

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda


_____ Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
_____ Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: William T. Lichter, Village Manager

DATE: March 24, 2004 (BOT) Date: April 1, 2004

TITLE: PC 04-08: 400-450 E. Roosevelt Road

SUBMITTED BY: Department of Community Development 

BACKGROUND/POLICY IMPLICATIONS:

Your Plan Commission transmits for your consideration its recommendation requesting approval of a conditional use for a planned development for the subject property located within the B4 Corridor Commercial Zoning District, with deviations from the Lombard Sign Ordinance. (DISTRICT # 6)

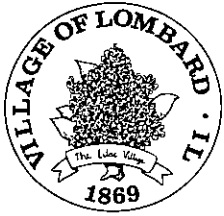
The Plan Commission recommended approval of this petition with conditions.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X William T. Lichter Date 3/24/04

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: William T. Lichter, Village Manager

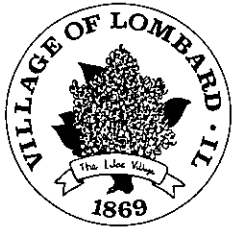
FROM: David A. Hulseberg, AICP, Director of Community Development

DATE: March 23, 2004

SUBJECT: PC 04-08: 400-450 E. Roosevelt Road *Ccalt*

Attached please find the following items for Village Board consideration as part of the April 1, 2004 Village Board meeting:

1. Plan Commission referral letter;
2. IDRC report for PC 04-08;
3. A draft Ordinance granting approval of a conditional use for a planned development with deviations for wall signage.
4. Plans associated with the petition.



VILLAGE OF LOMBARD

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April 1, 2004

Village President
William J. Mueller

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

Trustees

Joan DeStephano, Dist. 1
Richard J. Tross, Dist. 2
Karen S. Koenig, Dist. 3
Steven D. Sebby, Dist. 4
Kenneth M. Florey, Dist. 5
Rick Soderstrom, Dist. 6

Village Manager
William T. Lichter

Subject: PC 04-08; 400- 450 E. Roosevelt Road

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. The petitioner requests that the Village approve a conditional use for a planned development for the subject property located within the B4 Corridor Commercial Zoning District, with deviations from the Lombard Sign Ordinance, as follows:

1. A deviation from Section 153.505 (B)(17)(b)(2) to allow for more than one wall sign for a tenant space, and.
2. A deviation from Section 153.505(B)(17)(b)(1)(a) to allow tenant wall signage not to exceed two times the lineal front footage of the tenant space where a maximum of one times the lineal front footage of the tenant space is allowed.

"Our shared *Vision* for Lombard is a community of excellence exemplified by its government working together with residents and business to create a distinctive sense of spirit and an outstanding quality of life."

"The *Mission* of the Village of Lombard is to provide superior and responsive governmental services to the people of Lombard."

After due notice and as required by law, the Plan Commission conducted a public hearing for this petition on March 15, 2004.

Ed Grate, of Grate Signs, stated the request. He stated that building is setback approximately one hundred and eighteen feet (118') feet from the road. He stated the sign requirements allow one times the lineal frontage for signs and if the building were located eighteen inches further from the road two times the lineal frontage would be allowed. Mr. Grate also noted the petition included a request for multiple signs for one tenant. Mr. Grate stated that he and the property owner have met with the staff. Mr. Grate stated that the petitioner has agreed to not seek the right to additional signage and is willing to adhere to the one and a half times the lineal frontage for signage as recommended by staff. Mr. Grate stated that there are three other tenants that would like additional sign area. He stated that they would like each tenant to be treated equally. They feel that staff and the petitioner have reached a compromise that the village could live with.

Gus Danos, the property owner, stated that he would like to increase the sign area because the building is large and has a huge presence. Mr. Danos stated that they are trying to be fair to everyone and allow signage that is proportional to the image of the building.

Chairperson Ryan opened the meeting for public comment. No one spoke for or against the petition. He then requested the staff report.

