, the City of Naperville revised its code and adopted content neutral sign regulations on January 17, 2017.

As part of the effort to update the sign code, the December 21, 2016 City Council Memo noted the following specifically pertaining to auto dealership signage:

By and large the proposed code seeks to avoid creating additional regulations and further restricting signage. By doing so, the sign code remains business-friendly. There is however, one area where the signage allowance in the current code is being recommended for adjustment. Currently, auto dealerships are allowed to have signs twice as tall as any other commercial establishment [20 feet]. With respect to the Reed v. Gilbert Decision, this is an example of a regulation based on the content of the sign. To remedy this situation, in the proposed code the height is recommended to match that of other commercial monument signs in the City.

As part of the City Council review at the time, the option for auto dealerships to apply for variances was discussed to address height variations on a case-by-case basis.

DISCUSSION:

Under new business, City Council discussed the possibility of establishing a maximum monument sign height of 35' for automobile dealerships located along west Ogden Avenue (note: portions of Aurora Avenue would also need to be included).

Unfortunately, due to the content neutral requirement established by the Supreme Court in 2015, any increase in monument sign height along these corridors would then also apply to any other commercial monument signs located in these corridors. It is impossible to provide additional height only to automobile dealership signs without also allowing the same permission to other businesses along the corridor (e.g. grocery stores, nail salons, storage facilities, restaurants, etc.).

Fortunately, automobile dealerships still have the option to request a variance to increase their maximum allowable monument sign height beyond the 10' permitted by Code. These requests would continue to be reviewed on a case-by-case basis. Staff does work with petitioners to try to keep the sign consistent with sign heights established along the corridor; however, if City Council finds the proposed sign height inappropriate, they may deny the requested variance or approve it with conditions. Based on the above, staff does not recommend a text amendment which would broadly increase the height of all commercial monument signs along West Ogden/Aurora Avenue. However, if City Council prefers this option, they should direct staff to prepare a text amendment.

RECOMMENDATION:

Please include in the September 3, 2020 Manager's Memorandum.

**CITY OF NAPERVILLE
MEMORANDUM**

DATE: September 3, 2020
TO: Doug Krieger, City Manager
THROUGH: William Novack, Engineering Team Leader/City Engineer
FROM: Ray Fano, Project Engineer
Andy Hynes, Engineering Manager
SUBJECT: 248th Avenue Road Improvement Project — Second Public Information Meeting

PURPOSE:

The purpose of this memorandum is to provide information regarding the upcoming second Public Information Meeting for Phase 1 of the 248th Avenue Road Improvement Project.

INFORMATION:

Public Information Meeting #2 for Phase 1 of the 248th Avenue Road Improvement Project is being done in two formats - a virtual meeting and an outdoor, in-person meeting. Residents are invited to attend either one. The purpose of the meetings is to present three alternatives. These alternatives were based on further engineering studies and feedback from the first Public Information Meeting. Attendees will be able to provide feedback, share their concerns, and ask questions during the meetings.

As part of the City's communication efforts to make residents, businesses and motorists aware of the meeting, TED sent out 4,310 postcards. The subdivisions that were included are Tall Grass, Carillon Club, Ashwood Park North, Ashwood Park South, Ashwood Pointe, Ashwood Crossing, Emerson Park, Penncross Knoll, Heatherstone, White Eagle, Naperville Crossings, Pheasant Ridge, Anderman Acres, English Rows, Tamarack Fairways, Tamarack West, and Tamarack South. TED also left 210 door hangers on homes in close proximity or adjacent to 248th Avenue. Additional forms of communication included changeable message boards put in place two weeks before the meeting, social media messages and notices on the City's website. A press release about the meeting was sent to the media and other Naperville contacts during the first week of August. Maps of where the postcards (Exhibit A) and door hangers (Exhibit B) were sent to and the location of the changeable message boards are attached with this memorandum.

