

East: B3 PD Community Shopping District – Planned Development / Target
West: R5 PD General Residence District – Planned Development / Yorktown
Condominiums and Yorktown II Apartments

ANALYSIS

SUBMITTALS

This report is based on the following documentation, which was filed with the Department of Community Development on June 10, 2005:

1. Petition for Public Hearing with description of request and response to standards.
2. Site Plan, prepared by TranSystems Corporation, dated June 9, 1999 and amended to reflect proposed sign changes to the subject property.
3. Guestwing A West Elevation, prepared by Persona Sign Makers, dated March 30, 2005.
4. Guestwing A East Elevation, prepared by Persona Sign Makers, dated March 30, 2005.
5. Monument sign plan, prepared by Persona Sign Makers, dated May 2, 2005.
6. Hotel entrance sign plan, prepared by Persona Sign Makers, dated May 24, 2005.
7. Hotel office sign plan, prepared by Persona Sign Makers, dated March 23, 2005.

DESCRIPTION

The subject property is presently improved with an extended stay hotel and is located along 22nd Street directly west of Target. This development was approved by the Village in 1999 as part of a new planned development (PC 99-11, Ordinance 4682). Ordinance 4682 included a condition of approval that prohibited any wall sign on the site. The petitioner is requesting that the Village reconsider this condition of approval as they would like to install wall signs on the west and east elevation, per the submitted plans. As the condition was a condition of the approved planned development, this signage must be approved through a planned development amendment process.

Special Note: As shown on the submitted plans, the petitioner is proposing other signage changes on the subject property. These changes are part of Marriott's re-branding of their hotels. With the

exception of the proposed wall sign changes, all of the signage included as part of this packet could be approved by staff as part of a building permit application as it would meet the provisions of the underlying zoning district and/or the planned development provisions. However, staff asked the petitioner to supply this additional signage information as part of the Plan Commission submittal so the Commissioners could review the wall sign request in conjunction with their other signage elements on the subject property.

INTER-DEPARTMENTAL REVIEW COMMENTS

PUBLIC WORKS

The Department of Public Works has no comments regarding this petition.

ENGINEERING

From an engineering or construction perspective, the Private Engineering Services Division has no objection to the petition.

FIRE & BUILDING

Fire and Building do not have any comments on the petition. If approved, the petitioner shall be required to apply for and receive a building permit for the proposed signage.

PLANNING

Compatibility with the Comprehensive Plan

The Comprehensive Plan recommends High Density Residential uses at this location. As noted in the 1999 petition, the extended stay hotel use, while not residential *per se*, is residential in character and provides a transition between the residential uses to the west and southwest and the commercial uses to the east and southeast. The proposed wall signage is intended to be integrated into the overall building elevations as shown on the submitted plans, which will be in keeping with the intended residential appearance of the project.

Compatibility with Surrounding Land Uses

22nd Street offers a wide mix of uses, though the street is primarily an office corridor. Offices exist across the street and farther down the street to the east and west. There are also three (3) hotels to the west of the site on the north side of 22nd Street. Each of these hotels has wall signage. Condominiums and apartments abut the site to the west and southwest, Target abuts the site to the

east, and Target's parking lot abuts the site to the southeast. As stated above, the proposed use provides a transition between the residential and the commercial uses, as the proposed use is somewhat commercial in character and somewhat residential in character.

Any impact on the adjacent condominiums will be minimized by how the signage will be situated on the building elevations. The proposed wall sign on the east side of the building will not be visible from the condominiums. The wall sign on the west elevation will be visible from Yorktown II Apartments and only indirectly visible from some of the units in the adjacent Yorktown Condominiums. No wall signage is proposed for the southern hotel building. Given the proposed design of the signage, staff does not believe the wall signage will negatively impact adjacent properties.

