

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda

Resolution or Ordinance (Blue) X
Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: April 22, 2008 (BOT) Date: May 1, 2008

TITLE: PC 08-11: Text Amendments to the Lombard Sign Ordinance/Valet Parking

SUBMITTED BY: Department of Community Development *deh*

BACKGROUND/POLICY IMPLICATIONS:

Your Plan Commission transmits for your consideration its recommendation relative to the above-mentioned petition. The Village of Lombard is proposing Sign Ordinance text amendments to Section 153.241 (B) to modify the permitted size of valet parking signs and to Section 153.241 (F) to modify the permitted number of valet parking signs.

The Plan Commission recommended approval of this petition.

Staff is requesting waiver of first reading.

Please place this item on the May 1, 2008 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X	_____	Date	_____
Finance Director X	_____	Date	_____
Village Manager X	<i>W T L</i>	Date	<i>4/23/08</i>

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: William T. Lichter, Village Manager

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

DATE: May 1, 2008

SUBJECT: PC 08-11: Text Amendments to the Lombard Sign Ordinance – Valet Parking Signs

Attached please find the following items for Village Board consideration as part of the May 1, 2008 Village Board meeting:

1. Plan Commission referral letter;
2. IDRC report for PC 08-11;
3. An Ordinance amending provisions for the permitted size and number of valet parking signs.

Staff recommends a waiver of first reading of this Ordinance so that the amendments can be applied to pending valet parking permit applications.



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May 1, 2008

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

Subject: PC 08-11: Text Amendments to the Lombard Sign Ordinance (Valet Parking Signs)

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. The Village of Lombard is proposing Sign Ordinance text amendments to Section 153.241 (B) to modify the permitted size of valet parking signs and to Section 153.241 (F) to modify the permitted number of valet parking signs.

After due notice and as required by law, the Plan Commission conducted a public hearing for this petition on April 21, 2008.

Stuart Moynihan, Associate Planner, presented the petition. He stated that the Community Development Department is proposing to amend the General Provisions of the Lombard Sign Ordinance as it pertains to Valet Parking Signs. The amendments would increase the permitted number of said signs and increase the permitted square footage of said signs.

The intent of the proposed amendments is to allow a reasonable amount of signage that will increase functionality of valet parking services operating within the Village. Staff came to review the valet parking sign provisions with the submittal of the Westin Hotel's application for valet parking. The current provisions permit only one Valet Parking Sign per place of business and a sign surface area not to exceed five (5) square feet. Staff believes that both of these provisions are insufficient for the proper and efficient operation of a valet parking service. Mr. Moynihan stated that the Planning Department thought it best to create a text amendment that would be applicable to the entire Village rather than to simply grant relief to the Westin.

Village President
William J. Mueller

Village Clerk
Brittne O'Brien

Trustees
Greg Alan Cron, Dist. 1
Richard J. Tross, Dist. 2
John "Jack" T. O'Brien, Dist. 3
Dana L. Moreau, Dist. 4
Laura A. Fitzpatrick, Dist. 5
Rick Soderstrom, Dist. 6

Village Manager
William T. Lichter

"Our shared *Vision* for Lombard is a community of excellence exemplified by its government working together with residents and business to create a distinctive sense of spirit and an outstanding quality of life."

"The *Mission* of the Village of Lombard is to provide superior and responsive governmental services to the people of Lombard."

The practical application of valet parking signage of five (5) square feet in size caused staff to revisit the applicable signage provisions. In some circumstances, a valet parking sign of five (5) square feet in size neither allows for a sufficient visual presence to alert patrons nor a sufficient surface area to include all necessary information. Mr. Moynihan stated that the signs proposed by the Westin were of an appropriate size and nature.

It is the opinion of staff that Valet Parking Signs serve a function similar in nature to Motor Vehicle Promotional Signs in that both are meant to direct and inform patrons once they have entered a site. Motor Vehicle Promotional Signs are permitted to have a surface area of sixteen (16) square feet. Therefore, the Village proposes that sixteen (16) square feet be permitted for Valet Parking Signs as well.

The Village also proposes to increase the number of permitted Valet Parking Signs. Most of the newly permitted signage would be intended to serve an informational function and would most often be located at the valet parking loading area. The Village proposes to allow two (2) signs of this nature per place of business. Information on these signs would include an indication of where to stop the vehicle, the name of the business, the valet parking rate, and information on the valet parking operator.

The need for additional signage is exacerbated by the sight and driving distances associated with larger sites. For many sites, additional signage is necessary simply to direct the driver to the valet parking loading area. Therefore, the Village proposes to allow one (1) additional Valet Parking Sign for each driveway (access and egress points) to a site. The Westin has indicated such signage on their submitted site plan. These signs shall be located at the driveway entrance to serve a directional function.

Mr. Moynihan read the proposed text amendments. Mr. Moynihan suggested that at Village Counsel's request the word "permitted" be used rather than the word "allowed" in paragraph F.

Mr. Moynihan stated that staff has addressed the Standards for Text Amendments within the staff report and believes them to be met. Therefore, staff is recommending approval of the request as proposed.

Chairperson Ryan then opened the meeting for public comment. There was no one in the audience to speak in favor of or against the petition. He then opened the meeting for discussion among the Commissioners. Commissioner Sweetser stated that she had some curiosity as to the wording in paragraph F. It states that two valet parking signs "shall be allowed" and that one additional valet parking sign "may be allowed" at driveway entrances. Why is there a difference in wording? William Heniff stated that every business valet operator is required to submit a valet parking plan. Staff is proposing "may be permitted" to allow staff a level of discretion regarding this signage relative to clear line of sight and operational issues.