The virtual public meeting took place on August 31st. 180 people registered for the event with 119 unique viewers attending. The presentation took 35 minutes followed by a 15-minute break. The meeting concluded after an hour and 40 minute question and answer session. A recording of the meeting is available on the city's website: <https://www.naperville.il.us/projects-in-naperville/248th-avenue/>

The in-person, outdoor public meeting is scheduled from 4 to 7 p.m. on Thursday, September 10th at the Commissioners Park Pavilion located at 3704 111th Street. In case of rain, the meeting will be held at the same time and location on September 17th. This meeting will be conducted in an informal, open house format. Following guidelines set by the Restore Illinois Plan, attendance will be limited to 25 people at one time, including City staff and consultant representatives. A line may form to accommodate those who are waiting. All attendees must wear a mask and practice

social distance. Those not wearing a mask will not be allowed in.

CONCLUSION:

Please include in the September 3, 2020 Manager's Memorandum.

Cc: Transportation Advisory Board

EXHIBIT A

PROJECT LIMITS

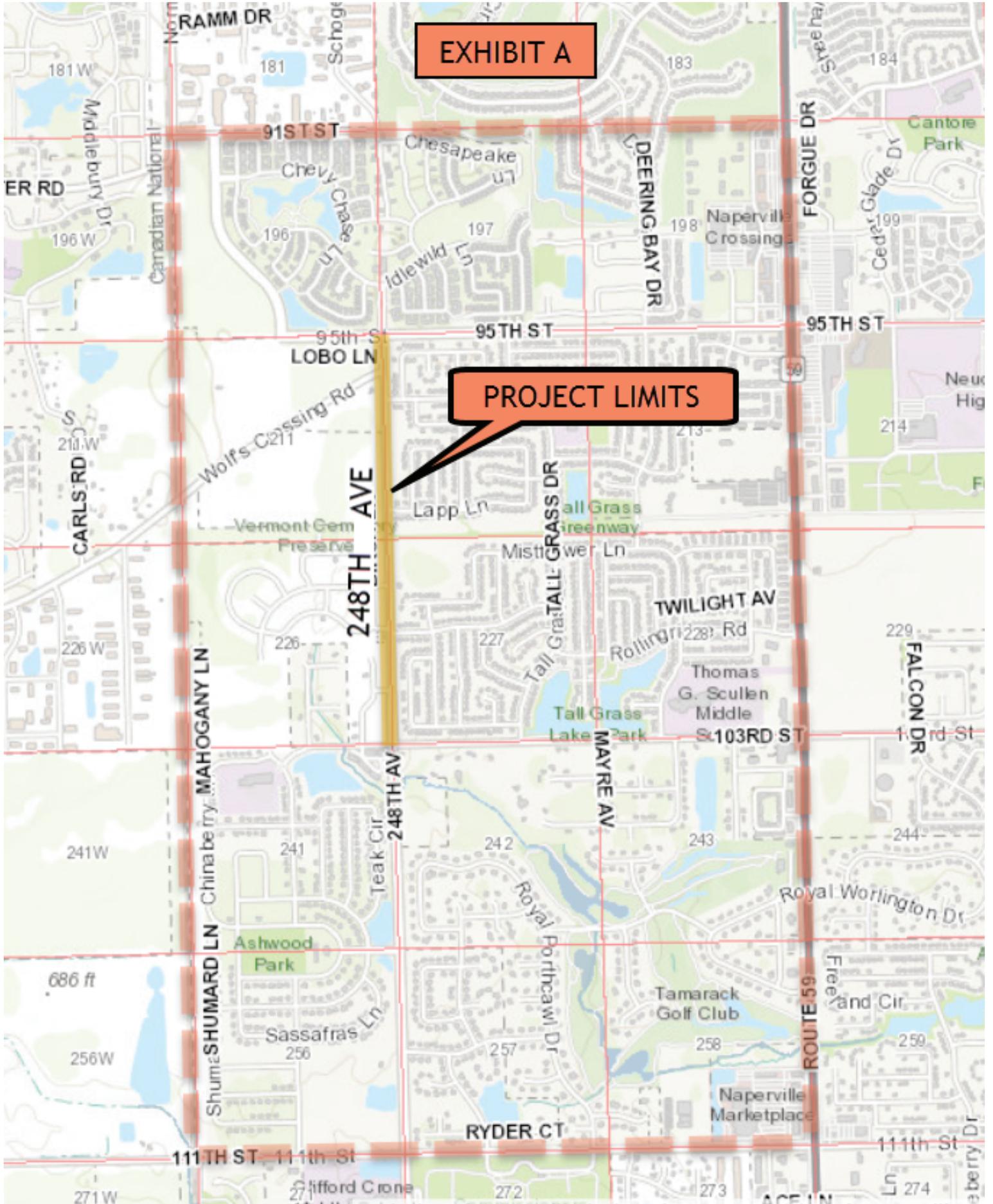
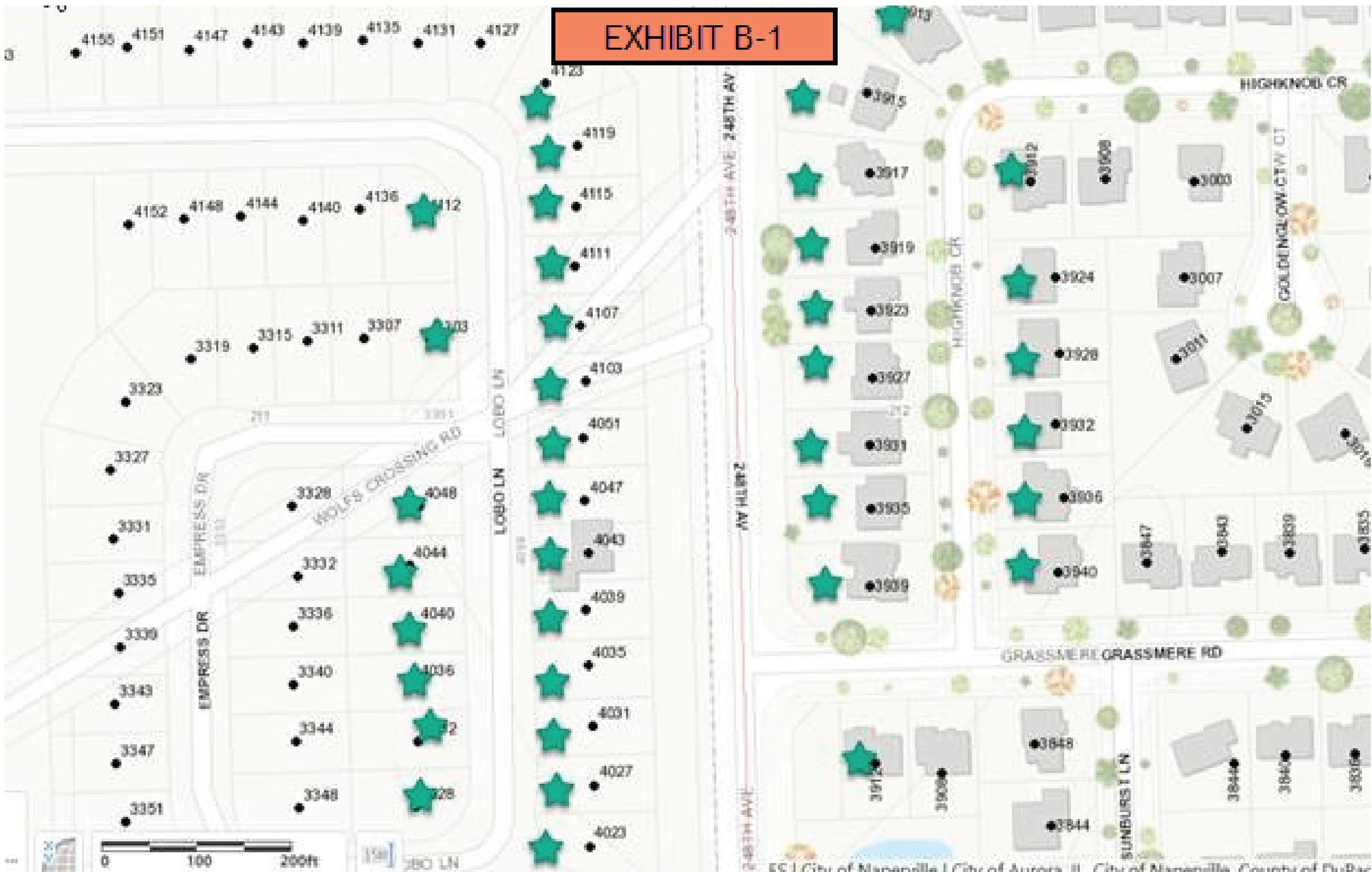


