

**VILLAGE OF LOMBARD
INTER-DEVELOPMENTAL REVIEW GROUP REPORT**

TO: Lombard Plan Commission

HEARING DATE: January 28, 2013

FROM: Department of Community
Development

PREPARED BY: Jennifer Henaghan, AICP
Senior Planner

TITLE

SPA 13-01ph; 1-378 Yorktown Center: The petitioner requests Site Plan Approval for the following signage deviations from the Lombard Sign Ordinance for property located within the B3 Community Shopping District, Yorktown Center Planned Development:

1. A variation from Section 153.208(H) to allow signs to be displayed within the clear line of sight area.
2. A deviation from Section 153.210 to allow for automatic changeable reader boards in excess of nine (9) square feet in area.
3. A deviation from Section 153.218 to allow for informational signs to be greater than six (6) square feet in area and greater than four (4) feet in height.
4. A deviation from Section 153.235 to allow for multiple shopping center identification signs in excess of 150 square feet to be displayed in conjunction with other freestanding signs and less than 75 feet from the centerline of the adjacent right-of-way.
5. A deviation from Sections 153.242 and 153.505 to allow for projecting signs to be located on any building elevation regardless of frontage or entrance location.

GENERAL INFORMATION

Petitioner/Property Owner: KRE YTC Venture LLC
203 Yorktown
Lombard, IL 60148

PROPERTY INFORMATION

Existing Zoning: B3PD Community Shopping District - Planned
Development

Existing Land Use: Retail

Size of Property: Approximately 158 acres

Comprehensive Plan: Recommends Regional Commercial

SURROUNDING ZONING AND LAND USE

- North: B3PD Community Shopping District Planned Development and R5PD General Residence District Planned Development; developed as Yorktown Center, Yorktown Apartments and Liberty Square Condominiums
- South: OPD Office District Planned Development; developed as the 333-377 Butterfield Road office building.
- East: B3PD Community Shopping District Planned Development and OPD Office Planned Development; developed as Yorktown Center and Northern Baptist Theological Seminary.
- West: B3PD Community Shopping District Planned Development, CR Conservation Recreation District, and R4PD Limited General Residence District Planned Development; developed as Yorktown Center, Highlands of Lombard, Allerton Ridge Cemetery, and an office building.

ANALYSIS

SUBMITTALS

This report is based on the following documents filed with the Department of Community Development:

1. Petition for Public Hearing.
2. Response to Standards for Planned Developments and Variations.
3. Yorktown Environmental Graphics Signage & Wayfinding plans, prepared by Gensler and dated January 9, 2013.

DESCRIPTION

As part of an overall improvement plan for Yorktown Center, the new owners have proposed a comprehensive signage package addressing all types of exterior signs. Several of these fall under the regulations of the Sign Ordinance, including shopping center identification signs, informational signs, and one projecting sign.

For informational purposes and in the interest of presenting a more complete picture of their proposed imaging, the petitioner has also included additional information on incidental signs such as parking identification signs, directories, and banners. These signs do not require any action on the part of the Plan Commission.

INTER-DEPARTMENTAL REVIEW COMMENTS

PUBLIC WORKS

The Engineering Division of Public Works notes that the proposed sign locations will need to be checked for conflicts with existing utilities.

PRIVATE ENGINEERING

The Private Engineering Services notes that all accessible parking stalls must have signage (including the fine) that meets Illinois ADA requirements per Section 400 of the Illinois Administrative Code.

FIRE

The Fire Department has no issues or concerns regarding the proposed signage deviations.

BUILDING

The Building Division has no comments.

PLANNING

Compliance with the Zoning Ordinance and the Yorktown Planned Development

The 1965 Yorktown Center planned development granted relief to allow “free standing project signs” at each entrance, but did not address any other types of signage. As a planned development, the Plan Commission, as part of a site plan approval application, could approve relief from the Sign Ordinance.

Compatibility with the Sign Ordinance

This case involves a number of signage issues pertaining to the Sign Ordinance, many of which will require deviation from the pertinent sections of code. Each aforementioned deviation will be restated below, along with an explanation as to why the proposal will require deviation:

1. A variation from Section 153.208 (H) to allow signs to be displayed within the clear line of sight area.

The Sign Ordinance prohibits signs from being located with clear line of sight areas, which are defined by the Zoning Ordinance as “triangular-shaped areas adjacent to intersecting, improved rights-of-way, private streets, or access drives maintained to

preserve clear visibility at the intersection.” The proposed secondary shopping center identification signs where Grace Street ends within Yorktown Center (sign A.02.03) is and near the entrance off Majestic Drive (sign A.02.02) are within such areas.

