



MEMORANDUM

TO: David A. Hulseberg, Village Manager

FROM: William Heniff, AICP
Director of Community Development

DATE: June 16, 2011

SUBJECT: SPA 11-02ph: 85 Yorktown Shopping Center (Chase Bank)

Attached please find the following items for Village Board consideration as part of the June 16, 2011 Village Board meeting:

1. Plan Commission referral letter;
2. Letter from Chase Bank appealing the Plan Commission's partial approval;
3. IDRC report for SPA 11-02ph; and
4. Plans associated with the petition.

The Plan Commission granted approval of two wall signs, where Chase Bank had requested four wall signs. The approval tied four conditions to the approval as noted in the referral letter, including provisions to limit the wall signage to one sign on the south elevation and one sign on the east elevation (per the petitioner's preference as stated at the Plan Commission meeting).

The Plan Commission also added a condition requiring the petitioner to incorporate recommendations from the Village's traffic consultant, as detailed in the staff report. The traffic consultant's recommendations pertain to site access and circulation. Specifically, the recommendations address the number and nature of driveways onto the site as well as internal signage directing customers to those driveways and the drive-through facility. These conditions are in keeping with the petitioner's stated need for the requested relief, as they have stated that the additional wall signs are necessary to ensure safe access to the subject property.

There is a direct nexus between condition #4 (requiring site improvements per the traffic consultant's recommendations) and the requested signage relief in that the petitioner has stated that the additional wall signs are specifically designed to draw additional vehicles onto the site from a variety of different directions, thereby significantly increasing the traffic and introducing additional vehicle turning movements and potential conflicts on both the Yorktown entrance drive off Butterfield and the Yorktown ring road. At the Plan Commission public hearing, Yorktown General Manager Jerry Cohen stated that the requested signage is necessary to

improve safer access and whose presence would assist drivers during key decision-making maneuvers. Timothy Meseck, architect for Chase Bank, stated that Chase is trying to draw customers from the ring road and adjacent properties while also improving safety and more efficient use of the roadways. The site improvements required by condition #4 are intended to reduce vehicle conflict points and provide safe turning movements into and out of the site for those Chase Bank customers who will be attracted to the subject property by the additional signage.

Condition #4 is also consistent with previous outlot developments within Yorktown. Other drive-through uses within Yorktown have worked with staff to make traffic safety improvements. Specifically, both Fifth Third Bank (96 Yorktown Center) and McDonald's (1 Yorktown Center) incorporated access and circulation recommendations from staff and the Village's traffic consultant into the plans that were approved through the Site Plan Approval process.

Chase Bank has appealed the Plan Commission action with the desire to secure approval of the four signs as originally requested (rather than the two signs that were approved), per the provisions of Section 155.504(C) of the Sign Ordinance. The Village Board has the following three options with regard to the appeal:

1. Concur with the Plan Commission's recommendation and approve the Plan Commission's motion (i.e., two wall signs only); subject to the following conditions:
 1. A total of two wall signs shall be allowed, which may be displayed on the south elevation and the east elevation. No wall signs may be displayed on the north or west elevations.
 2. The requested relief pertaining to total wall area is denied.
 3. The petitioner shall develop the site in substantial conformance with the submitted plans prepared listed below and made part of this request, except where modified by the conditions of approval:
 - a. Existing Conditions, Preliminary Site Plan, and Preliminary Grading/Utility Plan, prepared by Gewalt Hamilton and dated March 25, 2011.
 - b. Landscape Plan, prepared by 3D Design Studio and dated April 8, 2011.
 - c. Proposed Elevations, prepared by The Architects Partnership and dated January 26, 2011.
 - d. Photometric Plan, prepared by The Architects Partnership and dated April 11, 2011.
 - e. Signage Plans, prepared by NW Signs and dated February 19, 2011, last revised March 19, 2011.

4. As part of the approval, the petitioner shall also address all comments included within the IDRC Report, including all recommendations and suggestions made by the Village's traffic consultant.
2. Deny the petition in its entirety (which would provide for one wall sign, but no other access drive improvements);
3. Approve additional signage as requested by the petitioner. The Board will have the discretion of adding any conditions of approval, as deemed appropriate.

If you have any questions regarding this petition, please feel free to contact me.