

May 1, 2008

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

Subject: PC 08-08: 1 & 3 Yorktown Shopping Center (Cole Taylor Bank)

Dear President and Trustees:

Your Plan Commission submits for your consideration its recommendation on the above referenced petition. 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.

The Plan Commission conducted a public hearing on April 21, 2008.

Kimberly Yarbough, 1418 Elmhurst Rd., of Icon Identity Solutions stated that they are the sign contractor for Cole Taylor Bank. They are requesting one off-premise sign and three wall signs. She stated that the Sign Ordinance does not grant them any signage rights, which limits the bank. The wall signs would be 20 square feet each and the freestanding sign would be five feet in height.

Chairperson Ryan then opened the meeting for public comment. No one spoke in favor of or against the petition.

William Heniff, Senior Planner, presented the IDRC report and submitted it to the public record in its entirety. 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.

Mr. Heniff noted the comments from Private Engineering Services and Public Works Utilities, stated that the proposed off-premise sign shall be installed at least 15 feet away from this private sewer line. The petitioner is proposing a total of three 20-square foot wall signs: one facing Highland Avenue and two facing internally within Yorktown. 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.

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.

Mr. Heniff stated that off-premises signage is defined in the Sign Ordinance as “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.’” 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.

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). 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. 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.

Mr. Heniff concluded by stating that staff believes the sign would enhance the overall planned development and, subject to the four conditions noted in the staff report, the standards for variations have been met.

Chairperson Ryan then opened the meeting for comment from Plan Commission members.

Commissioner Olbrysh stated that the petition relates to the signage and he did not have a problem with that, but had a few general questions. He asked what would happen on Lot 1 after the existing bank is demolished. Mr. Heniff stated that the property would potentially be redeveloped, but he could not speak to that issue directly as no plans have yet been submitted.

Commissioner Sweetser asked if Cole Taylor Bank would maintain ownership of 1 Yorktown. Mr. Heniff stated that Yorktown Center currently owns the property and the bank is a tenant.

Commissioner Sweetser asked if additional freestanding signage would be requested upon the redevelopment of the old bank site. Mr. Heniff stated that the new tenant could have a combined sign with Cole Taylor Bank or have its own signage.

After due consideration of the petition and the testimony presented, the Plan Commission found that the requested relief 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.

May 1, 2008
Re: PC 08-08
Page 4

Respectfully,

VILLAGE OF LOMBARD

Donald Ryan, Chairperson
Lombard Plan Commission

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