

VILLAGE OF LOMBARD
INTER-DEPARTMENTAL REVIEW GROUP REPORT

TO: Lombard Plan Commission HEARING DATE: November 19, 2007

FROM: Department of Community PREPARED BY: Michael S. Toth
Development Planner I

TITLE

PC 07-05; 201-285 W. Roosevelt Road (Sportmart Shopping Center Planned Development): The petitioner requests that the Village take the following actions for the subject property located within the B4A Roosevelt Road Corridor District:

The petitioner requests that the Village approve the following actions for the subject property located within the B4A Roosevelt Road Corridor District:

1. A conditional use to establish the subject property as a planned development.

2. For the proposed Starbucks establishment:
 - a. An amendment to Ordinances 3710 and 3711 which granted approval to allow for the establishment of three principal structures and three (3) freestanding signs on the subject property.
 - b. A conditional use, pursuant to Section 155.417(G)(2)(a)(5) of the Zoning Ordinance to allow outdoor dining.
 - c. A conditional use, pursuant to Section 155.417(G)(2)(b)(5) of the Zoning Ordinance to allow a drive-through establishment.
 - d. A deviation from Section 153.505(19)(a)(2)(a) of the Sign Ordinance to allow four (4) wall signs where only one sign is permitted.

3. For the retail store at 255 W. Roosevelt (Hobby Lobby):
 - a. A deviation from Section 153.505(19)(b)(2)(a) to allow five (5) wall signs where only one is permitted.

4. For the existing freestanding shopping center identification sign:
 - a. A deviation from Section 153.235(C) of the Sign Ordinance to allow for up to five-hundred-one (501) square feet of sign area where a maximum one-hundred-fifty (150) square feet is permitted.

- b. A deviation from Section 153.235(C) of the Sign Ordinance to allow a sign height of forty (40) feet where a maximum of thirty-five (35) feet is permitted.

5. Grant Site Plan Approval authority to the Plan Commission.

GENERAL INFORMATION

Petitioner(s): Next Property Management, Inc
 400 Skokie Blvd, Suite 800
 Northbrook, IL 60062

 Olympic Sign Co.
 1130 N. Garfield
 Lombard, IL 60148

Property Owner: Roosevelt Associates L/P
 c/o Next Property Management, Inc
 400 Skokie Blvd, Suite 800
 Northbrook, IL 60062

Status of Petitioner: Property Owner & sign contractor

PROPERTY INFORMATION

Existing Land Use: Retail Shopping Center

Size of Property: 10 acres

Comprehensive Plan: Recommends Community Commercial land uses

Existing Zoning: B4A - Roosevelt Road Corridor District

Zoning and Land Use Surrounding the Planned Development:

- North: B4A - Roosevelt Road Corridor District; developed as a commercial retail strip center, carwash, and furniture store.
- South: R2 Single-family Residence District; developed as single-family residences
 R5 General Residence District; developed as high-density residential

- East: B4A - Roosevelt Road Corridor District; stand alone financial institution and commercial retail strip center.
- West: B4A - Roosevelt Road Corridor District; developed as an automobile sales establishment known as Heritage Cadillac

ANALYSIS

SUBMITTALS

This report is based on the following documentation, which was filed with the Department of Community Development on January 2, 2007, with subsequent Hobby Lobby sign application filed on October 15, 2007:

1. Petition for Public Hearing.
2. Response to Standards.
3. Plat of Survey, prepared by Timothy J. Murphy, Inc., February 28, 1991.
4. Proposed Site Plan, prepared by Arcline Associates, dated November 14, 2007; includes the existing retail center, existing restaurant, proposed Starbucks, and proposed parking.
5. Starbucks Building Elevation Plan, prepared by Starbucks Coffee Company.
6. Starbucks Landscape Plan, prepared by Arcline Associates, dated November 8, 2007.
7. Starbucks Wall Sign Plan, prepared by Starbucks Coffee Company.
8. Proposed Shopping Center Identification Sign, prepared by Arcline Associates, dated November 8, 2007.
9. Proposed Façade Plan, prepared by Arcline Associates, dated November 8, 2007.
10. Photographs of existing Hobby Lobby location currently located in Lombard.
11. Hobby Lobby Sign Plan packet, prepared by Starlite Signs, dated January 22, 2007.

