

June 7, 2007

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

Subject: PC 07-18: 85 Yorktown Shopping Center (Yorktown Planned Development)

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(B) to allow for an Off-Premise Sign to be located on a property with an existing structure, building and use;
2. A variation from Section 153.226(F) to allow for an Off-Premise Sign within the requisite front yard; and
3. A variation from Section 153.226(H) to allow for an Off-Premise Sign to be closer than one-hundred feet (100') from any other freestanding sign.
(This relief is not needed and is removed from the petition)

The Plan Commission conducted a public hearing on June 18, 2007. William Heniff, Senior Planner, presented the IDRC report and submitted it to the public record in its entirety. He noted that the petitioner, the Lombard Public Facilities Corporation (LPFC) authorized him to present the petition on their behalf.

Mr. Heniff then discussed the petition. In 2005 and associated with the development of the Lombard Westin Hotel/Conference Center, the LPFC and the property owner entered into a license agreement that would provide for the installation of a free-standing sign denoting the hotel and restaurant names on the Firestone site. As this property is not owned by the business advertised on the sign, it would constitute an off-premises sign. This petition is intended to grant the required relief from the Sign Ordinance necessary to allow the sign to be erected on the Firestone site.

While it was included within the public hearing notice, the proposed sign will be placed more than one-hundred feet from the existing Firestone sign on the premises. Therefore, no relief is required from Section 153.226(H) of the Sign Ordinance.

Referencing the Inter-departmental Review Comments, Private Engineering Services noted that the petitioner shall provide any supporting documentation showing that the proposed sign will not conflict with any easements or public utilities.

The proposed sign is proposed to be located on a property that is developed with an automotive service building constructed in the late 1960s. The proposed sign would replace an existing shopping center sign already located on the premises. As the hotel property does not abut any public rights of way, the ability to provide entry signage is more limited. In order to provide proper direction to the hotel site, an identifier was desired along Butterfield Road. He then showed two exhibits depicting the location of the sign on the property.

Referencing the sign exhibit, the sign is intended to advertise the businesses located within the hotel/convention center – Westin, Harry Caray's and Holy Mackerel. The proposed sign is primarily intended for way-finding purposes more than for general advertising purposes. The sign design is intended to blend with the existing and proposed signage located throughout the Yorktown Mall property itself.

He concluded by noting that the 1965 approvals for Yorktown Mall did not specifically address off-premises signage. While the 2000 planned development amendments provide for approval of signage deviations by the Plan Commission, the Ordinance does not allow for off-premise sign approval in this manner. Therefore, the Plan Commission must make a recommendation to the Board of Trustees on this petition.

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

Chairperson Ryan then opened the meeting for comment from Plan Commission members. Commissioner Sweetser asked for clarification regarding condition #2, asking if the condition satisfactorily addresses Harry Caray's and Holy Mackerel's signage needs. Mr. Heniff noted that the condition referenced the 70 Yorktown Shopping Center property. As they are functionally sub-tenants to the hotel on the property, the condition would meet their needs. The condition was written in a manner to preclude other types of advertising on the sign.

After due consideration of the petition and the testimony presented, the Plan Commission found that the requested relief does comply with the standards of the Lombard Zoning and Sign Ordinances and with the standards established by the Yorktown Planned Development, and that granting the relief is in the public interest, and therefore, the Plan Commission accepted the findings of the Inter-departmental Review Report as the findings of the Plan Commission, and recommended to the Corporate Authorities **approval** of the first two variation requests included within the PC 07-18 request; subject to the following conditions:

1. The proposed signage shall be consistent with the submitted sign package prepared by Landmark Sign Group, dated February 9, 2007 and made a part of this petition.
2. The proposed off-premise signage shall be exclusively for advertising the Lombard Westin Hotel Conference Center located at 70 Yorktown Shopping Center.
3. The petitioner shall apply for and receive a building permit from the Village prior to erecting the proposed off-premises sign.

Respectfully,

VILLAGE OF LOMBARD

Donald Ryan, Chairperson
Lombard Plan Commission

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