

Existing Zoning: B4 Corridor Commercial District

Surrounding Zoning and Land Use:

North: R2 Single Family Residential & CR Conservation Recreation District; developed as single family residences and Southland Park
South: B3PD Community Shopping District Planned Development; developed as commercial (Highpoint Center)
East: B4 Corridor Commercial District; developed as commercial (Glenbard Electric)
West: B4 Corridor Commercial District; developed as commercial (Maxfield's Restaurant)

ANALYSIS

SUBMITTALS

This report is based on the following documentation, which was filed with the Department of Community Development:

1. Petition for Public Hearing, received January 20, 2004
2. ALTA/ACSM Land Title Survey, dated December 2, 2003.
3. Response to Standards for Variations
4. Proposed Signage for 450 E. Roosevelt

DESCRIPTION

The subject property was improved with a shopping center in 2003. While the center was originally intended to be occupied by a Central DuPage Hospital outpatient medical office, the hospital decided not to open a facility on the property. Therefore, the developer has decided to partition the building for retail uses. Associated with this partitioning, the various tenants have been modifying the building to suit their specific needs.

The existing building on the subject property is located one hundred and ten feet at the shortest distance (110') from the south front property line. Tenants are restricted to signage no greater than the lineal frontage of their space. The Village received requests from several proposed tenants within the shopping center for relief from the Village Sign Ordinance for their proposed wall signs. Rather than considering each request as a separate request, the property owner (Comar properties) has petitioned the Village for signage relief for all tenant spaces within the center. The petitioner would like for the property to be subject to the guidelines established for buildings greater than one hundred and twenty feet (120') from the property line. Additionally, the tenant at 450 E. Roosevelt Road, which is one hundred and ten feet (110') from the property

line due to the overhang from the front wall, has requested relief for more than one wall sign for their tenant space.

INTER-DEPARTMENTAL REVIEW COMMENTS

ENGINEERING

From a construction or engineering perspective, Private Engineering Services has no comments.

PUBLIC WORKS

The Department of Public Works, Engineering Division has no comments regarding the petition.

FIRE AND BUILDING

The Fire Department/Bureau of Inspectional Services has no comments regarding the petition.

PLANNING

Conditional Use – Planned Development

Included with the petition is a request for conditional use approval for a planned development. Planned developments are required for any variation request associated with a property that is zoned R6, O, B1, B2, B3, B4, B5, B5A, and I and meets the minimum lot area and width requirements. As this site meets the minimum lot area and width requirements, a conditional use for a planned development is requested at this time. Granting of the conditional use for the planned development will also give the Plan Commission greater flexibility in the review of future site changes and deviation requests.

Compliance with the Sign Ordinance

In the B4 Corridor Commercial Zoning District, the maximum square footage allowed for a tenant's wall sign located less than one hundred and twenty feet (120') from the nearest property line is one times the lineal frontage of the actual space, not to exceed one hundred (100) square feet. Each tenant is guaranteed a minimum of twenty-five (25) square feet. Tenant spaces located further than one hundred twenty feet from the nearest property line are permitted to have signs that are equivalent to two times the lineal frontage of the tenant space, not to exceed two hundred (200) square feet. The larger square footage is permitted in order to provide better visibility of the associated signage for the tenant spaces, as the spaces are located further from the road.

The front wall of the existing building subject property is located between one hundred and ten feet (110') and one hundred and twenty-two feet (122') from the front property line, which

means that the front wall falls approximately ten feet short at the greatest distance and eighteen inches (18”) short at the shortest distance to allow for larger sign area provisions.

The table below notes the tenant spaces and the amount of sign square footage that would could be allowed under various scenarios:

Tenant	Currently Allowed by Code	Existing Signage	1.5 Times Lineal Frontage	Two Times Lineal Frontage
Palm Beach Tan	59.5 Sq. Ft.	56 Sq. Ft.	89.25 Sq. Ft.	119 Sq. Ft.
Sprint	34.4 Sq. Ft.	32.23 Sq. Ft.	51.6 Sq. Ft.	68 Sq. Ft.
PC Lab	25 Sq. Ft.	24 Sq. Ft.	37.5 Sq. Ft.	50 Sq. Ft.
Modern Tuxedo	40 Sq. Ft.	24 Sq. Ft.	60 Sq. Ft.	80 Sq. Ft.
Wash & Glow Laundry	60 Sq. Ft.	None	90 Sq. Ft.	120 Sq. Ft.
UPS Store	25 Sq. Ft.	None	37.5 Sq. Ft.	50 Sq. Ft.
Atlantic Financial	60 Sq. Ft.	26.96 Sq. Ft.	120 Sq. Ft.	120 Sq. Ft.
Insurance Plus	100 Sq. Ft.	133 Sq. Ft.	150 Sq. Ft.	200 Sq. Ft.

Staff believes that given the building’s distance from the property line and the speed of traffic traveling on Roosevelt Road, additional signage along Roosevelt Road could be supported. However, staff does have concerns that two times the lineal front footage could be excessive and could detract from the overall aesthetic appeal of the building.

Staff notes that the sign contractor for one of the tenants, the Sprint Store, requested relief for one and one-half times the front footage of the property. Staff believes that this additional square footage would be a reasonable accommodation.

Multiple Wall Signs for One Tenant Space

The occupant of 450 E. Roosevelt Road would like to add two additional wall signs to the existing wall sign where only one is permitted. The dimensions submitted as part of this application identifies the existing wall sign as one hundred and thirty-three (133) square feet. The additional wall signs are approximately thirty-eight (38) square feet and forty (40) square feet respectively. If the request is granted the combined square footage for the tenant space will be approximately two hundred thirty (230) square feet. The lineal frontage of the 450 E. Roosevelt tenant space is one hundred and thirty-five feet (135’), therefore the tenant should be capped at the one hundred square foot maximum according to the current code.

Staff is not supportive of the additional signs. Staff believes that the additional wall signage would be excessive in comparison to the signage of the other tenant spaces as well as the additional square footage allowed if the other requested relief is granted. Staff believes that by approving the additional signage would be excessive – the overall square footage of all three sign signs would be more than double (230 sq. ft. vs. 100 sq. ft.) than what is allowed currently. Staff does not believe that the need for additional signage is warranted, particularly as the tenant maximized the size of the primary sign on the wall already. Staff can support the allowance of one and a half times the lineal frontage for all tenants with no sign exceeding one hundred and fifty (150) square feet.

FINDINGS AND RECOMMENDATIONS

Staff believes that the proposed signage relief can be supported only in part and are appropriate at the subject location and are compatible with surrounding uses.

Based on the above considerations, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion:

Based on the submitted petition and the testimony presented, the proposal does comply with the standards required by the Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission recommend to the Corporate Authorities **approval** of the request to allow wall signage not to exceed one and one half times the lineal frontage of a tenant space and **denial** of all other requested relief associated with PC 04-08, subject to the following conditions:

1. No wall signage shall exceed one and one half times the lineal frontage of a tenant space or one hundred and fifty square feet, whichever is less.
2. Each tenant shall obtain building permits for its respective signage.

Inter-Departmental Review Group Report Approved By:

David A. Hulseberg, AICP
Director of Community Development

DAH/ADC:

att

c. Petitioner