

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: David A. Hulseberg, Village Manager *DAH*  
DATE: August 25, 2010 (BOT) Date: September 2, 2010  
TITLE: PC 10-12: 930 E. Roosevelt Rd. (Shell Gas Station)  
SUBMITTED BY: Department of Community Development *DAH*

BACKGROUND/POLICY IMPLICATIONS:

Your Plan Commission transmits for your consideration its recommendation relative to the above-mentioned petition. The petition requests amendments to Ordinance #5120 to provide for the following variations from the Lombard Sign Ordinance for the property located within the B4A Roosevelt Road Corridor District:

1. A variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage;
2. A variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the required twelve (12) foot to fifteen (15) foot height range;
3. A variation from Section 153.505(B)(6)(e) to allow more than one freestanding sign on the subject property.
4. A further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total amount of wall signs on the subject property to a total of nine (9) signs.

*The Plan Commission made three separate motions:*

1. *Automatic Changeable Copy Sign – Recommended approval subject to one condition*
2. *Freestanding Vacuum Sign – Recommended denial*
3. *Increase Wall Signs to a total amount of 9 – Recommended approval subject to conditions*

Please place this item on the September 2, 2010 Board of Trustees agenda.

Fiscal Impact/Funding Source:

Review (as necessary):

Village Attorney X _____	Date _____
Finance Director X _____	Date _____
Village Manager X <i>David A. Hulseberg</i>	Date <u>8/25/10</u>

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:** David A. Hulseberg, Village Manager

**FROM:** William Heniff, AICP  
Director of Community Development *WH*

**DATE:** September 2, 2010

**SUBJECT:** **PC 10-12: 930 E. Roosevelt Road (Shell Gas Station)**

Attached please find the following items for Village Board consideration as part of the September 2, 2010 Village Board meeting:

1. Plan Commission referral letter;
2. IDRC report for PC 10-12;
3. An Ordinance granting approval of variations associated with wall signage and automatic changeable copy signage in the B4A Roosevelt Road Corridor District; and
4. Plans associated with the petition.

The Plan Commission recommended approval of the Automatic Changeable Copy Sign subject to one condition, denial of the Freestanding Vacuum sign and approval to increase the total amount of wall signage on the property to 9 subject to conditions.





## VILLAGE OF LOMBARD

255 E. Wilson Ave.  
Lombard, Illinois 60148-3926  
(630) 620-5700 Fax (630) 620-8222  
www.villageoflombard.org

September 2, 2010

Village President  
William J. Mueller

Village Clerk  
Brigitte O'Brien

### Trustees

Greg Alan Gron, Dist. 1  
Keith T. Giagnorio, Dist. 2  
Zachary C. Wilson, Dist. 3  
Dana L. Moreau, Dist. 4  
Laura A. Fitzpatrick, Dist. 5  
William "Bill" Ware, Dist. 6

Village Manager  
David A. Hulseberg

*"Our shared Vision for Lombard is a community of excellence exemplified by its government working together with residents and businesses 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."*

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

### **Subject: PC 10-12: 930 E. Roosevelt Road (Shell Gas Station)**

Dear President and Trustees:

Your Plan Commission transmits for your consideration its recommendation regarding the above-referenced petition. The petitioner requests amendments to Ordinance #5120 to provide for the following variations from the Lombard Sign Ordinance for the property located within the B4A Roosevelt Road Corridor District:

1. A variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage;
2. A variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the required twelve (12) foot to fifteen (15) foot height range;
3. A variation from Section 153.505(B)(6)(e) to allow more than one freestanding sign on the subject property.
4. A further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total amount of wall signs on the subject property to a total of nine (9) signs;

After due notice and as required by law, the Plan Commission conducted a public hearing for this petition on August 16, 2010.

Auna Foote, 5308 N. Northwest Highway, Chicago, presented the petition. Ms. Foote stated that this petition's information is basically the same as the previous petition, PC 10-11. Circle K would be responsible for the building and car wash. The signage package for the building and car wash has been reduced 73.21 square feet than what was originally proposed. All the things are the same for the LED message board in that it cannot flash, flicker or change messages, but instead display the price. The price will switch over at 2 a.m. every day. This automatic changeable copy sign

is the same square footage as mentioned in the previous petition. We did not reduce the sign itself.

Chairperson Ryan asked if anyone was present to speak in favor or against the petition.

Chairperson Ryan then requested the staff report.

Michael Toth, Planner I, presented the petition. He stated that the subject Shell Gas Station is located at the northwest corner of Roosevelt Road and Westmore-Meyers Road. Shell is currently in the process of reimagining their Circle K corporate identity standard in conjunction with the carwash and building signage. As part of their corporate reimagining process, the petitioner is requesting approval of a unified signage package.

The proposed signage package will include the expansion of existing signage, the addition of one freestanding sign and the addition of new signage on the car wash. An Automatic Changeable Copy element is also being proposed to be integrated into the existing freestanding sign. There were a number of past approvals associated with signage on the subject property. As part of this petition, signage associated with the past approvals will be further amended and the remaining signs will require additional signage relief, where applicable.

There are a total of two (2) variations associated with the proposed Automatic Changeable Copy sign – the first relates to the insufficient size of the property and the remaining variation relates to the design of the sign.

The Sign Ordinance limits automatic changeable copy signs to properties in the CR, B3, B4, B4A and B5 zoning districts on lots with a minimum of 500 lineal front footage. The subject property is located in the B4A Roosevelt Road Corridor District, but has a linear front footage of only 385 feet, a deficiency of 115 feet. Therefore, the Automatic Changeable Copy Sign automatically cannot be done as-of-right.

Section 153.210(F) of the Sign Ordinance states that the changeable message board of an Automatic Changeable Copy Sign must be located between twelve (12) feet to fifteen (15) feet above grade. The subject message board is proposed to be between ten (10) feet and eleven (11) feet above grade (as seen in Exhibit 'A'). As such, the message board extends one (1) foot below the required height range

Staff recognizes that the proposed Automatic Changeable Copy Sign would only advertise motor fuel rates; however, the Sign Ordinance is not intended not regulate the actual message displayed on the signage, but rather the medium that the message is displayed upon. In the Standards for Variations, the petitioner states that LED is more aesthetically pleasing than the traditional manual copy change. The petitioner also indicates that manual copies can blow away in the wind, which can be costly to repair. Lastly, safety is cited as a basis for the variation – stating that changing a manual copy sign can be dangerous. While staff recognizes these issues, the proposed signage is a

matter of preference and the indicated hardships do not constitute a physical hardship associated with the property.

The petitioner is proposing to remove directional signage associated with the car wash and increase the size of double-sided “vacuum” sign, which are located above the actual vacuum cleaners located on site. The existing vacuum signs are three (3) square feet in area and the petitioner is proposing to increase the size of each sign to thirty-seven (37) square feet. As the previous signs were only three (3) feet in area, they were classified as “Incidental Signs” because they were small in size and informed the public of services available on the premises. However; as the new sign is thirty-seven (37) square feet and is used to advertise the vacuums to off-site patrons, it is classified as a Freestanding Sign. According to the Sign Ordinance, no more than one freestanding sign shall be maintained on any one parcel of land in the B4A – Roosevelt Road Corridor District. Staff believes that placing an additional Freestanding Sign on the property to advertise the on-site vacuums is excessive. An incidental sign is currently being displayed over the vacuums, which staff believes is appropriate.