DESCRIPTION

The subject property, currently known as Sportmart Shopping Center, is proposing a number of substantial changes. To facilitate the approval of such changes, a conditional use for a planned development is requested.

The petitioner is proposing to raze the existing Starbucks's drive through facility on the subject property and construct a new Starbucks per the submitted plans. To eliminate any rights to the previous Starbucks site, approval for only three (3) principal structures shall be granted as part of this submittal. Pertaining to the proposed Starbucks's facility, amendments to previously established conditional uses for a drive-through facility and for outdoor dining is to be

established. Signage deviations will also be required of Starbucks, as they wish to erect a greater number of wall signs than allowed per Code.

As Hobby Lobby will be relocating their current facility in Lombard Pines Shopping Center to the Sportmart Plaza they are requesting deviations from the Sign Ordinance to allow for additional wall signage. There are also applicable approvals needed for the number and location for the current and proposed freestanding signs located on the subject property.

INTER-DEPARTMENTAL REVIEW COMMENTS

ENGINEERING

The Private Engineering Services Division of Community Development has the following comments on the above captioned petition:

- 1) Stormwater detention shall be provided consistent with Village Code for all the aggregate disturbed area.
- 2) There is a drainage issue at the existing eastern entry off of Roosevelt Road. This shall be corrected as part of this planned development.
- 3) Echoing the comments from the Public Works Utilities Division, the water main located under the in-line retail building shall be re-routed.
- 4) All site work shall be in accordance with Village of Lombard Code, Specifications and Details.
- 5) Free standing signs are not permitted within utility easements and shall not be located closer than 15' from any publicly dedicated water main or sewer.

PUBLIC WORKS

Public Works Engineering does not have any comments on the plan set itself at this time. Additional comments are offered in the drive-through section below.

FIRE AND BUILDING

Upon review of the above referenced request for sign amendments and conditional uses, the Fire Department/Bureau of Inspectional Services has no comments at this time. With regard to the Starbucks relocation and the new building, Fire and BIS will address any issues at time of permit submittal. This also applies to the remodeling of the old Sports Authority space to the new Hobby Lobby location.

PLANNING

The subject property is proposed to undergo a number of site improvements over the next year. In addition to a new exterior building facade, which can be constructed as a matter of right, the petitioner is seeking approval of a number of actions to enhance the site. As shown on the submitted site plans, the center will have new tenants including Hobby Lobby, Harbor Freight, Roundhead's Pizza and an undetermined tenant. While these new uses are permitted as a matter of right, a number of other companion improvements are proposed for the center, including a new Starbucks stand-alone facility, which will replace the existing drive-through facility. A full discussion of these items is noted below.

Compliance with the Zoning and Sign Ordinances

Listed below is the requested zoning actions included within the petition and are grouped by the associated use or structure.

Grant a conditional use for a planned development.

The Zoning Ordinance encourages and/or requires the establishment of planned developments for large-scale developments. Staff notes that the shopping center has received approval of numerous conditional uses and variations in the past. Staff believes establishing a planned development creates a systematic method for addressing the relationship of all buildings and structures on the property.

New Starbucks Facility - Amendments to Past Ordinances of Approval

Per Section 155.220 of the Zoning Ordinance, approve multiple structures on a lot of record.

Ordinance 3710 (June 22, 1993) granted approval for the construction of two (2) additional buildings on one zoning lot (where one building existed). Amending Ordinance 3710 would grant approval for the new location of the Starbucks facility. The proposed Starbucks restaurant will be replacing an existing drive-through only restaurant which will be moved to a new location on the same property west of the existing store. Hence, the number of principal structures (3) within the proposed planned development will not change. To avoid any rights being given to the old Starbucks, which is to be razed, staff recommends the number of principal structures on the subject property be limited to three. Staff recommends approval of this request as the number of structures will not be changing.