As shown in the petitioner’s Sight Line Study, Sign A.02.02 will be along the hypotenuse of the clear line of sight triangle, minimizing its intrusion into the area. The sign will only obstruct the rear 1.5 feet of the area, so its impact on vehicular movements should be minimal.

Sign A.02.03 at Grace Street will also be toward the rear of the clear line of sight area. Furthermore, it is replacing an existing sign that has been at that location for numerous years without any demonstrated issues.

For these reasons, staff can support the requested clear line of sight variations in these two specific areas.

2. A deviation from Section 153.210 to allow for automatic changeable reader boards in excess of nine (9) square feet in area.

Both of the primary shopping center identification signs (A.01.01 and A.01.02) propose a full-color LED display module of approximately 52 square feet. However, since 2011, automatic changeable copy signs have been limited to no more than nine square feet in area. (Prior to 2011, displays were limited to 18 inches in height but were not restricted in terms of overall area.)

The stated need for the increase in size is two-part due to the nature of the adjacent roadways (high traffic, multi-lane roadways with relatively high speeds) as well as the function of the signs. Unlike a smaller property that may be entitled to an automatic changeable copy sign, Yorktown Center will be using the signs to advertise hundreds of distinct businesses and numerous special events and promotions throughout the year. The petitioner has represented that the proposed display boards will fully comply with all other regulations associated with the duration of the message and the inclusion of photosensitive equipment.

Due to the unique natures of both the Yorktown Center property and the proposed sign locations, staff can support the requested relief for the proposed automatic changeable copy sign.

3. A deviation from Section 153.218 to allow for informational signs to be greater than six (6) square feet in area and greater than four (4) feet in height.

To allow for greater mobility and accurate tenant information, informational signs are utilized throughout shopping centers to guide patrons to their destinations. The size and nature of Yorktown Center create a greater need for directional signage than what

would typically be necessary for a single-tenant property. Staff can support this request as the signs are informational in nature (as opposed to advertising) and are intended to complement or supplement other types of wayfinding signage found in large shopping centers.

4. A deviation from Section 153.235 to allow for multiple shopping center identification signs in excess of 150 square feet to be displayed in conjunction with other freestanding signs and less than 75 feet from the centerline of the adjacent right-of-way.

Similar to the rationale for the requested automatic changeable copy sign relief, the stated need for the increase in size is two-part due to the nature of the adjacent roadways (high traffic, multi-lane roadways with relatively high speeds) as well as the function of the signs.

Yorktown Center will be using the primary shopping center identification signs (A.01.01 and A.01.02) to permanently feature major anchors in addition to the LED component that will promote smaller tenants and special events. These signs will replace the existing “tombstone”-style shopping center identification signs at the same locations.

The proposed gateway sign at the southwest corner of the property (Sign A.05 at Butterfield Road and Highland Avenue) will be a new sign. Although at 300 square feet it is a large sign, the open, channel letter design minimizes its bulk while still providing a necessary identifier at this prominent gateway into both Yorktown Center and the Village of Lombard.

Due to the unique natures of both the Yorktown Center property and the proposed sign locations, staff can support the requested relief for shopping center identification sign size and location.

5. A deviation from Section 153.242 and 153.505 to allow for wall and projecting signs to be located on any building elevation regardless of frontage or entrance location.

This relief is specific to the proposed tenant sign for Paul Mitchell: The School (A.04.01). The aforementioned sections denote that signage can only be placed on building elevations that are parallel or perpendicular to the public right-of-way. Technically, Butterfield Road and Highland Avenue would be considered the only street exposures for this tenant space. A strict application of this provision would preclude those businesses oriented away from those streets from having signage on the exterior building elevation. To alleviate this issue, the requested deviations would allow this business to erect a sign on any elevation. Staff recommends a condition of approval be added to limit the relief granted to this specific sign.

Compatibility with the Comprehensive Plan

The Comprehensive Plan recommends Regional Commercial land uses for the Yorktown Center Planned Development. The proposed pedestrian shopping mall is consistent with this recommendation, as it draws its customers from a regional market. The signage is intended to serve as an identifier for those businesses within the pedestrian mall.