Ordinance #5120 (PC 02-16) granted signage relief to allow for more than one (1) wall sign per street front exposure. Moreover, the staff report associated with PC 02-16 specifically states that the variation granted an increased number of permitted wall signs from two (2) to seven (7). According to the PC 02-16 staff report, the fueling canopy had two (2) wall signs and the convenience mart located under the canopy had one (1) sign. The separate building containing the car wash had a total of four (4) signs, two of which distinguish the points of ingress and egress. For purposes of clarity, staff notes that the carwash is currently only displaying a total of three (3) wall signs, for a total of six (6) wall signs on the subject property.

Through the petitioner’s reimagining efforts, the existing “Food Mart” wall sign on the gas station building would be replaced with two (2) ‘Circle K’ logo wall signs – one on the north elevation of the building and the other on the south (see Exhibit ‘C’). The fueling canopy would retain the two (2) original wall signs. The number of wall signs associated with the carwash would be increased from three (3) to five (5) (see Exhibit ‘D’). As such, there are a total of nine (9) wall signs proposed for the subject property as part of the submitted signage plan.

As the submitted plans indicate, a red and white banding element has also been included around the gas station building and carwash. Staff notes that the proposed banding is not considered wall signage and is not factored into the overall calculation of the proposed wall signage. The banding is considered only to be a design aesthetic.

As Table 1.1 depicts, the proposed signage is a significant increase from the current signage. When observing the raw numbers the signage is larger; however, without any quantifiable numbers to tie to any past approvals, staff examined the Sign Ordinance requirements. The Sign Ordinance requires that wall signs on properties with multiple tenant buildings be no more than one times the lineal foot frontage of tenant space. Staff

referenced this provision as an example because the Sign Ordinance establishes a direct correlation between façade size and the square footage of wall signs.

When factoring the lineal foot frontage of each carwash elevation, none of the proposed wall signs are larger in area than the respective lineal footage of each building elevation. Also, due to the number of structures and on-site activities, gas stations provide rather unique signage issues. Staff has supported additional signage for gas stations in the past and believes that the proposed wall signage request is reasonable. Furthermore, Ordinance #5120 granted signage relief to allow for more than one (1) wall sign per street front exposure on the subject property. Without any specified limitation with regard to the number of signs mentioned in the approving ordinance, it could be interpreted that an unlimited number of wall signs could be permitted on the subject property. As such, staff would like to take this opportunity to establish a specified number of permissible wall signs on the subject property

Staff has reviewed the standards for variations and finds that the proposed wall signs meet the standards for variations, but the proposed automatic changeable copy sign and freestanding sign do not meet the standards for variations and therefore recommends partial approval of this petition.

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

Commissioner Sweetser stated that the discussion from the prior petition would pertain to this one, but she wondered if staff wanted a specified number of permissible signs on the property and asked if that has been done. Mr. Toth answered they are proposing nine signs, which includes the existing and proposed signage. Commissioner Sweetser asked if that number needed to be stated. Mr. Toth answered that it would tie back to the approval of the variation for the nine signs.

Commissioner Burke stated he was agreeable to the automatic changeable copy sign.

Chairperson Ryan stated that along with the changeable copy sign there is also a request for a freestanding sign known as the vacuum sign. They are proposing to increase its size from 3' to 37', which he thought is excessive. He cautioned that this signage package is different than the previous petition and the motions needed to be adjusted accordingly.

Commissioner Burke clarified the types of signs being proposed mentioning the automatic changeable copy sign, freestanding vacuum sign and the wall signs.

Attorney Wagner stated that it would be easier to address each sign and make three separate motions.

On a motion by Commissioner Burke and a second by Commissioner Sweetser the Plan Commission voted 4 to 0 that the variations for the automatic changeable copy sign meet the standards required by the Lombard Zoning and Sign Ordinances and that the Plan Commission does not accept the findings and recommendations of the Inter-Departmental



Report as the findings of the Plan Commission and recommend to the Corporate Authorities **approval** of the automatic changeable copy sign variations associated with PC 10-12 subject to one condition.

1. The signage shall be consistent with the proposed signage plan, which was prepared by Corporate Identification Solutions, and dated June 25, 2010.

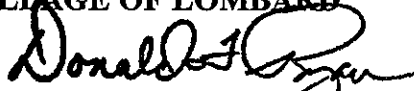
On a motion by Commissioner Burke and a second by Commissioner Sweetser, the Plan Commission voted 4 to 0 that the variations for the freestanding vacuum sign does not meet the standards required by the Lombard Zoning and Sign Ordinances and that the Plan Commission does accept the findings and recommendations of the Inter-Departmental Report as the findings of the Plan Commission and recommend to the Corporate Authorities **denial** of the freestanding vacuum sign variations associated with PC 10-12.

On a motion by Commissioner Sweetser and a second by Commissioner Flint, the Plan Commission voted 4 to 0 that the variations to increase the total number of wall signs to nine does meet the standards required by the Lombard Zoning and Sign Ordinances and that the Plan Commission does accept the findings and recommendations of the Inter-Departmental Report as the findings of the Plan Commission and recommend to the Corporate Authorities **approval** of the variations to increase the wall signs to nine associated with PC 10-12 subject to the following conditions.

1. The signage shall be consistent with the proposed signage plan, as it pertains only to the wall signage and automatic changeable signage, prepared by Corporate Identification Solutions, and dated June 25, 2010
2. The petitioner shall apply for and receive a building permit for the proposed signage prior to installation.
3. That the petitioner shall satisfactorily address all comments included within the IDRC report.
4. Such approval shall become null and void unless work thereon is substantially under way within 12 months of the date of issuance, unless extended by the Board of Trustees prior to the expiration of the ordinance granting the variation.

Respectfully,

VILLAGE OF LOMBARD



Donald Ryan, Chairperson  
Lombard Plan Commission





Plan Commission  
Re: PC 10-12  
Page 2

Size of Property:                      Approximately .92 Acres

Comprehensive Plan:                Recommends Community Commercial.

Surrounding Zoning and Land Use:

North: R1 - Single Family Residential District; developed as single family residence  
South: B4A – Roosevelt Road Corridor District; developed as a Marathon gas station  
East: R1 - Single Family Residential District; developed as Trinity Lutheran Church  
West: B4A – Roosevelt Road Corridor District, developed as Zelly’s Restaurant

### **ANALYSIS**

### **SUBMITTALS**

This report is based on the following documents, which were filed with the Department of Community Development on June 10, 2010:

1. Petition for Public Hearing.
2. Plat of Survey, prepared by First American Land Services, dated November 20, 2009.
3. Proposed signage plan, prepared by Corporate Identification Solutions, and dated June 25, 2010.
4. Response to Standards for Variations.

### **DESCRIPTION**

The subject Shell Gas Station is located at the northwest corner of Roosevelt Road and Westmore-Meyers Road. Shell is currently in the process of reimagining their Circle K corporate identity standard in conjunction with the carwash and building signage. As part of their corporate reimagining process, the petitioner is requesting approval of a unified signage package.

