

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

TO: Lombard Plan Commission

HEARING DATE: August 21, 2006

FROM: Department of Community  
Development

PREPARED BY: William Heniff, AICP  
Senior Planner

**TITLE**

**SPA 06-05ph; 70 Yorktown Shopping Center (Lombard Westin Hotel/Conference Center):**

The petitioner requests Site Plan Approval for the following deviations from the Lombard Sign Ordinance for the property located within the B3PD Community Commercial District, Planned Development:

1. A deviation from Section 153.236(D)(2) of the Lombard Sign Ordinance to allow for a temporary sign permit to exceed one hundred twenty (120) days in any calendar year, and
2. A deviation from Section 153.215(B)(1) to increase the total allowable area of signage for all development signs from thirty-two (32) square feet to three hundred fifty (350) square feet for each of the two proposed signs.

**GENERAL INFORMATION**

Petitioner: Westin Lombard Yorktown Center  
377 Butterfield Road, Suite 690  
Lombard, IL 60148

Property Owner: Lombard Public Facilities Corporation  
255 E. Wilson Avenue  
Lombard, IL 60148

**PROPERTY INFORMATION**

Existing Zoning: R3 PD Community Shopping District – Planned Development

Existing Land Use: Hotel/convention center under development

Size of Property: 6.69 acres

Comprehensive Plan: The Comprehensive Plan identifies the site for Regional Commercial use.

## **SURROUNDING ZONING AND LAND USE**

- North: B3PD Community Commercial Shopping District, Planned Development; developed as a Target department store
- South: B3PD Community Commercial Shopping District, Planned Development; developed as a movie theatre, parking lot and retention pond
- East: OPD Office District Planned Development; developed as the Northern Baptist Theological Seminary
- West: B3PD Community Commercial Shopping District, Planned Development; developed as Yorktown Mall and the undeveloped Lot 4 of the Yorktown Peripheral Planned Development

## **ANALYSIS**

### **SUBMITTALS**

This report is based on the following documentation, which was filed with the Department of Community Development on July 25, 2006:

1. Petition for Public Hearing.
2. Site plans (consisting of overall Yorktown Mall plan, Yorktown Peripheral plan and Lot 2 site plan), prepared by VOA Associates, dated August 11, 2003.
3. Drawings of the proposed banner sign prepared by petitioner.
4. South and west building elevations, prepared by VOA Associates; with banner box created by Village staff.

### **BACKGROUND**

The subject property is currently under development with the Lombard Yorktown Westin Hotel/Convention Center. The petitioner is requesting site plan approval with two deviations from the Sign Ordinance for temporary development wall signs to be located on the subject property. The petitioner is requesting an extension beyond the one hundred twenty (120) day limitation for displaying temporary signs/banners. The petitioner is also requesting to increase the allotment of development signage from thirty-two (32) square feet to three hundred fifty (350) square feet for each of the two proposed signs. The relief is requested in order to provide for appropriately-sized signage denoting the project under construction and/or information pertaining to the hotel.

## **INTER-DEPARTMENTAL REVIEW COMMENTS**

### **ENGINEERING**

From a construction or engineering perspective, the Private Engineering Services Division has no comments on the petition.

### **FIRE AND BUILDING**

The Bureau of Inspectional Services has no comments on the petition. However, BIS notes that the banner shall be securely affixed to the building.

### **PLANNING**

#### **Compliance with the Sign Ordinance**

The petitioner is seeking approval for up to two banners signs to be placed on the hotel building under construction – one on the south elevation and one on the west elevation. The sign will be placed on the building from the site plan approval date until Summer, 2007. The south wall sign will face Butterfield Road and will “move up” the exterior building façade as construction progresses. Once the definitive opening date has been established, the banner will be replaced with a new banner proclaiming the opening date.

#### **Time Extension**

Section 153.236(C)(2) of the Sign Ordinance states that the total of all permits issued for displaying temporary signs/banners cannot exceed one hundred twenty (120) days in any calendar year. The petitioner is requesting a deviation to allow banners to be displayed longer than the one hundred twenty (120) day limitation. The intent of the time limitation is to ensure that temporary signs do not become de facto permanent signs. Moreover, as temporary signs are usually constructed of degradable materials, the ability to such signage to withstand weather conditions over a period of time is limited. Lastly, such signage is usually used for special events that are of a fixed duration.

Staff notes that temporary sign extensions have been granted for selected large scale developments including the Fountain Square, Oakview Estates and the Shops on Butterfield projects. These projects were granted extensions provided the signage was for a fixed duration and/or the signage remain in good repair.

#### **Size Deviation**

The petitioner is also requesting a deviation from the Sign Ordinance to increase the allotment of development signage for the subject property to three hundred fifty (350) square feet (i.e., 10' x 35' in size).