Compatibility with the Surrounding Land Uses

The subject property is compatible with surrounding land uses as Yorktown Center is the major anchor of the 22nd Street-Butterfield Road corridor.

FINDINGS AND RECOMMENDATIONS

The Inter-Departmental Review Committee has reviewed the standards for variations for the requested signage and finds that the proposed signage **complies** with the standards established by the Planned Development and the Lombard Zoning and Sign Ordinances, and that granting the signage relief enhances the planned development and is in the public interest. As such, the Inter Departmental Review Committee recommends that the Plan Commission make the following motion for **approval** of SPA 13-01ph:

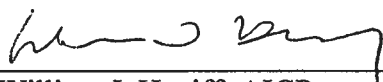
Based on the submitted petition, accompanying signage plans and the testimony presented, the proposed signage **complies** with the standards established by the Planned Development and the Lombard Zoning and Sign Ordinances, and that granting the signage relief enhances the planned development and is in the public interest and, therefore, I move that the Plan Commission accept the findings of the Inter-departmental Review Report as the findings of the Plan Commission, and **approve** SPA 13-01ph, subject to the following conditions:

1. The petitioner shall develop the site in substantial conformance with the plans, prepared by Gensler and dated January 9, 2013 and the relief shall be limited as follows:
 - a. The variation from Section 153.208(H) to allow signs to be displayed within the clear line of sight area shall be limited to the signs identified on the aforementioned plans as Signs A.02.02 and A.02.03.
 - b. The deviation from Section 153.210 to allow for automatic changeable reader boards in excess of nine (9) square feet in area shall be limited to the signs identified on the aforementioned plans as Signs A.01.01 and A.01.02.
 - c. The deviation from Section 153.218 to allow for informational signs to be greater than six (6) square feet in area and greater than four (4) feet in height

shall be limited to the signs identified on the aforementioned plans as Signs B.01 (all).

- d. The deviation from Section 153.235 to allow for multiple shopping center identification signs in excess of 150 square feet to be displayed in conjunction with other freestanding signs and less than 75 feet from the centerline of the adjacent right-of-way shall be limited to the signs identified on the aforementioned plans as Signs A.01, A.02, A.05.
2. Deviations from Section 153.242 and 153.505 shall be granted only relative to the "Paul Mitchell: The School" establishment as shown on page 16 of the submitted plans.
3. Informational signs shall not exceed seven (7) feet in height and thirty-nine (39) square feet in signage area.
4. Any future signs involving the subject property shall apply for and receive a building permit. Those permits will be reviewed in connection with the aforementioned conditions.
5. The petitioner shall satisfactorily address all comments noted within the IDRC report.

Inter-Departmental Review Group Report approved by:

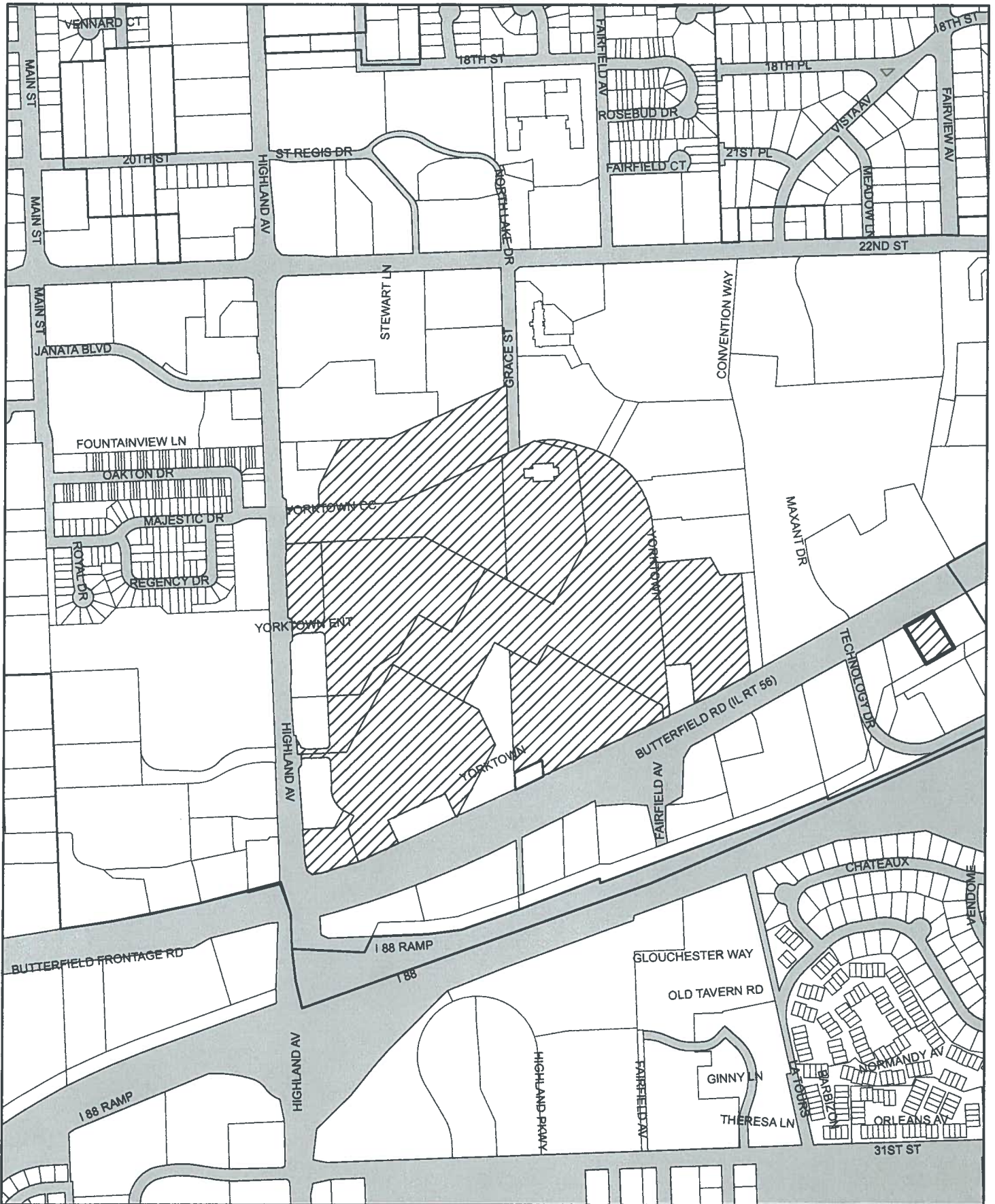


William J. Heniff, AICP
Director of Community Development

c: Petitioner

Location Map

SPA 13-01ph



**STANDARDS
FOR PLANNED DEVELOPMENTS**

The following is an excerpt from the Lombard Zoning Ordinance. A detailed response to all of these standards should be provided for all requests for Planned Developments.

SECTION 155.508 (A) (B) (C) OF THE LOMBARD ZONING ORDINANCE

Except as provided below, no planned development shall be approved unless the Village Plan Commission and the Village Board find that the development meets the standards for conditional uses, and the standards set forth in this Section. Notwithstanding the foregoing, the Village Board may approve a planned development which does not comply with these standards or with the standards for conditional use, if the Board finds that the application of such standards, to the development being considered, would not be in the public interest.

A. General Standards

1. **Except as modified by and approved in the final development plan, the proposed development complies with the regulations of the district or districts in which it is to be located.**

Existing development is in compliance.

2. **Community sanitary sewage and potable water facilities connected to a central system are provided.**

Existing development is in compliance.

3. **The dominant use in the proposed planned development is consistent with the recommendations of the Comprehensive Plan of the Village for the area containing the subject site.**

The planned development is already in place. We are respectfully requesting a variation only to the signage ordinance.

4. **That the proposed planned development is in the public interest and is consistent with the purposes of this Zoning Ordinance.**

The planned development is already in place. We are respectfully requesting a variation to the signage ordinance in order to allow for (i) better way-finding both into the Center and around the complex; (ii) greater identity for all businesses within the Mall, Shoppes on Butterfield and the Yorktown Shoppes; and (iii) more prominent visibility for the Center, at large. The proposed signage is in the public interest and consistent with the purpose of the zoning ordinance.

5. **That the streets have been designed to avoid:**

a. Inconvenient or unsafe access to the planned development;

The planned development is already in place. We are respectfully requesting a variation only to the signage ordinance which shall not cause any inconvenient or unsafe access to the existing development.

b. Traffic congestion in the streets which adjoin the planned development;

The planned development is already in place. We are respectfully requesting a variation only to the signage ordinance which will not impact the traffic congestion in the streets which adjoin the existing development.

c. An excessive burden on public parks, recreation areas, schools, and other public facilities which serve or are proposed to serve the planned development.