### **INTER-DEPARTMENTAL REVIEW COMMENTS**

### **ENGINEERING**

The Private Engineering Services Division has no comments regarding the request.

Plan Commission

Re: PC 10-12

Page 3

## **PUBLIC WORKS**

Public Works Engineering has no comments.

## **BUILDING DIVISION**

The Building Division has no comments.

## **FIRE**

The Fire Department has no comments regarding the request.

## **PLANNING**

The subject property was annexed into the Village in 2002. As the property was annexed 'as-is', there were a number of associated approvals to bring the property into compliance with Village Code. Conditional use approval was granted to allow the existing automobile service uses (the car wash and gas station) and to allow two principal structures on one lot-of-record. Approval of a map amendment was granted to rezone the property from the R1 - Single-Family Residence District to the B3 - Community Shopping District. The property was later rezoned in 2007 to the B4A - Roosevelt Road Corridor District as part of the Roosevelt Road Corridor Study. Lastly, the property received approval to allow more than one (1) wall sign per street exposure.

The proposed signage package will include the expansion of existing signage, the addition of one freestanding sign and the addition of new signage on the car wash. An Automatic Changeable Copy element is also being proposed to be integrated into the existing freestanding sign. There were a number of past approvals associated with signage on the subject property. As part of this petition, signage associated with the past approvals will be further amended and the remaining signs will require additional signage relief, where applicable.

### **Compatibility with the Sign Ordinance**

#### **Automatic Changeable Copy Sign**

There are a total of two (2) variations associated with the proposed Automatic Changeable Copy sign - the first relates to the insufficient size of the property and the remaining variation relates to the design of the sign.

A variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage.

The Sign Ordinance limits automatic changeable copy signs to properties in the CR, B3, B4, B4A and B5 zoning districts on lots with a minimum of 500 lineal front footage. The subject property is located in the B4A Roosevelt Road Corridor District, but has a linear front footage of only 385 feet, a deficiency of 115 feet. Therefore, the Automatic Changeable Copy Sign automatically cannot be done as-of-right.

A variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the required twelve (12) foot to fifteen (15) foot height range.

Section 153.210(F) of the Sign Ordinance states that the changeable message board of an Automatic Changeable Copy Sign must be located between twelve (12) feet to fifteen (15) feet above grade. The subject message board is proposed to be between ten (10) feet and eleven (11) feet above grade (see Exhibit 'A'). As such, the message board extends one (1) foot below the required height range.

### *Finding*

Staff recognizes that the proposed Automatic Changeable Copy Sign would only advertise motor fuel rates; however, the Sign Ordinance is not intended not regulate the actual message displayed on the signage, but rather the medium that the message is displayed upon. In the Standards for Variations, the petitioner states that LED is more aesthetically pleasing than the traditional manual copy change. The petitioner also indicates that manual copies can blow away in the wind, which can be costly to repair. Lastly, safety is cited as a basis for the variation – stating that changing a manual copy sign can be dangerous. While staff recognizes these issues, the proposed signage is a matter of preference and the indicated hardships do not constitute a physical hardship associated with the property.

### **Additional Freestanding Sign**

A variation from Section 153.505(B)(6)(e) to allow more than one freestanding sign on the subject property.

As part of the proposed signage package, the petitioner is proposing to remove certain signage from the site as well as increase the size of other existing signage. More specifically, the petitioner is proposing to remove directional signage associated with the car wash and increase the size of double-sided “vacuum” sign, which are located above the actual vacuum cleaners located on site. The existing vacuum signs are three (3) square feet in area and the petitioner is proposing to increase the size of each sign to thirty-seven (37) square feet (see Exhibit ‘B’). As the previous signs were only three (3) feet in area, they were classified as “Incidental Signs” because they were small in size and informed the public of services available on the premises. However; as the new sign is thirty-seven (37) square feet and is used to advertise the vacuums to off-site patrons, it is classified as a Freestanding Sign. According to the Sign Ordinance, no more than one freestanding sign shall be maintained on any one parcel of land in the B4A – Roosevelt Road Corridor District. Staff believes that placing an additional Freestanding Sign on the property to advertise the on-site vacuums is excessive. An incidental sign is currently being displayed over the vacuums, which staff believes is appropriate.

**Increased Number Wall Signs**

A further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total amount of wall signs on the subject property to a total of nine (9) signs.

Ordinance #5120 (PC 02-16) granted signage relief to allow for more than one (1) wall sign per street front exposure. Moreover, the staff report associated with PC 02-16 specifically states that the variation granted an increased number of permitted wall signs from two (2) to seven (7). According to the PC 02-16 staff report, the fueling canopy had two (2) wall signs and the convenience mart located under the canopy had one (1) sign. The separate building containing the car wash had a total of four (4) signs, two of which distinguish the points of ingress and egress. For purposes of clarity, staff notes that the carwash is currently only displaying a total of three (3) wall signs, for a total of six (6) wall signs on the subject property.

Through the petitioner’s reimagining efforts, the existing “Food Mart” wall sign on the gas station building would be replaced with two (2) ‘Circle K’ logo wall signs – one on the north elevation of the building and the other on the south (see Exhibit ‘C’). The fueling canopy would retain the two (2) original wall signs. The number of wall signs associated with the carwash would be increased from three (3) to five (5) (see Exhibit ‘D’). As such, there are a total of nine (9) wall signs proposed for the subject property as part of the submitted signage plan.

As the submitted plans indicate, a red and white banding element has also been included around the gas station building and carwash. Staff notes that the proposed banding is not considered wall signage and is not factored into the overall calculation of the proposed wall signage. The banding is considered only to be a design aesthetic.

The following table depicts the proposed signage on each elevation of the carwash in comparison to the current signage:

<b>Elevation</b>	<b>Current Signage</b>	<b>Proposed</b>	<b>Façade Length</b>
North	n/a	n/a	60'
South	4 s.f. “Car Wash” sign	38 s.f. “Car Wash” sign	60'
East	1.5 s.f. “Exit” sign	16.5 s.f. “Exit” sign & 6.25 s.f. Circle K Logo	29'
West	2 s.f. “Enter” sign	23 s.f. “Enter” sign & 6 s.f. Circle K Logo	29'

Table 1.1

As Table 1.1 depicts, the proposed signage is a significant increase from the current signage. When observing the raw numbers the signage is larger; however, without any quantifiable numbers to tie to any past approvals, staff examined the Sign Ordinance requirements. The Sign Ordinance requires that wall signs on properties with multiple tenant buildings be no more than one times the lineal foot

Plan Commission

Re: PC 10-12

Page 6

frontage of tenant space. Staff referenced this provision as an example because the Sign Ordinance establishes a direct correlation between façade size and the square footage of wall signs.

### *Finding*

When factoring the lineal foot frontage of each carwash elevation, none of the proposed wall signs are larger in area than the respective lineal footage of each building elevation. Also, due to the number of structures and on-site activities, gas stations provide rather unique signage issues. Staff has supported additional signage for gas stations in the past and believes that the proposed wall signage request is reasonable. Furthermore, Ordinance #5120 granted signage relief to allow for more than one (1) wall sign per street front exposure on the subject property. Without any specified limitation with regard to the number of signs mentioned in the approving ordinance, it could be interpreted that an unlimited number of wall signs could be permitted on the subject property. As such, staff would like to take this opportunity to establish a specified number of permissible wall signs on the subject property.

