

June 16, 2011

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

**Subject: SPA 11-02ph; 85 Yorktown Shopping Center (Chase Bank)**

Dear President and Trustees:

Your Plan Commission transmits for your consideration an appeal of a decision of the Plan Commission regarding the above-referenced petition. The petitioner requests Site Plan Approval with the following deviations for the subject property located within the B3 Community Shopping District and Yorktown Center Planned Development:

1. A deviation from Section 153.505(B)(19)(a)(2)(a) of the Lombard Sign Ordinance to allow a total of four wall signs where a single wall sign is permitted; and
2. A deviation from Section 153.505(B)(19)(a)(1)(a) of the Lombard Sign Ordinance to allow a total wall sign area of approximately 168.22 square feet.

After due notice and as required by law, the Plan Commission conducted a public hearing for this site plan approval petition on May 16, 2011.

Jerry Cohen, General Manager of Yorktown, presented the petition. He stated that the proposed signage is compatible with Yorktown's standards, and it provides a clear indication of the bank's presence. He believes the additional signage is necessary to provide safer access to the bank.

Timothy Meseck, The Architects Partnership, presented the proposed plans and summarized the petition. They are requesting a total of four wall signs because traffic may approach the site from four different directions, and the additional signage will allow for better visibility and efficient use of the roadways.

Chairperson Ryan then opened the meeting for public comment. There was no one present to speak for or against the petition.

Jennifer Henaghan, Senior Planner, presented the staff report. The property at 85 Yorktown Shopping Center is currently improved with the Firestone building.

This building will be demolished and replaced with a new, single-story Chase bank with four drive-through lanes. Both the bank and drive-through are permitted by right under by the Yorktown Planned Development, so no public hearings are required for the construction of the building or the proposed use. However, the petitioner is requesting signage relief to allow four wall signs totaling 168 square feet.

Private Engineering and Public Works had a number of comments that will need to be addressed as part of the building permit process. Planning found that the proposed land use is compatible with the surrounding business uses. However, the Village's traffic consultant reviewed the proposed site plan and made a number of comments and suggestions with regard to site access and circulation. These comments and suggestions are incorporated into the recommended conditions of approval.

The Comprehensive Plan recommends Regional Commercial land uses for the Yorktown Center Planned Development. The proposed bank is consistent with this recommendation. However, the Comprehensive Plan specifically states that signage for outlots should be consistent and coordinated with the overall signage program for the development and complement, rather than compete for, motorists' attention. The degree of the proposed signage relief does not comply with this recommendation. The planned development for the Yorktown Center does not address exterior signage. Therefore, the exterior signage at Yorktown is regulated by the current Zoning and Sign Ordinance. As a planned development, any relief from the Sign Ordinance could be approved by the Plan Commission as part of a site plan approval application.

The petitioner is proposing a freestanding sign along Butterfield Road, which is permitted by right, and a total of four wall signs. The south elevation facing Butterfield would have a 58-square foot channel letter sign, and the other three elevations that face Yorktown internally would each have a 37-square foot channel letter sign. The total area of all four wall signs is approximately 168 square feet, which exceeds the maximum total 160-square foot sign area that would be permitted by right for all wall signs on the property. The property has only one frontage along a public street, which entitles it to a single wall sign.

Although in the past the Village has granted signage deviations for a number of businesses along the ring road, those businesses had unique site considerations that do not apply to the subject property. The proposed building would be located only 80 feet from Butterfield Road, a regional arterial roadway that is traversed by more than 47,000 vehicles per day. Due to its placement on the lot (and within Yorktown Center) that offers high visibility and access to a signalized intersection, the proposed building would effectively function as a sign in and of itself. There are no unique site considerations in this case that would warrant the need for additional signage above and beyond what is already permitted by the Sign Ordinance.

The regulations of the Zoning Ordinance shall not be varied unless findings based on the evidence presented are made in each specific case that affirm each of the seven standards set forth in the Lombard Zoning Ordinance. Staff finds that there is no physical hardship associated with the property. The design and layout of the petitioner's property is typical of many of the B3

Community Shopping District parcels throughout the Village, and the proposed building would be highly visible from the adjacent public right-of-way. The petitioner can meet code and communicate the services and products that are available at the bank by installing alternative signage that is consistent with the Sign Ordinance, including a single 100-square foot wall sign and a freestanding sign of up to 125 square feet.

Staff also finds that the conditions are not unique to the subject property or the B3 Community Shopping District. In further consideration of the overall Yorktown Center planned development, there is nothing unique to this property to warrant the requested relief. In summary, staff recommends that this petition be denied as it has not met the Standards for Variations.

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

Commissioner Burke stated that the request is not out of the ordinary from past approvals. He noted that the signage along Butterfield would not be visible from the interior of Yorktown.

Commissioner Sweetser stated that, since not all traffic would be coming from Butterfield, at least one additional sign would be warranted.

Commissioner Olbrysh stated that something is needed for the interior of the site.

Commissioner Burke asked if the petition could be continued to allow the petitioner to work with staff. Chris Stilling, Assistant Director of Community Development, stated that staff can only support what is allowed by code.

Chairperson Ryan stated that one sign is not appropriate given the precedent that has been set in Yorktown. He suggested that the Plan Commission make a recommendation.

George Wagner stated that if the Plan Commission wants to allow a total of two signs, staff and the petitioner could work out the location of the two signs.

Commissioner Burke asked the petitioner which two wall signs would have the highest priority. Tina Calhoun of Chase Bank indicated that the sign on the west side of the building could be foregone, if necessary.

Commissioner Cooper stated that three signs would be a good middle ground between the request and code.

Commissioner Burke repeated his request for the petitioner to identify the two most important wall signs. Ms. Calhoun stated that, if there were to be only two wall signs, the east elevation and south elevation would be their preference.

On a motion by Commissioner Olbrysh and a second by Commissioner Sweetser, the Plan Commission voted 5 to 0 to partially approve the requested deviations based on the finding that,

for one additional wall sign, the petitioner had met the required Standards as set forth in the Sign Ordinance and Zoning Ordinance, subject to the following conditions:

1. A total of two wall signs shall be allowed, which may be displayed on the south elevation and the east elevation. No wall signs may be displayed on the north or west elevations.
2. The requested relief pertaining to total wall area is denied.
3. The petitioner shall develop the site in substantial conformance with the submitted plans prepared listed below and made part of this request, except where modified by the conditions of approval:
  - a. Existing Conditions, Preliminary Site Plan, and Preliminary Grading/Utility Plan, prepared by Gewalt Hamilton and dated March 25, 2011.
  - b. Landscape Plan, prepared by 3D Design Studio and dated April 8, 2011.
  - c. Proposed Elevations, prepared by The Architects Partnership and dated January 26, 2011.
  - d. Photometric Plan, prepared by The Architects Partnership and dated April 11, 2011.
  - e. Signage Plans, prepared by NW Signs and dated February 19, 2011, last revised March 19, 2011.
4. As part of the approval, the petitioner shall also address all comments included within the IDRC Report, including all recommendations and suggestions made by the Village's traffic consultant.

Respectfully,

**VILLAGE OF LOMBARD**

Donald Ryan, Chairperson  
Lombard Plan Commission

att-

c. Petitioner  
Lombard Plan Commission