EXHIBIT B-1





I want to...

EXHIBIT B-3



EXHIBIT B-4

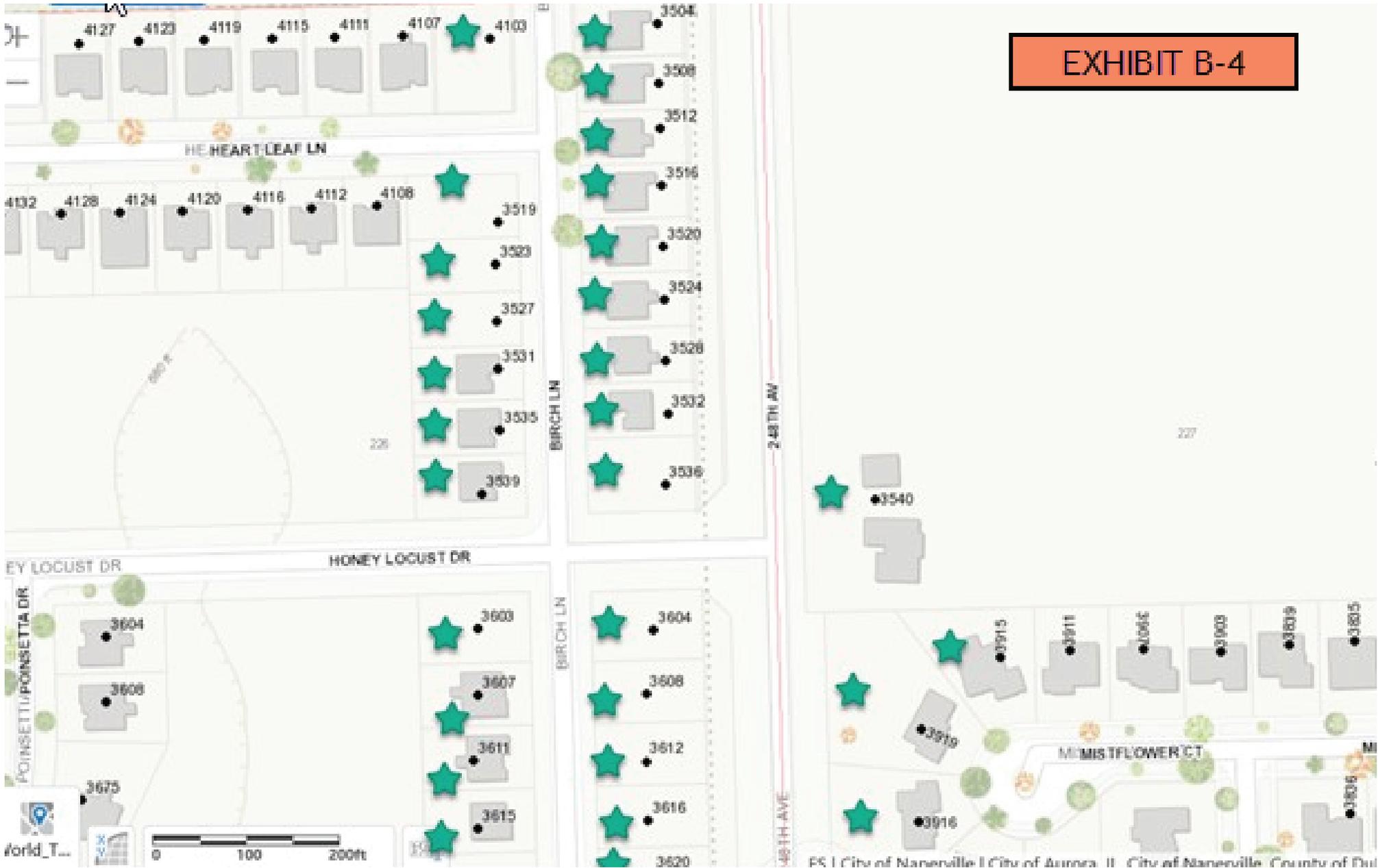


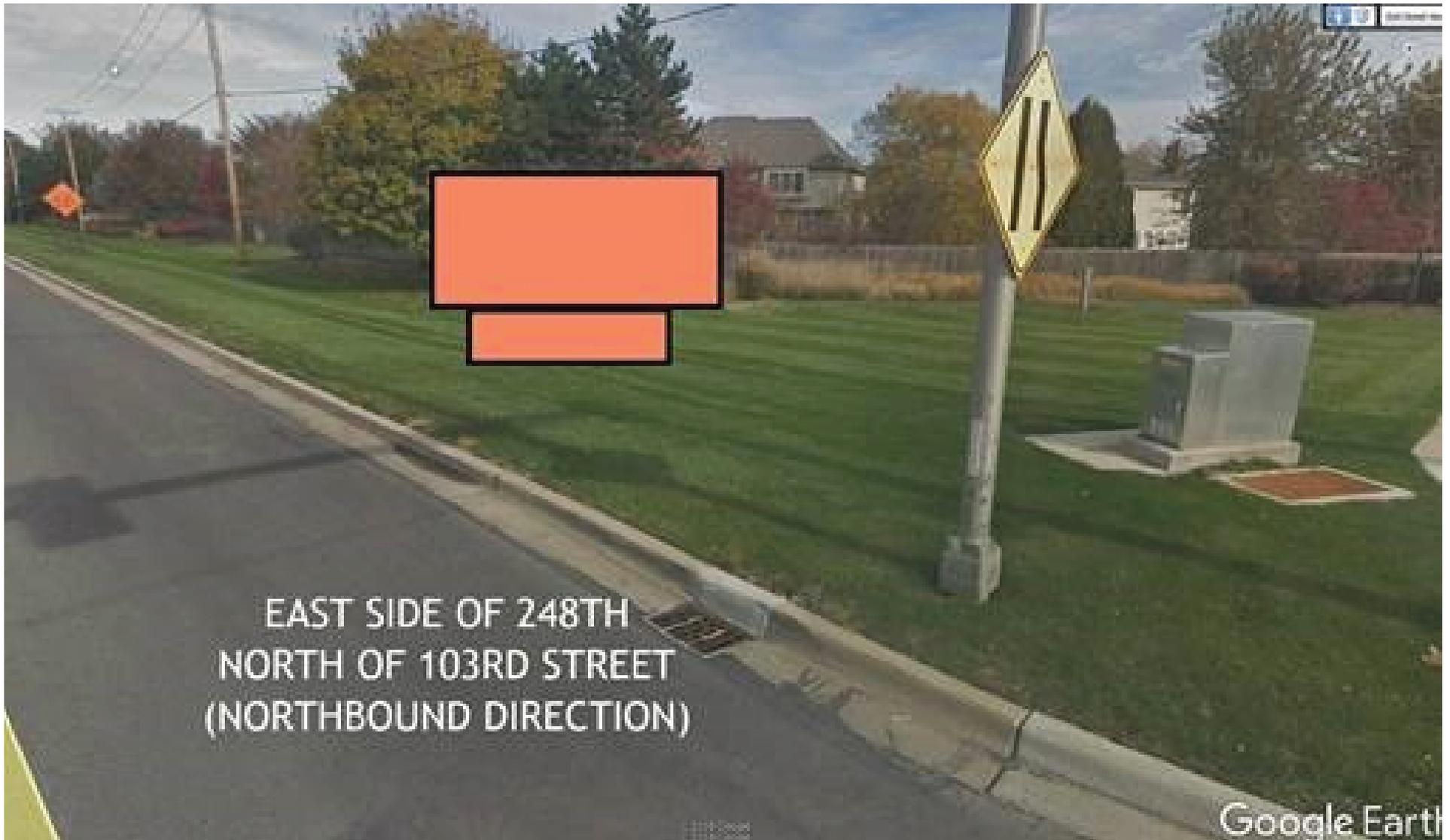


EXHIBIT B-8



LOCATIONS OF CHANGEABLE MESSAGE BOARDS





EAST SIDE OF 248TH
NORTH OF 103RD STREET
(NORTHBOUND DIRECTION)

Google Earth



WEST SIDE OF 248TH
SOUTH OF 95TH STREET
(SOUTHBOUND DIRECTION)

Google Earth



Naperville

248TH AVENUE

103RD STREET TO 95TH STREET

Phase I Study

PUBLIC MEETING # 2

Monday, Aug. 31, 2020
Virtual Meeting Online
7:00 P.M.

Thursday, Sep. 10, 2020
4:00 to 7:00 P.M.

(Thursday, Sep. 17, 2020
in the event of rain)

Commissioners Park Pavilion
3704 111th St
Naperville, IL 60564

The City of Naperville invites you to attend the second Public Information Meeting regarding potential improvements for 248th Avenue between 103rd Street and 95th Street. Details of the meetings are in the box to the left. Three alternatives will be presented at the meetings based upon further engineering studies and feedback from the first Public Information Meeting. Attendees will be able to provide feedback, share their concerns, and ask questions during the meetings.

