



current provisions permit only one wall per street frontage to be displayed on a parcel of property within the I District regardless of the number of tenants. Although the regulations for signage in the Industrial District is intended to be more restrictive with regard to advertising, staff believes that the current provisions do not provide sufficient opportunity for businesses in I Districts to identify themselves to their patrons.

The current provisions for wall signs on I District parcels with a single tenant would remain effectively unchanged by this proposal. The Village proposes to allow interior tenants in multi-tenant buildings to display one (1) wall sign and exterior tenants to display up to two (2) wall signs, with no more than one (1) sign per wall. Industrial businesses are typically destination-type establishments which do not require substantial signage intended to advertise to the public. For multi-tenant buildings, however, locating a particular business without identifying signage is potentially difficult.

The proposed text amendments would also establish regulations for the permitted size of wall signs for industrial properties with multiple tenants. After examining the size regulations for wall signs in other zoning districts, staff has concluded that the regulations of the B4 Corridor Commercial District most closely fit the intentions of this proposal. Therefore, staff is recommending that tenants be permitted to display wall signs with a square footage equal to the lineal front footage of their tenant space. Each tenant shall be entitled to a minimum of twenty-five (25) square feet but not more than one hundred (100) square feet. However, tenants in the I District shall not be permitted to have additional square footage based on a greater distance from the property line as is permitted in the B4 District.

Further commentary regarding this issue is provided for in the Standards for Text Amendments (see Appendix A).

The proposed text amendments are noted below. **Proposed additions to the Sign Ordinance are underlined and portions that will be extracted are shown with strikethrough.** The Standards for Text Amendments are also included below.

## **SECTION 5: SIGN REGULATIONS FOR EACH DISTRICT**

### **153.507 I INDUSTRIAL DISTRICT REQUIREMENTS**

#### **(B) Permitted Signs**

All signs located in an I Limited Industrial District shall conform to the specific requirements set forth in this Ordinance. In an I Limited Industrial District, no sign shall be permitted except the following named signs:

(11) Wall signs, in accordance with the provisions set forth in Section 153.242. In addition, no wall sign shall be erected or maintained in any I District unless it also meets all of the following requirements:

~~(a) Area: The total sign surface area of all wall signs on any single parcel of property shall not exceed one and one-half times the lineal front footage of the property. The total sign surface area of any single wall sign shall not exceed one hundred twenty (120) square feet.~~

~~(b) Number: No more than one wall sign per street frontage exposure shall be maintained on any one parcel of property in any I District.~~

~~(Ord. 5600, passed 1/20/05)~~

(a) Properties with a Single Tenant:

(1) Area: The total sign surface area of all wall signs on any single parcel of property shall not exceed one and one-half times the lineal front footage of the property. The total sign surface area of any single wall sign shall not exceed one-hundred twenty (120) square feet.

(2) Number: No more than one wall sign per street frontage exposure shall be maintained on any one parcel of property in any I District.

b. Properties with Multiple Tenants:

(1) Area:

a) The total sign surface area of all wall signs displayed by a single tenant shall not exceed one times the lineal front footage of the tenant space, excepting that each tenant shall be entitled to a minimum of twenty-five (25) square feet of sign surface area. The total sign surface area of any such wall sign shall not exceed one-hundred (100) square feet.

(2) Number:

a) Interior Tenants shall be permitted to have one (1) wall sign.

b) Exterior Tenants shall be permitted to have up to two (2) wall signs, with no more than one (1) sign per wall. Each sign shall face either a parking lot which serves the tenant or a street on which the tenant's parcel has frontage.

**RECOMMENDATION:**

Based on the above considerations, the Inter-Departmental Review Committee finds that the proposed text amendments meet the standards for text amendments as set forth within the Zoning and Sign Ordinances. Therefore, the IDRC recommends that the Plan Commission make the following motion recommending **approval** of the request as proposed:

Based on the submitted petition and the testimony presented, the proposed text amendments comply with the standards required by the Lombard Zoning and Sign Ordinances; and, therefore, I move that the Plan Commission find that the findings included as part of the Inter-department Review Report be the findings of the Plan Commission and therefore, I

Plan Commission

Re: PC 08-29

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recommend to the Corporate Authorities **approval** of the text amendments described in PC 08-29.

Inter-Departmental Review Group Report Approved By:

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William J. Heniff, AICP  
Director of Community Development

WJH  
c: Petitioner

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**Appendix A**  
**Standards for Text Amendments**

1. *The degree to which the proposed amendment has general applicability within the Village at large and not intended to benefit specific property*

The proposed amendment would be uniformly applied to all I District properties upon which multi-tenant buildings exist. The amendment will also help eliminate the need for granting variations for such wall signage on an individual basis.

2. *The consistency of the proposed amendment with the objectives of this ordinance and the intent of the applicable zoning district regulations*

The amendment is intended to allow a reasonable amount of signage that will improve the visibility of businesses and assist in way-finding for their patrons.

3. *The degree to which the proposed amendment would create nonconformity; and*

The amendment does not intend to create nonconformities. Rather, it is intended to allow businesses a reasonable degree of visibility.

4. *The degree to which the proposed amendment would make this ordinance more permissive*

The amendment will increase the number of permitted wall signs for multi-tenant industrial properties. However, the intended purpose of the additional signage is to improve visibility and way-finding rather than for advertising purposes.

5. *The consistency of the proposed amendment with the Comprehensive Plan*

The amendment is intended to reasonably and uniformly regulate signage while providing for the identification of Village businesses. Such signage is intended to be an enhancement to the respective use. Such enhancements are considered in accordance with the Comprehensive Plan.

6. *The degree to which the proposed amendment is consistent with Village policy as established in previous rulings on petitions involving similar circumstances.*

The amendments are intended to improve visibility for multi-tenant industrial properties. In ZBA 08-02, zoning relief was granted to the I District property, 200-212 W. North Ave., for additional wall signage. The relief granted exactly matched what these proposed amendments would permit.