

**VILLAGE OF LOMBARD
INTER-DEVELOPMENTAL REVIEW GROUP REPORT**

TO: Lombard Plan Commission

HEARING DATE: April 21, 2008

FROM: Department of Community
Development

PREPARED BY: Jennifer Backensto, AICP
Planner II

TITLE

PC 08-08: 1& 3 Yorktown Shopping Center (Cole Taylor Bank): The petitioner requests the following variations from the Lombard Sign Ordinance for an Off-Premise Sign for property located within the B3PD Community Shopping District, Planned Development:

1. A variation from Section 153.226(A) to allow for an Off-Premise Sign to be located on a non-state or federal right-of-way;
2. A variation from Section 153.226(B) to allow for an Off-Premise Sign to be located on a property with an existing structure, building and use;
3. A variation from Section 153.226(F) to allow for an Off-Premise Sign within the requisite front yard; and
4. The petitioner requests Site Plan Approval with a deviation from Section 153.505(B)(19) of the Lombard Sign Ordinance to allow a total of three wall signs where no wall signs are permitted.

GENERAL INFORMATION

Petitioner: Icon Identity Solutions
1418 Elmhurst Road
Elk Grove Village, IL 60007

Property Owner: Yorktown Holdings LLC
203 Yorktown
Lombard, IL 60148

Relationship of Petitioner to Property Owner: Sign contractor for proposed tenant

PROPERTY INFORMATION

Existing Zoning: B3PD Community Shopping District – Yorktown Planned
Development

Existing Land Use: Vacant building/Cole Taylor Bank
Size of Property: Approximately 2.3 acres
Comprehensive Plan: Regional Commercial

SURROUNDING ZONING AND LAND USE

North: R5PD Community Shopping District Planned Development; developed as Yorktown Apartments
South: B3PD Community Shopping District Planned Development; developed as Yorktown Center parking
East: B3PD Community Shopping District Planned Development; developed as Yorktown Convenience Center
West: R4PD Community Shopping District Planned Development; developed as Club Croix townhomes

ANALYSIS

SUBMITTALS

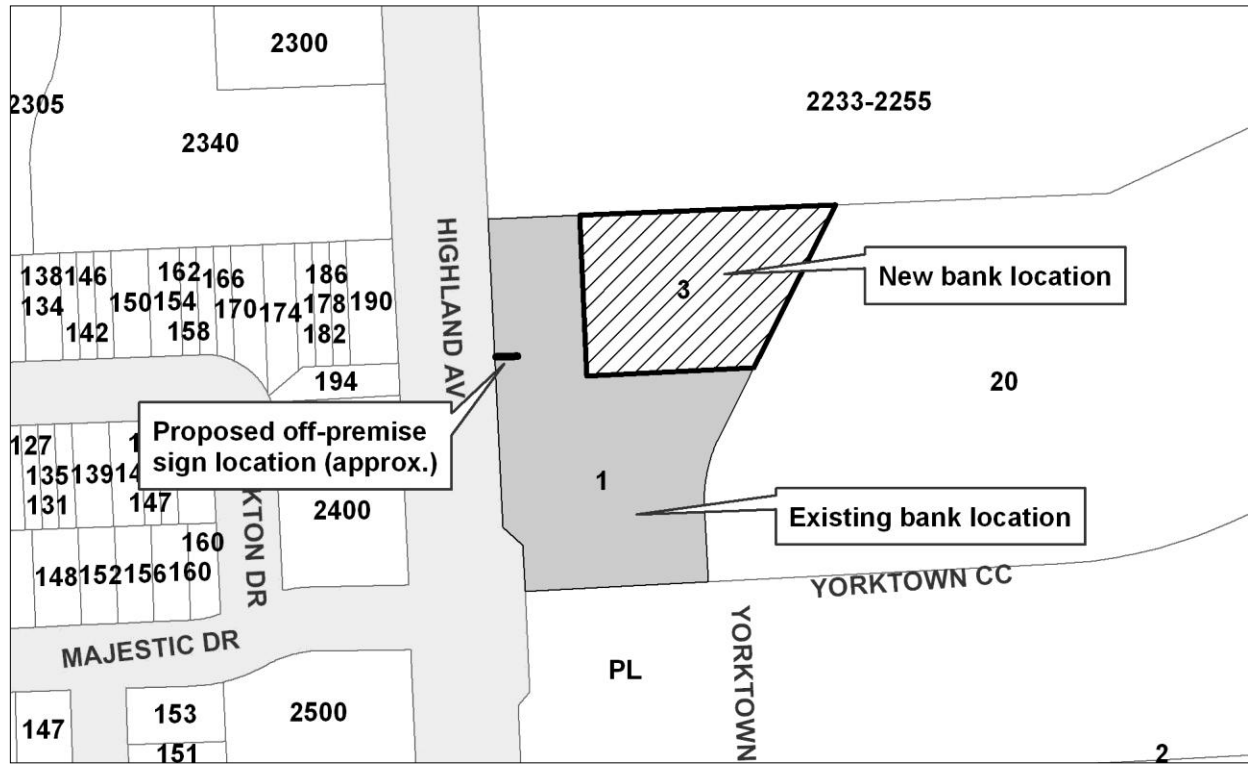
This report is based on the following documents filed with the Department of Community Development.

1. Public Hearing Application.
2. Response to Standards for Variations.
3. ALTA/ACSM Land Title Survey, prepared by National Survey Service, Inc., dated November 15, 2007.
4. Site plan, sign specifications, and elevations, prepared by Icon Identity Solutions, dated February 21, 2008 and last revised March 11, 2008.