William Heniff, Senior Planner, presented the staff report. He noted that the subject property was improved with a shopping center in 2003. While the center was originally intended to be occupied by Central DuPage Hospital outpatient medical office, the hospital decided not to open a facility on the property. Therefore, the developer has decided to partition the building for retail uses. Associated with this partitioning, the various tenants have been modifying the building to suit their specific needs.

Mr. Heniff noted that the existing building on the subject property is ranges from one hundred and ten feet (110') to one hundred and twenty-two feet (122') from the front property line, due to some recesses within the building. He stated that several requests for larger signage was received from different tenants. Staff felt the entire property should be looked comprehensively to determine if relief for the overall development was needed. He gave a clarification of the sign ordinance and stated that for buildings located less than one hundred and twenty feet (120') from the property line the signage is restricted to one times lineal frontage. Buildings located more than one hundred and twenty feet (120') are allowed two times the lineal frontage as the building is further from the property line.

Mr. Heniff stated that the property meets the minimum lot width and area required for planned developments, so conditional use for a planned development is being requested at this time. He noted that the planned development would give the Plan Commission greater flexibility to consider future site changes including signage. Mr. Heniff noted the table in the staff report that displays current signage and allowable signage at one and a half and two times the lineal frontage. Mr. Heniff stated that the building is unique due to its distance from the property line and the speed of traffic on Roosevelt Road. He stated that staff considered the allowance of signage at one and half times the lineal frontage as a reasonable accommodation by splitting the difference between the two visual requests. He noted that the Sprint Store suggested one and a half times the frontage as an alternative and the Wash and Glo Laundromat wanted two times the lineal frontage. He stated that two times the lineal frontage may be excessive and one and a half would be a reasonable accommodation for both.

Mr. Heniff stated that the occupant at 450 E. Roosevelt Road wanted two additional wall signs where one is permitted. Mr. Heniff stated that the existing sign is one hundred and thirty-three (133) square feet in area. He stated that additional signage would be excessive in comparison and more than double the lineal frontage if the signs were granted. Mr. Heniff stated that staff recommends allowing one and a half times the lineal frontage for each tenant with no sign

Re: PC 04-08

April 1, 2004

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exceeding one hundred and fifty (150) square feet. Referencing the pictures of some of the signage are included in the staff report, he stated that staff recommends denial for the multiple signage request.

Chairperson Ryan then opened the meeting for discussion among the commissioners.

Commissioner Burke asked for clarification of the one and one half times the lineal frontage suggestion.

Mr. Heniff stated that regardless of the square footage, each tenant would be allowed one and a half times the lineal frontage, but no greater than one hundred and fifty (150) square feet. He stated that the one hundred and fifty (150) square foot limitation really only applies to Insurance Plus.

Chairperson Ryan stated that if a tenant's frontage is one hundred (100) feet they would be entitled to one and a half times the lineal frontage of the space, but capped at one hundred and fifty (150) square feet. Everyone would be treated the same. Everyone would be entitled to one and a half times their frontage, but no additional signs.

Commissioner Burke asked if the petitioner understood the maximum signage allowed?

The petitioner replied that he did.

Commissioner Melarkey asked if the frontage is less than twenty- feet, what would be allowed.

Mr. Heniff stated that everyone is allowed twenty-five (25) square feet at a minimum. However if the one and one-half time lineal front footage provides for more signage, then additional sign square footage would be allowed.

Chairperson Ryan clarified Commissioner Melarkey's question and asked if a precedent was being set in granting larger signage at the subject property as opposed to other places in the Village. Chairperson Ryan stated that each property would be considered individually and in this instance it is the building's distance from the street that would allow them the larger signage.

Commissioner Melarkey stated that he was also concerned about changing of tenants in this building and the resizing of spaces. Mr. Heniff also noted that the one and one half times recommendation would apply to all tenants with more than eighteen and a half (18.5) lineal feet of store frontage could benefit from the proposed change.

Chairperson Ryan stated that the whole building would be subject to the rule.

