



January 6, 2010

The Honorable Mayor Ron Sandack and
Village of Downers Grove Commissioners
Village of Downers Grove Municipal Center
801 Burlington Street
Downers Grove, IL 60515

Dear Mayor and Commissioners:

On behalf of the Members of the Downers Grove Area Chamber of Commerce & Industry, I am writing in support of the proposed text amendments to the sign ordinance, allowing for a single monument sign of 15 feet or less in height and 60 square feet or less in total signage. The amendment applies only to single tenant businesses with a minimum of 260 feet of linear frontage in a B-3 zoning district with two and one half or more acres of property.

This proposal provides an equitable solution to property owners with 260-500 feet of frontage; these businesses are key retail assets to the Village. Most properties impacted by this text amendment are located on Ogden Avenue, who, like those located throughout Downers Grove, have the burden of corridor specific and unique challenges. Compliant signage is most definitely their central focus.

The amendment will also level the Downers Grove playing field when other municipalities are considered in locating a business. Naperville, being one of our major competitors in economic development, has a relatively new ordinance allowing twice the proposed signage and an option for digital signage. As the EDC and Village Staff continue to search for ways to close the deficit gap, these types of issues need to be recognized and addressed.

Downers Grove is fortunate to have business corridors other than Ogden Avenue, each with their own unique challenges. It is a sage and visionary Council that will embrace the needs of a healthy, cooperative and supportive business community. On behalf of the 680 business Members of the Downers Grove Area Chamber of Commerce & Industry, we ask that you support these text amendments. Please feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in cursive script that reads 'Laura Crawford'.

Laura Crawford
President & CEO

cc: Downers Grove Area Chamber of Commerce Members