

December 6, 2007

Mr. William J. Mueller,
Village President, and
Board of Trustees
Village of Lombard

Subject: PC 07-05: 201-285 W. Roosevelt Road (Sportmart Plaza)

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. The petitioner requests that the Village take the following actions for the subject property located within the B4A Roosevelt Road Corridor District:

1. A conditional use to establish the subject property as a planned development.
2. For the proposed Starbucks establishment:
 - a. An amendment to Ordinances 3710 and 3711 which granted approval to allow for the establishment of three principal structures and three (3) freestanding signs on the subject property.
 - b. A conditional use, pursuant to Section 155.417(G)(2)(a)(5) of the Zoning Ordinance to allow outdoor dining.
 - c. A conditional use, pursuant to Section 155.417(G)(2)(b)(5) of the Zoning Ordinance to allow a drive-through establishment.
 - d. A deviation from Section 153.505(19)(a)(2)(a) of the Sign Ordinance to allow four (4) wall signs where only one sign is permitted.
3. For the retail store at 255 W. Roosevelt (Hobby Lobby):
 - a. A deviation from Section 153.505(19)(b)(2)(a) to allow five (5) wall signs where only one is permitted.
4. For the existing freestanding shopping center identification sign:

- a. A deviation from Section 153.235(C) of the Sign Ordinance to allow for up to five-hundred-one (501) square feet of sign area where a maximum one-hundred-fifty (150) square feet is permitted.
- b. A deviation from Section 153.235(C) of the Sign Ordinance to allow a sign height of forty (40) feet where a maximum of thirty-five (35) feet is permitted.

5. Grant Site Plan Approval authority to the Plan Commission.

Mark Blum, Next Realty, 400 Skokie, Blvd., Northbrook, Illinois, presented the petition. Mr. Blum indicated that they purchased the Sportmart Shopping Center 17 years ago. He showed the configuration of the existing site plan of the shopping center and named the business currently located within. He stated that in the last 18 months, several tenants have not renewed their leases. He mentioned the businesses and their reasons for leaving. As a result, this year they were able to get a catalyst to revitalize the shopping center. As a result of their leasing efforts they attracted Hobby Lobby who was looking for more square footage than what they currently had, Fruitfield Yield was doing well but wanted to expand, and Harbor Freight Tools indicated their willingness to occupy 15,000 square feet. There was now an opportunity to provide Starbucks with a new building as the covenants that were associated with 2 of the exiting tenants were now gone due to them leaving the center.

Mr. Blum then displayed the Starbucks elevation and mentioned the signage and what the building would look like. He then showed elevations of the existing building. Mr. Blum then displayed the current elevations of the shopping center and the proposed elevation, which would bring it up to date. He mentioned the new façade, new vestibule and parapet walls for Hobby Lobby. Mr. Blum then showed a picture of the existing pylon sign and stated that they are proposing to make the sign look as if it were brand new. He stated that the sign will have masonry on the lower level with a metal covering that will tie in with the steel supports on the canopies. The sign shown is 40' high, but they have agreed to lower it to 35', which will not require a variation. They are requesting another box sign for the tenant that will occupy the space next to Harbor Freight Tools. In conclusion, Mr. Blum mentioned that should there be any questions, he or other representatives in the audience would be available to answer them.

Peter Friedman of Holland & Knight, 131 S. Dearborn, Chicago, Illinois, stated he was the applicant's land use counsel. He mentioned that they submitted standards for their requested relief. Mr. Friedman stated that the public hearing notice looks like a lot of relief, but what is currently on the ground is not changing as much as it seems. The cause for all the relief would be three ordinances, which were previously granted. He then added that staff proposed to consolidate all of the zoning relief into one new ordinance. He then referred to the three conditional uses being requested (the planned development, the outdoor dining, and the drive-through) and then indicated that they do not represent any changes to the property. The sign deviation is relative to the Starbucks, but the total number of signs will be the same. The only physical change would be the Hobby Lobby wall plates on the building. The height deviation for the shopping center is no longer necessary as they will meet code. The square footage by code definition is 450 square feet, but the face plat is only 265 square feet. The square foot increase is

because they are aesthetically enhancing the sign. In conclusion, Mr. Friedman indicated that the standards have been provided and are very straight forward.