Other projects such as the CityView Apartments and the Heron Pointe Office developments have been granted sign size relief for banners placed on taller buildings in order to address the unique site constraints as well as to provide adequate visibility to nearby public rights-of-way. As the facility will draw from a regional base, the petitioner’s temporary signage should be legible from certain key points on the area roadway network. Staff notes that the proposed signage is intended to provide visibility to the three prominent public rights-of-way (Butterfield Road and I-88 to the south and Highland Avenue to the west). The temporary signage will be located far from the public rights-of-way, as noted in the table below:

Roadway	Approximate Distance
Butterfield Road	1,180 feet
Interstate 88	1,940 feet
Highland Avenue	2,340 feet

This excessive distance requires a somewhat larger surface area for the signs to be legible from these distant points. While the request far exceeds the code requirements for such signage, when viewed in context to the permitted signage granted for the building as well as the exterior building elevations, the 350 square foot banner size would not appear to be excessive:

	Underlying B3 PD Standards	Approved Permanent Wall Signage
Number	1 per street frontage	11 in total
Size	100 sq. ft. per sign	North: 3 signs (200, 75, 75 sq. ft.) East: 1 sign (400 sq. ft.) South: 4 signs (400, 150, 150, 150 sq. ft.) West: (720, 150, 150 sq. ft.)

**Compatibility with the Comprehensive Plan & the Planned Development**

The Comprehensive Plan identifies the site for Regional Commercial Uses, defined as a larger, more intensively developed mixed-use commercial area that serves as a key activity center for the region. Furthermore, the Plan notes that the Yorktown Mall area is a “...principal factor for the strength of the Lombard retail and commercial market. The economic synergy created by the presence of the shopping center is a critical factor in the continued success of commercial and retail ventures throughout the southern portion of the Village.” The proposed signage is meant to further the prominence of the development and to signify the proposed hotel use to motorists on Butterfield Road and Highland Avenue. Therefore, staff believes that the proposed land use is consistent with the intent of the Comprehensive Plan.

**Compatibility with Surrounding Land Uses**

The proposed signage is oriented toward the non-residential uses south of the subject property. The west elevation banner is intended to be visible for mall visitors as well as Highland Avenue. While this sign will be visible to the condominiums east of the development, its size compared to the overall building elevation will not seem excessive.

Overall, staff is supportive of the requested deviations. The proposed temporary signage is only needed during the construction and grand opening phases and will not remain on the premises.

As has been required with other requests for temporary signage relief, staff recommends that as a condition of approval that the petitioner ensure that the proposed signage be kept in good condition. The signage should be repaired or replaced if it presents a weathered appearance.

## **FINDINGS AND RECOMMENDATIONS**

Staff has reviewed the response to standards included as part of the petition and concurs that the petition meets the standards set forth in the Zoning and Sign Ordinance and that the requested relief is consistent with the Yorktown Peripheral planned development. As such, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending approval of SPA 06-05ph:

Based on the submitted petition, accompanying signage plans and the testimony presented, the proposed signage **complies** with the standards established by the Yorktown Peripheral Planned Development, 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 therefore **approve** SPA 06-05ph, subject to the following conditions:

1. The petitioner shall apply for and receive a building permit for the wall signage. Said sign shall meet all Village Code provisions, except as varied by this approval.
2. In the event that the temporary banner sign(s) present a weathered appearance, as determined by the Director of Community Development the petitioner or future property owners shall remove or replace said signage from the subject property.
3. This relief shall be effective from the date of approval of the petition by the Plan Commission until January 2, 2008.

Inter-Departmental Review Group Report Approved By:

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David A. Hulseberg, AICP  
Assistant Village Manager/Director of Community Development

c: Petitioner

## Response to Standards for Signage Variations

1. Because of the particular physical surroundings, 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.

*The subject property is not bounded by any public rights-of-way. The closest public right-of-way is over 1,100 feet from the proposed building. The additional square footage is need to effectively identify the building.*

2. The conditions upon which an application for a variation 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.

*The hotel/convention center use is unique in Lombard. Moreover, as noted above, the lack of public streets in close proximity to the building requires signage greater than normally required for a project.*

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

*The proposed temporary signage is intended to be an identifier of the building under construction. Moreover, as the use will be a regional destination, proper identification is essential to the project's success.*

4. 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 ordinance does create a hardship as it does not provide for signage regulations for building and/or structures located far away from public rights-of-way or projects that take a significant amount of time to develop.*

5. The granting of the variation will not be detrimental to the public welfare or injurious to other property or improvements in the neighborhood in which the property is located.

*The relief will not be injurious to other properties as it will be temporary in nature. Moreover, the temporary signage is less than what will be allowed by right for the building.*

6. The granting of the variation will not alter the essential character of the neighborhood; and,

*The overall character of the neighborhood will not be impacts as the Village has made accommodations for large-scale development projects near Yorktown (City View Apartments, the Shops on Butterfield) to promote new projects under development.*

7. 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.

*The temporary signage will not adversely affect adjacent properties.*