## **FINDINGS AND RECOMMENDATIONS**

Based on the above considerations, the Inter-Departmental Review Committee has reviewed the standards for variations and finds that the proposed wall signs meet the standards for variations, but the proposed automatic changeable copy sign and freestanding sign do not meet the standards for variations and therefore recommends that the Plan Commission make the following motion recommending **partial approval** of this petition:

### *Automatic Changeable Copy Sign and Freestanding Sign*

Based on the submitted petition and the testimony presented, the requested variations for the automatic changeable copy sign and additional freestanding sign **do not** comply with the standards required by the Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission recommend to the Corporate Authorities **denial** of the Automatic Changeable Copy Sign and Freestanding Sign variations associated with PC 10-12.

### *Wall Signs*

Based on the submitted petition and testimony presented the request to increase the total number of wall signs on the subject property to nine (9) does comply with the standards required by the Lombard Zoning and Sign Ordinances; and, therefore, I move that the Plan Commission recommend to the Corporate Authorities **approval** of all other sign variations associated with PC 10-12, subject to the following conditions:

1. The signage shall be consistent with the proposed signage plan, as it pertains only to the wall signage, which was prepared by Corporate Identification Solutions, and dated June 25, 2010
2. The petitioner shall apply for and receive a building permit for the proposed signage prior to installation.



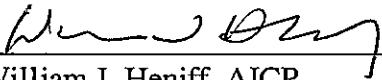
Plan Commission

Re: PC 10-12

Page 7

3. That the petitioner shall satisfactorily address all comments included within the IDRC report.
4. Such approval shall become null and void unless work thereon is substantially under way within 12 months of the date of issuance, unless extended by the Board of Trustees prior to the expiration of the ordinance granting the variation.

Report Approved By:



William J. Heniff, AICP  
Director of Community Development

MST:jd

att-

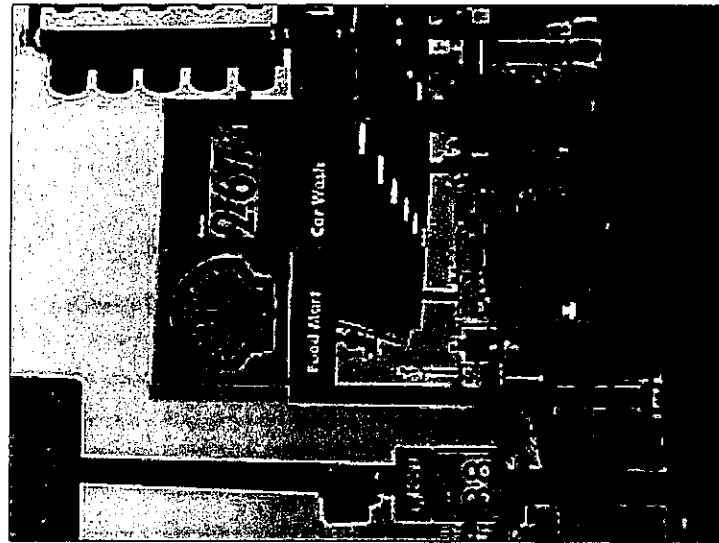
c. Property Owner

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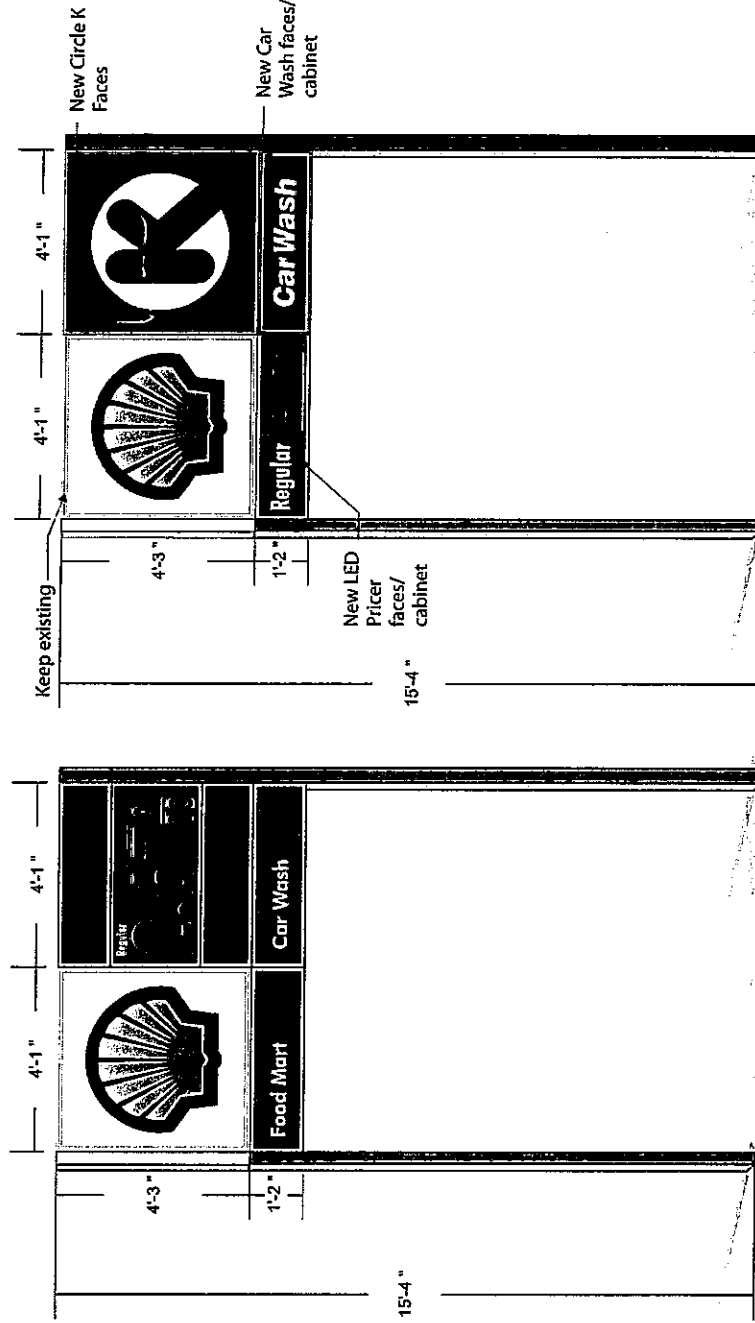


**EXHIBIT 'A' –**  
**Proposed Automatic Changeable Copy Sign**

# CIRCLE K 6728: Lombard, IL



EXISTING PHOTO



**EXISTING**  
44.24 SF

**PROPOSED (REFACE)**  
44.24 SF

**CUSTOMER ACCEPTANCE**  
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CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

CUSTOMER	LOCATION	SHEET	DATE	NOTES
CIRCLE K STORE # 6728	Lombard, IL	01/01	2/16/10	
CIS ACCOUNTY REP	CIS ACCOUNTY REP	DRAWN BY	SCALE	
Ben DeHayes	Ben DeHayes	AG	R1	NTS



