

VILLAGE OF LOMBARD
INTER-DEPARTMENTAL REVIEW GROUP REPORT

TO: Lombard Plan Commission HEARING DATE: February 18, 2013
FROM: Department of PREPARED BY: Tami Urish,
 Community Development Temporary Planner

TITLE

PC 13-02; 837 South Westmore-Meyers Road: The petitioner requests an amendment to Ordinance 4636, which established alternate wall sign regulations for tenants within the Eastgate Shopping Center, located within the B3PD Community Shopping Planned Development District. The amendment requests that the design provisions as set forth within Section 3-H of Ordinance 4636 be removed, which would result in the underlying wall signage regulations as set forth within the Lombard Sign Ordinance to apply for the center.

GENERAL INFORMATION

Owner/Petitioner: Inland Commercial Property Management, Inc.
 2901 Butterfield Road
 Oak Brook, IL 60523

PROPERTY INFORMATION

Existing Zoning: B3PD Community Shopping District, Planned Development
Existing Land Use: Eastgate Shopping Center
Size of Property: Approximately 13.42 acres
Comprehensive Plan: Community Commercial

SURROUNDING ZONING AND LAND USE

North: B3 Community Shopping District / West Suburban Bank, and R2 Single-Family Residence District / Single-Family Residences
South: R4 PD Limited General Residence District – Planned Development / Cambria Townhomes
East: R4 PD Limited General Residence District – Planned Development / Cambria Townhomes, and B3 Community Shopping District / DuPage County Public Health Center
West: R2 Single-Family Residence District / Single-Family Residences

ANALYSIS

SUBMITTALS

This report is based on the following documents filed on January 24, 2013, with the Department of Community Development:

1. Petition for Public Hearing.
2. Response to Standards for Planned Developments.
3. Plat of Survey, prepared by Webster, McGrath, and Ahlberg, Ltd., dated May 5, 1998.
4. Site plan, titled "Eastgate Center; Store Listings" prepared by Inland Real Estate Corporation.

DESCRIPTION

The Eastgate Shopping Center, at 837 South Westmore-Meyers Road contains 3 brick one-story commercial buildings oriented in a "U" shape across the property. The three buildings are 21,170, 41,163 and 66,318 square feet as seen from the north to the south across the property. In addition to these buildings a 2,500 square foot building is located in the far northwest corner of the property. The property has a parking lot with 705 total parking spaces. The two main entrance/exits and access road follows the "U" shape frontage of the three main buildings. Two additional entrance/exit access points service the 2,500 square foot outbuilding.

The property was purchased in 1999 by the current owners in which they subsequently invested in improvements. The development of their own sign criteria was included in these improvements (Section 3-H of Ordinance 4636). The sign criteria were designed by the property owner to control the specific procedures, specifications and installation of signs by tenants of the shopping mall. This petition seeks to eliminate the specially designed sign criteria and adhere to the regulations set forth by the Village of Lombard Sign Ordinance for B-3 zoned properties (153.505).

ENGINEERING

Public Works

The Department of Public Works has no comments.

Private Engineering

Private Engineering has no comments on the petition.

FIRE DEPARTMENT

The Fire Department has no comments on the petition.

BUILDING DIVISION

The Building Division has no comments on the petition.

PLANNING

Compatibility with the Comprehensive Plan

The Comprehensive Plan recommends Community Commercial uses for this location. The shopping center is an appropriate use within this designation and the signage request is consistent with the commercial land use.

Compatibility with the Surrounding Land Uses

The subject property is located on Westmore-Meyers Road, a minor arterial with a mix of single-family residential, medium-density residential, commercial, and office uses. Surrounding uses include a bank to the north, offices to the east, and townhomes to the east and south. Single-family residences exist to the west and north, though the homes to the west face away from Eastgate and have fencing between their rear yards and Eastgate. The proposed removal of the property owner's designed sign criteria will not impact the compatibility of the center with the surrounding area, as the signage will not be visible or located far from the adjacent properties.

Compatibility with the Zoning Ordinance



The shopping center is in compliance with the Zoning Ordinance. The proposed change to the conditional use approval and other aspects of the site are as follows:

Signage

In 1999 (PC 99-11), the petitioner submitted proposed sign criteria for tenant signs within Eastgate Shopping Center (attached) as part of an overall improvement package. The conditional use amendment was granted (Ordinance 4639) on May 20, 1999. The existing sign criteria specify that all new tenant signage consist of:

- individually illuminated channel letters
- Plexiglas faces and neon tubing illumination
- maximum of two (2) lines of text
- maximum span of 75% of the store frontage
- size range for letters of 12" to 24"
- All signage must be approved by the landlord.
- If a conflict exists between the sign criteria and the Village of Lombard's Sign Ordinance, then the *sign criteria* is to prevail. This ensures that consistent signage is provided for the center regardless of whether or not the Sign Ordinance changes over time, and will provide more predictable (and user-friendly) standards for the landlord and tenants.