The planned development is already in place. We are respectfully requesting a variation only to the signage ordinance which will not affect the public parks, recreation areas, schools and other public facilities which serve the existing development.

B. Standards for Planned Developments with Use Exceptions

The ordinance approving the Final Development Plan for the planned development may provide for uses in the planned development not allowed in the underlying district, provided the following conditions are met:

1. Proposed use exceptions enhance the quality of the planned development and are compatible with the primary uses

The planned development is already in place. We are respectfully requesting a variation only to the signage ordinance which will enhance the quality of the existing development and are compatible with the primary use as the proposed signage will allow for (i) better way-finding both into the Center and around the complex; (ii) greater identity for all businesses within the Mall, Shoppes on Butterfield and the Yorktown Shoppes; and (iii) more prominent visibility for the Center, at large.

2. Proposed use exceptions are not of a nature, nor are located, so as to create a detrimental influence in the surrounding properties

The planned development is already in place. We are respectfully requesting a variation only to the signage ordinance which will not create a detrimental influence in the surrounding properties. All proposed signage has been designed of the highest quality standards and has been located to create

optimal way-finding into and around the center and with a goal of maximizing visibility for the center and tenant identity.

- 3. Proposed use exceptions shall not represent more than 40% of the site area or more than 40% of the total floor area, whichever is less. However, in a residential planned development area no more than 10% of the site area or the total floor area shall be devoted to commercial use; furthermore, no industrial use shall be permitted.**

The planned development is already in place. We are respectfully requesting a variation only to the signage ordinance which does not represent more than 40% of the site area.

C. Standards for Planned Developments with Deviations

The Village Board may approve planned developments which do not comply with the requirements of the underlying district regulations governing lot area, lot width, bulk regulations, parking and sign regulations, or which require modification of the subdivision design standards when such approval is necessary to achieve the objectives of the proposed planned development, but only when the Board finds such exceptions are consistent with the following standards:

- 1. Any reduction in the requirements of this Ordinance is in the public interest**

We confirm that the variation requested is in the public interest as it will improve the level of service of Yorktown Center by improving way-finding into and around the complex which will reduce congestion within the center. Additionally, the proposed signage will improve the quality of information available to customers by providing tenant identity and information on events being held throughout the complex.

- 2. The proposed deviations would not adversely impact the value or use of any other property.**

We confirm that the proposed signage variances will not adversely impact the value or use of any other property. The signage has been designed of the highest quality standards and has been located to be sensitive to all property lines.

- 4. That such deviations are solely for the purpose of promoting better development which will be beneficial to the residents or occupants of the planned development as well as those of the surrounding properties.**

We confirm that the proposed variations are solely for the purpose of promoting a better development and will be beneficial to the customers of the complex as they will allow for (i) better way-finding both into the Center and around the complex; (ii) greater identity for all businesses within the Mall, Shoppes on Butterfield and the Yorktown Shoppes; and (iii) more prominent visibility for the Center, at large..

4. **That the overall floor area of the planned development shall not exceed by more than 40% the maximum floor area permitted for the individual uses in each applicable district.**

We confirm that the proposed signage ordinance does not represent more than 40% of the maximum floor area permitted for the use and the floor area will not be increased as a result of this proposed variation.

5. **That in residential planned developments the maximum number of dwelling units allowed shall not exceed by more than 40% the number of dwelling units permitted in the underlying district.**

We are not part of a residential planned development.

6. **That all buildings are located within the planned development in such a way as to dissipate any adverse impact on adjoining buildings and shall not invade the privacy of the occupants of such buildings and shall conform to the following:**

- a. **The front, side or rear yard setbacks on the perimeter of the development shall not be less than that required in the abutting zoning district(s) or the zoning district underlying the subject site, whichever is greater.**

We are not proposing to construct any buildings under this request. All signage has been located to allow for proper setback areas.

- b. **All transitional yards and transitional landscape yards of the underlying zoning district are complied with.**

We are not proposing to construct any buildings under this request. All signage has been designed to comply with transitional yards and landscape yards.

- c. **If required transitional yards and transitional landscape yards are not adequate to protect the privacy and enjoyment of property adjacent to the development, the Plan Commission shall recommend either or both of the following requirements:**

- 1) **All structures located on the perimeter of the planned development must set back by a distance sufficient to protect the privacy and amenity of adjacent existing uses;**

We confirm that all proposed signage will be set back by a distance sufficient to protect the privacy and amenity of adjacent existing uses.