Attendees can choose to attend either a virtual online meeting or an in-person Open House meeting. Both meetings will present the same information and exhibits and residents will be able to submit their feedback afterward. Due to the COVID-19 Pandemic, the in-person Open House meeting will be limited to 50 people at one time, including City staff, and a line may form. The City will require residents to wear a mask, follow social distancing guidelines, and staying on one side of the exhibit tables. No one will be allowed into the meeting without a mask. For the virtual online meeting, registration is required. Registration can be completed through the project website below.

For additional information, or if you cannot attend the meeting and would like to provide comments, please contact Project Engineer, Ray Fano at FanoR@naperville.il.us or 630.305.5534.

If reasonable accommodation is needed under the Americans with Disabilities Act, please contact Kevin Nelson, (630) 820-1022. Persons planning to attend who will need a sign language interpreter or other similar accommodations should notify the TTY/TDD number (800) 526-0844 or 711; TTY users (Spanish) (800) 501-0864 or 711; and for Telebraille dial (877) 562-6670 at least five (5) days prior to the meeting.

<https://www.naperville.il.us/248th-avenue/>



Naperville

Dear Customer:

The City of Naperville invites you to attend the second Public Information Meeting regarding potential improvements for 248th Avenue between 103rd Street and 95th Street. Three alternatives will be presented at the meetings based upon further engineering studies and feedback from the first Public Information Meeting. Attendees will be able to provide feedback, share their concerns, and ask questions during the meetings. Attendees can choose to attend either a virtual online meeting or an in-person Open House meeting. Both meetings will present the same information and exhibits.

Virtual Meeting Online

Monday, August 31, 2020

7:00 P.M.

Registration required at the project website

(https://us02web.zoom.us/webinar/register/WN_sstFbgoMR_mIobyQqmyanQ)

Open House Public Meeting

Thursday, September 10, 2020

4:00 – 7:00 P.M.

Commissioners Park Pavilion

3704 111th Street

For additional information or if you cannot attend the meeting and would like to provide comments, please contact Project Engineer, Ray Fano at FanoR@naperville.il.us or 630.305.5534.