Per Section 155.414 (C)(7) of the Zoning Ordinance, approve a conditional use for a drive-through establishment.

As shown on the petitioner's plan, they propose to add a single lane drive through facility as part of their petition. Vehicles would enter from the north and proceed in a counter-clockwise fashion around the building. The order menu is located on the southwest side of the building and the pick-up window is located on the south side of the building. The petitioner is also proposing an escape lane that would exit out to the south, per staff's suggestion.

Ordinance 3710 granted approval of a drive-through for "Caffino drive thru express". "Caffino drive thru express" was once located in the tenant space which is now Starbucks. As the current Starbucks facility is being razed to accommodate the new location with the Sportmart Shopping Center, the conditional use to establish a drive through would apply to the new Starbucks location.

The plan shows eight stacking spaces, which meets code requirements. A stacking issue was also raised by the Public Works Department, based upon empirical experience. Staff notes that the proposed design of the drive-through is more desirable than its current configuration as excessive queuing will be within the center itself, as opposed to spilling out into the main access driveway and Roosevelt Road.

Per Section 155.414 (C)(18) of the Zoning Ordinance, approve a conditional use for an outdoor service area (outdoor dining).

As shown on the petitioner's plans, they are proposing to add a 1,175 square foot outdoor dining area to be located immediately north of the building that will be accessible from the north and west entrances. Staff does not object to this request as it allows for an alternate area for patrons to drink/eat if desired. As the property is not located near any residences, impacts of the outdoor dining function are minimal. However, to ensure that the dining function does not extend into the sidewalk and/or parking lot, staff recommends that the perimeter of the dining area be fenced, with the design of the fence subject to the approval of the Director of Community Development. Staff would find a four foot high decorative iron fence with an exit gate as an acceptable type of fence.

A deviation from Section 153.505(19)(a)(2)(a) of the Sign Ordinance to allow four (4) wall signs where only one sign is permitted.

Based on the petitioner's submitted elevations, they are proposing two (2) wall signs on the north, one (1) wall sign on the south elevation, and one wall sign on the west elevation of the building. The underlying Sign Ordinance requirements allow only one wall sign allowed per Code, but Ordinance 4192 granted relief to allow "Caffino drive thru express" the right to four (4) wall signs (one per building façade). Staff also notes that many other tenants within the

shopping center have been granted relief for additional wall signs. Given the store's position as an island within the shopping center parking lot, staff believes the request can be supported. As such, this request is intended only to reflect the modified wall signage package.

The allowable square footage for a single tenant building sign in the underlying zoning district reverts to the lineal frontage of the property. Starbucks is proposed 190 square feet of wall signage. As the subject property provides 739 lineal feet of property frontage, the total amount of allowable square footage for the proposed Starbucks falls well below the maximum allowable amount.

For the retail store at 255 W. Roosevelt (Hobby Lobby)

As Hobby Lobby will be moving from the Lombard Pines Shopping Center to the Sportmart Plaza, they wish to keep with their original wall sign configuration of five (5) wall signs. Per Code, Hobby Lobby would have the right to only one (1) wall sign as an interior tenant within a multi-tenant building. The main 250 square foot wall sign has already been permitted as of right; however, the addition of four (4) wall signs, which range in size from 20.5 square feet to 44.5 square feet each, would require approval under this petition. Staff notes that relief was previously granted to Sportmart for signage above the roofline and for extra window signage. When reviewed in this context and given the overall width of the proposed tenant space, the additional wall sign can be conceptually supported, provided that it is installed on, and not above, the exterior wall of the building, as proposed by the petitioner.

Shopping Center Signs

As the subject property is being proposed as a planned development, the signage associated with the Starbucks and Hobby Lobby sites need to be reviewed in the context of the entire shopping center. The petitioner's plan requests the following actions be taken:

A deviation from Section 153.234 (G) of the Sign Ordinance providing for an additional free-standing sign in conjunction with a shopping center sign.

