



MEMORANDUM

TO: David A. Hulseberg, Village Manager

FROM: William Heniff, AICP, Director of Community Development

DATE: November 4, 2010

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

At the August 19, 2010 Village Board meeting, the Village Board remanded PC 10-09 back to the Plan Commission for further consideration and discussion related to the following specific issues:

1. ***Should all non-residential establishments in the downtown have the ability to display a Sandwich Board Sign adjacent to the right of way, regardless of where their customer entrance is located?*** The Plan Commission recommended approval to amend the proposed language to allow all non-residential establishments, regardless of their zoning, the ability to display a Sandwich Board Sign within ten feet (10') of the "establishment and/or outdoor service area". The proposed amendment would address the concern raised by the Village Board for businesses whose tenant space is adjacent to the right-of-way, but their customer entrance is setback greater than 10'. The proposed amendment would apply to all zoning districts.
2. ***Should all non-residential establishments (outside of the downtown area) have the ability to display a Sandwich Board Sign adjacent to the right of way, regardless of where their customer entrance is located?*** The Plan Commission unanimously recommended against allowing non residential businesses the ability to display a Sandwich Board Sign any closer to the street than allowed (10' away from the "establishment"). The Plan Commission felt that allowing all businesses the ability to have a Sandwich Board Sign, regardless of its location to the establishment, adjacent to the right-of-way, could create visual clutter.
3. ***Should establishments that are not located on ground floor have rights to display a Sandwich Board Sign?*** The Plan Commission recommended approval to amend the proposed language to allow non-residential establishments not located on the ground level in the B5 & B5A Zoning Districts only, the ability to have a Sandwich Board Sign.

Please see the attached referral letter for specific Plan Commission discussion related to the three (3) items noted above.

Attachments

Attached please find the following additional items for Village Board consideration as part of the November 4, 2010 Village Board meeting:

1. Copies of the IDRC staff report dated June 21, 2010 and the Plan Commission remand memo dated October 18, 2010;
2. Minutes and notes of the May 17, 2010 and June 21, 2010 Commission meetings;
3. Minutes of the August 19, 2010 Village Board Meeting; and
4. An Ordinance approving text amendments to the Lombard Zoning Ordinance.

Recommendation

At their October 18, 2010 meeting, the Plan Commission unanimously recommended approval of the text amendments associated with PC 10-09, as outlined in the attached Ordinance.

Please place this petition on the November 4, 2010 Board agenda. If any Board members would like additional copies of any information previously transmitted to the Board, please let me know.