

Village of Lombard

*Village Hall
255 East Wilson Ave.
Lombard, IL 60148
villageoflombard.org*



Meeting Agenda

Monday, October 18, 2010

7:30 PM

Village Hall

Plan Commission

*Donald F. Ryan, Chairperson
Commissioners: Ronald Olbrysh, Martin Burke,
Ruth Sweetser, Andrea Cooper, Stephen Flint and
John Mrofcza
Staff Liaison: Christopher Stilling*

Call to Order

Pledge of Allegiance

Roll Call of Members

Public Hearings

[100346](#)

PC 10-09: Text Amendments to the Sign Ordinance (Sandwich Board Signs)

The Village of Lombard requests text amendments to Section 153.234 of the Lombard Sign Ordinance amending the provisions for Sandwich Board Signs. (DISTRICTS - ALL)

Attachments: [PUBLICNOTICE 10-09.doc](#)

[Referral Letter.doc](#)

[Report 10-09.doc](#)

[DAH referral memo.doc](#)

[Cover Sheet.doc](#)

[DAH referral memo PC 10-09 Remand.doc](#)

[Cover Sheet Remand.doc](#)

[PC memo remand.doc](#)

[Referral Letter \(remand\).doc](#)

[100346.pdf](#)

[Ordinance 6549.pdf](#)

Michael Toth, Planner I, presented the petition. Village staff has been requested by the Lombard Chamber of Commerce to discuss and review aspects of the Sign Ordinance, particularly relating to sandwich board signage. Additionally, staff notes that there have been other practical concerns pertaining to the Village's regulations that warrant additional discussion. As such, staff conducted a workshop session for direction regarding sandwich board signs at the May 17, 2010 Plan Commission meeting. Staff is now bringing forward text amendments to amend the Sandwich Board Sign regulations.

Sandwich Board Signs are primarily intended to guide and provide information to pedestrian traffic. The Sign Ordinance currently places geographic restrictions on the ability to display a Sandwich Board Sign by requiring that the signs only be displayed in business districts, on public rights of way and adjacent to buildings that meet a maximum setback requirement. Staff believes that these signs can also serve a similar purpose for not only businesses, but any institution. As such, staff is proposing to modify the locational restrictions associated with Sandwich Board Signs.

The only requirement that an establishment must meet in order to display a Sandwich Board Sign is that the establishment itself must be non-residential. This would allow not only businesses to display the sign, but also other religious institutions and like uses.

Rather than the building being required to be setback ten (10) feet from the property line (to be allowed to display a Sandwich Board Sign), the only location requirement is that the sign be located within ten feet (10') of a customer entrance or service window. This amendment keeps with the original intent of the Ordinance, which is to guide pedestrian traffic to a customer entrance or service window and provide subsequent information to patrons, such as daily specials or events.

During the May 17, 2010 workshop session, staff raised a number of issues relative to the current Sandwich Board Signs. While the Plan Commission did not have any issues with changes relative to the duration and location of the signs, they did not want to amend the Sign Ordinance to allow mixed signage (Temporary Signs in conjunction with Sandwich Board Signs). More specifically, the Plan Commission was concerned that mixed signage could create a negative visual impact due to extraneous signage. The Plan Commission also suggested that Sandwich Board Signs in the downtown be allowed additional hours of display. The Plan Commission originally suggested that three (3) additional hours be granted, which would require the signs in the downtown to be brought in at 12 a.m. In keeping with the suggestion of the Plan Commission, staff is proposing to extend the hours in the downtown. However, staff is proposing that the hours be extended to 2 a.m., which coincides with the time that businesses (with liquor licenses) are required to close.

If you go through the amendments you see applicability in that no longer are these signs required to be in a business district but non residential. The location of the sign has to be located within ten feet (10') of a customer entrance or service window. Sandwich board signs may be located partially or entirely on a sidewalk within a public right-of-way. A minimum of four feet (4') of public sidewalk shall remain unobstructed at all times. Mr. Toth exemplified Export Fitness on Roosevelt Road indicating, if the amendments were approved, they could have a sandwich board sign located ten feet (10') from their door but not on the sidewalk along Roosevelt Road.

The allowable size of the signs will remain unchanged. The design can include the "A" frame or a comparable design which would include flat panel signs on a spring mount. The allowable number would stay the same so not more than one sandwich board sign shall be permitted per establishment except when a property abuts two or more rights-of-way, then the business shall be permitted one sign per right-of-way, adjacent to a customer entrance or service window.

Time restrictions would remain unchanged with the exception of the downtown. If located in the B5 or B5A zoning district, you can have a sign until 2:00 a.m.

Concluding, Mr. Toth stated that staff finds that the proposed text amendments meet the standards for test amendments and therefore is recommending approval.