DESCRIPTION

The property at 1 Yorktown Shopping Center is currently improved with a Cole Taylor Bank. This bank will be demolished and replaced with a new Cole Taylor Bank at 3 Yorktown Center on the site most recently occupied by Pizza Hut. Although no public hearings were necessary for the demolition and construction of the new bank, the 3 Yorktown Center property does not have any frontage along a public right-of-way. It is therefore not entitled to any wall signage as of right. The petitioner is proposing a total of three wall signs, as well as a freestanding sign along Highland Avenue on the 1 Yorktown Shopping Center property. Off-premise signs cannot be approved through the site plan approval process, therefore, a public hearing is required.

Location map



INTER-DEPARTMENTAL REVIEW COMMENTS

ENGINEERING/UTILITIES

The Private Engineering Services Division and Public Works Utilities Division have reviewed the submitted plans. As shown on the submitted ALTA/ACSM Land Title Survey, there is a private sewer line that runs inside the western edge of Lot 1. The proposed off-premise sign shall be installed at least 15 feet away from this private sewer line.

FIRE AND BUILDING

The Fire Department/Bureau of Inspectional Services has no comments at this time. Final comments will be offered as part of the building permit submittal.

PLANNING

Proposed Wall Signage

The petitioner is proposing a total of three 20-square foot wall signs: one facing Highland Avenue (west elevation) and two facing internally within Yorktown (south and east elevations). No wall signs are proposed on the north elevation, facing the Yorktown Apartments complex.

Historically, staff has supported signage deviations for businesses along the ring road as a strict interpretation of code could severely restrict or prohibit business entities from placing reasonable signage on their buildings. Recent site plan approvals for other freestanding buildings along the ring road are as follows:

Location	Case No.	Number of wall signs approved
Claim Jumper	SPA 05-02ph	3
The Capital Grille	SPA 05-03ph	4
Rock Bottom Brewery	SPA 05-04ph	6
Fifth Third Bank	SPA 07-07ph	3

If the access drive to the subject property were a publicly dedicated street, one wall sign would be permitted. Additionally, as customers will be viewing and accessing the site from multiple directions, including the parking lot aisles south and east of the site, the need to have signage on multiple elevations is desirable. As these drives often function as public streets, staff believes the signage petition could be supported. Moreover, as access into the site is provided at the ring road itself and not from Highland Avenue, the need for additional signage is warranted.

Proposed Off-Premise Signage

Off-premises signage is defined in the Sign Ordinance as follows:

SIGN, OFF-PREMISE A sign structure advertising an establishment, merchandise, service or entertainment, which is not sold, produced manufactured or furnished at the property on which said sign is located; e.g., "billboards" or "outdoor advertising".

Compliance with the Zoning/Sign Ordinances and the Yorktown Planned Development

The 1966 Yorktown Center planned development approval granted rights for shopping center signs at each entrance. However, the agreement did not address off-premises sign provisions. As such, the requested sign would fall under the underlying B3 sign provisions. While most types of signage relief within established planned developments can be considered for approval as part of a site plan approval application, the Zoning Ordinance (Section 155.504 (C)) specifically excludes off-premises signage from the site plan approval process.

Each aforementioned variation is restated below, along with a discussion as to why the proposal will require relief:

1. A variation from Section 153.226(A) to allow for an Off-Premise Sign to be located on a non-state or federal right-of-way;

Off-premise signs are most typically traditional billboards, referring to large signs that operate as business advertising opportunities that are not generally desirable on local roads. In this case, however, the off-premise sign is advertising a local business that is within 100 feet of the proposed sign and lacks its own street frontage. Staff therefore feels that the proposed sign would not be in opposition to the intent of Section 153.226(A).

2. A variation from Section 153.226(B) to allow for an Off-Premise Sign to be located on a property with an existing structure, building and use;

As the new Cole Taylor Bank property does not abut any public rights of way, the ability to provide entry signage is more limited. The proposed sign is proposed to be located on a property that is currently developed with a Cole Taylor Bank. Since the area of the lot where the sign is proposed is on a narrow "L" portion of the property, it is unlikely that it will be developed with a building in the future. Consequently, since the official lot divisions will not be evident to the public, the proposed off-premise sign will appear to be directly associated with the new Cole Taylor Bank building.

3. A variation from Section 153.226(F) to allow for an Off-Premise Sign within the requisite front yard;

The proposed sign is essentially a five-foot high freestanding sign that happens to be located on an adjacent property. Freestanding signs are permitted within front yards, and the proposed off-premise sign will not obstruct any clear-line-of sight areas.

FINDINGS AND RECOMMENDATIONS

The Inter-Departmental Review Committee has reviewed the standards for variations for the requested signage and finds that the standards for variations have been met, subject to conditions. As such, the Committee recommends that the Plan Commission make the following motion recommending approval of PC 08-08:

Based on the submitted petition, accompanying signage plans and the testimony presented, the proposed signage **complies** with the standards established by the Yorktown Shopping Center Planned Development and the provisions set forth in the Zoning and Sign Ordinances and that granting the relief is in the public interest, 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 recommend to the Corporate Authorities **approval** of PC 08-08, subject to the following conditions:

1. The proposed signage shall be consistent with the submitted sign package prepared by Icon Identity Solutions, dated February 21, 2008 and last revised March 11, 2008 and made a part of this petition.
2. The proposed off-premise sign shall be installed at least 15 feet away from the private sewer line that runs along the western side of Lot 1.
3. The proposed off-premise sign shall be exclusively for advertising the Cole Taylor Bank or any subsequent business to be located at 3 Yorktown Shopping Center.
4. The petitioner shall apply for and receive a building permit from the Village prior to erecting the proposed signage.

Inter-Departmental Review Group Report approved by:

David A. Hulseberg, AICP
Assistant Village Manager/Director of Community Development

c: Petitioner