Re: PC 04-08

April 1, 2004

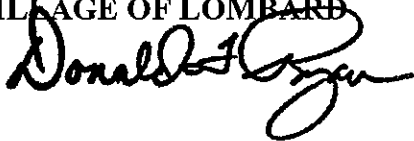
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After due consideration of the petition and the testimony presented, the Plan Commission found that the proposed conditional use and variations comply with the standards of the Zoning and Sign Ordinances only in part. Therefore, the Plan Commission, by a roll call vote of 5 to 0, recommended to the Corporate Authorities, **approval** of the conditional use for a planned development and a request to allow for an increase in wall signage square footage and **denial** of all other requested relief associated with PC 04-08; with the approval subject to the following conditions:

1. No wall signage shall exceed one and one half times the lineal frontage of a tenant space or one hundred and fifty square feet, whichever is less.
2. Each tenant shall obtain building permits for its respective signage.

Respectfully,

VILLAGE OF LOMBARD



Donald Ryan, Chairperson
Lombard Plan Commission

att-

c. Petitioner
Lombard Plan Commission

VILLAGE OF LOMBARD
INTER-DEPARTMENTAL REVIEW GROUP REPORT

TO: Lombard Plan Commission	HEARING DATE: March 15, 2004
FROM: Department of Community Development	PREPARED BY: Angela Clark, AICP Planner I

TITLE

PC 04-08; 400 – 450 E. Roosevelt Road: The petitioner requests that the Village approve a conditional use for a planned development for the subject property located within the B4 Corridor Commercial Zoning District, with deviations from the Lombard Sign Ordinance, as follows:

1. A deviation from Section 153.505 (B)(17)(b)(2) to allow for more than one wall sign for a tenant space, and.
2. A deviation from Section 153.505(B)(17)(b)(1)(a) to allow tenant wall signage not to exceed two times the lineal front footage of the tenant space where a maximum of one times the lineal front footage of the tenant space is allowed.

GENERAL INFORMATION

Petitioner:	Comar Properties 450 E. Roosevelt Road Lombard, IL 60148
Relationship To Property:	Property Manager
Property Owner:	Bridgeview Bank & Trust Trust 7940 S. Harlem Bridgeview, IL 60455

PROPERTY INFORMATION

Existing Land Use:	Commercial
Size of Property:	3.775
Comprehensive Plan:	Recommends Community Commercial
Existing Zoning:	B4 Corridor Commercial District
Surrounding Zoning and Land Use:	

Existing Zoning: B4 Corridor Commercial District

Surrounding Zoning and Land Use:

North: R2 Single Family Residential & CR Conservation Recreation District; developed as single family residences and Southland Park
South: B3PD Community Shopping District Planned Development; developed as commercial (Highpoint Center)
East: B4 Corridor Commercial District; developed as commercial (Glenbard Electric)
West: B4 Corridor Commercial District; developed as commercial (Maxfield's Restaurant)

ANALYSIS

SUBMITTALS

This report is based on the following documentation, which was filed with the Department of Community Development:

1. Petition for Public Hearing, received January 20, 2004
2. ALTA/ACSM Land Title Survey, dated December 2, 2003.
3. Response to Standards for Variations
4. Proposed Signage for 450 E. Roosevelt

DESCRIPTION

The subject property was improved with a shopping center in 2003. While the center was originally intended to be occupied by a Central DuPage Hospital outpatient medical office, the hospital decided not to open a facility on the property. Therefore, the developer has decided to partition the building for retail uses. Associated with this partitioning, the various tenants have been modifying the building to suit their specific needs.

The existing building on the subject property is located one hundred and ten feet at the shortest distance (110') from the south front property line. Tenants are restricted to signage no greater than the lineal frontage of their space. The Village received requests from several proposed tenants within the shopping center for relief from the Village Sign Ordinance for their proposed wall signs. Rather than considering each request as a separate request, the property owner (Comar properties) has petitioned the Village for signage relief for all tenant spaces within the center. The petitioner would like for the property to be subject to the guidelines established for buildings greater than one hundred and twenty feet (120') from the property line. Additionally, the tenant at 450 E. Roosevelt Road, which is one hundred and ten feet (110') from the property

line due to the overhang from the front wall, has requested relief for more than one wall sign for their tenant space.