The table below lists the wall signage provisions for the subject property:

Wall Sign Regulations	
Village of Lombard Sign Ordinance	Existing Eastgate Shopping Center Sign Criteria
<p>Type: Signs can be of any design (cabinet, channel letter, projecting, etc.) provided it meets all other provisions of code.</p>	<p>Type: Channel letters only:</p> 
<p>Size: Calculated by formulas specified in 153.505; B3, B4 & B4A COMMUNITY SHOPPING DISTRICT REQUIREMENTS:</p> <ul style="list-style-type: none"> • If a tenant's wall sign is less than 120 feet from the nearest property line, then the total surface area of that sign shall not exceed one times the lineal front footage of the tenant space, (minimum of 25 sq. ft. of sign surface area and not to exceed 100 sq. ft.) • If a tenant's wall sign is equal to or more than 120 feet but less than 240 feet from the nearest property line, then the total surface area of that sign shall not exceed two times the lineal front footage of the tenant space, (minimum of 25 sq. ft. of sign surface area and not to exceed 200 sq. ft.) • If a tenant's wall sign is equal to or more than 240 feet but less than 360 feet from the nearest property line, then the total surface area of that sign shall not exceed two times the lineal front footage of the tenant space. (minimum of 25 sq. ft. not to exceed 300 sq. ft.) • If a tenant's wall sign is equal to or more than 360 feet from the nearest property line, then the total surface area of that sign shall not exceed two times the lineal front footage of the tenant space, (minimum of 25 sq. ft. of sign surface area and not to exceed 400 sq. ft.) 	<p>Size: 24" Maximum, 12" minimum for Letters Maximum span 75% of store frontage</p> 
<p>Size: No restriction on lines of text</p>	<p>Size: Two lines of text</p>
<p>Installation: 153.242 WALL SIGNS: All signs must meet Building Code and Sign Ordinance provisions.</p>	<p>Installation: Flush mount to fascia sign band</p>

The petitioner is seeking a modification to the criteria in order to be more accommodating to market concerns. The petitioner is requesting to abide by the Village of Lombard Sign and Zoning Ordinance provisions in the same manner as all other properties zoned as B3 and is not requesting additional signage relief from the Village Codes. The relief that is being requested is from the sign criteria created by the property owner, which is more restrictive and narrowly interpreted than the Village Code. The removal of the sign criteria will allow flexibility when negotiating with potential tenants and will not inhibit the creativity of any tenant's chosen sign within the Village of Lombard's established guidelines. Specifically, they seek to amend their own regulations to provide for a greater mix of sign styles to accommodate the tenant needs and to provide for signage opportunities for short-term tenants who may not have the desire or ability to provide for an illuminated channel letter sign for their business.

All of the storefronts in the Eastgate Shopping Center are more than 120 feet from the nearest property line and therefore the total surface area of each sign shall not exceed two times the lineal front footage of the tenant's space. Approximately three of these storefronts are not to exceed 200 square feet and an additional eight are not to exceed 300 square feet according to the existing division of frontage. The remaining majority of the storefronts are not to exceed 400 square feet.

While the Village has received concerns in regard to the intensity of illumination of any new signs, staff notes the petitioner/property owner would be required to meet the illumination provisions of the Sign Ordinance as no relief is being requested from the underlying illumination requirements outlined. The intensity of illumination of signs is not addressed in the sign criteria.

To address residents' concerns, it is sited that externally illuminated signs shall not be permitted to directly cast light into or shine upon any residential district and in no case shall lighting from any illuminated sign impacting on a residential district exceed that permitted from the illumination of off-street parking, as established in Section 155.602(A)(10)(d) of the Zoning Ordinance. Approximately 50% of the tenants' storefronts with illuminated signs face each other in the "U" shaped formation of the three buildings and do not directly face residential properties. The remaining 50% of the tenants' storefronts (for example Schroeder's Ace Hardware) face residential property along the western side of Westmore-Meyers Road at an approximate distance of 500 feet. The size of these signs will not exceed 400 square feet. The residential properties are orientated with the rear lots facing the shopping center and there is a six foot solid fence along the rear property lines. Given this distance and orientation of the shopping center, the elimination of the sign criteria will not adversely impact any residential property.

FINDINGS AND RECOMMENDATIONS

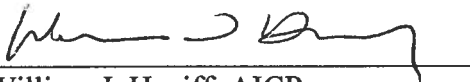
Staff has reviewed the response to standards included as part of the petition and concurs that the petition meets the standards set forth in the Zoning and Sign Ordinances. Staff believes that the proposed use is appropriate at the subject location and is compatible with surrounding uses, and the planned development.