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

Commissioner Sweetser referred to the staff report, page 3, A.2., and the statement that says the establishment has to be on the ground level. She stated that requirement has never been discussed. She is aware of one business in the downtown as well as others around town that are not located on the ground

level and are currently using sandwich board signs. She was interested in staff's thinking behind it.

Mr. Toth answered that the statement was part of the original amendment and he was unsure as to why it was in there, but the intent might have been to guide pedestrian traffic. He agreed that there are establishments that have staircases and are not located on the ground level that use sandwich board signs.

Commissioner Sweetser asked if staff would be agreeable to eliminating the statement if there is not a good reason for it. Mr. Toth stated that if those situations are few and far between and the businesses have service entrances on the ground level, he doesn't think that should be a problem. Mr. Stilling stated that the layout of the downtown area is vertical in nature and the concern might have been having multiple signs. He doesn't see that being a problem and suggested that the Plan Commissioners could strike that statement if they chose to.

Commissioner Flint stated that if the entrance is on the ground level and leads to the upper floor, wouldn't that still constitute ten feet (10'). Mr. Toth stated he interprets the statement as meaning that the establishment has to be located and functioning on the ground level. Mr. Stilling indicated that staff might want to understand the historical context of the statement first by researching it. He believes the amendment isn't that old and was incorporated within the last ten years.

Commissioner Sweetser questioned whether the petition could move forward and suggested that if reasonable, give staff the ability to override the statement. Mr. Stilling answered that it could be continued to July if need be. He thought that the statement, when drafted, might have been intended solely for the downtown businesses, so the thought might have been there wasn't a demand or need for them.

Commissioner Sweetser encouraged staff to keep track of any of these situations and requests, do some research, and determine if it is reasonable or not.

Commissioner Sweetser asked if voting signs, which are often located at schools and the library and not necessarily within ten feet (10') from the entrances, are subject to this. Mr. Stilling answered that the types of signs they display are treated differently.

Commissioner Flint asked if Lombard Town Centre has a second floor. Mr. Stilling answered yes. Commissioner Flint added that should they want to promote themselves, that might be an example of not having an opportunity to utilize a sandwich board sign.

The Commissioners agreed to leave the wording as is, but that staff should research and analyze the amendment. If staff finds that the statement needs to be amended, the wording can be changed at a later date.

Director of Community Development Bill Heniff indicated this matter had come to the Village Board via a request by the Chamber and some businesses. He noted sandwich boards are the portable A-frame signs that are generally used to advertise a specific event or sale. These signs are meant to be business friendly and to relax some of the standards with regard to these signs. The signs are required to be moved by 9 pm each day. He spoke of the signs being placed ten feet from the front entrance of a business or establishment.

Trustee Wilson did not feel that this resolved the issue and referred to the

meeting with the church regarding signage. He felt the signs should be out at the curb to draw attention to the passers-by. He felt ten feet from the front entrance did not help businesses like X-Sport which is located a couple hundred feet from Roosevelt Road.

Director Heniff indicated this could be referred back to the Plan Commission, but that the Plan Commission did not want to give blanket approval on the signs. It had been suggested to do a case-by-case evaluation and specific site plan approval. He noted the church's needs would be addressed as well as X-Sport's. He noted there are other means of advertising including banners. Trustee Wilson did not feel this allowed enough flexibility. He noted the Statue of Liberty in front of tax offices. He felt the ordinance could be left alone and variances granted.

Trustee Gron agreed with Trustee Wilson and questioned businesses that do not have entrances on the visible or traffic side of the property such as Capone's. Trustee Ware stated he also agreed with Trustee Wilson and was concerned about the ten foot requirement.

Trustee Gron questioned the one sign limit.

Director Heniff indicated it was a limit of one sign. He stated the Board could refer this back to the Plan Commission. He noted that the sandwich board signs were exclusive to the right-of-way. The banner provisions would work for businesses along Roosevelt Road and temporary signage was also a possibility. He stated sandwich board signs were more to entice pedestrian traffic and used to draw attention to the business.

President Mueller questioned if the Board wanted to refer this back to the Plan Commission.

Trustee Wilson inquired about banner signs.

Director Heniff stated that they are temporary signs of wood or fabric and they can be affixed to another sign.

Trustee Wilson stated that this does not allow for the quick set up and take down option. He spoke of the issue of the sandwich board at the church.

Trustee Moreau requested clarification. She felt the modifications did not address the problems on Roosevelt Road. She indicated she was not familiar with the church issue.

Trustee Wilson reported the church issue was that Christ the King Church is set back off of Main Street and every Monday from 11 am to 1 pm they are open to help the underprivileged. Having the sign ten feet from the door does not get the attention that is needed to advertise this assistance.