INTER-DEPARTMENTAL REVIEW COMMENTS

ENGINEERING

From a construction or engineering perspective, Private Engineering Services has no comments.

PUBLIC WORKS

The Department of Public Works, Engineering Division has no comments regarding the petition.

FIRE AND BUILDING

The Fire Department/Bureau of Inspectional Services has no comments regarding the petition.

PLANNING

Conditional Use – Planned Development

Included with the petition is a request for conditional use approval for a planned development. Planned developments are required for any variation request associated with a property that is zoned R6, O, B1, B2, B3, B4, B5, B5A, and I and meets the minimum lot area and width requirements. As this site meets the minimum lot area and width requirements, a conditional use for a planned development is requested at this time. Granting of the conditional use for the planned development will also give the Plan Commission greater flexibility in the review of future site changes and deviation requests.

Compliance with the Sign Ordinance

In the B4 Corridor Commercial Zoning District, the maximum square footage allowed for a tenant's wall sign located less than one hundred and twenty feet (120') from the nearest property line is one times the lineal frontage of the actual space, not to exceed one hundred (100) square feet. Each tenant is guaranteed a minimum of twenty-five (25) square feet. Tenant spaces located further than one hundred twenty feet from the nearest property line are permitted to have signs that are equivalent to two times the lineal frontage of the tenant space, not to exceed two hundred (200) square feet. The larger square footage is permitted in order to provide better visibility of the associated signage for the tenant spaces, as the spaces are located further from the road.

The front wall of the existing building subject property is located between one hundred and ten feet (110') and one hundred and twenty-two feet (122') from the front property line, which

means that the front wall falls approximately ten feet short at the greatest distance and eighteen inches (18”) short at the shortest distance to allow for larger sign area provisions.

The table below notes the tenant spaces and the amount of sign square footage that would could be allowed under various scenarios:

Tenant	Currently Allowed by Code	Existing Signage	1.5 Times Lineal Frontage	Two Times Lineal Frontage
Palm Beach Tan	59.5 Sq. Ft.	56 Sq. Ft.	89.25 Sq. Ft.	119 Sq. Ft.
Sprint	34.4 Sq. Ft.	32.23 Sq. Ft.	51.6 Sq. Ft.	68 Sq. Ft.
PC Lab	25 Sq. Ft.	24 Sq. Ft.	37.5 Sq. Ft.	50 Sq. Ft.
Modern Tuxedo	40 Sq. Ft.	24 Sq. Ft.	60 Sq. Ft.	80 Sq. Ft.
Wash & Glow Laundry	60 Sq. Ft.	None	90 Sq. Ft.	120 Sq. Ft.
UPS Store	25 Sq. Ft.	None	37.5 Sq. Ft.	50 Sq. Ft.
Atlantic Financial	60 Sq. Ft.	26.96 Sq. Ft.	120 Sq. Ft.	120 Sq. Ft.
Insurance Plus	100 Sq. Ft.	133 Sq. Ft.	150 Sq. Ft.	200 Sq. Ft.

Staff believes that given the building’s distance from the property line and the speed of traffic traveling on Roosevelt Road, additional signage along Roosevelt Road could be supported. However, staff does have concerns that two times the lineal front footage could be excessive and could detract from the overall aesthetic appeal of the building.

