

Zoning 3-20-24

ORDINANCE

WHEREAS, the City of Chicago ("City") is a home rule unit of government under Article VII, Section 6(a) of the 1970 Constitution of the State of Illinois and, as such, may exercise any power and perform any function pertaining to its government and affairs, including, but not limited to, the power to regulate for the protection of the public health, safety, and welfare; and

WHEREAS, Chicago is home to Wrigley Field, the oldest ballpark in the National League and the second oldest in Major League Baseball, which was opened in 1914; and

WHEREAS, Wrigley Field is lined on two sides with currently and formerly residential buildings that overlook the ballpark, those on Waveland Avenue with a view to left field and those on Sheffield Avenue with a view to right field; and

WHEREAS, these adjacent areas along Waveland and Sheffield have historically served as an informal extension of the ballpark and have been used on game days for commercial activity; and

WHEREAS, in 1998, the City recognized the unique nature and history of these two streets by creating the Wrigley Field Adjacent Area, where special club licensees are allowed to sell rooftop tickets along with food and beverages; and

WHEREAS, the Chicago Cubs organization has not relied on direct public subsidies to renovate, maintain and operate Wrigley Field for the benefit of Chicagoans and visitors from across the nation; and

WHEREAS, the City has permitted Wrigley Field to evolve over the years to preserve its viability as a modern professional sports venue, allowing night games and special events and establishing Wrigley Plaza as a space for additional events and entertainment; and

WHEREAS, the City recognizes the importance of providing opportunities for the Chicago Cubs to generate revenue to support continued private investment in and around Wrigley Field; and

WHEREAS, the Chicago Cubs organization or its principals or their affiliates have acquired several buildings in the Wrigley Field Adjacent Area ("Team Buildings"); and

WHEREAS, signage for professional sports venues has become a common and increasingly important source of revenue for teams; and

WHEREAS, in recognition of the unique history of the Wrigley Field Adjacent Area, the City wishes to create a special sign district for the area to permit limited new signage oriented toward the ballpark and activated on game days and other approved events as described herein; now, therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CHICAGO:

SECTION 1. Section 17-12-1100 of the Municipal Code of Chicago is hereby amended by adding a new Section 17-12-1105, as follows:

17-12-1105 Wrigley Field Adjacent Special Sign District.

17-12-1105-A Boundaries. The "Wrigley Field Adjacent special *sign* district" consists of all properties located within the Wrigley Field Adjacent Area, as that term is defined in Section 4-388-010(b).

17-12-1105-B Regulations and Standards. The following standards apply to *signs* within the Wrigley Field Adjacent special *sign* district. These *sign* regulations are supplemental standards that apply in addition to existing zoning regulations. All existing zoning regulations apply except those that conflict with regulations imposed for the Wrigley Field Adjacent special *sign* district. In case of conflict between the Wrigley Field Adjacent special *sign* district regulations and existing, underlying zoning district regulations, the Wrigley Field Adjacent special *sign* district regulations shall govern.

1. Area. The maximum area for all *signs* on a zoning lot within the Wrigley Field Adjacent special *sign* district shall not exceed 775 square feet.

2. Prohibited Signs. The following types of *signs* are prohibited within the Wrigley Field Adjacent special *sign* district:

- (a) *banners*;
- (b) *flashing and dynamic image display signs*;
- (c) *motion or moving signs*;
- (d) *signs which emit noise*;
- (e) *wall signs*;
- (f) *painted wall signs*;
- (g) *projecting signs*;
- (h) *box or cabinet signs*;
- (i) *awnings*;
- (j) *show windows*; and
- (k) *freestanding signs*.

3. Roof Signs. Notwithstanding any other provision of this Zoning Ordinance, including without limitation Section 17-12-0702, the Zoning Administrator is authorized to approve one roof sign on West Waveland Avenue and one roof sign on North Sheffield Avenue on Team Buildings contained within the Wrigley Field Adjacent special *sign* district; provided, however, the roof sign must be a static sign facing into Wrigley Field with the top of the sign not exceeding 69' above grade for those buildings subject to the height restrictions of 4-388-170(a)(1) and 63' above grade for those buildings subject to the height restrictions of 4-388-170(a)(2). LED backlighting for the roof sign is prohibited except during a game, stadium event as defined in Section 4-160-110, or Wrigley Field production as defined in Section 4-388-010(k).

4. *Off-premise* signs are permitted.

5. *Signs* established pursuant to the criteria of the Wrigley Field Adjacent special *sign* district shall need no other City Council approvals otherwise required pursuant to Section 13-20-680 of the Municipal Code of Chicago.

SECTION 2. Section 4-388-130 the Municipal Code of Chicago is hereby amended by deleting the language struck through and by inserting the language underscored, as follows:

4-388-130 Banners – Prohibited.

Except as otherwise provided in Section 17-12-1105, no ~~Ne~~ banners or advertisements shall be displayed from the special club license premises or building.

SECTION 3. This ordinance shall take effect after its passage and approval.



Bennett R. Lawson
Alderman, 44th Ward