

June 22, 1999

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

Subject: PC 99-20; 225 E. Roosevelt Road (Walgreens)

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. This petition requests an amendment to PC 98-31 (Ordinance 4558), conditional use approval for drive-through services, to allow a variation to increase the permitted number of wall signs facing Highland Avenue from one (1) to two (2).

After due notice and as required by law, the Plan Commission conducted a public hearing for this petition on June 21, 1999.

John McLinden, principal of Centrum Properties, located at 225 East Hubbard Street in Chicago, represented the petitioner. He stated that Centrum Properties is presently constructing a new Walgreens at Highland and Roosevelt, and is requesting that two (2) signs be allowed on the west elevation, Highland Avenue. He explained that one (1) sign on this elevation reads "Walgreens", and the other sign will be attached to the drive-through canopy and reads, "drive thru pharmacy." He stated he is requesting a variance to allow for the "drive thru" sign. He concluded by stating that it is important for identification purposes to have the "drive thru" sign so people know where the drive through is located and how to get to it from the parking lot or off of the street.

No one was present to speak in favor of or against the petition.

Amy Willson, Planner I, presented THE staff report. She stated that Centrum Properties is representing Walgreens in this petition. She explained that the petitioner had come before the Plan Commission last year to request conditional use approval for a drive-through facility. As signage was not a part of the previous request, a variation for a second wall sign on the west elevation is an amendment to the conditional use approval. Ms. Willson continued by stating

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that the proposed second sign for the drive-through will be approximately thirteen square feet and will be located on the drive-through canopy. She added that the canopy will be set back approximately thirty-seven feet (37') from the nearest property line. Ms. Willson stated that only one (1) wall sign per street frontage is permitted in the B3 Community Commercial Shopping District, which is what the property is zoned. She added that the Sign Ordinance allows multiple signs to be counted as one (1) sign if the entire signage, bounded by a rectangle, meets the signage requirements of a single sign. Ms. Willson explained that the building is set back 230' from Roosevelt Road, and the Sign Ordinance permits buildings with a setback of one hundred twenty feet (120') or more to have a second wall sign. She stated that the signage on the northern elevation will therefore meet code. However, she stated, the signage on the western elevation, Highland Avenue, will not meet the maximum allowable square footage for sign area. She explained that a one hundred (100) square foot sign is permitted because the building is set back approximately forty feet (40') from the nearest property line, and a second sign is not permitted. She stated that the petitioner is requesting a second sign on the canopy to identify the drive-through pharmacy.

Ms. Willson stated that staff received a letter from a resident who was against the additional signage, which is included in the staff report. Ms. Willson concluded by stating that staff believes the location is a heavily trafficked area with many businesses located at that intersection, and a thirteen (13) square foot sign would not add much more to the existing signage. Staff recommends approval of the "drive thru" sign.

Chairperson Ryan opened the public hearing for discussion and questions by the Plan Commission.

Commissioner Kramer asked to clarify the total signage for Walgreens. She confirmed that the "Walgreens/pharmacy /1 hour photo" on the west elevation is measured as one sign. Ms. Willson stated that is correct. She then confirmed that they are requesting a second sign of thirteen (13) square feet. Ms. Willson stated yes. Finally she asked if the total area of the signs on the west elevation was one hundred (100) square feet, would it meet code. Ms. Willson explained that it would not because the distance between the two (2) proposed signs would have to be included in the total rectangle, which would most likely not be one hundred (100) square feet or less.

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Commissioner Kramer stated that the Village has been working to eliminate extra signage. She stated that she cannot see the need for the "1-Hour Photo/Pharmacy" signage beneath the "Walgreens" sign on the west elevation. She stated that the "1-Hour Pharmacy" sign would be redundant. She continued by stating that she does not have a problem with the "Walgreens" and the "Drive- thru Pharmacy" signs, but would like to see them with a total square footage of one hundred (100) square feet. Ms. Willson stated that when Centrum properties initially came in to discuss the proposed signage, the same question came up. A representative of Centrum Properties responded that the "Walgreens/1-Hour Photo/Pharmacy" sign is prototypical of Walgreens.

Commissioner Flint asked if Walgreens has run into this problem in any other towns where they are located. Ms. Willson stated that they have not indicated they have. She stated that she believes the Walgreens in Villa Park has just the "Walgreens" sign, without "1-Hour Photo" or "Pharmacy" signs, as well as the "Drive-Thru Pharmacy" sign on the drive-through canopy.

Commissioner Zorn agreed that the "1-hour photo" and "Pharmacy" signs are not necessary and redundant. She added that everybody knows that Walgreens is a pharmacy.

Commissioner Kramer asked staff how the Plan Commission could make a motion to deny and give the opportunity to give them 100 square feet. Chairperson Ryan responded that Walgreens should be allowed no more than one hundred (100) square feet, and let Walgreens decide how they will arrange the signs.

The petitioner stated that he is the developer and does not know exactly what Walgreens would want. He requested that they have some flexibility in what signage be on the wall, and to just limit the total square footage. He agreed that the limited square footage makes sense. He concluded by stating that a variation is still necessary to have two (2) signs, and that Walgreens will work with staff on the contents of the signs.

Nancy Hill, Planner II, referred to the Hobby Lobby signage that went before the Plan Commission last month. She stated that the Plan Commission approved the total sign square footage in addition to the total number of signs permitted.

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Commissioner Kramer asked Janet Petsche, Village Attorney, if approval could be made for the number of signs as well as the square footage based on the published request. Mrs. Petsche responded that notice was posted for a variation to the conditional use approval to increase the number of wall signs and that is what the Commission would be granting. She added that the Plan Commission would then add that the total square footage be no greater than one hundred (100) square feet.

Commissioner Kramer made a motion to approve the request for a variation to allow two (2) signs on the Highland Avenue, striking condition number one (1); and changing the condition for the total square footage to be no greater than one hundred (100) square feet.

After due consideration of the petition and the testimony presented, the Plan Commission found that the amendment to PC 98-31 (Ordinance 4558), conditional use approval for drive-through services, to allow a variation to increase the permitted number of wall signs facing Highland Avenue from one (1) to two (2) complied with the standards of the Sign Ordinance. Therefore, the Plan Commission, by a roll call vote of 4 to 0, recommended to the Corporate Authorities, approval of the petition associated with PC 99-20 with the following condition:

1. That the total signage on the west elevation of the building not exceed one hundred (100) square feet.

Respectfully,

VILLAGE OF LOMBARD

Donald Ryan
Chairperson
Lombard Plan Commission

ACW:jd
att-

c. Petitioner
Lombard Plan Commission
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