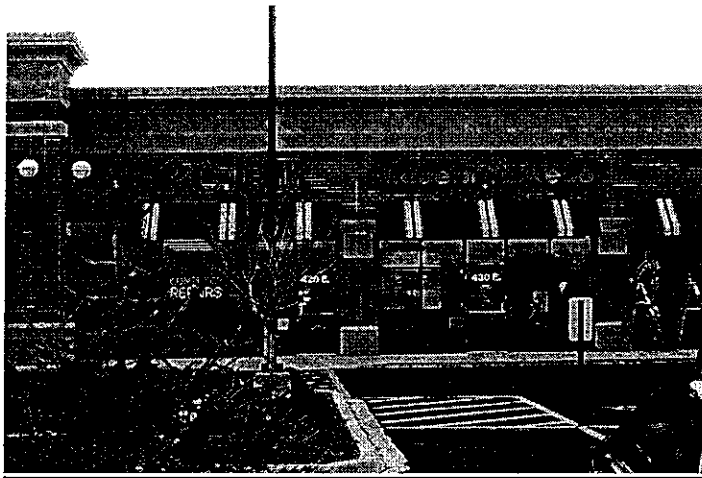
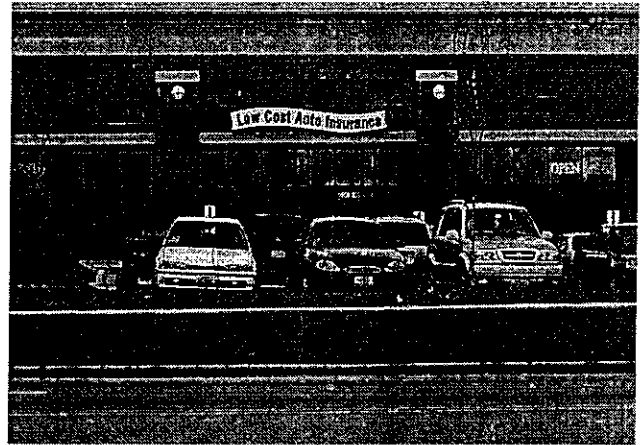
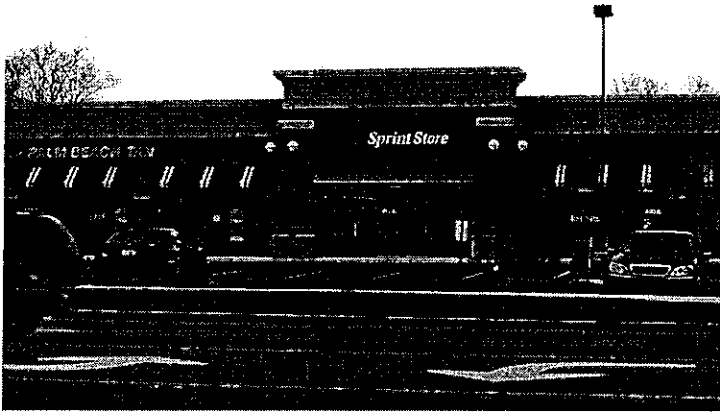
Staff notes that the sign contractor for one of the tenants, the Sprint Store, requested relief for one and one-half times the front footage of the property. Staff believes that this additional square footage would be a reasonable accommodation.

Multiple Wall Signs for One Tenant Space

The occupant of 450 E. Roosevelt Road would like to add two additional wall signs to the existing wall sign where only one is permitted. The dimensions submitted as part of this application identifies the existing wall sign as one hundred and thirty-three (133) square feet. The additional wall signs are approximately thirty-eight (38) square feet and forty (40) square feet respectively. If the request is granted the combined square footage for the tenant space will be approximately two hundred thirty (230) square feet. The lineal frontage of the 450 E. Roosevelt tenant space is one hundred and thirty-five feet (135’), therefore the tenant should be capped at the one hundred square foot maximum according to the current code.

Staff is not supportive of the additional signs. Staff believes that the additional wall signage would be excessive in comparison to the signage of the other tenant spaces as well as the additional square footage allowed if the other requested relief is granted. Staff believes that by approving the additional signage would be excessive – the overall square footage of all three sign signs would be more than double (230 sq. ft. vs. 100 sq. ft.) than what is allowed currently. Staff does not believe that the need for additional signage is warranted, particularly as the tenant maximized the size of the primary sign on the wall already. Staff can support the allowance of one and a half times the lineal frontage for all tenants with no sign exceeding one hundred and fifty (150) square feet.

Photographs of the Subject Property



FINDINGS AND RECOMMENDATIONS

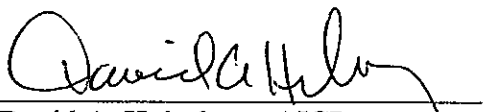
Staff believes that the proposed signage relief can be supported only in part and are appropriate at the subject location and are compatible with surrounding uses.