CORPORATEIDENTIFICATION SOLUTIONS, INC.  
CHICAGO, IL 60603  
773-283-9600 / 773-283-9606

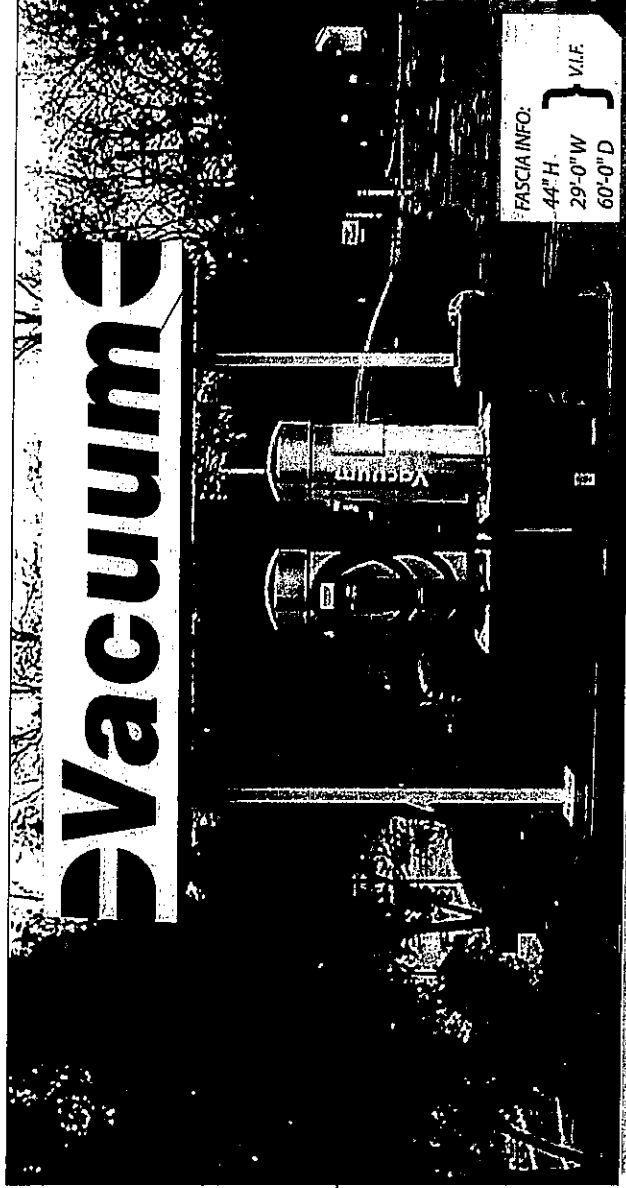
CORPORATEIDENTIFICATION SOLUTIONS, INC.

**EXHIBIT 'B' –**  
**Proposed Freestanding Sign**

**CIRCLE K - 6728 Lombard, IL  
PROPOSED BUILDING SIGNAGE**

PRODUCT ROLLUP		
QTY	DESC.	SIZE
1	Entrance Side	40.5" x 29'-0"
1	Exit Side	40.5" x 29'-0"
1	Carwash Side	40.5" x 60'-0"
2	Vacuum Stand	30.5" x 14'-9"

\*VERIFY ALL SIZES



NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
APPLIED DIRECTLY TO FASCIA

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Exit" APPLIED DIRECTLY

PROPOSED LAYOUT OF  
CAR WASH BUILDING  
GRAPHICS



"Vacuum" - 30.5" x 14'-9" [37.49 SF]

**CUSTOMER ACCEPTANCE**

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CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

**NOTES:**

DATE	6/25/10
SHEET	03/03
LOCATION	Lombard, IL
CUSTOMER	CIRCLE K
STORE #	6728
DRAWN BY	MH
REVISION	R2
SCALE	NTS

CORPORATE IDENTIFICATION SOLUTIONS, INC.  
1400 CANTON ST.  
CANTON, ILLINOIS 62401  
772-553-2500 / 772-593-5938



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\*CONCEPTUAL ARTWORK ONLY\*

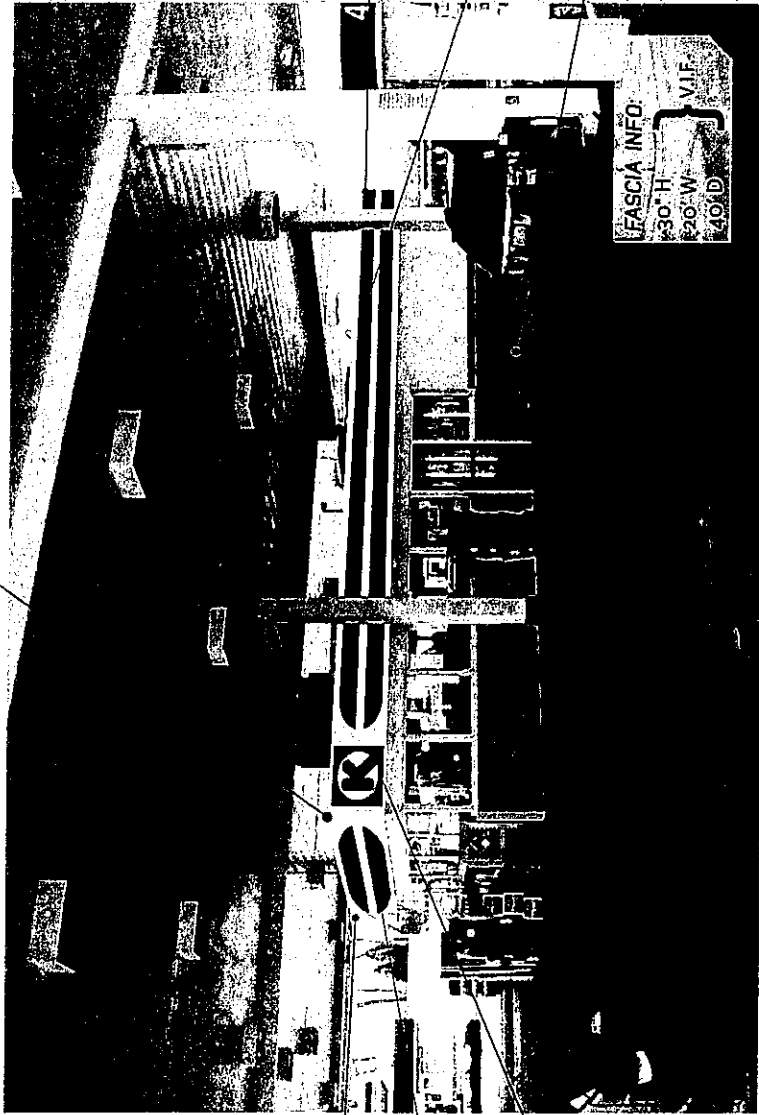
**EXHIBIT 'C' –**  
**Proposed Gas Station Signage**

# CIRCLE K - 6728, Lombard, IL PROPOSED BUILDING SIGNAGE

6" SPACE FROM CORNER

PRODUCT ROLLUP	
QTY	DESC.
2	CIRCLE K SIGN 30" x 30"
1	RIGHT SIDE VINYL AIMER 26" x 36"-2"
1	LEFT SIDE VINYL AIMER 26" x 36"-2"
1	FRONT VINYL AIMER 26" x 18"-4"
1	REAR VINYL AIMER 26" x 18"-4"