Trustee Moreau felt this should be referred back to the Plan Commission for modifications. She wanted to see the emphasis on walk-ability.

Trustee Wilson felt that any business located on a second floor would not receive any benefit as well as any businesses with back entrances.

President Mueller felt that not-for-profit also needed to be addressed.

Trustee Gron questioned section H regarding signs going up an hour before the event and coming down an hour after the event. He stated that not all entrances to businesses are on the main street. He asked that the ten foot requirement be addressed. He noted some businesses downtown do not have entrances on the main street. The idea of the sandwich board is for people to see it and to draw attention to the business. He talked about businesses that are set back from the street. He felt all of these concerns should be addressed.

President Mueller asked how this would be addressed.

Director Heniff stated this ordinance was intended to relax requirements for sandwich boards. He noted that Capone's could have a banner or they could have a sandwich board within ten feet of the main entrance. Sandwich boards are intended more for the pedestrian and banners are intended more for the vehicular traffic.

Village Manager Hulseberg stated another option is to give authority to the

Director of Community Development to approve permits.

[100569](#)

SPA 10-04ph: 1501 S. Main Street

Requests that the Village approve a Site Plan Approval request for the Christ the King R2PD Single Family Residential Planned Development, with the following deviations from the Lombard Sign Ordinance, pertaining to temporary signage:

1. Approve a deviation from the temporary sign provisions (Section 153.237 of the Sign Ordinance), in the following respects:
 - a. A deviation from 153.237 (C)(3) to allow for more than eight (8) temporary permits for any one business and to allow for all such signage to exceed one hundred twenty (120) days in any calendar year.
2. Approve a deviation from the sandwich board sign provisions (Section 153.234 of the Sign Ordinance), in the following respects:
 - a. A deviation from 153.234 (A)(1) to allow for a sandwich board sign on residentially zoned property.
 - b. A deviation from 153.234 (A)(3) and (4) to allow for a sandwich board sign on property in which the business and the business entrance is further than ten feet (10') back from the sidewalk.
 - c. A deviation from 153.234 (B) to allow for a sandwich board sign on private property.
 - d. A deviation from 153.234 (F) to allow for a sandwich board sign on display at the same time as a temporary sign. (DISTRICT #3)

[100568](#)

PC 10-19: 11 S. Eisenhower Lane

Requests that the Village approve a conditional use to allow a contractors material storage yard for the subject property located within the I - Limited Industrial District along with the following variations:

1. A variation from Section 155.210(A)(3)(b) of the Lombard Zoning Ordinance to allow an accessory structure to exceed seventeen (17) feet.
2. A variation from Section 155.420(J) of the Lombard Zoning Ordinance to reduce the required transitional building setback from forty-five (45) feet to twenty (20) feet.
3. A variation from Section 155.420(J) of the Lombard Zoning Ordinance to reduce the required transitional landscape yard from thirty (30) feet to twenty (20) feet.
4. A variation from Section 155.205(A)(3)(c)(i) of the Lombard Zoning Ordinance to increase the maximum allowable fence height from ten (10) feet to fifteen (15) feet. (DISTRICT #3)

Attachments: [APO Letter PC 10-19.doc](#)
[Cover Sheet.doc](#)
[DAH referral memo.doc](#)
[PUBLICNOTICE 10-19.doc](#)
[Referral Letter 10-19.doc](#)
[Report 10-19.doc](#)
[100568.pdf](#)
[Ordinance 6552.pdf](#)

Business Meeting

Approval of Minutes

Public Participation

DuPage County Hearings

[100570](#)

DuPage County Case Z10-045 - 21W133 Kensington Road
Resolution of Objection to a request for a variation to reduce the interior side yard setback to one (1) foot from the required three (3) feet to allow for an existing shed in an R-4 Single Family Residence District (UNINCORPORATED)

Attachments: [PC Memo Z10-045.doc](#)
[BOT Memo Z10-045.doc](#)
[Referral Letter DuPage County Z10-045.doc](#)
[SUBMITresolutionofobjection.doc](#)
[Letter.doc](#)
[R 45-11.pdf](#)
[100570.pdf](#)

[100571](#)

Du Page County Case Z10-065 - 1215 S. Highland Avenue
Resolution of Objection to a request for a conditional use for an electronic message center sign. (UNINCORPORATED)

Attachments: [PC Memo Z10-065.doc](#)
[BOT Memo Z10-065.doc](#)
[Referral Letter DuPage County Z10-065.doc](#)
[SUBMITresolutionofobjection.doc](#)
[Letter.doc](#)
[R 46-11.pdf](#)
[100571.pdf](#)

Chairperson's Report

Planner's Report

Unfinished Business

New Business

Subdivision Reports

Site Plan Approvals

Workshops

Adjournment