Based on the above considerations, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion:

Based on the submitted petition and the testimony presented, the proposal does comply with the standards required by the Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission recommend to the Corporate Authorities **approval** of the request to allow wall signage not to exceed one and one half times the lineal frontage of a tenant space and **denial** of all other requested relief associated with PC 04-08, subject to the following conditions:

1. No wall signage shall exceed one and one half times the lineal frontage of a tenant space or one hundred and fifty square feet, whichever is less.
2. Each tenant shall obtain building permits for its respective signage.

Inter-Departmental Review Group Report Approved By:



David A. Hulseberg, AICP
Director of Community Development

DAH/ADC:

att

c. Petitioner

Location Map

PC 04-08: 400 E. Roosevelt Road Carson's Center Planned Development





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www.gratesigns.com

PHONE (815) 729-9700 • (773) 242-0881
FAX (815) 729-3355

January 16, 2004

We here by request that a sign variance be granted to Insurance Plus, 450 E. Roosevelt Rd..

Section 153.505 B-3-B4 Community Shopping District requires (A) Single wall sign permitted area of 200 square feet (B) Additional wall sign equal to fifty percent of main wall sign. We request that one additional wall sign copy "AUTO" be permitted and be allowed additional 33 square foot to the 200 permitted. This would balance sign into more presentable look. Office frontage is 149'. This variance would allow the owner to identify main insurance services they offer.

Granting of this variance would in no way be deter mental to health safety and welfare of the residents or businesses of Village of Lombard.

"Make Every Sign A Grate Sign"

ORDINANCE NO. _____

**AN ORDINANCE GRANTING A
CONDITIONAL USE FOR A PLANNED DEVELOPMENT
WITH DEVIATIONS FOR WALL SIGNAGE
IN THE B4 CORRIDOR COMMERCIAL ZONING DISTRICT**

(PC 04-08: 400 – 450 E. Roosevelt Road)

WHEREAS, the President and Board of Trustees of the Village of Lombard have heretofore adopted the Lombard Zoning Ordinance, otherwise known as Title 15, Chapter 155 of the Code of Lombard, Illinois; and,

WHEREAS, an application has heretofore been filed requesting approval of a conditional use for a planned development with a deviation from Section 153.505 (B)(17)(b)(2) to allow for more than one wall sign for a tenant space in a B4 Corridor Commercial Zoning District; and,

WHEREAS, said application also requests a deviation from Section 153.505(B)(17)(b)(1)(a) to allow tenant wall signage not to exceed two times the lineal front footage of the tenant space where a maximum of one times the lineal front footage of the tenant space is allowed in a B4 Corridor Commercial Zoning District; and

WHEREAS, said application requests approval of aforementioned actions on the property described in Section 2 below; and,

WHEREAS, a public hearing March 15, 2004 pursuant to appropriate and legal notice; and,

WHEREAS, the Plan Commission has filed its recommendation with the President and Board of Trustees recommending approval of the conditional use with signage deviations, only in part; and,

WHEREAS, the Plan Commission's recommendation to the President and Board of Trustees recommending approval of the petition was only to allow for a conditional use for a planned development with a signage deviation for wall signage not to exceed one and one-half times the lineal frontage of the tenant space, with the overall wall sign area not to exceed one hundred fifty (150) square feet; and

Ordinance No. _____

Re: PC 04-08

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2. Each tenant shall obtain building permits for its respective signage.

SECTION 4: That all other relief requested for the subject property is hereby denied.

SECTION 5: This ordinance shall be in full force and effect from and after its passage, approval, and publication in pamphlet form as provided by law.

Passed on first reading this ____ day of _____, 2004.

First reading waived by action of the Board of Trustees this ____ day of _____, 2004.

Passed on second reading this ____ day of _____, 2004.

Ayes: _____

Nayes: _____

Absent: _____

Approved this _____, day of _____, 2004.

William J. Mueller, Village President

ATTEST:

Barbara A. Johnson, Deputy Village Clerk