Compliance with the Zoning and Sign Ordinances

PC 99-11 removed the property from the Yorktown Apartments Planned Development, rezoned to the B3 Community Shopping District, and a new planned development was established in order to construct an extended-stay hotel on the site. The petition also granted a conditional use approval for a hotel, a conditional use approval for two principal structures on one lot-of-record and granted the following exceptions (now deviations):

- A reduction to the required rear setback from thirty feet (30') to twenty-five feet (25'),
- A reduction to the transitional building setback from forty feet (40') to seventeen feet (17'),
- An increase the permitted height from thirty feet (30') or two (2) stories to forty-five feet (45') and four (4) stories
- Reduce the required number of parking spaces from 133 to 130
- An exception from the Sign Ordinance to allow three freestanding signs on one lot-of-record;
- Allow for the front yard setbacks along the perimeter of the development to be less than that required in the abutting zoning district or the zoning district underlying the subject site, and
- A reduction in the minimum size requirement for a Planned Development 2.79 acres where five (5) acres is required.

A copy of Ordinance 4682 is attached as Exhibit A.

In review of the 1999 petition, the developer noted that they were not going to install any wall signage on the building, in keeping with the intent of making the building look residential in nature. Ultimately, this became a condition of approval of the development in the final Ordinance.

The petitioner's request to strike the wall sign prohibition is requested as a modification to the planned development ordinance exclusively. The amendment request would lift the wall signage restriction and would allow the petitioner to install wall signs, consistent with the B3 regulations. The petitioner's wall signage is proposed to be about ninety (90) square feet in size. The underlying B3 signage provisions would allow for two wall signs by right (one sign for frontage on Grace and one sign for frontage on 22nd Street) with the maximum sign area not to be greater than one-hundred square feet in overall size. Signage can be placed either perpendicular or parallel to the adjacent street.

In review of the proposed wall sign plans, the wall signage is proposed of a channel letter design and will be tucked between the highest window row and below the existing roof vent. The wall sign is intended to be an identifier of the exiting use on the property and is intended to address sight line issues along 22nd Street. The petitioner notes that existing grade changes and mature landscaping does not provide substantial visibility for the free-standing signs.

Staff does not object to this amendment, provided that the signage restrictions are closely tied to the petitioner's exhibits.

Other Concerns/Issues

In a related issue, staff can support the wall sign provisions, particularly in consideration of potential access reconfiguration issues along 22nd Street. Right now, primary access from the east into the subject property is achieved from an access drive on the adjacent Target driveway. As the Commissioners are aware, the Village has approved a hotel/convention hall (PC 03-29, 03-30) for the vacant lot south of Target. Moreover, Target will be applying to the Plan Commission for an amendment to their 1995 approval to allow for a building expansion. In conjunction with these expansions, Convention Way, proposed east of Target will include a traffic signal at 22nd Street. Once these improvements are made, the Village may look at modifications to the Fairfield/22nd Street intersection to restrict some traffic movements. This issue is currently in the review stages by KLOA, the Village's traffic consultant.

At some point in the future the Village Board may want to revisit the traffic issues at this intersection. Staff is supportive of the signage amendment as the need to provide greater identification to the building and hence provide motorists with a greater amount of time to react accordingly. In further consideration of the signage request, staff suggests that this approval be tied to a provision that limits the property owner's ability to object to such restrictions. However, before any restrictions are approved or implemented staff would share the proposed changes with the affected property owners accordingly.

RECOMMENDATION

Staff believes that the proposed use is compatible with the surrounding area and is appropriate for the site. Based on the above, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending approval of this petition:

Based on the submitted petition and the testimony presented, the proposal does comply with the standards required by the Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission accept the findings of the Inter-departmental Review Report as the findings of the Plan Commission and therefore recommends to the Corporate Authorities approval of PC 05-23, subject to the following conditions:

1. That condition F of Section 5 of Ordinance 4682 shall be removed in its entirety. All other provisions associated with Ordinance 4682 shall remain in full force and effect.
2. That the proposed wall signage shall be developed and installed in compliance with the Sign Plan, prepared by Persona Sign Makers, dated March 30, 2005 and made a part of this request. The wall signage must meet of a channel letter design and shall meet the wall signage requirements established within the Sign Ordinance within the B3 District.
3. That the petitioner shall apply for and receive a building permit for all new signage proposed for the subject property.
4. In the event that the Village deems it to be in the best interest of the Village to restrict or prohibit turning movements at the 22nd Street and Fairfield Avenue intersection in the future, the property owner agrees not to object to such a restriction.

Inter-Departmental Review Group Report Approved By:

David A. Hulseberg, AICP
Director of Community Development

DAH:WJH
att
c. Petitioner