When shopping center signs are provided for within a development, the Sign Ordinance prohibits the use of separate freestanding signs. The petitioner is requesting approval of a deviation to allow for a total of two (2) free-standing signs in conjunction with the shopping center sign. Ordinance 3711 (June 25, 1993) granted approval for three freestanding signs to be erected in the Sportmart Shopping Center. Amending Ordinance 3711 would allow three (3) freestanding signs; however the new sign locations would need to be approved as they relate to the overall planned development. Staff notes that Starbucks has a freestanding sign that will be moving to a new location on the property adjacent to the proposed building. The pylon sign once utilized by Pizzeria Uno will be used by a new establishment – Roundhead's Pizza, but this sign will remain at its existing location. As these freestanding signs have been in use with the existing shopping

center sign for years, staff finds the use of the additional freestanding signs would not alter the character of the shopping center.

A deviation from Section 153.235 (C) of the Sign Ordinance to allow for a shopping center identification sign of greater than one hundred fifty square feet.

The petitioner is proposing to increase the size of the existing shopping center identification sign to 450 square feet, which would provide for one additional tenant cabinet to be placed below the existing cabinets on the sign. Staff noted that the proposed square footage far exceeds code, which only allows 150 square feet. Staff notes that this sign will be larger than most other signs along Roosevelt Road. However, in consideration of this request, staff notes that the sign is already in excess of the 150 square feet and the new panels would only be added to the bottom portion of the sign, thus containing any new signage area to the existing cabinet. The petitioner will also be aesthetically enhancing the sign by placing covers over the existing poles and adding stone to the base. The sign base is intended to match the proposed Starbuck's and the modified in-line center building elevations. Hence, given this trade-off for better site design and circulation, additional square footage could be conceptually supported.

A deviation from Section 153.235(C) of the Sign Ordinance to allow a sign height of forty (40) feet where a maximum of thirty-five (35) feet is permitted.

The existing shopping center sign is currently forty feet in height, thereby making the sign a legal non-conforming structure. With the proposed modifications to the proposed signs, this would be considered an expansion of a legal non-conforming structure and would require relief accordingly. However, in working with staff, the petitioner has proposed to reduce the overall sign height by five feet, which will bring it into compliance with Code. As such, this relief is no longer necessary.

Grant Site Plan Approval Authority to the Plan Commission

Granting site plan approval authority was included as part of the request in order to allow the Plan Commission to review and approve signage deviations or consider other site specific elements that do not require zoning relief or planned development amendments. This authority is granted to all other planned developments within the Roosevelt Road corridor by right or through approvals by the Village Board.

Additional Site Considerations

Parking

As part the overall review of the site, staff completed an overall review of the parking requirements for the site. Staff also notes that Ordinance 3712 already provided for a 5.5%

reduction in the required number spaces for the center, which was granted to provide relief for a sit-down restaurant (Pizzeria Uno).

Existing	Gross S/F	Net S/F	Required Ratio	Spaces Required
Retail Center	119,762	108,262	4/1000	433
Pizzeria Uno	6,300	5,633	16/1000	90
Starbuck's	3,465	3,465	12/1000	35
			Total:	558
			Less 5.5% (31 spaces)	527
			Proposed:	527

The approved 1993 plan also provided for parking spaces on the west side and on the south side of the building as part of this overall equation – staff will require that these spaces be striped, consistent with Village code. The Fire Department has reviewed the spaces and does not object to the overall design, provided that final turning templates provide for Fire Department truck turning movements.

Starbucks Building Design

Unlike the existing prefabricated building on the premises, the proposed Starbuck's building is proposed to be a completely masonry structure and will be constructed on the premises. The proposed structure is similar to many of their other free-standing buildings that have been constructed in the Chicago area, as shown on the submitted photographs of the comparable stores. Staff is conceptually supportive of the proposed building elevations – the color will blend in well with the proposed exterior façade enhancements for the in-line center. However, staff suggests that an additional brick color or treatment be added to the south elevation to break up the building mass.