- 2) **All structures located along the entire perimeter of the planned development must be permanently screened with sight-proof screening in a manner which is sufficient to protect the privacy and amenity of adjacent existing uses.**

We are not proposing to construct any buildings under this request,

6. **That the area of open space provided in a planned development shall be at least 25% more than that required in the underlying zone district.**

We confirm that the area of open space provided in the existing development is at least 25% more than that required in the underlying zone district.

The petitioner requests Site Plan Approval for the following signage deviations from the Lombard Sign Ordinance for property located within the B3 Community Shopping District, Yorktown Center Planned Development:

- A. A variation from Section 153.208(H) to allow signs to be displayed within the clear line of sight area.**
- B. A deviation from Section 153.210 to allow for automatic changeable reader boards in excess of nine (9) square feet in area.**
- C. A deviation from Section 153.218 to allow for informational signs to be greater than six (6) square feet in area and greater than four (4) feet in height.**
- D. A deviation from Section 153.235 to allow for multiple shopping center identification signs in excess of 150 square feet to be displayed in conjunction with other freestanding signs and less than 75 feet from the centerline of the adjacent right-of-way.**
- E. A deviation from Sections 153.242 and 153.505 to allow for projecting signs to be located on any building elevation regardless of frontage or entrance location.**

As the new owners of Yorktown Center, we have spent the last seven months since our acquisition diligently studying all aspects of the property with the goal of enhancing the existing asset for its constituents; both consumers and businesses alike. We have conducted focus groups with our tenants, existing customers and marketing outreach groups to identify the opportunities for the growth of Yorktown Center. We have finalized a re-development strategy and will be undertaking significant improvements in 2013 and 2014 to re-invigorate Yorktown Center and develop it into a more prominent shopping, dining and entertainment destination. As part of this improvement strategy, we have analyzed the existing signage program at Yorktown Center and have proposed a new Master Signage Plan that will allow (i) better way-finding both into the Center and around the complex; (ii) greater identity for all businesses within the Mall, Shoppes on Butterfield and the Yorktown Shoppes; and (iii) more prominent visibility for the Center, at large. This Master Signage Plan has been sensitively developed to meet the signage ordinances of the Village of Lombard, but resulting from the unique nature of the scale and layout of the complex, the location of existing site area restrictions, and the number of tenants that need identity, we respectfully request the following variances in order to improve the customer and business experience for Yorktown Center.

- 1) Because of the particular physical surroundings of signs A.02.02 and A.02.03, the shape or topographical conditions of the specific property involved, a particular hardship to the Owner would result, as distinguished from a mere inconvenience, if the strict letter of the regulations were to be applied.**

We have explored every opportunity to place all signs within the areas outlined in the regulations. In most instances, we have been successful in complying; however, due to the existing utility infrastructure, visibility requirements and the scale of the shopping center, there are some signs that we request a variances for. In particular, given the restrictive nature of the current site conditions in the proposed location of signs A.02.02 and A.02.03, we are requesting a variance to the requirements. We are proposing that we install the new signage in the same location as that of the signs that are currently there today. These proposed locations have been placed as close to the clear-line of site as possible; and are in both instances, pushed toward the rear of the clear line of site area. We respectfully request a variation from section 153.208.208 (H) for the signs identified on pages 19 and 22 as signs A.02.02, A.02.03.

- 2) Because the conditions upon which an application for a variance is based are unique to the property for which the variation is sought, and are not generally applicable to other property within the same zoning classification.**

Yorktown Center occupies a site that is excess of 150 acres in size with frontages along

Butterfield Road and Highland Avenue that are in excess of 1,500 lineal feet. This presents with a unique visibility challenge to afford tenant identity, as well as adequate visibility for way-finding into, out of, and around the complex. There are over 100 tenants that occupy the subject site. These tenants occupy four distinct districts on the site, namely the Shoppes on Butterfield, Yorktown Shoppes, Yorktown Center, and the out-parcels along Butterfield Road and Highland Avenue. Many of these areas of the complex do not have exterior visibility to Butterfield Road and Highland Avenue. It is critical to the success of all of the parcels that signage opportunities are provided to promote individual tenant businesses, as well as to promote events that are happening in each of the districts.

