File #: 21-0242, **Version:** 3

TO: Mayor Richard C. Irvin

FROM: Planning and Zoning Commission

DATE: May 10, 2021

SUBJECT:
An Ordinance Establishing a Special Sign District for the Fox Valley Mall generally located south of New York Street, west of Route 59, north of McCoy Drive, and east of Commons Drive (Centennial Real Estate Company - 21-0242 / NA21/4-21.081-V - TV - Ward 10)

PURPOSE:
The Petitioner, Centennial Real Estate Company, filed a Petition with the City of Aurora requesting approval of a Special Sign District for the Fox Valley Mall.

BACKGROUND:
The Subject Property, Fox Valley Mall, is located at 195 Fox Valley Center Drive generally south of New York Street, west of Route 59, north of McCoy Drive, and east of Commons Drive.

The Petitioner, Centennial Real Estate Company ("Centennial"), purchased the Fox Valley Mall in 2015. Then in 2018, a partnership controlled by Centennial purchased the Sears and Carson's site after falling into bankruptcy. Since then, Centennial has been making substantial investments essential to the Mall's revitalization including the remodeling of the mall center. As part of these efforts, they recently demolished the Sears building to make way for a future retail and the residential development which was recently approved.

Centennial is requesting approval of a Special Sign District. The provisions allow for a cohesive sign package for the Fox Valley Mall and provides for the ability to modernize the existing signage. It also allows additional signage for new development and increases pedestrian and vehicle wayfinding / directional signage. The master signage package has been included with the submittal to give an idea of the type of signage Centennial is intending to install.

DISCUSSION:
Staff has reviewed the Special Sign District petition submitted by the petitioner and have sent comments back to them on those submittals. The petitioner has made all the requested changes to these documents and they now meet all the applicable codes and ordinances except as modified by the sign district therein.

Public Input: Due public notice was given for the public hearing on this matter. As of the date of this memo, staff has not received public inquiries regarding this petition.

POLICIES AND GUIDELINES:
The Staff's Evaluation and Recommendation are based on the following Physical Development Policies:
10.0 To provide for the orderly, balanced and efficient growth and redevelopment of the City through the positive integration of land use patterns, functions, and circulation systems. To protect and enhance those assets and values that establishes the desirable quality and general livability of the City. To promote the City's position as a regional center.
14.1(4) To encourage quality site design throughout the City.
14.1(5) To provide for the visual enhancement of the City through attractive landscaping, quality signage and diverse building design and arrangement.
93.1(1) To encourage the use of aesthetically pleasing urban design, architectural styles, and landscape architecture.
93.1(2) To work toward improved signage and street furniture.

RECOMMENDATIONS:
The Planning and Zoning Commission recommended APPROVAL of the Ordinance Establishing a Special Sign District for the Fox Valley Mall generally located south of New York Street, west of Route 59, north of McCoy Drive, and east of Commons Drive

ATTACHMENTS:
Exhibit "A" Legal Description
Exhibit "B" Special Sign District and Master Signage Package
Land Use Petition with Supporting Documents

Legistar Number: 21-0242

cc:
Alderman Michael B. Saville, Chairperson
Alderman Sherman Jenkins, Vice Chairperson
Alderman Carl Franco
Alderman Robert J. O'Connor
Alderman Juany Garza

CITY OF AURORA, ILLINOIS

ORDINANCE NO. _____
DATE OF PASSAGE _____

An Ordinance Establishing a Special Sign District for the Fox Valley Mall generally located south of New York Street, west of Route 59, north of McCoy Drive, and east of Commons Drive
WHEREAS, the City of Aurora has a population of more than 25,000 persons and is, therefore, a home rule unit under subsection (a) of Section 6 of Article VII of the Illinois Constitution of 1970; and

WHEREAS, subject to said Section, a home rule unit may exercise any power and perform any function pertaining to its government and affairs for the protection of the public health, safety, morals, and welfare; and

WHEREAS, Centennial Real Estate Company, is the owner of record of the real estate property legally described on Exhibit “A”, attached hereto, and incorporated herein by reference as if fully set forth; and

WHEREAS, Centennial Real Estate Company filed a Special Sign District petition with the City of Aurora on March 26, 2021, requesting approval of a Special Sign District for the Fox Valley Mall, as described in Exhibit “B” for property legally described in Exhibit “A”; and

WHEREAS, after due notice, the Aurora Planning and Zoning Commission conducted a public hearing on May 5, 2021, reviewed the petition and recommended APPROVAL of said petition; and

WHEREAS, on May 12, 2021, the Building, Zoning and Economic Development Committee of the Aurora City Council reviewed said petition and the before mentioned recommendations and recommended APPROVAL of said petition

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Aurora, Illinois, as follows:

Section One: That the City Council of the City of Aurora, Illinois finds as fact all of the preamble recitals of this Ordinance.

Section Two: That this Ordinance shall be in full force and effect, and shall be controlling, upon its passage and approval.

Section Three: That all Ordinances or part of Ordinances in conflict herewith are hereby repealed insofar as any conflict exists.

Section Four: That any section, phrase, or paragraph of this Ordinance that is construed to be invalid, void or unconstitutional shall not affect the remaining sections, phrases or paragraphs of this Ordinance which shall remain in full force and effect.

Section Five: In accordance with the Aurora Sign Ordinance, Chapter 41 Section 41-14 and Section 41-16(6), a Special Sign District in the form of Exhibit “B” attached hereto and included herein by reference as if fully set forth and incorporated in and made a part of this Ordinance for the real estate property legally described in Exhibit “A” is hereby approved.

Section Six: That all modifications and exceptions under the Aurora Sign Ordinance, as set forth in the Special Sign District, are here by granted and approved.