Compatibility with the Comprehensive Plan/Roosevelt Road Plan

The Comprehensive Plan recommends commercial uses at this location. The Comprehensive Plan suggests several policies that should be used to guide improvement to commercial developments. One of those policies is ensuring the highest quality of design, including signage and graphics. If the comments and conditions noted in this report are incorporated into the petitioner's final plans, this development will meet the recommendations of the Comprehensive Plan.

Even though the petition was initially filed prior to the Roosevelt Road development moratorium and the Roosevelt Road Corridor Report, their plan does also incorporate some of the recommendations of the Roosevelt Road Corridor Plan as well, including:

- Including full façade treatments on all four-sides of the building elevations;
- Improving overall on-site traffic flow by relocating the Starbuck's drive-through queuing;
- Additional parking lot green space (foundation and parking lot islands) around the disturbed areas;

- Enhanced building facades (for the in-line center);
- Freestanding signage compatible with the center's building elevations.

The center already enjoys cross-access easements for properties to the east (Omni Plaza). The petitioner is also seeking approval from IDOT for a traffic signal at the northwest corner of the subject property. In consideration of the request as well as in consideration of conditions of approval for other Roosevelt Road properties, staff recommends that the property owner provide the rights for a cross-access easement for the property immediately west of the subject property. Staff does recognize that there is a significant grade change between the properties, but the rights for such an access should be provided at this time and the engineering issues can be addressed as part of a future access plan for the site.

Compatibility with Surrounding Land Uses

The site is surrounded by other retail commercial uses to the north, east, and west. The property shares boundaries with residential properties to the south. The intent of the Roosevelt Road Corridor is to provide commercial retail business; therefore staff believes the proposed land use is consistent with the surrounding land uses.

FINDINGS AND RECOMMENDATIONS

Staff believes that the proposed uses and requested relief is compatible with the surrounding area, the Comprehensive Plan and the Zoning and Sign Ordinances and is appropriate for the site. Staff has also reviewed the submitted standards and finds that the development does meet those provisions as well. Based on the above, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending approval of this petition, subject to the conditions as outlined:

Based on the submitted petition and the testimony presented, the proposed conditional uses and variations do comply with the standards required by the Lombard Zoning and Sign Ordinances; and, therefore, I move that the Plan Commission adopt the findings included within the Inter-department Group Report as the findings of the Lombard Plan Commission, and recommend to the Corporate Authorities **approval** of the PC 07-05, subject to the following conditions:

1. The petitioner shall develop the site in accordance with the site, sign and development plans prepared by Arcline Associates, dated November 14, 2007 and made a part of the petition.

2. The south elevation of the proposed Starbuck's building shall be amended to include a second brick color, with the final design subject to the Director of Community Development.
3. The freestanding shopping center sign shall be modified to not exceed thirty-five feet (35') in height. Furthermore, the overall square footage of the existing shopping center sign shall not exceed 450 square feet in size.
4. The petitioner shall commence demolition of the existing Starbuck's building and construct the associated parking lot improvement at its current location no later than thirty days after the proposed Starbuck's building is opened. This time period may be extended by the Village if weather conditions preclude the improvements from being completed within this timeframe.
5. Upon a request by the Village, the petitioner/property owner shall provide a vehicular cross-access easement for the property at 303 W. Roosevelt Road. The final location of the cross-access easement shall be reviewed and approved by the Village.
6. As part of the approval, the petitioner shall also address the comments included within the IDRC Report, including:
 - a. Stormwater detention shall be provided consistent with Village Code for all the aggregate disturbed area.
 - b. There is a drainage issue at the existing eastern entry off of Roosevelt Road. This shall be corrected as part of this planned development.
 - c. All site work shall be in accordance with Village of Lombard Code, Specifications and Details.
 - d. Free standing signs are not permitted within utility easements and shall not be located closer than 15' from any publicly dedicated water main or sewer.
 - e. Parking spaces shall be signed and striped per Village Code.

Inter-Departmental Review Group Report Approved By:

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

att

Plan Commission
Re: PC 07-05
Page 12

c: Petitioner

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