Guy Dratgsic of Olympic Sign, 1130 N. Garfield, Lombard, referred to the wall signage for Hobby Lobby. He indicated that the Hobby Lobby letters would be the only portion of the sign that will be illuminated. The rest of the signage will not be illuminated.

Chairperson Ryan then opened the meeting for public comment. No one spoke for or against the petition. There was no one to speak in favor or against the petition.

Chairperson Ryan then requested the staff report.

William Heniff, Senior Planner, presented the staff report. He submitted the staff report to the public record in its entirety and summarized the petition. He also noted the IDRC engineering comments included within the report.

He then discussed the planning and zoning comments. The subject property is proposed to undergo a number of site improvements over the next year. In addition to a new exterior building facade, which can be constructed as a matter of right, the petitioner is seeking approval of a number of actions to enhance the site. The center will have new tenants including Hobby Lobby, Harbor Freight, Roundhead's Pizza and an undetermined tenant. While these new uses are permitted as a matter of right, a number of other companion improvements are proposed for the center, including a new Starbuck's stand-alone facility, which will replace the existing drive-through facility.

The Zoning Ordinance encourages and/or requires the establishment of planned developments for large-scale developments. Staff notes that the shopping center has received approval of numerous conditional uses and variations in the past. Staff believes establishing a planned development creates a systematic method for addressing the relationship of all buildings and structures on the property.

He then noted each of the requests as it pertains to each building. A full discussion of these items is noted below.

Starbuck's Facility

Ordinance 3710, approved in 1993, granted approval for the construction of two additional buildings on one zoning lot (where one building existed). Amending Ordinance 3710 would approve the new location of the Starbucks facility. The proposed Starbuck's restaurant will be replacing an existing drive-through only restaurant which will be moved to a new location on the same property west of the existing store. Hence, the number of principal structures (3) within the proposed planned development will not change. To avoid any rights being given to the old Starbucks, which is to be razed, staff recommends the number of principal structures on the subject property be limited to three. Staff recommends approval of this request as the number of structures will not be changing.

The petitioner proposes to add a single lane drive through facility as part of their petition. Vehicles would enter from the north and proceed in a counter-clockwise fashion around the building. The order menu is located on the southwest side of the building and the pick-up window is located on the south side of the building. The petitioner is also proposing an escape lane that would exit out to the south, per staff's suggestion.

Ordinance 3710 granted approval of the existing drive-through facility. As the current Starbucks facility is being razed to accommodate the new location with the Sportmart Shopping Center, the conditional use to establish a drive through would apply to the new Starbucks location. The plan shows eight stacking spaces, which meets code requirements. Staff notes that the proposed design of the drive-through is more desirable than its current configuration as excessive queuing will be within the center itself, as opposed to spilling out into the main access driveway and Roosevelt Road.

The petitioner is proposing to add a 1,175 square foot outdoor dining area to be located immediately north of the building that will be accessible from the north and west entrances. Staff does not object to this request as it allows for an alternate area for patrons to drink/eat if desired. As the property is not located near any residences, impacts of the outdoor dining function are minimal. However, to ensure that the dining function does not extend into the sidewalk and/or parking lot, staff recommends that the perimeter of the dining area be fenced, with the design of the fence subject to the approval of the Director of Community Development. Staff would find a four foot high decorative iron fence with an exit gate as an acceptable type of fence. This would need to be added as a condition of approval.

The petitioner is proposing two wall signs on the north, one wall sign on the south elevation, and one wall sign on the west elevation of the building. The underlying Sign Ordinance requirements allow only one wall sign allowed per Code, but Ordinance 4192 granted relief to allow "Caffino drive thru express" the right to four wall signs (one per building façade). Staff also notes that many other tenants within the shopping center have been granted relief for additional wall signs. Given the store's position as an island within the shopping center parking lot, staff believes the request can be supported. As such, this request is intended only to reflect the modified wall signage package.

255 W. Roosevelt (Hobby Lobby) Wall Sign

As Hobby Lobby will be moving from the Lombard Pines Shopping Center to the Sportmart Plaza, they wish to keep with their original wall sign configuration of five wall signs. Per Code, Hobby Lobby would have the right to only one wall sign as an interior tenant within a multi-tenant building. The main 250 square foot wall sign has already been permitted as of right; however, the addition of four wall signs, which range in size from 20.5 square feet to 44.5 square feet each, would require approval under this petition. Staff notes that relief was previously granted to Sportmart for signage above the roofline and for extra window signage. When reviewed in this context and given the overall width of the proposed tenant space, the additional wall sign can be conceptually supported, provided that it is installed on, and not above, the exterior wall of the building, as proposed by the petitioner.