Based on the above findings, 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 proposal does comply with the standards required by the Lombard Zoning Ordinance, and, therefore, I move that the Plan Commission accept the findings and responses to the standards for conditional uses included within the Inter-departmental Review Report as the findings of the Lombard Plan Commission and that the requested relief enhances the overall planned development and is in the public interest and therefore, recommends to the Corporate Authorities **approval** of PC 13-02, subject to the following conditions:

1. That Section 3-H shall be removed from Ordinance 4636 in its entirety.
2. That all other provisions of Ordinance 4636 and the Lombard Zoning and Sign Ordinance shall remain in full force and effect for the Eastgate Planned Development.

Inter-Departmental Review Group Report Approved By:



William J. Heniff, AICP
Director of Community Development



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2901 Butterfield Road
Oak Brook, Illinois 60523
630-954-5656
Toll Free: 877-206-5656

SIGN CRITERIA

EASTGATE SHOPPING CENTER LOMBARD, ILLINOIS

PURPOSE

The following sign criteria has been established to assist tenants in complying with their lease. These basic standards have been made to govern the design, fabrication, and installation of tenant signs and is intended to afford all tenants with good visual identification.

The sign standards have been selected to harmonize with and compliment the building materials and assist in creating the proper atmosphere for the center.

To establish uniformity, the following criteria shall be strictly adhered to in the design of tenant signage.

PROCEDURE

Tenant shall submit for landlord approval, three (3) sets of plans and specifications indicating the location, colors, layout, and design of proposed sign including all lettering and/or graphics. (*DRAWING MUST INCLUDE CROSS SECTIONS AND ELEVATIONS*).

Approval shall be required by landlord prior to submission for permits from Village governing agencies. It is the responsibility of the tenant to follow the required Village agency procedure and to comply with the Village sign codes. Tenants shall obtain approval, secure permits and pay for all fees and expenses relating to the cost of the sign and permits. In the event of a conflict between these specifications and requirements of the Village sign code, the Village sign code shall prevail.

SPECIFICATIONS

TYPE – Individually illuminated channel letters:

- (A) Plexiglas faces (color to be approved)
- (B) Aluminum returns & backs 4 1/2" deep
- (C) Neon tubing illumination
- (D) Trimcap retainer
- (E) 120 volt transformers

SIZE

- (A) 24" maximum, 12" minimum
- (B) Maximum span 75% of store frontage
- (C) Two lines of text





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STYLE

- (A) Designed by tenant
- (B) Landlord shall have final approval on all sign plans

INSTALLATION

- (A) Centered horizontally and vertically on tenants store front fascia
- (B) Flush mount to fascia sign band