\*VERIFY ALL SIZES



VINYL RETURNS  
(LEFT-SIDE, NOT SHOWN, SEE PG 2)

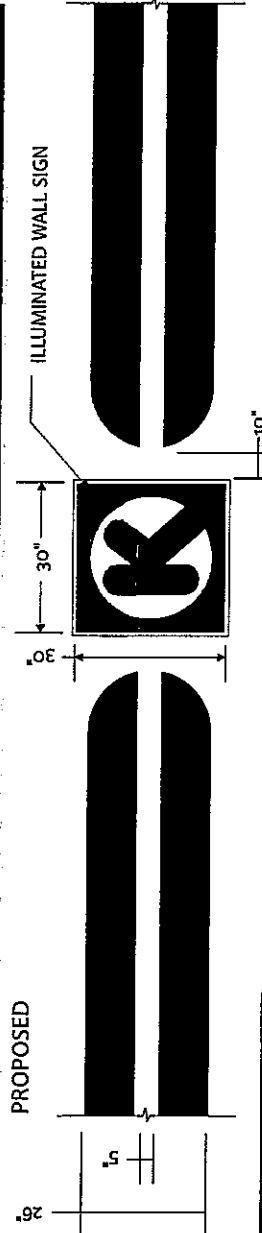
VINYL AIMERS ON FRONT

30" x 30" ILLUMINATED  
CIRCLE K SIGN

VINYL AIMERS ON REAR  
(NOT SHOWN)

26" VINYL AIMERS ON ONE SIDE  
OF CIRCLE K CABINET SIGN

BUILDING PAINTED  
FRONT, REAR AND BOTH SIDES  
TO MATCH NEW CIRCLE K  
PAINT SCHEDULE



\*CONCEPTUAL ARTWORK ONLY\*

CUSTOMER ACCEPTANCE		CUSTOMER		LOCATION		SHEET		DATE		NOTES:		
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CUSTOMER ACCEPTANCE: _____ DATE: _____		6728	Ben Detbyes	AG	RI	NTS	NTS	NTS	NTS	NTS	NTS	
CONCEPT IDENTIFICATION SOLUTIONS, INC. 3000 NORTH WELLS STREET CHICAGO, IL 60601 773-222-0002 / 773-222-8005												

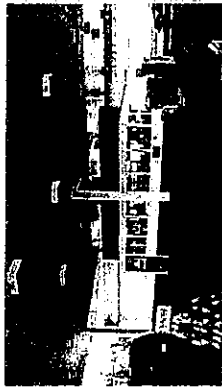


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# CIRCLE K - 6728, Lombard, IL

## PROPOSED BUILDING SIGNAGE



EXISTING STORE



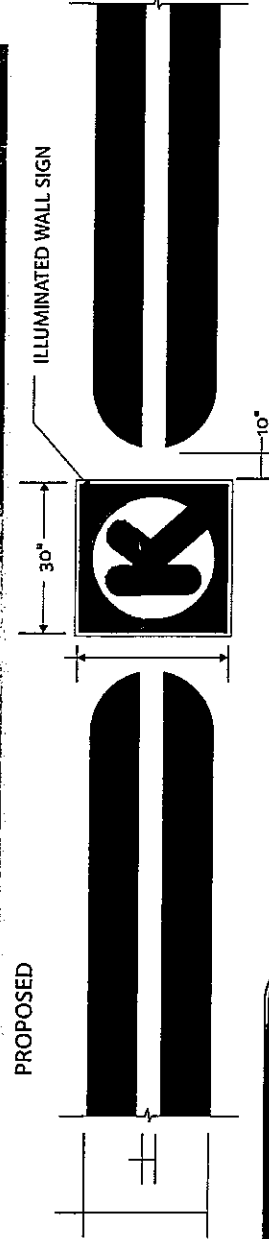
26" VINYL AIMERS ON ONE SIDE OF CIRCLE K CABINET SIGN

30" x 30" ILLUMINATED CIRCLE K SIGN

VINYL AIMERS ON FRONT

BUILDING PAINTED FRONT, REAR AND BOTH SIDES TO MATCH NEW CIRCLE K PAINT SCHEDULE

PROPOSED



\*CONCEPTUAL ARTWORK ONLY\*

CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

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CUSTOMER	LOCATION	SHEET	DATE	NOTES:
CIRCLE K	Lombard, IL	D2/02	2/1/10	
STORE #	CIS ACCOUNT REP	DRAWN BY	REVISION	SCALE
6728	Ben DeRuyes	AG	R1	NTS

CIS CORPORATE SOLUTIONS  
5100 N. ELSTON ST.  
CHICAGO, IL 60630  
773-255-9807 / 773-255-9808





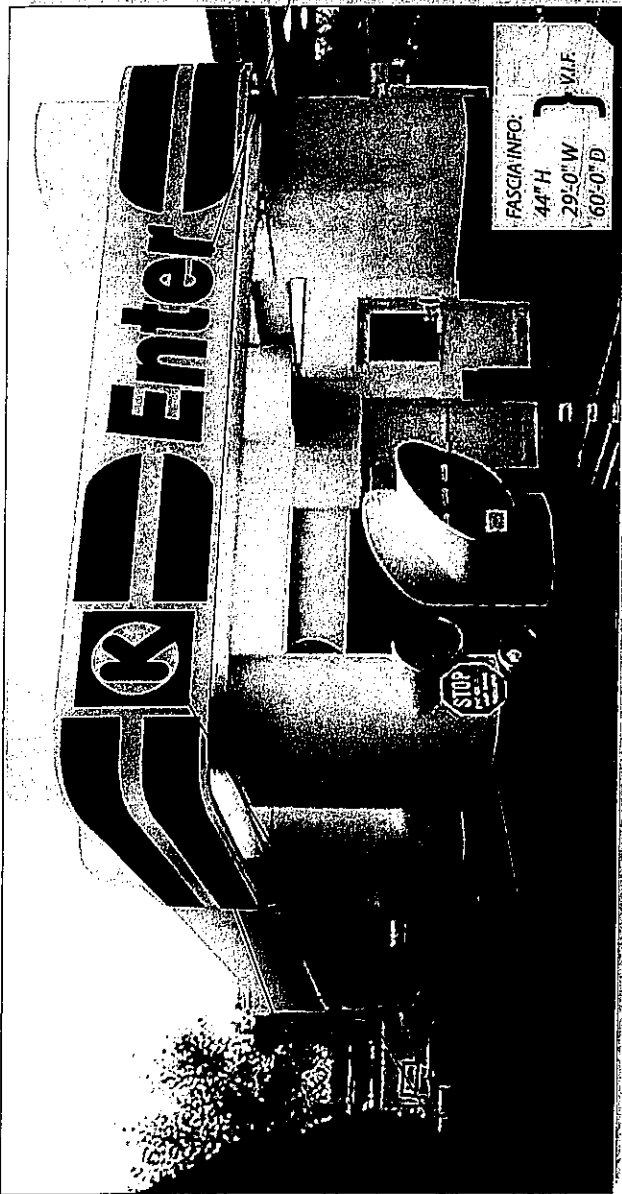
**EXHIBIT 'D' –**  
**Proposed Carwash Signage**

