

### TEXT AMENDMENT TO THE SIGN ORDINANCE – PROJECT IDENTIFICATION SIGNS

**December 17, 2018**

**Title**

PC 18-38

**Petitioner**

Village of Lombard

**Property Location**

Village-wide

**Approval Sought**

The petitioner, the Village of Lombard, is requesting text amendments to Chapter 153, Signs, to add provisions for project identification signs.

**Prepared By**

Anna Papke, AICP  
Senior Planner

**DESCRIPTION**

The petitioner, the Village of Lombard, is requesting text amendments to the Sign Ordinance to create provisions for project identification signs.

**INTER-DEPARTMENTAL REVIEW**

**Building Division:**

The Building Division has no comments regarding the proposed text amendments to the Sign Ordinance.

**Fire Department:**

The Fire Department has no comments regarding the proposed text amendments to the Sign Ordinance.

**Private Engineering Services:**

Private Engineering Services has no comments regarding the proposed text amendments to the Sign Ordinance.

**Public Works:**

The Department of Public Works has no comments regarding the proposed amendments to the Sign Ordinance.

**Planning Services Division:**

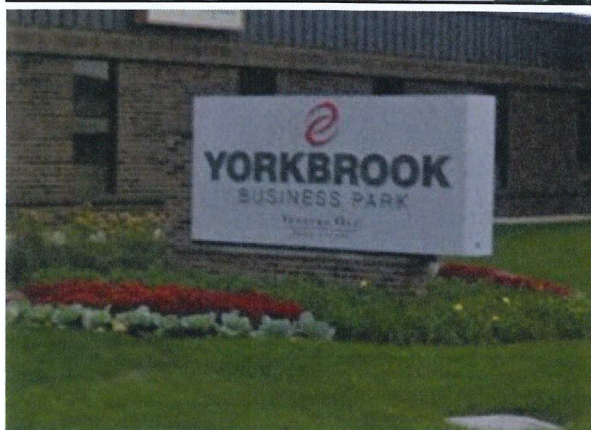
The Yorktown Commons Design Guidelines, which control development in the Yorktown Commons Planned Development at the edge of Yorktown Mall, allow for a sign called a project identification sign. As the first two phases of Yorktown Commons near completion, the developer of these projects has submitted requests for signage that staff believes should be categorized as project identification signs. However, the Design Guidelines do not contain any regulations controlling the size, height or placement of project identification signs. The Village needs to establish such regulations in order to issue permits for these signs.

Planning staff has developed proposed standards for project identification signs that take into consideration the compact, pedestrian-oriented nature of the Yorktown Commons development. Staff also notes that the Yorktown Commons Design Guidelines recognize project identification signs as distinct from freestanding signs. With this in mind staff proposes standards to ensure project identification signs are modest in size and height as compared to what is typical for freestanding signs.

Staff believes project identification signs could have broader applicability in other current and future planned developments where freestanding signs either are not practical or are prohibited. Therefore, staff proposes amending the Sign Ordinance to make project identification signs a possible sign type in other planned developments in the B3, B4 and B4A Districts.

Project identification signs will function similarly to residential subdivision signs in terms of size, placement and function. Project identification signs will provide a means of identifying a building or development with a modest sign. Therefore, the proposed regulations for project identification signs are modeled on the existing regulations for residential subdivision signs in terms of allowable sign area, height and location. To avoid excessive signage, the proposed language prohibits display of project identification sign in conjunction with either a freestanding sign or shopping identification sign.

Several developments in Lombard already have signs that serve as project identification signs. These are shown below as points of reference.



## **EXISTING & PROPOSED REGULATIONS**

Staff proposes the following text amendments. Additions are denoted by **bold and underline**. Deletions are denoted by a ~~strikethrough~~.

- Create “Project Identification sign” as a type:  
**§ 153.244 – Project identification signs.**  
**Project identification signs are intended to provide for appropriately scaled signage in planned developments where freestanding signs are not practical due to site design considerations. It is unlawful to construct, erect, or maintain any project identification signs without complying with the following provisions:**
  - (A) **Size: Limited to maximum area of 32 square feet.**
  - (B) **Height: Not more than four feet in height.**
  - (C) **Number and location: One at each major entrance to a development or planned development.**
  - (D) **Setback: The leading edge of project identification signs shall be set back a minimum of five feet from all property lines.**
  - (E) **Mixed signs prohibited: No project identification sign may be displayed in conjunction with a freestanding sign or a shopping center identification sign.**
  
- Renumber the current § 153.244 – Interpretation of sign types  
§ 153.244~~245~~ – Interpretation of sign types
  
- Amend § 153.602 – Definitions to include Project Identification sign:  
**§ 153.602 Sign, project identification. A permanent sign designed to identify a building or site within a recognized Planned Development.**
  
- Add following language to § 153.505 B3, B4, B4A sign requirements:  
**§ 153.505 (B) (22) Project identification signs located in recognized planned developments, in accordance with the provisions set forth in § 153.244.**

## **STANDARDS FOR TEXT AMENDMENTS**

For any change to the Zoning Ordinance, the standards for text amendments must be affirmed. The standards are noted below:

1. *The degree to which the proposed amendment has general applicability within the Village at large and not intended to benefit specific property;*  
The text amendments are generally applicable to all properties within planned developments in the Village.
  
2. *The consistency of the proposed amendment with the objectives of this ordinance and the intent of the applicable zoning district regulations;*  
The proposed text amendments are consistent with the objectives of the Sign Ordinance.
  
3. *The degree to which the proposed amendment would create nonconformity;*  
Staff does not believe any nonconformity would be created.

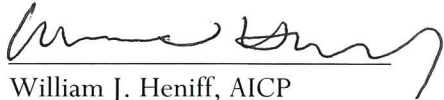
4. *The degree to which the proposed amendment would make this ordinance more permissive;*  
The proposed amendments will clarify existing regulations. The amended code will be neither more nor less permissive than existing code.
5. *The consistency of the proposed amendment with the Comprehensive Plan; and*  
Staff finds that the proposed amendments would be consistent with the Comprehensive Plan.
6. *The degree to which the proposed amendment is consistent with village policy as established in previous rulings on petitions involving similar circumstances.*  
The Village has a history of amending the Sign Ordinance to address edits for clarity. The proposed amendments are consistent with established Village policy in this regard.

### **FINDING & RECOMMENDATIONS**

Based on the above findings, the Inter-Departmental Review Committee has reviewed the petition and finds that it meets the standards for text amendments required by the Zoning Ordinance. As such, the Inter-Departmental Review Committee recommends that the Plan Commission make the following motion recommending approval of this petition:

Based on the submitted petition and the testimony presented, the requested text amendments **comply** with the standards required by the Village of Lombard Zoning Ordinance; and, therefore, I move that the Plan Commission accept the findings and recommendations of the Inter-Departmental Report as the findings of the Plan Commission and I recommend to the Corporate Authorities **approval** of PC 18-38.

Inter-Departmental Review Committee Report approved by:



William J. Heniff, AICP  
Director of Community Development

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