Shopping Center Signs

As the subject property is being proposed as a planned development, the signage associated with the Starbuck's and Hobby Lobby sites need to be reviewed in the context of the entire shopping center. When shopping center signs are provided for within a development, the Sign Ordinance prohibits the use of separate freestanding signs. The petitioner is requesting approval of a deviation to allow for a total of two free-standing signs in conjunction with the shopping center sign. Ordinance 3711 in 1993 granted approval for three freestanding signs to be erected in the Sportmart Shopping Center. Amending Ordinance 3711 would allow three freestanding signs; however the new sign locations would need to be approved as they relate to the overall planned development. Staff notes that Starbucks has a freestanding sign that will be moving to a new location on the property adjacent to the proposed building. The pylon sign once utilized by Pizzeria Uno will be used by a new establishment – Roundhead's Pizza, but this sign will remain at its existing location. As these freestanding signs have been in use with the existing shopping center sign for years, staff finds the use of the additional freestanding signs would not alter the character of the shopping center.

The petitioner is proposing to increase the size of the existing shopping center identification sign to 450 square feet, which would provide for one additional tenant cabinet to be placed below the existing cabinets on the sign. Staff noted that the proposed square footage far exceeds code, which only allows 150 square feet. Staff notes that this sign will be larger than most other signs along Roosevelt Road. However, in consideration of this request, staff notes that the sign is already in excess of the 150 square feet and the new panels would only be added to the bottom portion of the sign, thus containing any new signage area to the existing cabinet. The petitioner will also be aesthetically enhancing the sign by placing covers over the existing poles and adding stone to the base. The sign base is intended to match the proposed Starbuck's and the modified in-line center building elevations. Hence, given this trade-off for better site design and circulation, additional square footage could be conceptually supported.

The existing shopping center sign is currently forty feet in height, thereby making the sign a legal non-conforming structure. With the proposed modifications to the proposed signs, this would be considered an expansion of a legal non-conforming structure and would require relief accordingly. However, in working with staff, the petitioner has proposed to reduce the overall sign height by five feet, which will bring it into compliance with Code. As such, this relief is no longer necessary.

Site Plan Approval Authority to the Plan Commission

Granting site plan approval authority was included as part of the request in order to allow the Plan Commission to review and approve signage deviations or consider other site specific elements that do not require zoning relief or planned development amendments. This authority is granted to all other planned developments within the Roosevelt Road corridor by right or through approvals by the Village Board.

Mr. Heniff then discussed a number of related site considerations. As part the overall review of the site, staff completed an overall review of the parking requirements for the site. Staff also notes that Ordinance 3712 already provided for a 5.5% reduction in the required number spaces for the center, which was granted to provide relief for a sit-down restaurant (Pizzeria Uno).

The petitioner is proposing 527 spaces on-site, which is the number required by code. The approved 1993 plan also provided for parking spaces on the west side and on the south side of the building as part of this overall equation – staff will require that these spaces be striped, consistent with Village code. The Fire Department has reviewed the spaces and does not object to the overall design, provided that final turning templates provide for Fire Department truck turning movements.

He then discussed building design elements, unlike the existing prefabricated building on the premises, the proposed Starbuck's building is proposed to be a completely masonry structure and will be constructed on-site. The proposed structure is similar to many of their other free-standing buildings that have been constructed in the Chicago area, as shown on the submitted photographs of the comparable stores. Staff is conceptually supportive of the proposed building elevations – the color will blend in well with the proposed exterior façade enhancements for the in-line center. However, staff suggests that an additional brick color or treatment be added to the south elevation to break up the building mass.

Mr. Heniff stated that the Comprehensive Plan recommends commercial uses at this location. The Comprehensive Plan suggests several policies that should be used to guide improvement to commercial developments. One of those policies is ensuring the highest quality of design, including signage and graphics. If the comments and conditions noted in this report are incorporated into the petitioner's final plans, this development will meet the recommendations of the Comprehensive Plan.