# CIRCLE K - 6728 Lombard, IL PROPOSED BUILDING SIGNAGE

PRODUCT ROLLUP		
QTY	DESC.	SIZE
1	Entrance Side	40.5" x 29'-0"
1	Exit Side	40.5" x 29'-0"
1	Carwash Side	40.5" x 60'-0"
2	Vacuum Stand	30.5" x 14'-9"

\*VERIFY ALL SIZES

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Enter" APPLIED DIRECTLY



NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL STRIPES  
APPLIED DIRECTLY TO FASCIA

NON-ILLUMINATED  
CIRCLE K VINYL LOGO  
APPLIED DIRECTLY TO FASCIA

BUILDING PAINTED ALL SIDES  
TO MATCH NEW CIRCLE K  
PAINT SCHEDULE:  
SENSATIONAL SAND #6094  
SAFETY RED #4081  
EGRET WHITE #2004

PROPOSED LAYOUT OF  
CAR WASH BUILDING  
GRAPHICS



"Enter" - 30" x 9'-4" [23.32 SF]  
Circle K logo - 30" x 30" [6.25 SF]

**CUSTOMER ACCEPTANCE**

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CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

**NOTES:**

DATE	6/25/10
SHEET	01/03
LOCATION	Lombard, IL
CUSTOMER	CIRCLE K
STORE #	6728
C/S ACCOUNT REP	Ben DeHayes
DRAWN BY	MAH
REVISION	R2
SCALE	NTS

CORPORATE IDENTIFICATION SOLUTIONS  
1000 WESTERN AVENUE  
CHICAGO, IL 60603  
773-561-8800 / 773-561-8908

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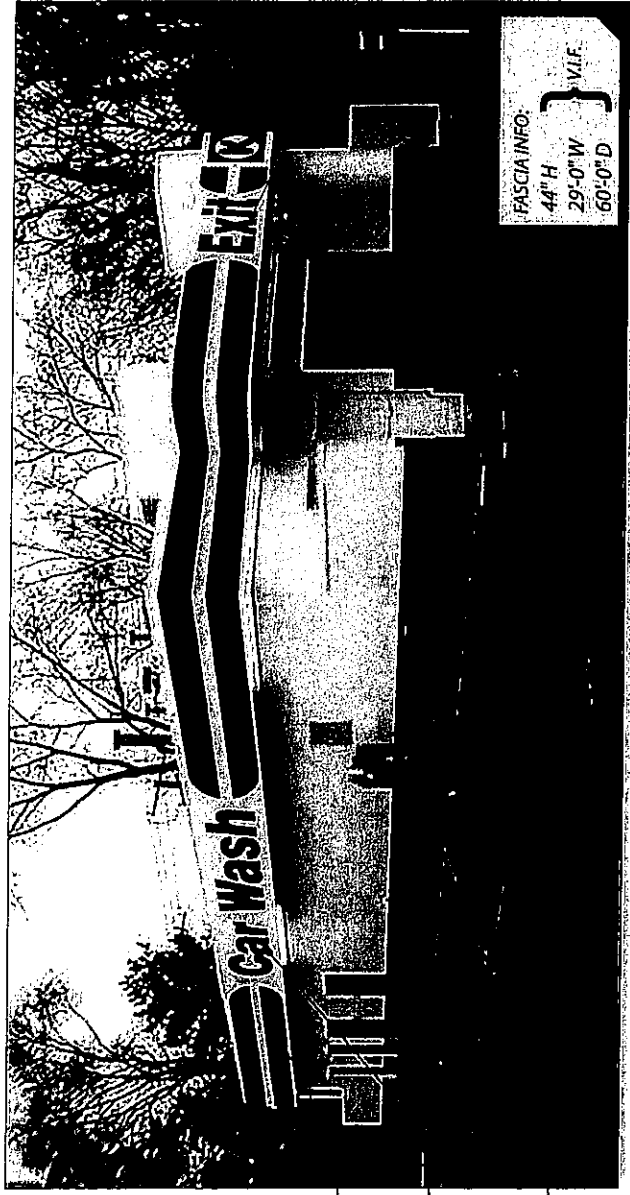
# CIRCLE K - 6728 Lombard, IL PROPOSED BUILDING SIGNAGE

PRODUCT ROLLUP	
QTY	DESC. SIZE
1	Entrance Side 40.5" x 29'-0"
1	Exit Side 40.5" x 29'-0"
1	Carwash Side 40.5" x 60'-0"
2	Vacuum Stand 30.5" x 14'-9"

\*VERIFY ALL SIZES

NON-ILLUMINATED  
CIRCLE K VINYL LOGO  
APPLIED DIRECTLY TO FASCIA

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Exit" APPLIED DIRECTLY



7125-63 GERANIUM RED VINYL STRIPES  
APPLIED DIRECTLY TO FASCIA

NON-ILLUMINATED  
7125-63 GERANIUM RED VINYL  
"Car Wash" APPLIED DIRECTLY  
TO FASCIA

BUILDING PAINTED ALL SIDES  
TO MATCH NEW CIRCLE K  
PAINT SCHEDULE:  
SENSATIONAL SAND #6094  
SAFETY RED #4081  
EGRET WHITE #2004



PROPOSED LAYOUT OF  
CAR WASH BUILDING  
GRAPHICS

"Exit" - 30" x 6'-7" [16.5 SF]  
Circle K logo - 30" x 30" [6.25 SF]

"Car Wash" - 30" x 15'-3 1/4" [38.17 SF]

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CUSTOMER ACCEPTANCE: \_\_\_\_\_ DATE: \_\_\_\_\_

NOTES:

SHEET	DATE	SCALE
02/03	6/25/10	NTS
REVISION		
BY		
DRAWN BY		
MH		
Ben DelHayes		

CUSTOMER  
CIRCLE K  
STORE # 6728

LOCATION  
Lombard, IL  
CIS ACCOUNT REP

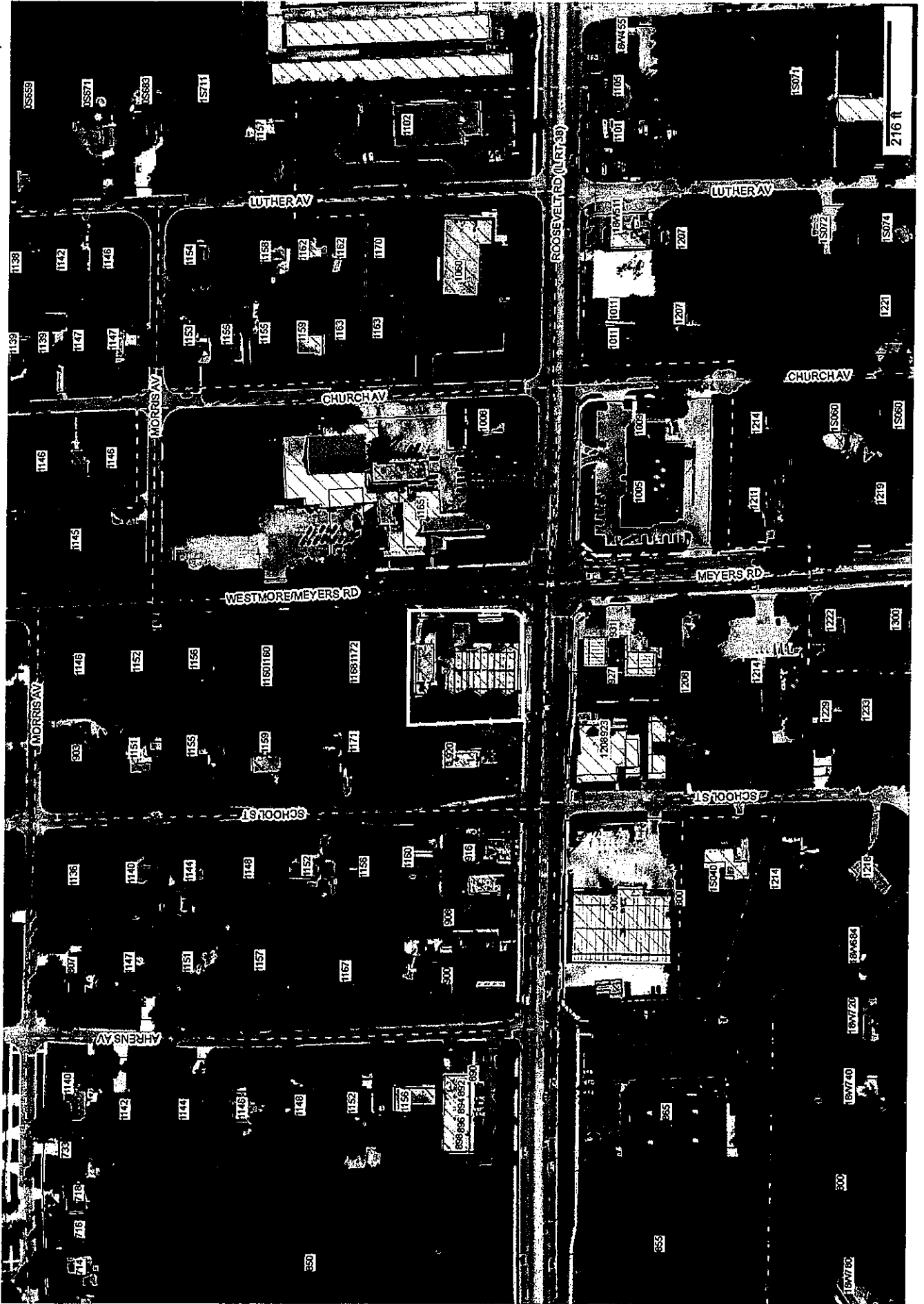
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CORPORATEIDENTIFICATION SOLUTIONS, INC.  
5808 N. NORTHWEST HWY  
CHICAGO, IL 60630  
773-251-2607 / 773-281-2906

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# PC 10-12: 930 E. Roosevelt Rd (Shell Gas Station)



**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE GRANTING APPROVAL OF VARIATIONS ASSOCIATED WITH  
WALL SIGNAGE AND AUTOMATIC CHANGEABLE COPY SIGNAGE  
IN THE B4A ROOSEVELT CORRIDOR DISTRICT**

**(PC 10-12: 930 E. Roosevelt Rd.)**

WHEREAS, the President and Board of Trustees of the Village of Lombard have heretofore adopted the Lombard Sign Ordinance, otherwise known as Title 15, Chapter 153 of the Code of Lombard, Illinois; and,

WHEREAS, said application requests approval of a variation from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500 lineal front footage, a variation from Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the required twelve (12) foot to fifteen (15) foot height range, a variation from Section 153.505(B)(6)(e) to allow more than one freestanding sign on the subject property and a further variation to Section 153.505(B)(19)(a)(2)(a) to increase the total amount of wall signs on the subject property to a total of nine (9) signs.

WHEREAS, a public hearing on such application has been conducted by the Village of Lombard Plan Commission on August 16, 2010 pursuant to appropriate and legal notice; and,

WHEREAS, the Plan Commission has filed its recommendations with the President and Board of Trustees recommending approval, in part, of the variations described herein; and,

WHEREAS, the President and Board of Trustees approve and adopt the findings and recommendations of the Plan Commission and incorporate such findings and recommendations herein by reference as if they were fully set forth herein;

NOW, THEREFORE, BE IT ORDAINED BY THE PRESIDENT AND BOARD OF TRUSTEES OF THE VILLAGE OF LOMBARD, DU PAGE COUNTY, ILLINOIS, as follows:

SECTION 1: That the variations are hereby granted from Section 153.210 to allow for an Automatic Changeable Copy Sign to be located on a property with less than 500

Ordinance No. \_\_\_\_\_

Re: PC 10-12

Page 2

lineal front footage, Section 153.210(F) to allow for a changeable message board of an Automatic Changeable Copy Sign to be located outside of the required twelve (12) foot to fifteen (15) foot height range and Section 153.505(B)(19)(a)(2)(a) to increase the total amount of wall signs on the subject property to a total of nine (9) signs, all other variations requests were denied.

SECTION 2: This ordinance is limited and restricted to the property generally located at 930 E. Roosevelt Rd. Lombard, Illinois, and legally described as follows:

LOTS 6 & 7 IN BLOCK 7 IN ARTHUR T. MCINTOSH AND CO.'S WESTOWN LANDS SUBDIVISION, BEING A SUBDIVISION OF PART OF THE WEST HALF OF THE SOUTHWEST QUARTER OF SECTION 16, TOWNSHIP 39 NORTH, RANGE 11, EAST OF THE THIRD PRINCIPAL MERIDIAN, ACCORDING TO THE PLAT THEREOF RECORDED JUNE 12, 1951 AS DOCUMENT 625824, TOGETHER WITH THAT PART OF THE ROOSEVELT ROAD RIGHT-OF-WAY LYING SOUTHERLY OF AND ADJOINING SAID LOTS 6 & 7, IN DUPAGE COUNTY, ILLINOIS

Parcel Number: 06-16-311-017

SECTION 3: The variation set forth in Section 1 above shall be granted subject to compliance with the following conditions:

1. The signage shall be consistent with the proposed signage plan, as it pertains only to the wall signage and automatic changeable signage, prepared by Corporate Identification Solutions, and dated June 25, 2010
2. The petitioner shall apply for and receive a building permit for the proposed signage prior to installation.
3. That the petitioner shall satisfactorily address all comments included within the IDRC report.
4. Such approval shall become null and void unless work thereon is substantially under way within 12 months of the date of issuance, unless extended by the Board of Trustees prior to the expiration of the ordinance granting the variation.

SECTION 4: 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 \_\_\_\_\_, 2010.



Ordinance No. \_\_\_\_\_

Re: PC 10-12

Page 3

First reading waived by action of the Board of Trustees this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

Passed on second reading this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

Absent: \_\_\_\_\_

Approved this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

\_\_\_\_\_  
William J. Mueller, Village President

ATTEST:

\_\_\_\_\_  
Brigitte O'Brien, Village Clerk

Published by me this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

\_\_\_\_\_  
Brigitte O'Brien, Village Clerk