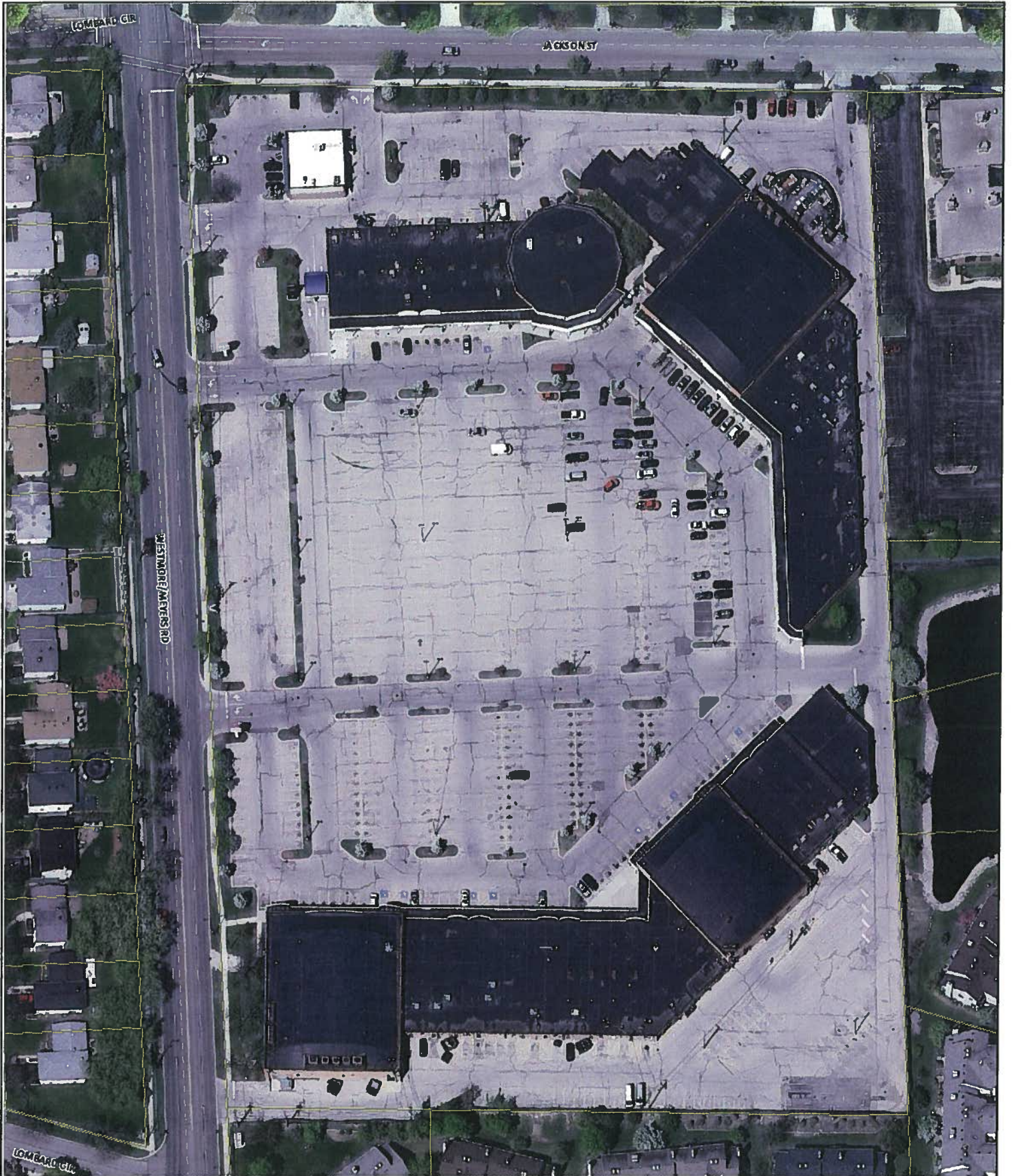
Upon vacating the premise, tenant shall be responsible for the removal of his sign and restoring the fascia to its original condition. If tenant fails to do so promptly (within ten (10) days of vacating), then landlord may perform this work and charge the tenant.



PC 13-02: Westmore Meyer Road, Aerial View of Property



110 ft



Response to Standards for Planned Developments
Subject Property: 837 Westmore Avenue, Lombard, IL 60148

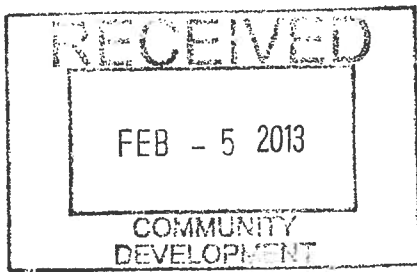
A. General Standards

1. Except as modified by and approved in the final development plan, the proposed development complies with the regulations of the district or districts in which it is to be located.
- R. The Proposed retail and office use building conforms in all respects to the applicable regulations of the B3 Zoned District.**
2. Community sanitary sewage and potable water facilities connected to a central system are provided.
- R. Community sanitary sewage and potable water facilities connected to a central system are available on Westmore Avenue.**
3. The dominant use in the proposed planned development is consistent with the recommendations of the Comprehensive Plan of the Village for the area containing the subject site.
- R. The dominant use in the existing planned development is retail and office and is consistent with the recommendations of the Comprehensive Plan of the Village for the area.**
4. That the proposed planned development is in the public interest and is consistent with the purposes of this Zoning Ordinance.
- R. The existing planned development is consistent with the Zoning Ordinance of the Village of Lombard. The site is Zoned B3.**

Response to Standards for Planned Developments
Petition PC 05-43
Subject Property: 300-312 S. Main Street, Lombard, IL

5. That the streets have been designed to avoid:
 - a. Inconvenient or unsafe access to the planned development;
 - b. Traffic congestion in the streets which adjoin the planned development;
 - c. An excessive burden on public parks, recreation areas, schools, and other public facilities which serve or are proposed to serve the planned development.

- R. The existing site has two bidirectional driveways off Westmore Avenue. The development will not create an excessive burden on public parks, recreation areas, school and other public facilities.**



Bernard P. Izzo
1108 E. Wilson Ave.
Lombard, IL 60148

Feb 3 '13

Dear Mr. Much

I am writing you concerning your letter of January 30 about the amendment to ordinance 4636.

We are about 90 years old and don't go out at night and therefore cannot attend the meeting on Feb 18 '13.

We want to send you this comment about the proposed request for sign regulations for tenants of the Eastgate Shopping Center. We have no objection to the signs - as long as no lights are used.

Therefore, our statement is that we have no objections to having signs on the wall if they promise to never install lights.

Thank you a great much

Bernard Izzo