Commissioner Sweetser asked if the wording on page 3 of the staff report in paragraph F, using the word permitted would take precedence. Mr. Heniff answered yes.

May 1, 2008
Re: PC 08-11
Page 3

After due consideration of the petition and the testimony presented, the Plan Commission found that the proposed text amendments do comply with the standards of the Lombard Zoning Ordinance. Therefore, the Plan Commission, by a roll call vote of 4 to 0, recommended to the Corporate Authorities, approval of PC 08-11.

Respectfully,

VILLAGE OF LOMBARD



Donald F. Ryan

Chairperson

Lombard Plan Commission

att-

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

TO: Lombard Plan Commission
FROM: Department of Community Development
PREPARED BY: Stuart Moyrihan Associate Planner

HEARING DATE: April 21, 2008

TITLE

PC 08-11: Text Amendments to the Lombard Zoning Ordinance: The Village of Lombard is proposing Sign Ordinance text amendments to Section 153.241 (B) to modify the permitted size of valet parking signs and to Section 153.241 (F) to modify the permitted number of valet parking signs.

DESCRIPTION

The Community Development Department is proposing to amend the General Provisions of the Lombard Sign Ordinance as it pertains to Valet Parking Signs. The amendments would increase the permitted number of said signs and increase the permitted square footage of said signs.

INTER-DEPARTMENTAL REVIEW COMMENTS

PRIVATE ENGINEERING

As the valet signage is by definition temporary in nature, the Private Engineering Services does not have any comments to the proposed amendments.

FIRE AND BUILDING

The Fire Department does not have any comments on the proposed text amendment itself. The Fire Department will review the proposed signage placement, as well as all other aspects of the valet parking requirements, as part of the required valet parking permit process.

PLANNING

TEXT AMENDMENT DISCUSSION

The intent of the proposed amendments is to allow a reasonable amount of signage that will increase functionality of valet parking services operating within the Village. The current

provisions permit only one Valet Parking Sign per place of business and a sign surface area not to exceed five (5) square feet. Staff believes that both of these provisions are insufficient for the proper and efficient operation of a valet parking service.

The Village proposes to increase the permitted surface area of Valet Parking Signs. The practical application of valet parking signage of five (5) square feet in size caused staff to revisit the applicable signage provisions. In some circumstances, a valet parking sign of five (5) square feet in size neither allows for a sufficient visual presence to alert patrons nor a sufficient surface area to include all necessary information.

It is the opinion of staff that Valet Parking Signs serve a function similar in nature to Motor Vehicle Promotional Signs in that both are meant to direct and inform patrons once they have entered a site. The attraction of patrons from outside the site is not the primary function of either type of sign. Motor Vehicle Promotional Signs are permitted to have a surface area of sixteen (16) square feet. Therefore, the Village proposes that sixteen (16) square feet be permitted for Valet Parking Signs as well.

The Village also proposes to increase the number of permitted Valet Parking Signs. Most of the newly permitted signage would be intended to serve an informational function and would most often be located at the valet parking loading area. The Village proposes to allow two (2) signs of this nature per place of business. Information on these signs would include an indication of where to stop the vehicle, the name of the business, the valet parking rate, and information on the valet parking operator.

The need for additional signage is exacerbated by the sight and driving distances associated with larger sites. For many sites, additional signage is necessary simply to direct the driver to the valet parking loading area. Therefore, the Village proposes to allow one (1) additional Valet Parking Sign for each driveway (access and egress points) to a site. These signs shall be located at the driveway entrance to serve a directional function. This amendment would regulate valet parking signage similar to information/directional signage provisions already established within the Sign Ordinance.

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 2: GENERAL PROVISIONS

153.241 VALET PARKING SIGNS

B. Size: ~~the entire assembly shall be no larger than thirty inches by thirty-six inches (30" x 36") and the actual sign the surface area of each sign shall not exceed five (5) sixteen (16) square feet in size.~~

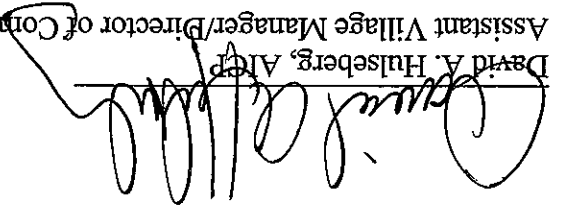
F. Number: ~~only one up to two~~ valet parking signs shall be allowed per place of business at the valet parking loading area. ~~Additional valet parking signage may be allowed at major points of ingress and egress to the subject property, provided they are located at a point so as not to conflict with driver vision and not to be a hazard to smooth traffic flow.~~

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 Ordinance. 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 Sign Ordinance; 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 recommend to the Corporate Authorities **approval** of the text amendments described in PC 08-11.

Inter-Departmental Review Group Report Approved By:


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

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 properties upon which valet parking services are operated. The amendment will also help eliminate the need for granting variations for valet parking 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 increase functionality of valet services operating within the Village and to further assist patrons intending to utilize such services.

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 improve the operation of valet parking services within the Village.

4. *The degree to which the proposed amendment would make this ordinance more permissive*
The amendment will increase the number of permitted valet parking signs and the permitted square footage of those signs. However, the increase is intended for directional and informational purposes for the respective operator and user, as opposed to further advertise the business establishment.

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 and is intended to provide for efficient traffic flow. 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 upon the safe operation of valet parking services as provided for by the Business Regulations of the Village Code of Ordinances.