Even though the petition was initially filed prior to the Roosevelt Road development moratorium and the Roosevelt Road Corridor Report, their plan does also incorporate some of the recommendations of the Roosevelt Road Corridor Plan as well, including:

- Including full façade treatments on all four-sides of the building elevations;
- Improving overall on-site traffic flow by relocating the Starbuck's drive-through queuing;
- Additional parking lot green space (foundation and parking lot islands) around the disturbed areas;
- Enhanced building facades (for the in-line center);
- Freestanding signage compatible with the center's building elevations.

The center already enjoys cross-access easements for properties to the east (Omni Plaza). The petitioner is also seeking approval from IDOT for a traffic signal at the northwest corner of the subject property. In consideration of the request as well as in consideration of conditions of approval for other Roosevelt Road properties, staff recommends that the property owner provide the rights for a cross-access easement for the property immediately west of the subject property. Staff does recognize that there is a significant grade change between the properties, but the rights for such an access should be provided at this time and the engineering issues can be addressed as part of a future access plan for the site.

He stated that staff recommends approval of the petition subject to the conditions within the report as well as an additional condition denoting the fencing of the outdoor seating area.

In response to the report, Mr. Friedman stated that they only recently learned of the conditions set forth in the staff report and that they will have to review those elements further with staff. They noted the stormwater drainage and the watermain relocation as areas for further review.

Chairperson Ryan then opened the meeting for discussion among the Plan Commissioners.

Commissioner Sweetser raised a comment that she was hoping to see the parking lot be brought into closer compliance with Village Code and that additional landscape islands and vegetation be provided as part of the petition. Commissioners Olbrysh and Flint concurred. The Commissioners noted that there is not a surplus of parking spaces within the center and that if spaces were lost, a parking variation would be needed. George Wagner noted that as a parking variation was not advertised, it could not be considered without giving due notice. Mr. Heniff noted that if the Plan Commission would like to see additional landscaping, they can add it as a condition of approval. Staff can work with the property owner to provide additional green space without causing parking variations.

After due consideration of the petition and the testimony presented, the Plan Commission found that the petition complies with the standards required by the Lombard Zoning Ordinance and is compatible with the standards for planned developments and that granting such an amendment is in the public interest. Therefore, the Plan Commission, by a roll call vote of 4-0, recommended to the Corporate Authorities **approval** of the petition associated with PC 07-05, subject to the following conditions, as amended:

1. The petitioner shall develop the site in accordance with the site, sign and development plans prepared by Arcline Associates, dated November 14, 2007 and made a part of the petition.
2. The south elevation of the proposed Starbuck's building shall be amended to include a second brick color, with the final design subject to the Director of Community Development.
3. The freestanding shopping center sign shall be modified to not exceed thirty-five feet (35') in height. Furthermore, the overall square footage of the existing shopping center sign shall not exceed 450 square feet in size.
4. The petitioner shall commence demolition of the existing Starbuck's building and construct the associated parking lot improvement at its current location no later than thirty days after the proposed Starbuck's building is opened. This time period may be extended by the Village if weather conditions preclude the improvements from being completed within this timeframe.
5. Upon a request by the Village, the petitioner/property owner shall provide a vehicular cross-access easement for the property at 303 W. Roosevelt Road. The final location of the cross-access easement shall be reviewed and approved by the Village.

6. As part of the approval, the petitioner shall also address the comments included within the IDRC Report, including:
 - a. Stormwater detention shall be provided consistent with Village Code for all the aggregate disturbed area.
 - b. The drainage issue at the existing eastern entry off of Roosevelt Road shall be corrected as part of the planned development.
 - c. The existing public water main located under the building shall be re-routed.
 - d. All site work shall be in accordance with Village of Lombard Code, Specifications and Details.
 - e. Freestanding signs are not permitted within utility easements and shall not be located closer than 15' from any publicly dedicated water main or sewer.
 - f. Parking spaces shall be signed and striped per Village Code.
7. The petitioner shall fence the perimeter of the dining area with a four foot metal fence, with the design of the fence subject to the approval of the Director of Community Development.
8. The petitioner shall provide additional green space/landscape islands and associated plant materials within the existing shopping center parking lot.

Respectfully,

VILLAGE OF LOMBARD

Donald F. Ryan
Lombard Plan Commission

c. Petitioner
Lombard Plan Commission