We respectfully request a variation from Section 153.210 to allow for automatic changeable reader boards in excess of nine (9) square feet in area A.01.01 as depicted on page 25. This reader board will serve to represent the 100+ tenants that occupy the subject site. Additionally, these proposed signs will properly serve the identification needs of such a vast group of individual constituents, many of whom occupy enclosed, in-line retail space with no exterior signage. Additionally, this signage will allow for the sharing of promotions and events that are occurring within Yorktown Center.

We respectfully request a variation from Section 153.218 to allow for informational signs identified as signs B.01 on page 32 to be greater than six (6) feet in area and greater than four (4) feet in height. This variation in size is required in order to provide adequate visible signage throughout the exterior of the center. Yorktown Center is over 150 acres in size and is occupied by greater than 100+ tenants. Additionally the site is serviced by over 8,000 parking spaces. As stated previously, we have performed a number of focus groups with existing shoppers. One significant feedback shared during these focus groups was the customer's frustration in navigating into and out of Yorktown Center. Existing customers stated that there was inadequate signage to identify the entrances and exit points and that more visible signage would assist in maneuvering their way around the exterior of the shopping center.

We respectfully request a variation from Section 152.235 to allow for multiple shopping center identification signs in excess of 150 square feet to be displayed in conjunction with other freestanding signs and less than 75 feet from the centerline of the adjacent right-of-way. Many of the proposed signs are well outside of the clear line of site area. The few that are within the clear line of site area are near the rear of the area and are to be constructed with the same mass and scale and in the same location as existing signs.

We respectfully request a variation from section 153.242 and 153.505 to allow for a projecting sign A.04 as reflected on sheet 16 to be located on the building elevation regardless of frontage or entrance location. Yorktown Center is comprised of over 150 acres and is occupied by in excess of 100+ tenants. Yorktown Center is a 4-sided center, with a ring road that provides access to the host of enclosed, in-line tenants, some of which are subterranean. Additionally the site is serviced by over 8,000 parking spaces. This projecting sign will allow us to meet the visibility requirements that will assist shoppers in maneuvering their way around the exterior of the shopping center.

3) Because the purpose of the variation is not based primarily upon a desire to increase financial gain.

The primary reasons that variances to the signage requirements are being sought are in order to allow (i) better way-finding both into the Center and around the complex; (ii) greater identity for all businesses within the Mall, Shoppes on Butterfield and the Yorktown Shoppes; and (iii) more prominent visibility for the Center, at large.

4) Because the alleged difficulty or hardship is caused by this ordinance and has not been created by any person presently having an interest in the property.

The variances that are being requested are required because of the unique nature of the shopping center and result from the complexities of the existing utility infrastructure, necessary visibility requirements and the general scale and layout of the shopping center. These hardships are caused by the ordinance and the existing conditions, and have not been created by any person presently having an interest in the property.

- 5) Because the granting of the variation will not be detrimental to the public welfare as evidenced by the fact that we are proposing to place these signs in the same location as signs of the same mass and scale that are there today, or injurious to other property or improvements in the neighborhood in which the property is located.**

The proposed signs will not be detrimental to the public welfare and have been developed as close to the existing location and mass and scale as possible. Any exceptions to this condition are being requested based solely on the unique requirements of the site outlined above and are deemed to not be detrimental to the public welfare. Conversely, many of the requested variances are being sought to provide better way-finding and visibility so that customers can more easily and safely navigate into and around the shopping center complex.

- 6) Because the granting of the variation will not alter the essential character of the neighborhood; and,**

All of the proposed signs have been developed in good taste, with the highest quality standards and with the design intent to complement the existing design and layout of Yorktown Center.

- 7) Because the proposed variation will not impair an adequate supply of light and air to adjacent property or substantially increase the congestion of the public streets, or increase the danger of fire, or impair natural drainage or create drainage problems on adjacent properties, or endanger the public safety, or substantially diminish or impair property values within the neighborhood, we respectfully request that a variation from section 153.208.208 (H) be granted.**

All proposed signage will not impair adequate supply of light and air to adjacent property. The proposed signs have been developed to improve existing traffic congestion patterns by providing better way-finding and visibility so that customers can more easily and safely navigate into and around the shopping center complex. The signage has been placed in locations that will not interfere with existing utility infrastructure and will not impair any drainage conditions. The signage has been designed of the highest quality standards and will improve the overall aesthetic nature of the center, thus enhancing the value of the property.