

May 22, 2017

Title

PC 17-16

Petitioner

Village of Lombard

Property Location

Village-wide

Approval Sought

The petitioner the Village of Lombard is requesting a text amendment to Section 153.218 of the Sign Ordinance to allow for informational (directional) signage to be located within the defined clear line of sight area.

Prepared By

Jennifer Ganser, AICP
Assistant Director

DESCRIPTION

The petitioner, the Village of Lombard, is requesting a text amendment to Section 153.218 of the Sign Ordinance to allow for informational (directional) signage to be located within the defined clear line of sight area.

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:

Staff has received numerous requests for informational signage and upon review it is usually located in the clear line of site area. Some of these requests are brought forth as variances and have been approved by the Village Board. Most recently Mariano's on Roosevelt Road received a variance to allow informational/directional signs in the clear line of sight area. As these signs are a maximum of four feet tall, staff has not had concerns supporting a variance in the clear line of sight area. These signs are also meant to be close to the intersections to guide customers into the correct parking lot/area as evidenced in the below definition of an informational sign and in Section 153.218 noting the placement of the signs at points of ingress and egress. However, this can be in conflict with the clear line of sight area.

Section 155.800

Sign, informational. Signs whose principal purpose will be to direct and guide automotive or pedestrian traffic or parking on private property. This sign may contain the name or insignia of a planned development or a particular business located on the property.

EXISTING & PROPOSED REGULATIONS

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

§ 153.218 - Informational signs.

It is unlawful to construct, erect, or maintain any Informational Signs without complying with the following provisions:

(A) Location: Informational signs may be allowed at major points of ingress and egress in all zoning districts, except residentially zoned properties less than one acre in area. Informational signs shall be located at a point so as not to conflict with driver vision and not to be a hazard to smooth traffic flow. **Informational signs may be located within the defined clear line of sight area.**

(B) Size: Such sign will be limited to a maximum of six square feet in sign surface area.

(C) Height: Such sign will be limited to a maximum of four feet in height.

STANDARDS FOR TEXT AMENDMENTS

For any change to the Sign 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 amendment is generally applicable to all properties 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 amendment will eliminate an inconsistency in the definition.
- 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 amendment will eliminate an inconsistency and will not be more permissive.
- 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 Zoning and 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 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 17-16.

Inter-Departmental Review Committee Report approved by:



William J. Heniff, AICP
Director of Community Development

H:\CD\WORDUSER\PCCASES\2017\PC 17-16\PC 17-16_IDRC Report.docx